

Pengaruh experiential marketing terhadap pembentukan electronic word of mouth pada Santhai Modern Thai Canteen Restaurant Kota Kasablanka = The influence of experiential marketing on the formation of electronic word of mouth on Santhai Modern Thai Canteen Restaurant Kota Kasablanka

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Abstrak

Perkembangan internet, terutama pada World Wide Web yang telah tersedia secara luas, menyebabkan setiap orang dapat membagikan pengalaman unik dan berkesan mereka di internet. Penelitian mengenai experiential marketing telah banyak dilakukan sebelumnya, tetapi penelitian mengenai pengaruhnya terhadap electronic word of mouth pada online opinion platform belum dieksplorasi secara lebih luas. Penelitian ini bertujuan untuk menganalisis bagaimana pengaruh antara Experiential Marketing terhadap pembentukan Electronic Word of Mouth dengan objek penelitian Santhai Restaurant - Kota Kasablanka. Sampel dalam penelitian ini berjumlah 100 konsumen Santhai Modern Thai Restaurant dengan menggunakan metode non-probability sampling serta teknik purposive sampling. Instrumen penelitian ini menggunakan kuesioner, dianalisis menggunakan regresi linier. Hasil penelitian ini membuktikan bahwa terdapat pengaruh antara experiential terhadap pembentukan electronic word of mouth.

The development of Internet, especially World Wide Web widely available leads anyone to sharing their unique and memorable experiences on internet. Considerable amount of research has examined experiential marketing before, but the research on its effect towards electronic word of mouth on online opinion platform has yet to be explored further.

This study focus to analyze how the influence of experiential marketing in establish Electronic Word of Mouth with the object of this research is Santhai Restaurant at Kota Kasablanka. This research applied quantitative approach with 100 consumers of Santhai Restaurant, collected using nonprobability sampling with purposive technique. This research used questionnaire as research instrument, analyzed using linear regression. The research proved that experiential marketing has influence on the formation of electronic word of mouth.