

ABSTRACT

The research is motivated growth of Internet users in Indonesia. In addition, demand for goods and services for the fulfillment of human needs are also increasing. However, modern human activity cause they only have sendikit time to buy a product through an offline store. So this gave birth to a new way of shopping is online shopping and causing her a lot of online stores in Indonesia. Her many modern man very utilize the existence of this online store to meet their needs. This is causing any new experience that the virtual experiential marketing what if used properly it will be petrified understand changing consumer desires and how it will affect the value of customer satisfaction impact on customer loyalty doing online shopping at online stores in Indonesia in the study The method used is descriptive by including 385 respondents. The analysis is used to determine how the virtual effect of experiential marketing affect customer satisfaction impact on customer loyalty. The data analysis technique used is the path analysis. The variables studied were virtual experiential marketing, customer satisfaction and customer loyalty

Based on these results it can be concluded that: (i) a virtual experiential marketing in the online store in Indonesia is considered good, the acquisition value indicated by the percentage of 70.96%. It shows a virtual experiential marketing is a significant factor influencing the respondents in achieving satisfaction online store, where the sub-variables strongly influence is pleasure (pleasure) and sub-variables lowest its influence is flow (flow). (ii) customer satisfaction online store in Indonesia has a high satisfaction, the acquisition value indicated by the percentage of 70.72%. It shows termsuk customer satisfaction in both categories with the services provided by online stores, where the sub-most influential variable is the quality of products and sub-variables lower its influence is utmost quality. (iii) high loyalty, shown by the acquisition value of the percentage of 69.84%. This shows that customers achieve their loyalty by taking into account the satisfaction they can when shopping at online stores that occurs because of virtual experiential marketing.

Keywords: Virtual Experiential Marketin, Customer Satisfaction, Customer Loyalty