

ABSTRACT

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THE EFFECT OF SERVICE QUALITY AND EXPERIENTIAL MARKETING ON CONSUMER LOYALTY AT DJOHNPAO KOPITIAM MULTATULI MEDAN

Djohnpao Kopitiam Medan which is located in H, Misbah street No. 33 AUR, Komp. Multatuli Blok D, Medan. For some time now it has been known that consumer loyalty at Djohnpao Kopitiam has continued to decline, which is known to be caused by poor service quality and bad experience that makes consumers sometimes lazy to make visits. The service quality and experiential marketing provided by Djohnpao Kopitiam is considered not to be in line with consumer expectations, making consumers less willing to return to visit to make purchases. That's also the reason why consumer loyalty is declining from time to time. Apart from that, in terms of experience, several consumers conveyed that their experience was not according to their wishes, such as the product being incomplete, the price being expensive, the atmosphere of the location only using a fan, the location being difficult to find and so on.

The research population that will be used in the study is all consumer who has make a purchase at Djohnpao Kopitiam, which is unknown. Because of the unknown population, Lemeshow formula are being used to determine the number of samples in the research, which is as much as 96 samples. The distribution of the questionnaires has passed the validity and reliability tests. The tested data also passed the normality test.

The results of the study indicate that partially or simultaneously there is a positive and significant influence of Service Quality and Experiential Marketing on Consumer Loyalty at Djohnpao Kopitiam Multatuli.

It can be suggested that Djohnpao Kopitiam Multatuli is advised to be able to increase its service quality and experiential marketing in order to increase the consumer loyalty.

Keywords: Service Quality, Experiential Marketing, Consumer Loyalty

ABSTRAK

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PENGARUH KUALITAS PELAYANAN DAN EXPERIENTIAL MARKETING TERHADAP LOYALITAS KONSUMEN DI DJOHNPAO KOPITIAM MULTATULI MEDAN

Djohnpao Kopitiam Medan yang berlokasi di Jalan H, Misbah No. 33 AUR, Komp. Multatuli Blok D Medan. Selama beberapa waktu diketahui loyalitas konsumen di Djohnpao Kopitiam terus menurun, hal ini diketahui disebabkan oleh buruknya kualitas pelayanan dan pengalaman buruk yang membuat konsumen terkadang malas untuk melakukan kunjungan. Kualitas pelayanan dan experiential marketing yang diberikan Djohnpao Kopitiam dinilai belum sesuai dengan harapan konsumen sehingga membuat konsumen kurang berminat untuk kembali berkunjung untuk melakukan pembelian. Itu pula yang menjadi alasan mengapa loyalitas konsumen menurun dari waktu ke waktu. Selain itu dari segi pengalaman, beberapa konsumen menyampaikan pengalamannya kurang sesuai dengan keinginannya, seperti produk kurang lengkap, harga mahal, suasana lokasi hanya menggunakan kipas angin, lokasi sulit ditemukan. dan seterusnya.

Populasi penelitian yang akan digunakan dalam penelitian adalah seluruh konsumen yang pernah melakukan pembelian di Djohnpao Kopitiam yang tidak diketahui. Karena populasinya tidak diketahui, maka digunakan rumus Lemeshow untuk menentukan jumlah sampel dalam penelitian yaitu sebanyak 96 sampel. Penyebaran kuesioner telah lolos uji validitas dan reliabilitas. Data yang diuji juga lolos uji normalitas.

Hasil penelitian menunjukkan bahwa secara parsial maupun simultan terdapat pengaruh positif dan signifikan Service Quality dan Experiential Marketing terhadap Loyalitas Konsumen Djohnpao Kopitiam Multatuli.

Disarankan kepada Djohnpao Kopitiam Multatuli untuk dapat meningkatkan kualitas pelayanan dan experiential marketing guna meningkatkan loyalitas konsumen.

Kata Kunci: Kualitas Pelayanan, Experiential Marketing, Loyalitas Konsumen