

**STRATEGI *EXPERIENTIAL MARKETING* DALAM MENCIPTAKAN
LOYALITAS KONSUMEN PADA OLD COFFEE SOREANG
KABUPATEN BANDUNG**

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ABSTRAK

Old Coffee merupakan salah satu tempat kuliner yang ada di Soreang Kabupaten Bandung. Saat ini masyarakat lebih tertarik untuk berkunjung ke tempat kuliner, karena mobilitas masyarakat yang semakin meningkat sehingga memicu kebiasaan mereka untuk makan di luar rumah, selain efisien juga dapat dijadikan sebagai sarana *refreshing*, baik bersama keluarga maupun kerabat. Namun, tidak semua konsumen senang berkunjung ke tempat kuliner yang sama dalam waktu dekat. Hal ini ditunjukkan berdasarkan data pengunjung yang mengalami penurunan dan hasil dari kuesioner pra-penelitian yang dilakukan kepada 30 orang responden.

Penelitian ini bertujuan untuk mengetahui adanya pengaruh *Experiential Marketing* terhadap Loyalitas Konsumen pada Old Coffee Soreang Kabupaten Bandung. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif. Data yang dikumpulkan dengan teknik kuesioner dan wawancara. Sampel dalam penelitian ini berjumlah 100 responden yang merupakan konsumen dari Old Coffee Soreang Kabupaten Bandung. Teknik analisa data menggunakan analisis regresi linier sederhana dengan alat bantu *software* komputer SPSS 22.0.

Hasil penelitian menunjukkan bahwa perhitungan dari koefisien determinasi dan total pengaruh menggunakan analisis regresi linier sederhana sebesar 30,1%, artinya *Experiential Marketing* memiliki pengaruh sebesar 30,1% terhadap loyalitas konsumen, sisanya sebesar 69,9% dipengaruhi oleh variabel lain yang tidak diteliti, sedangkan uji hipotesis uji-t sebesar 6,499. Hasil analisis pengujian hipotesis adalah terdapat pengaruh positif antara *Experiential Marketing* terhadap Loyalitas Konsumen.

Kata Kunci: *Experiential Marketing*, Loyalitas Konsumen

EXPERIENTIAL MARKETING STRATEGY IN CREATING CONSUMER LOYALTY AT OLD COFFEE SOREANG BANDUNG REGENCY

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ABSTRACT

Old Coffee is one of the culinary places which is in Soreang, Bandung Regency. Nowadays people are more interested in visiting the culinary places because their activity is much more related to their work, which is outside their house. Therefore, it triggers their habits to rather eat outside than at home. Besides efficient, it also can be treated as a way to refresh their mind with family and friends from their daily activities. However, not all people love to visit the same culinary place at the same time in the near future. This is shown based on the data of visitors who experienced a declining and also from the results of the pre-research questionnaire conducted to 30 respondents.

The purpose of this research is to analyze influence the experiential marketing to consumer loyalty at Old Coffee Soreang, Bandung Regency. The methods that was used in this research was descriptive and verificative methods. The data was collected by using questionnaire and interview techniques. The sample in this research were 100 respondents from Old Coffee Soreang, Bandung Regency. Data analysis technique used this research was a simple linear regression analysis with computer software tool SPSS 22.0.

The results of the research showed that the calculation from the coefficient of determination and the total of influence using simple linear regression analysis was 30,1% that means experiential marketing had given a contribution to consumer loyalty for 30,1%, as for the 69,9% of the remaining customers were influenced by other variables which were not examined, where as there t-test for hypothesis test was 6,499. The results of the analysis of hypothesis testing showed that there was a positive influence from experiential marketing to consumer loyalty.

Keywords : Experiential Marketing, Consumer Loyalty