



UNIVERSITY OF INDONESIA
FACULTY OF SOCIAL AND POLITICAL SCIENCES
DEPARTMENT OF ADMINISTRATIVE SCIENCE
UNDERGRADUATE PROGRAM

ABSTRACT

IRAWATI (0903320818), *THE EFFECT OF EXPERIENTIAL MARKETING ON THE WORD-OF-MOUTH BEHAVIOR OF MACINTOSH CUSTOMER (APPLE INC.)*, 5 extra pgs + 103 content pgs + 17 figures + 12 tables + 21 appendixes + 35 bibliography; (1988-2008)

Computer industry in Indonesia gains a significant growth, about 20 percent - 25 percent every year. In market 2 million units sold for 2007, a small amount compare to 220 million live. With market this big, there'll be positive increase of technology industry about 14 percent in 2010. Risk factor affecting the Company is: global markets for personal computers, and related peripherals and service are highly competitive and subject to rapid technological change. If the company is unable to compete effectively in these markets, its financial condition and operating results could be materially adversely affected. This under score the problem on how experiential marketing effecting the word of mouth behavior of Macintosh consumer.

Research of experiential marketing based on Bern H. Schmitt book *Experiential Marketing: how to get your customers to sense, feel, think, act, and relate to your company and brand*, the Free Press, 1999. Experiential marketing as independent variable measure by five dimensional: sense, feel, think, act, and relate. The dependent variable is word of mouth have three dimensional that become one variable measurable: costumer satisfaction, opinion leadership, and contiguous product.

Research method use survey to observe sample (Millis id-Mac), that use non probability sampling method for 78 respondent. To measure this research use semantic differential scale 1 for negative pole and 7 for positive pole. To analyze survey result use SPSS 12, confirmatory factor analysis and multiple linier regression.

Respondent descriptive result show that MacBook have the bigger market that other type of Mac. As for result experiential marketing have two significant dimensional: think and act, both dimensional have high score for significant outcome.

This research conclusion, that experiential marketing have significant effect on word of mouth behavior for Macintosh consumer. Thou relate did not have such same result, it because the majority of market shares from creative professional has been place with personal user and education.