

## **ABSTRACT**

*This research is a quantitative research about “The Effect of Experiential Marketing in 9.9 Super Shopping Day Campaign on Shopee Consumer Loyalty”. This research aims to find out whether there is the effect of experiential marketing on Shopee consumer loyalty in 9.9 Super Shopping Day campaign and to know how much effect of experiential marketing on Shopee consumer loyalty in 9.9 Super Shopping Day campaign. This research is a descriptive research that uses quantitative as a method. The sampling in this research was done by non-probability sampling to choose 400 respondents. Data analysis technique used in this research is descriptive analysis, while the paradigm used in this research is simple linear. The result of this research shows the result of hypothesis test. Experiential marketing has significant effect on Shopee consumer loyalty. It is proved by  $F_{count} > F_{table}$  ( $19.573 > 1.127$ ) with  $0,000 < 0,005$  significance. Based on coefficient of determination, experiential marketing has significant effect on Shopee consumer loyalty positively, as high as 49%. This indicates that consumer loyalty is affected by experiential marketing as high as 49%. The conclusion of this research is, there is effect of experiential marketing in 9.9 Super Shopping Day Campaign on Shopee consumer loyalty. The calculation shows that experiential marketing has given a good effect on Shopee consumer loyalty.*

*Keywords: e-commerce, shopee, quantitative, experiential marketing, consumer loyalty*