

Pengaruh experiential marketing terhadap loyalitas pelanggan melalui kepuasan pelanggan pada Restaurant Namaaz Dining = The influence of experiential marketing on customer loyalty through customer satisfaction at Restaurant Namaaz Dining.

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Abstrak

Perkembangan zaman yang terjadi saat ini memengaruhi bidang usaha tata boga. Restaurant Namaaz Dining merupakan salah satu Restaurant Gastronomy Molecular di Indonesia. Restaurant Namaaz Dining menggunakan experiential marketing. Penelitian ini dilakukan untuk menganalisis pengaruh experiential marketing terhadap loyalitas pelanggan pada Restaurant Namaaz Dining dengan kepuasan pelanggan sebagai variabel mediasinya. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 pelanggan menggunakan teknik non-probability sampling. Teknik analisa data yang digunakan yakni analisis regresi dan sobel test untuk mengetahui pengaruh antar variabel, baik secara langsung maupun tidak langsung. Hasil penelitian ini menunjukkan bahwa experiential marketing memiliki pengaruh langsung dan tidak langsung terhadap loyalitas pelanggan melalui kepuasan pelanggan. Pengaruh experiential marketing terhadap loyalitas pelanggan melalui kepuasan pelanggan memiliki pengaruh lebih besar dibandingkan dengan nilai pengaruh experiential marketing terhadap loyalitas pelanggan secara langsung.

.....The development of the times that is happening now is affecting the business sector of food and beverages. Namaaz Dining Restaurant is one of the Molecular Gastronomy Restaurant in Indonesia. Restaurant Namaaz Dining uses experiential marketing. This study was conducted to analyze the effect of experiential marketing on customer loyalty in Restaurant Namaaz Dining with customer satisfaction as a mediating variable. This research uses a quantitative approach by distributing questionnaires to 100 customers using non-probability sampling techniques. The data analysis techniques used are regression analysis and sobel tests to determine the effect between variables, both directly and indirectly. The results of this study indicate that experiential marketing have a direct and indirect effect on customer loyalty through customer satisfaction. The effect of experiential marketing on customer loyalty through customer satisfaction has a greater effect than the direct effect of experiential marketing on customer loyalty.