

ABSTRAK

Rastim (01619220105)

EXPERIENTIAL MARKETING, BRAND IMAGE, CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY: STUDI KASUS CITILINK INDONESIA

(xiii + 105 halaman + 9 gambar, + 18 tabel + 4 lampiran)

Penelitian ini mengadopsi pendekatan positivisme dengan metode kuantitatif dan asosiatif untuk menguji hubungan antara variabel-variabel terkait *Experiential Marketing*, *Brand Image*, *Customer Satisfaction*, dan *Customer Loyalty*. Data dikumpulkan dari 206 responden dan dianalisis menggunakan metode *Partial Least Squares - Structural Equation Modeling* (PLS-SEM). Hasil menunjukkan bahwa *Experiential Marketing* oleh Citilink Indonesia secara signifikan mempengaruhi *Brand Image* dan *Customer Satisfaction*. Pengalaman mendalam dan berkesan yang diciptakan Citilink meningkatkan citra merek dan kepuasan pelanggan. *Brand Image* juga memiliki pengaruh positif terhadap *Customer Loyalty*, meskipun tidak sebesar variabel lainnya. Kepuasan pelanggan terhadap layanan Citilink memiliki pengaruh signifikan terhadap *Customer Loyalty*, menjadikannya prediktor utama loyalitas. *Experiential Marketing* memiliki pengaruh langsung signifikan terhadap *Customer Loyalty*, memperkuat hubungan emosional antara konsumen dan merek. *Brand Image* dan *Customer Satisfaction* berperan sebagai mediator dalam hubungan antara *Experiential Marketing* dan *Customer Loyalty*, menunjukkan bahwa citra merek positif dan kepuasan pelanggan tinggi memperkuat pengaruh *experiential marketing* terhadap loyalitas pelanggan. Pengalaman positif dan berkesan yang diciptakan oleh Citilink sangat penting dalam membangun dan memperkuat loyalitas pelanggan, yang berkontribusi pada pertumbuhan bisnis yang berkelanjutan.

Kata Kunci: *Experiential Marketing, Brand Image, Customer Satisfaction, Customer Loyalty*

Referensi : 96 (1999 - 2023)

ABSTRACT

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EXPERIENTIAL MARKETING, BRAND IMAGE, CUSTOMER SATISFACTION, AND CUSTOMER LOYALTY: A CASE STUDY OF CITILINK INDONESIA

(xiii + 105 pages + 9 pictures, + 18 tables + 4 appendices)

This study adopts a positivist approach with quantitative and associative methods to examine the relationships among variables related to Experiential Marketing, Brand Image, Customer Satisfaction, and Customer Loyalty. Data were collected from 206 respondents and analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results show that Experiential Marketing by Citilink Indonesia significantly affects Brand Image and Customer Satisfaction. The deep and memorable experiences created by Citilink enhance brand image and customer satisfaction. Brand Image also has a positive impact on Customer Loyalty, though not as strongly as other variables. Customer Satisfaction with Citilink's services has a significant influence on Customer Loyalty, making it a key predictor of loyalty. Furthermore, Experiential Marketing has a direct significant impact on Customer Loyalty, strengthening the emotional bond between consumers and the brand. Brand Image and Customer Satisfaction serve as mediators in the relationship between Experiential Marketing and Customer Loyalty, indicating that a positive brand image and high customer satisfaction amplify the effect of experiential marketing on customer loyalty. In conclusion, the positive and memorable experiences created by Citilink are crucial in building and enhancing customer loyalty, contributing to sustainable business growth.

Keywords: *Experiential Marketing, Brand Image, Customer Satisfaction, Customer Loyalty*

References : 96 (1999 - 2023)