

ABSTRACT

Garuda indonesia was one of an airline in indonesia routes serving domestic and international .In competitive in this world services flight , garuda indonesia present to the concept of services “the garuda experience” in order to give an unforgettable experience for on board and through the concept of this service expected created customer loyalty .Benchmark success experiential marketing of garuda indonesia is reaching for the stars 4 from skytrax and an absence of complain of passengers .2015 garuda indonesia has posted five star of skytrax but still many complaints from passengers .The purpose of this study is to find the influence of experiential marketing to the domestic customer loyalty in Garuda Indonesia Airlines.

A method of this research using methods quantitative with the kind of research descriptive .The population in this research was 1,000,000 people .The sample collection using formulas slovin just been a mistake with 10 % been gained as many as 100 respondents .The sample collection technique using non probability sampling with the methods of sampling incidental.

Based on the results of a test of f , experiential marketing simultaneously influential significantly to customer loyalty .But , seen from testing shows t , the influence of experiential marketing to customer loyalty partial evaluation only led to a significant at sub variable sense (x1) , think (x3) , and act (x4) .Based on the results of determination test show that the experiential marketing impact on customer loyalty 63,5 % as much as , where the remaining influenced by the other factors that aren t pursuing in this research. The conclusion of the result of this research is the application of experiential marketing at airline garuda indonesia included in a category good, loyalty pleanggan airline garuda indonesia included in the category good enough.

Advice to a company airline garuda indonesia by the airline needs to sustain and increase the application of experiential marketing in garuda indonesia especially on indicators feel and relate. In indicators feel disarankan has put pressure on stewardess and cabin crew if the passengers were the king that had to be served well , friendly and polite without differentiating .In addition , the need for done education and training for the candidates stewardess and cabin crew .In indicators relate the need for good communication employers and travellers to know complaints and hope passengers.This can be done by providing services customer care.

Key Words : Experiential Marketing, Sense, Feel, Think, Act, Relate, Customer Loyalty