

ABSTRACT

Watch is an item with the highest sales figure in the world because the watch has become a part of everyday people's fashion. Because the use of watches is quite popular among the public, this timepiece cannot be separated from the increasing number of counterfeit or counterfeit products. To fight the proliferation of counterfeit watch products, Gudang Jam was chosen as the object of research because the shop upholds the originality of watch products that fight counterfeit or counterfeit products, this can be believed through the Gudang Jam principle which states "Returning the Money You Have Paid Us. If It Is Proven Our Goods Are Not Original ", so as to increase the level of public confidence, Gudang Jam stores guarantee that the goods they sell are original. This study aims to determine the effect of experiential marketing on customer satisfaction and loyalty at Gudang Jam Bandung store. The variables analyzed are indicators of experiential marketing, namely sense, feel, think, act, and relate as independent variables, customer satisfaction and customer loyalty as dependent variables.

The number of samples analyzed was 385 respondents as consumers who had visited the Gudang Jam store in the city of Bandung. The sampling technique used is nonprobability sampling. Methods of data collection using a questionnaire (Likert scale), interviews, and literature study. The data analysis technique was carried out through the Path Analysis model which was processed with IBM SPSS version 25. The results showed that the experiential marketing variable had a significant positive relationship with customer satisfaction through the feel and relate indicators. However, it does not have a significant relationship to the indicators sense, think, and act. Meanwhile, experiential marketing has a positive and significant relationship with customer loyalty through indicators of feel, act, and relate. However, it does not have a significant relationship with sense and think. In addition, customer satisfaction has a positive and significant relationship with customer loyalty.

Keywords: customer loyalty, customer satisfaction, experiential marketing