

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *experiential marketing* terhadap loyalitas pelanggan Mujigae Resto Festival Citylink Bandung (Studi pada Mahasiswa Telkom University). Adapun metode yang digunakan dalam penelitian ini adalah metode deskriptif, pengumpulan data melalui kuesioner, studi pustaka, dan observasi. Uji data melalui uji validitas, reliabilitas, normalitas, uji f, uji t, dan uji koefisien determinasi. Analisis menggunakan statistik deskriptif dan analisis regresi linier sederhana dengan pengambilan sampel yaitu mahasiswa Telkom University di kota Bandung yang pernah datang dan melakukan transaksi di Mujigae Resto Festival Citylink. Berdasarkan Analisis Regresi Linier Sederhana, didapat persamaan $Y=0,184 + 0,357X$ dan didapat hasil bahwa *experiential marketing* berpengaruh signifikan terhadap loyalitas pelanggan. Berdasarkan Koefisien Determinasi dapat diambil kesimpulan bahwa variabel *Experiential Marketing* (X) mempengaruhi variabel Loyalitas Pelanggan (Y) sebesar 51,2% dan 48,8% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci : *Experiential Marketing*, Loyalitas Pelanggan

ABSTRACT

The purpose of this research to know the influence of experiential marketing towards customer loyalty Mujigae Resto Festival Citylink Bandung (Study in Telkom University Students). The method which used in research is the method of descriptive, the collection of data through questionnaires, the study library and observation. Test data through validity, reliability, normality, f test, t test, and test the coefficient determinasi. Analysis using descriptive statistics and simple linear regression analysis with a sampling of students Telkom University in Bandung city ever come and transact in Mujigae Resto Festival Citylink. Based on Simple Linear Regression Analysis, obtained equation $Y = 0.184 + 0,357X$ and the results obtained that Experiential Marketing significant effect on customer loyalty. Based Determinasi coefficient can be concluded that the variable Experiential Marketing (X) affects variable Customer Loyalty (Y) of 51.2% and 48.8% influenced by other factors not examined.

Keywords: Experiential Marketing, Customer Loyalty