

ABSTRAK

Experiential marketing adalah metode memberikan informasi tentang produk atau layanan. Dengan adanya experiential marketing akan memungkinkan pelanggan untuk membedakan produk dan jasa satu sama lain karena mereka dapat secara langsung merasakan dan mengalami pengalaman melalui lima jalur (sense, feel, think, act, relate), baik sebelum maupun selama waktu konsumsi produk atau layanan. Tujuan penelitian ini yaitu untuk membuktikan besarnya pengaruh experiential marketing terhadap loyalitas member toko alfa busana di sukowono.

Penelitian ini menggunakan metode kuantitatif. Dan teknik sampling yang digunakan dalam penelitian ini adalah menggunakan non probability sampling, yaitu teknik yang digunakan dalam pengambilan sampel yang menggunakan kriteria yang telah ditetapkan sebelumnya. Sedangkan objek penelitian ini yaitu Para pemegang kartu member alfa busana dan Pelanggan yang berusia 15 – 70 tahun, dimana pada usia tersebut yang merupakan usia produktif dimana sudah memenuhi kriteria loyalitas member.

Hasil penelitian ini membuktikan bahwa sense, feel, think, dan relate berpengaruh signifikan terhadap loyalitas member alfa busana, sedangkan act tidak berpengaruh signifikan terhadap loyalitas member alfa busana.

Kata Kunci: Experiential marketing, Sense, feel, think, act, relate, Loyalitas member

ABSTRAK

Experiential marketing is a method of providing information about a product or service. Experiential marketing will allow customers to differentiate products and services from one another because they can directly feel and experience the experience through five channels (sense, feel, think, act, related), both before and during the consumption of the product or service. The purpose of this study is to prove the magnitude of the influence of experiential marketing on the loyalty of Alfa fashion store members in Sukowono.

This study uses quantitative methods. And the sampling technique used in this study is to use non-probability sampling, which is the technique used in sampling that uses predetermined criteria. While the objects of this research are Alfa fashion member card holders and customers aged 15-70 years, where at that age is a productive age which has met the criteria for member loyalty.

The results of this study prove that sense, feel, think, and relate have a significant effect on the loyalty of members of alpha clothing, while act has no significant effect on loyalty of members of alpha clothing.

Keywords: *Experiential marketing, Sense, feel, think, act, relate, Loyalty member*

