

Pengaruh Experiential Marketing terhadap Customer Loyalty melalui Customer Satisfaction Studi Pada LifeSpa Fitness South Quarter = The Effect of Experiential Marketing Towards Customer Loyalty through Customer Satisfaction (Case Study : LifeSpa Fitness South Quarter)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh experiential marketing terhadap customer loyalty melalui customer satisfaction pada LifeSpa Fitness South Quarter. Sampel dalam penelitian ini berjumlah 102 orang yang diambil dengan menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa experiential marketing memiliki pengaruh positif yang signifikan terhadap customer loyalty dengan diperantarai oleh customer satisfaction. Selain itu dari penelitian ini dapat dilihat bahwa experiential marketing juga memiliki pengaruh terhadap customer loyalty tetapi tidak sebesar apabila diperantarai oleh customer satisfaction.

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This research is conducted to determine the effect of the experiential marketing towards customer loyalty through customer satisfaction at LifeSpa Fitness South Quarter. This research uses 102 samples collected by purposive sampling methods. The results show that there is a significant positive relation between experiential marketing towards customer loyalty with customer satisfaction as the mediating variable. The result of this research also proves that experiential marketing has a direct influence to customer loyalty, but the result is not as good as when using customer satisfaction as the mediating variable.