



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

ABSTRACT

MEITY PURWANINGRUM (0904100269), *The Effects of Yamaha Mio's Experiential Marketing to Customer's Word of Mouth*, xvi + 99 pages + 22 tables + 13 pictures + 32 bibliographies (1984-2007) + 4 additions

Indonesia is a fast growing market for motorcycle industry. This condition interests many top motorcycle companies to invest their bucks in Indonesia. No wonder that the competition in this field sector can't be denied. It forces a company to think about how they can beat their competitors. The development of technology is not enough, company needs marketing strategic to face this.

Experiential marketing is a marketing strategy that gives customer more than just feature and benefit. Yamaha Mio implements this marketing strategy, so they try to stimulate customer's senses, touches customer's feeling, intrigues customer's creative thinking, fits customer's lifestyle, and make them proud of it. The bottom line of this strategy is touches customer's emotion through consumption experience.

Previous research commissioned by MICE in 2006 found that 74% senior brand marketers believe that experiential marketing is the most effective way to encourage word of mouth. This research tries to find the experiential marketing effects to word of mouth from customer's perspective. When customers feel memorable experience through experiential marketing, they tend to tell about their consumption experience to others or spreading word of mouth.

There are three research questions of this research. First is about how experiential marketing implementation's rate of Yamaha Mio's customer. Second is about word of mouth rate of Yamaha Mio's customer. Third is about how Yamaha Mio's experiential marketing effects consumer word of mouth.

This research is using quantitative approach. The type of research in this research is explanative research with cross sectional time dimension. In collecting data, researcher uses survey method with the non-probability sampling technique (purposive / judgemental).

This research gives practical implication for Yamaha that experiential marketing of Yamaha Mio – according to customer perception, has the good value. It showed by the average value of each dimension. Moreover, for the word of mouth, customer also gives the good rate on it. The result indicates that experiential marketing has a significant effect on customer's word of mouth.

