

Pengaruh experiential marketing dalam menciptakan word of mouth pengunjung Pesona Alam Resort & Spa = The effects of experiential marketing to create word of mouth visitors Pesona Alam Resort & Spa

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Abstrak

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Penerapan strategi experiential marketing yang baik dapat membentuk word of mouth konsumen mereka. Penelitian ini dilakukan dengan tujuan untuk menjelaskan pengaruh experiential marketing di Pesona Alam Resort & Spa dalam menciptakan word of mouth konsumen. Penelitian ini menggunakan pendekatan penelitian kuantitatif dan metode survei, dengan menyebarkan kuesioner ke 100 responden dengan teknik pengambilan sampel non-probability sampling dengan cara accidental sampling. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara experiential marketing dengan word of mouth. Hal ini menunjukkan bahwa Pesona Alam Resort & Spa sudah menerapkan strategi experiential marketing dengan baik.

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ABSTRACT

Applying of experiential marketing strategy can either form the word of mouth of their consumers. This research was conducted with the aim to explain the influence of experiential marketing at Pesona Alam Resort & Spa in creating word of mouth consumer. This study used a quantitative approach and survey methods, by distributing questionnaires to 100 respondents with a non-probability sampling with accidental sampling method. The results showed that there is influence between experiential marketing by word of mouth. This shows that the Pesona Alam Resort & Spa has implemented experiential marketing strategy well.