

ABSTRAK

Siti Aisyah, NIM 7102210023. “Pengaruh *Experiential Marketing* Terhadap Loyalitas Pelanggan Pada Waroeng Steak and Shake Cabang Sisingamangaraja Medan”. Skripsi Jurusan Manajemen Fakultas Ekonomi Unimed Tahun 2014.

Penelitian ini bertujuan untuk menganalisis pengaruh tiap-tiap variabel pada *experiential marketing*, yaitu *sense, feel, think, act*, dan *relate* terhadap loyalitas pelanggan Waroeng Steak and Shake Cabang Sisingamangaraja Medan. Sampel sebanyak 96 orang responden dengan teknik pengambilan sampel yang digunakan adalah non probability sampling dengan teknik purposive sampling yaitu teknik pengambilan sampel dengan pertimbangan tertentu pelanggan yang sudah melakukan pembelian lebih dari satu kali.

Analisis data menggunakan uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji determinasi (R^2). Uji regresi linear berganda menunjukkan variabel yang terdapat dalam *experiential marketing* yaitu *sense, feel, think, act*, dan *relate* bernilai positif. Berdasarkan hasil uji hipotesis yaitu uji t, diketahui bahwa variabel yang termasuk dalam *experiential marketing* yaitu *sense, feel, think*, berpengaruh secara parsial dan signifikan terhadap loyalitas pelanggan. sedangkan *act*, dan *relate* berpengaruh secara parsial tetapi tidak signifikan terhadap loyalitas pelanggan pada Waroeng Steak and Shake Cabang Sisingamangaraja Medan. Hasil uji F sebesar 124,512 menunjukkan bahwa secara simultan atau serempak variabel yang termasuk dalam *experiential marketing* secara bersama-sama mempengaruhi variabel loyalitas pelanggan. Hasil R^2 menunjukkan bahwa 87,4% variabel independen *sense, feel, think, act*, dan *relate* mempengaruhi loyalitas pelanggan waroeng steak and shake cabang sisingamangaraja medan.

Kata Kunci : *Experiential Marketing, Sense, Feel, Think, Act, Relate*, Loyalitas Pelanggan

ABSTRACT

Siti Aisyah, NIM 7102210023. “The Influence Of Experiential Marketing Customer Loyalty In Waroeng Steak and Shake Branch Sisingamangaraja Medan”. Thesis Department of Management Faculty of Economics UNIMED Year 2014.

This reseach aims to analyze the influence of each variable on experiential marketing, namely sense, feel , think, act, and relate to customer loyalty Waroeng Steak and Shake Branch Sisingamangaraja Medan. Sample of 96 respondents to the sampling technique used was non- probability sampling with purposive sampling is a sampling technique with particular consideration of the customers who have already made a purchase more than once .

Methods of data analysis using the classical assumption test, multiple linear regression, hypothesis testing, and the test of determination (R²). Multiple linear regression showed that the variables contained in the experiential marketing that sense, feel, think, act, and relate positive value. Based on the results of testing the hypothesis that the t test is known that the variables included in the experiential marketing that sense, feel, think, and significant partial effect on customer loyalty. Whereas the act, and relate partial effect but no significant effect on customer loyalty at Waroeng Steak and Shake branch Sisingamangaraja Medan. The results of the F test of 124.512 indicates that simultaneous variables included in experiential marketing jointly affect customer loyalty variables. The results showed that 87.4 % R² independent variable sense, feel, think, act, and relate affect customer loyalty waroeng steak and shake branch Sisingamangaraja Medan

Keyword : : *Experiential Marketing, Sense, Feel, Think, Act, Relate, Customer Loyalty*