ABSTRAK

Siti Suci Annisah Harahap NIM : 7141210029 " Pengaruh *Experiential Marketing* Dan Fasilitas Terhadap Kepuasan Wisatawan Di Taman The Le Hu Garden Deli Tua"

Penelitian bertujuan untuk mengetahui pengaruh *experiential marketing* dan fasilitas terhadap kepuasan wisatawan di taman The Le Hu Garden Deli Tua. Teknik pengambilan sampel menggunakan teknik *Accidental Sampling,* jumlah sampelnya sebanyak 96 responden yang mengunjungi dan menikmati taman di the le hu garden deli tua. Teknik analisis data yang digunakan adalah Regresi Linear Berganda menggunakan kuesioner dengan menyebarkan kuesioner kepada sampel (responden) dan mengumpulkannya kembali untuk diproses. Teknik analisis data yang digunakan adalah uji kualitas data dan uji asumsi klasik. Pengujian hipotesis menggunakan analisis regresi linier berganda, uji T, uji F, dan uji R2.

Hasil penelitian ini secara parsial (uji t) menunjukkan bahwa, experiential marketing berpengaruh signifikan dan posotif terhadap kepuasan wisatawan di taman the le hu garden deli tua, begitu juga dengan fasilitas berpengaruh signifikan dan positif terhadap kepuasan wisatawan di taman the le hu garden deli tua. Dan secara simultan (uji F) menunjukkan bahwa, experiential marketing dan fasilitas terhadap kepuasan wisatawan di taman the le hu garden deli tua berpengaruh positif dan signifikan. Maka penelitian ini telah diuji dan terbukti dapat diterima kebenarannya.

Kata Kunci : Experiential Marketing, **Fasilitas, Kepuasan Wisatawan**

ABSTRACK

Siti Suci Annisah Harahap NIM: 7141210029 "Experiential Marketing Influence and Facilities on Tourist Satisfaction in the Park of The Le Hu Garden Deli Tua"

The study aims to determine the influence of experiential marketing and facilities on tourist satisfaction in the Old Le Hu Garden Deli park. The sampling technique used Accidental Sampling technique, the number of samples was 96 respondents who visited and enjoyed the park in the le hu garden of an old deli. The data analysis technique used is Multiple Linear Regression using a questionnaire by distributing questionnaires to the sample (respondents) and collecting them back for processing. The data analysis technique used is data quality test and classic assumption test. Testing the hypothesis using multiple linear regression analysis, T test, F test, and R2 test.

The results of this study partially (t test) show that, experiential marketing has a significant and positive effect on tourist satisfaction in the le hu garden in an old deli, as well as facilities that have a significant and positive effect on tourist satisfaction in the le hu garden in an old deli. And simultaneously (F test) shows that, experiential marketing and facilities to the satisfaction of tourists in the old le garden garden deli has a positive and significant effect. So this research has been tested and proven to be acceptable.

Keywords: Experiential Marketing, Facilities, Tourist Satisfaction