

Abstract

The development of technology and information has reached a significant stage so that it can dominate almost all business sectors. Almost all business activities are now utilizing the ease of internet access in business transactions. One of them is the Travel Agency business services sector. Ezytravel is an online Travel Agent that is relatively new and not big enough that focuses to provide online ticketing experience to its customers.

This can be explained by the concept of experiential marketing which is a type of marketing that focuses not only on the products or services offered, but also the focus on the experience that consumers receive with the five dimensions of sense, feel, think, act and relate. The purpose of this study is to find out how much influence of experiential marketing on consumer satisfaction Ezytravel according to the view of the consumer itself.

This study is a quantitative study involving 400 respondents as a sample. The way of data collection is done by spreading the questionnaire by using five likert scale. Statistical analysis technique that is done is descriptive analysis and multiple linear regression analysis for hypothesis testing by using SPSS 20.0 as data processing.

The result is that simultaneously experiential marketing has a significant positive effect on customer satisfaction. But partially, only four sub-variables that affect customer satisfaction that is sense, feel, act, and relate. While sub variable think does not have significant influence to consumer satisfaction. Adjusted R Square value of 0.727 which means that 72.7% Ezytravel consumer satisfaction can be explained by experiential marketing variables, while the remaining 37.3% is explained by other variables that are not used in this study. The conclusion is that it is better if experiential marketing through sub variable sense, feel, act, and relate more improved again because sub variable has a significant influence on consumer satisfaction.

Keywords: experiential marketing, customer satisfaction, online travel agent.