

Analisis pengaruh Experiential Marketing terhadap Customer Satisfaction dan dampaknya terhadap loyalitas pelanggan : studi kasus Blitz Megaplex Grand Indonesia = Analyze the effect of experiential marketing toward customer satisfaction and its impact on customer loyalty : case study Blitz Megaplex Grand Indonesia

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Abstrak

Tesis ini membahas mengenai dampak pendekatan Experiential Marketing yang terdiri dari Sense, Feel, Think, Act, dan Relate yang diterapkan Blitz Megaplex Grand Indonesia terhadap Customer Satisfaction, dan juga pengaruh kepuasan tersebut terhadap Attitudinal Loyalty dan Behavioral Loyalty. Penelitian ini merupakan penelitian eksploratif dan deskriptif.

Hasil dari penelitian ini mengatakan bahwa Customer Satisfaction dapat ditingkatkan dengan memberikan pengalaman berbasis Feel dengan cara mempengaruhi suasana hati, perasaan, dan emosi, dan Relate dengan menciptakan identitas sosial bagi pelanggan dalam menggunakan sebuah produk. Hasil penelitian juga menunjukkan bahwa Customer Satisfaction berpengaruh secara signifikan terhadap Attitudinal Loyalty, namun tidak secara signifikan terhadap Behavioral Loyalty.

.....This thesis discusses the effect of Experiential Marketing which is consisted of Sense, Feel, Think, Act, and Relate that has been applied by Blitz Megaplex Grand Indonesia toward Customer Satisfaction, and its impact on Attitudinal Loyalty and Behavioral Loyalty. This research is exploratory and descriptive research. The results of this research show that Customer Satisfaction can be driven by Feel with its mood and emotion impact; and Relate with its social identity for those who use the product. The results also suggest that Customer Satisfaction significantly influence Attitudinal Loyalty, and did not significantly influence Behavioral Loyalty.