

TABLE OF CONTENT

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD

AGREEMENT i

APPROVAL PAGE BY FINAL PAPER ADVISOR..... iii

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE..... iv

ABSTRACT v

ABSTRAK vi

PREFACE..... vii

TABLE OF CONTENTS..... ix

LIST OF FIGURES xii

LIST OF TABLES xiii

LIST OF APPENDICES..... xiv

CHAPTER I INTRODUCTION

1.1 Background of The Study 1

1.2 Problem Limitation 5

1.3 Problem Formulation 6

1.4 Objective of the Research 6

1.5 Benefit of The Research 7

CHAPTER II THEORITICAL BACKGROUND

2.1 Marketing..... 9

2.2 Experiential Marketing 11

2.2.1 Definition of Experiential Marketing..... 11

2.2.2 Benefits and Purposes of Experiential Marketing..... 12

2.2.3 Step to Create Experiential Marketing..... 13

2.2.4 Experiential Marketing Concept 13

2.2.5	Experiential Marketing Indicators	14
2.3	Customer Relationship Marketing	14
2.3.1	Definition of Customer Relationship Marketing.....	14
2.3.2	Reasons for Customer Relationship Marketing	16
2.3.3	Implementation of Customer Relationship Marketing.....	17
2.3.4	Customer Relationship Marketing Indicators	18
2.4	Word of Mouth	19
2.4.1	Definition of Word of Mouth.....	19
2.4.2	Driving Factors for Word of Mouth.....	19
2.4.3	Objective of Implementing Word of Mouth	20
2.4.4	Word of Mouth Benefits	21
2.4.5	Word of Mouth Strategy	21
2.4.6	Word of Mouth Indicators.....	22
2.5	Purchase Decision.....	23
2.5.1	Definition of Purchase Decision	23
2.5.2	Purchase Decision Purposes.....	24
2.5.3	Purchase Decision Stages.....	25
2.5.4	Purchase Decision Indicators	27
2.6	The Relationship of Experiential Marketing on Purchase Decision.....	23
2.7	The Relationship of Relationship Marketing on Purchase Decision	23
2.8	The Relationship of Word of Mouth on Purchase Decision.....	23
2.9	Previous Research.....	28
2.10	Hypothesis	30
2.11	Research Model	31
2.12	Framework of Thinking.....	32

CHAPTER III RESEARCH METHODOLOGY

3.1	Research Design	34
3.2	Population and Sample	34
3.3	Data Collection Method.....	36
3.4	Operational Variable Definition and Variable Measurement.....	37

3.4.1	Operational Variable Definition.....	37
3.4.2	Variable Measurement	41
3.5	Data Analysis Method	41
3.5.1	Research Instrument Test.....	42
3.5.2	Descriptive Statistics	43
3.5.3	Classical Assumption Test.....	44
	3.5.3.1 Normality Test	44
	3.5.3.2 Multicollinearity Test	45
	3.5.3.3 Heteroscedasticity Test.....	46
3.5.4	Multiple Regression Linear	46
3.5.5	Hypothesis Testing.....	47
	3.5.5.1 Partial Hypothesis Testing.....	47
	3.5.5.2 Simultaneous Hypothesis Testing.....	47
	3.5.5.3 Coefficient of Determination Test.....	48
CHAPTER IV DATA ANALYSIS AND DISCUSSION		
4.1	General View of Research Object	49
4.1.1	Research Overview	49
4.1.2	Vision and Mission	49
4.1.3	Organizational Structure	50
4.2	Research Result	54
4.2.1	Test of Research Instrument	54
	4.2.1.1 Validity Test	54
	4.2.1.2 Reliability Test.....	57
4.2.2	Descriptive Statistic	58
4.2.3	Classic Assumption Test.....	61
	4.2.3.1 Normality Test.....	61
	4.2.3.2 Heteroscedasticity Test.....	63
	4.2.3.3 Multicollinearity Test	64
4.2.4	Multiple Linear Regression Analysis.....	65
4.2.5	Determination Coefficient	66
xi		
4.2.6	Hypothesis Testing.....	67
	4.2.6.1 Hypothesis Test (Partial)	67

4.2.6.2 Hypothesis Test (Simultaneously).....	68
4.3 Discussion.....	69

BAB V CONCLUSION AND RECOMMENDATION

5.1 Conclusion	71
5.2 Recommendation.....	71

REFERENCES

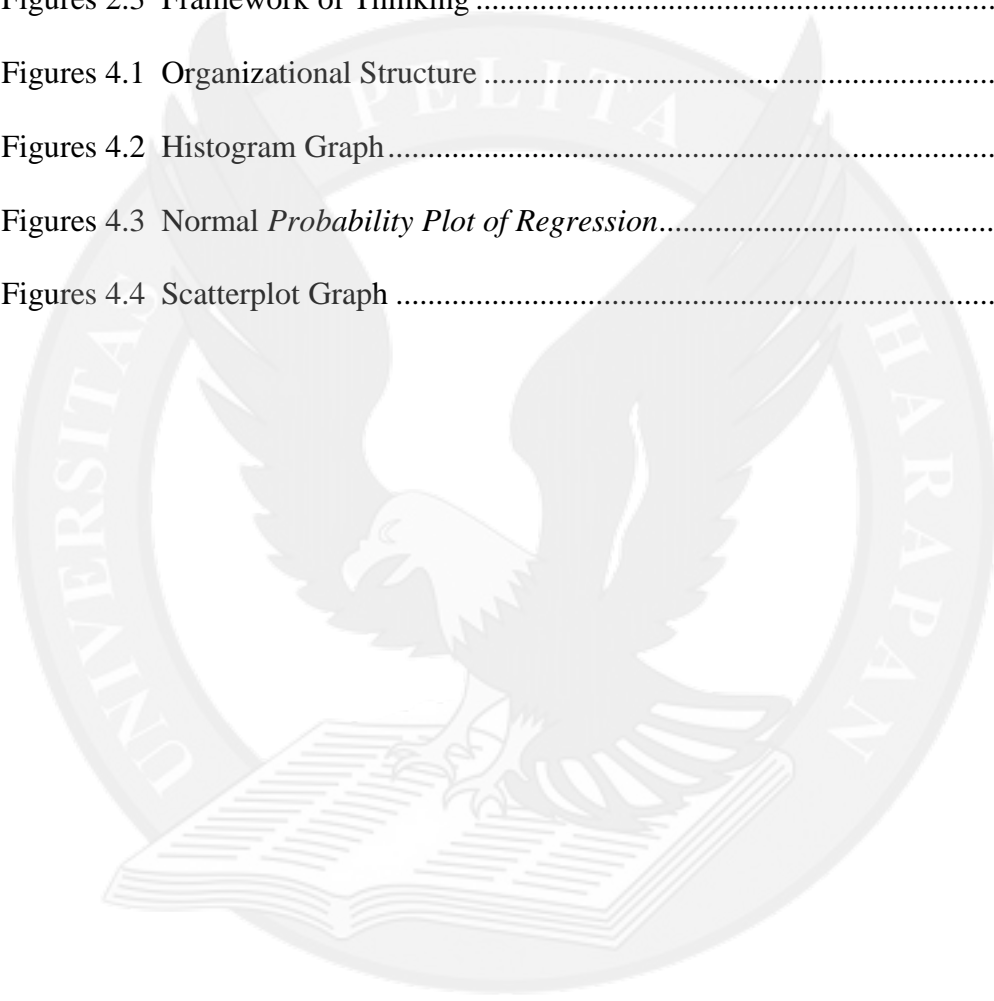


LIST OF TABLES

Table 1.1	Organization Sales Data Period 2019 - 2023	3
Table 2.1	Previous Research	30
Table 3.1	Definition of Operational Variable	41
Table 4.1	Result of Experiential Marketing Variable Validity Testing	54
Table 4.2	Result of Relationship Marketing Variable Validity Testing	55
Table 4.3	Result of Word of Mouth Variable Validity Testing	56
Table 4.4	Result of Purchase Decision Variable Validity Testing.....	56
Table 4.5	Result of Variable Reliability Testing	57
Table 4.7	Respondent Identity Based on Gender.....	58
Table 4.8	Respondent Identity Based on Age.....	58
Table 4.9	Respondent Identity Based on Last Education	59
Table 4.10	Respondent Identity Based on Profession.....	59
Table 4.11	Respondent Identity Based on Income.....	60
Table 4.12	Mean, Median, and Mode	60
Table 4.13	One-Sample Kolmogorov-Smirnov Test	63
Table 4.14	Glejser Test	64
Table 4.15	Multicollinearity Test.....	64
Table 4.16	Multiple Linear Regression Analysis.....	65
Table 4.17	Determination Coefficient Test.....	66
Table 4.18	Partial Hypothesis t-Test.....	67
Table 4.19	Simultaneously Hypothesis F-Test	68

LIST OF FIGURES

Figures 2.1 Create Value For Customers And Build Customer Relationships	11
Figures 2.2 Research Model.....	31
Figures 2.3 Framework of Thinking	32
Figures 4.1 Organizational Structure	50
Figures 4.2 Histogram Graph.....	61
Figures 4.3 Normal <i>Probability Plot of Regression</i>	62
Figures 4.4 Scatterplot Graph	63



LIST OF APPENDICES

APPENDIX A QUESTIONNAIRE.....	A-1
APPENDIX B PRE TEST DATA TABULATION.....	B-1
APPENDIX C VALIDITY AND RELIABILITY TEST RESULT	C-1
APPENDIX D MAIN TEST DATA TABULATION	D-1
APPENDIX E MAIN TEST OUTPUT.....	E-1

