

ABSTRAK

Tujuan penelitian ini adalah menganalisis pengaruh tiap-tiap variabel pada *experiential marketing*, yaitu *sense, feel, think, act* dan *relate* terhadap loyalitas pelanggan Rumah Makan Ayam Bakar Wong Solo cabang Jember. Dalam penelitian ini data dikumpulkan melalui metode kuesioner terhadap 90 responden pelanggan Rumah Makan Ayam Bakar Wong Solo cabang Jember dengan menggunakan metode *purposive sampling*. Analisis data meliputi uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis lewat uji F dan uji t serta uji analisis koefisien determinasi (R^2). Teknik analisis data yang digunakan adalah analisis regresi linear berganda. Pengujian hipotesis menggunakan uji t menunjukkan bahwa kelima variabel independen yang diteliti yaitu *Sense* (X_1), *Feel* (X_2), *Think* (X_3), *Act* (X_4) dan *Relate* (X_5) terbukti secara signifikan mempengaruhi variabel dependen Loyalitas Pelanggan (Y). Kemudian melalui uji F dapat diketahui bahwa variabel *sense, feel, think, act* dan *relate* berpengaruh signifikan secara bersama-sama dalam terhadap loyalitas pelanggan.

Kata Kunci: *Experiential Marketing*, *Sense* (panca indera), *Feel* (perasaan), *Think* (cara berpikir), *Act* (kebiasaan), *Relate* (pertalian), Loyalitas Pelanggan

ABSTRACT

The purpose of this study is to analyze the influence of each variable on experiential marketing, namely sense, feel, think, act, and relate to customer loyalty of Rumah Makan Ayam Bakar Wong Solo cabang Jember. In this study the data collected through questionnaire method on 90 respondents Rumah Makan Ayam Bakar Wong Solo cabang Jember using purposive sampling method. Data analysis include validity and reliability, the classic assumption test, test hypotheses through F test and t test and analysis test, coefficient of determination (R^2). Data analysis techniques used were linear regression analysis. Hypothesis testing using t test showed that the five independent variables studied were Sense (X_1), Feel (X_2), Think (X_3), Act (X_4) and Relate (X_5) proved significantly affect the dependent variable Customer Loyalty (Y). Then through the F test showed that the variables sense, feel, think, act, and relate have a significant effect together in customer loyalty.

Keywords: Experiential Marketing, Sense, Feel, Think, Act, Relate, Customer Loyalty