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INFLUENCES OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY OF GO-RIDE THROUGH CUSTOMER SATISFACTION AS INTERVENING VARIABLE

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Keyword : Customer Satisfaction, Experiential Marketing, Customer Loyalty.

The purposes of this study are to analyze the effects of Experiential Marketing on customer loyalty OF Go-Ride user and to determin the role of Customer satisfaction in mediating the effect of Experiential Marketing on Go-Ride customer loyalty.

This study uses primary data. Data are collected using online questionnaire that has been undergon validity and reliability testings and distributed to 100 respondents, namely customers who have used or who is still using Go-Ride services on Go-Jek. Sample are taken using purposive sampling technique. The analytical tool used in this research is SmartPLS Version 3.3 with data analysis methods includes validity test (convergent validity), discriminant validity, average variance extracted (AVE), reliability test (composite reliability and Cronbach's alpha), R Square, and Path coefficient.

The path coefficientS in this study indecats that (1) Experiential Marketing has positive and significant effect on customer satisfaction, (2) Experiential Marketing has positive and significant effect on Customer Loyalty (3) Customer Satisfaction has positive and significant effect on Customer Loyalty, and (4) Customer Satisfaction positively and significantly mediate the influence of Experiential Marketing on Customer Loyalty.