

ABSTRAK

Holong PP. Munthe, NIM 7153210020. Pengaruh *Experiential Marketing* Terhadap *Repurchase Intention* Melalui *Customer Satisfaction* Sebagai Variabel Intervening Pada Sosmed Cafe Jl. Abdullah Lubis No.08 Medan. Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2019.

Tujuan dari penelitian ini adalah untuk menganalisa pengaruh *experiential marketing* terhadap *repurchase intention* melalui *customer satisfaction* sebagai variabel perantara di Sosmed Cafe Jl. Abdullah Lubis No.08 Medan. Penelitian ini dilakukan pada Sosmed Cafe Jl. Abdullah Lubis No.08 Medan.

Penelitian ini merupakan penelitian survei dengan menggunakan kuesioner sebagai instrumennya. Responden penelitian ini adalah Konsumen pada Sosmed cafe Jl. Abdullah Lubis N.08 Medan yang sudah melakukan pembelian berulang, dengan jumlah responden sebanyak 241 responden dengan menggunakan metode *purposive sampling*, yaitu sebuah teknik pemilihan sampel dimana seorang individu memilih sampel berdasarkan penilaian pribadi mengenai beberapa karakteristik yang sesuai dari anggota sampel. Teknik analisis yang digunakan adalah Metode *Structural Equation Model (SEM)*.

Hasil penelitian menunjukkan bahwa *experiential marketing* berpengaruh signifikan terhadap *customer satisfaction* dengan nilai koefisien sebesar 0,886 dan signifikansi karena jauh dibawah 0,05. *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention* dengan nilai koefisien sebesar 0,466 atau dan signifikansi karena jauh dibawah 0,05. *Experiential marketing* berpengaruh signifikan terhadap *repurchase intention* dengan nilai koefisien sebesar 0,441 dan signifikansi karena jauh dibawah 0,05. Secara tidak langsung *experiential marketing* berpengaruh signifikan terhadap *repurchase intention* melalui *customer satisfaction* dengan nilai koefisien sebesar 4,13% dan signifikansi *t hitung* < *t tabel* atau probabilitas kesalahan lebih kecil dari 5%. Hal ini ditunjukkan dari hasil uji pengaruh variabel *experiential marketing* terhadap *customer satisfaction* sebesar 88,6% sementara pengaruh *customer satisfaction* terhadap *repurchase intention* sebesar 46,6% dan pengaruh *experiential marketing* terhadap *repurchase intention* sebesar 44,1% yang berarti kedua variabel yaitu *experiential marketing* berpengaruh secara signifikan terhadap *repurchase intention* melalui *customer satisfaction*.

Kata kunci : *Experiential marketing, repurchase intention, customer satisfaction.*

ABSTRACT

Holong PP. Munthe, NIM 7153210020. Effect of Experiential Marketing on Repurchase Intention Through Customer Satisfaction as Intervening Variable In Sosmed Cafe Jl. Abdullah Lubis No.08 Medan. Thesis Department of Management Faculty of Economics, University of Medan, 2019.

The objective of this research is to analyze the experiential marketing that can effect the repurchase intention with the customer satisfaction as an intervening variable. This research was conducted on Sosmed Cafe Jl. Abdullah Lubis No.08 Medan.

This research is a survey using a questionnaire as an instrument. Respondents are consumer in Sosmed Cafe Jl. Abdullah Lubis No.08 Medan whom already make repurchase intention, by the number of respondents were 241 respondents using *purposive sampling* method, a sample selection technique in which an individual choose a sample based on personal assessment about convenient characteristics of the sample. Using Structural Equation Model (SEM) as the mothod of analysis technique.

The results revealed that the *experiential marketing* tactics affected repurchase intention significantly against costumer satisfaction with coeffiecient value 0,886 and it's significance value because its down below 0,05 point. Consumer satisfaction affected significantly to repurchase intention with coeffiecient value 0,466 and it's a significance value because it down below 0,05. Experiential marketing affected significantly to repurchase intention with coeffiecient value 0,441 and it's a significance value because it down below 0,05. Experiential marketing indirectly affected against repurchase intention significantly through consumer satisfaction with coeffiecient value 4,13% and significance $t_{arithmetic} > t_{table}$ which mean probability error are less than 5%. It is shown from the testing result that *experiential marketing* variable against consumer satisfaction with value 88,6%. Meanwhile affecting consumer satisfaction against repurchase intention with value 46,6% affecting *experiential marketing* against repurchase intention with value 44,1% which means both of variable of *experiential marketing* are affected significantly against repurchase intention and satisfaction.

Keywords: Experiential marketing, repurchase intention, customer satisfaction