

ABSTRACT

This research is a quantitative research about “The Effect of Experiential Marketing in 9.9. buy 1 get 1 promotion TIX ID Consumer Loyalty”. This research aims to understand how much the effect of experiential marketing on TIX ID consumer loyalty in buy 1 get 1 poromotion . 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 simultaneously. Experiential marketing has significant effect on Shopee consumer loyalty. It is proved by $F_{count} > F_{table}$ ($17.806 > 7.502$) with $0,000 < 0,005$ significance. Based on coefficient of determination, experiential marketing has significant effect on TIX ID consumer loyalty positively, as high as 45%. This indicates that consumer loyalty is affected by experiential marketing as high as 45%, while the rest 55% is affected by other variables that are not mentioned further in this research. Based on coefficient of correlation obtained, the relation between experiential marketing and consumer loyalty is very strong as stated in table 3.7 Correlation Coefficient Intervals. The conclusion of this research is, there is effect of experiential marketing in buy 1 get 1 promotion on TIX ID consumer loyalty. The calculation shows that experiential marketing has given a good effect on TIX ID consumer loyalty.

Keywords: e-commerce, TIX ID, quantitative, experiential marketing, consumer loyalty