

Pengaruh experiential marketing, service quality terhadap customer satisfaction dan customer loyalty (studi kasus : Mujigae Resto Kelapa Gading) = The effects of experiential marketing service quality toward customer satisfaction and customer loyalty (case study : Mujigae Resto Kelapa Gading)

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Abstrak

Tesis ini membahas mengenai pengaruh Experiential Marketing dan Service Quality yang diterapkan oleh Mujigae Resto Mall Kelapa Gading terhadap Customer Satisfaction dan Customer Loyalty. Penelitian ini merupakan penelitian deskriptif dengan teknik sampel non probability sampling. Berdasarkan data dari 240 responden, penelitian ini membuktikan adanya pengaruh positif signifikan antara Experiential Marketing terhadap Customer Satisfaction dan Customer Loyalty, Customer Satisfaction terhadap Customer Loyalty, serta Service Quality terhadap Customer Satisfaction.

.....This thesis discusses about the effect of Experiential Marketing and Service Quality which are applied by Mujigae Resto at Kelapa Gading Mall toward the Customer Satisfaction and Customer Loyalty. This research is descriptive research. Based on data from 240 respondents, this study proves the existence of a significant positive effect between Experiential Marketing on Customer Satisfaction and Customer Loyalty, Customer Satisfaction on Customer Loyaly, and Service Quality on Customer Satisfaction.