

ABSTRAK

Penelitian ini ditujukan untuk mengetahui bagaimana pengaruh *olfactory marketing*, *experiential marketing*, *service quality*, dan *customer satisfaction* terhadap *repurchase intentions* dari pelanggan TOUS les JOURS Galaxy Mal Surabaya.

Sampel yang digunakan pada penelitian ini adalah pelanggan TOUS les JOURS yang berdomisili di Surabaya serta melakukan pembelian di TOUS les JOURS dalam waktu dua bulan terakhir. Jumlah responden yang dipergunakan pada penelitian ini berjumlah 100 responden. Untuk pengolahan dan analisa data dalam penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan *software* AMOS 22.0. Hasil analisis menunjukkan bahwa dari tujuh hipotesis, lima hipotesis diterima sedangkan dua hipotesis ditolak.

Temuan empiris menunjukkan bahwa *olfactory marketing* memiliki pengaruh terhadap *experiential marketing* dengan koefisien regresi sebesar 0.946. Pengaruh *olfactory marketing* terhadap *repurchase intentions* dengan koefisien regresi sebesar 0.066. Pengaruh *experiential marketing* terhadap *repurchase intentions* dengan koefisien regresi sebesar 0.442. Pengaruh *experiential marketing* terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.570. Pengaruh *service quality* terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.390. Pengaruh *service quality* terhadap *repurchase intentions* dengan koefisien regresi sebesar 0.099. Pengaruh *customer satisfaction* terhadap *repurchase intentions* dengan koefisien regresi sebesar 0.328.

Kata kunci: *Olfactory, Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intentions*

ABSTRACT

This study aimed to find out the influence of olfactory marketing, experiential marketing, service quality, and customer satisfaction on repurchase intentions of TOUS les JOURS' (located on Galaxy Mal Surabaya) customers.

Samples that being used in this study are those who lives in Surabaya, also those who bought TOUS les JOURS products within last two months. The number of respondents used in this study is 100 respondents. This study uses Structural Equation Modelling (SEM) and AMOS 22.0 to process and analyze data. The results showed that of the seven hypotheses, five hypotheses were accepted while the two hypotheses were rejected

Empirical findings show that olfactory marketing has an influence on experiential marketing with regression coefficient of 0.946. The effect of olfactory marketing on repurchase intentions with regression coefficient of 0.066. The influence of experiential marketing on repurchase intentions with regression coefficient of 0.442. The influence of experiential marketing on customer satisfaction with regression coefficient of 0.570. The effect of service quality on customer satisfaction with regression coefficient is 0.390. The effect of service quality on repurchase intentions with regression coefficient is 0.099. The influence of customer satisfaction on repurchase intentions with regression coefficient is 0.328.

Key words : *Olfactory, Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intentions*