

ABSTRACT

The rate of Internet users in Indonesia is growing rapidly. This triggers the growth of e-commerce and start changing people's preferences for online shopping. One of the most purchased products is fashion. At first, most people prefer buying fashion product directly because that way is more trusted, they can get the fun and get a direct shopping experience. But now, consumer will get a new experience by online shopping. Zalora is the largest fashion retailer in Indonesia that focus on providing a unique online shopping experience to its consumers. This can be explained by experiential marketing, a type of marketing that focuses not only on the products or services offered, but also focus on the experience received by consumers. This experience provided through five dimensions namely, sense, feel, think, act, and relate.

The aim of this study is to determine experiential marketing and customer satisfaction in Zalora according to the consumers point of view and to determine the effect of experiential marketing provided by online fashion store Zalora towards customer satisfaction.

This research is a quantitative study that involves 400 respondents as a sample. The data collected by distributing a questionnaire that uses a five-point Likert scale. Statistical analysis techniques were performed descriptive analysis and multiple linear regression analysis to test the hypothesis by using SPSS 20.0 for data processing.

According to data analysis, it can be conclude that from the simultaneous analysis shows that experiential marketing has a significant positive effect trough customer satisfaction. But partial analysis shows that Zalora customer satisfaction is influenced by four sub-variables there are feel, think, act, and relate. The sub-variable sense does not have a significant influence on customer satisfaction. This research also found that the value of Adjusted R Square is 0.573. It means that 57.3% of customer satisfaction can be explained by the independent variable which is experiential marketing, while remaining 42.7% customer satisfaction will be influenced by other variables that are not included in this research.

From the results obtained, it is better if experiential marketing can be increased through sub-variables feel, think, act, and relate because those sub-variables have a significant influence on customer satisfaction.

Keywords: Experiential marketing, Custmer Satisfaction, Online Store