

ABSTRAK

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ANALISIS PENGARUH *EXPERIENTIAL MARKETING*, *SERVICE QUALITY* DAN *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* (Studi pada *e-commerce* Tokopedia)

(xiii + 75 halaman;8 gambar;23 tabel;4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *experiential marketing*, *service quality*, dan *customer satisfaction* terhadap *customer loyalty* pada platform *e-commerce* Tokopedia. Pengumpulan data dilakukan melalui kuesioner yang diberikan kepada responden yang memenuhi kriteria penelitian. Kriteria responden ditetapkan sebagai pelanggan *e-commerce* Tokopedia yang berdomisili di wilayah Jabodetabek dan telah melakukan transaksi minimal dua kali. Data yang didapatkan, dianalisa menggunakan Smart PLS 4 dalam mengukur *outer model* (*measurement model*) dan *inner model* (*structural model*). Total data yang digunakan dalam penelitian ini adalah 50 responden untuk uji pretest, dan 290 responden untuk uji aktual. Hasil penelitian ini menyatakan bahwa: 1). *Experiential marketing* berpengaruh positif terhadap *customer satisfaction*, 2). *Service quality* berpengaruh positif terhadap *customer satisfaction*, 3). *Customer satisfaction* berpengaruh positif terhadap *customer loyalty*, 4). *Experiential marketing* berpengaruh positif terhadap *customer loyalty*, 5). *Service quality* berpengaruh positif terhadap *customer loyalty*.

Kata kunci: *experiential marketing*, *service quality*, *customer satisfaction*, *customer loyalty*, *e-commerce Tokopedia*.

Referensi : 71 (2001-2023)

ABSTRACT

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**ANALYZE THE INFLUENCE OF EXPERIENTIAL MARKETING,
SERVICE QUALITY AND CUSTOMER SATISFACTION TO CUSTOMER
LOYALTY (Study on e-commerce Tokopedia)**

(xiii + 75 pages;8 pictures;23 table;4 attachment)

This study aims to analyze the influence of experiential marketing, service quality, and customer satisfaction on customer loyalty in the Tokopedia e-commerce platform. Data collection was conducted through questionnaires distributed to respondents who met the research criteria. Respondent criteria were defined as Tokopedia e-commerce customers residing in the Jabodetabek area who had conducted transactions at least twice. The collected data were analyzed using Smart PLS 4 to measure the outer model (measurement model) and inner model (structural model). A total of 50 respondents were used for the pretest, and 290 respondents for the actual test in this research. The results of this study indicate that: 1) Experiential marketing has a positive effect on customer satisfaction, 2) Service quality has a positive effect on customer satisfaction, 3) Customer satisfaction has a positive effect on customer loyalty, 4) Experiential marketing has a positive effect on customer loyalty, 5) Service quality has a positive effect on customer loyalty.

Keywords : experiential marketing, service quality, customer satisfaction, customer loyalty, e-commerce Tokopedia.

References : 71 (2001-2023)