

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Kualitas Produk, *Experiential Marketing*, dan Nilai yang dipersepsikan terhadap Peningkatan Kepuasan Konsumen dan Minat Beli Ulang Sepatu Merk Nike di Semarang. Populasi dalam penelitian ini Konsumen yang membeli sepatu Merk Nike di Sport Station Paragon Semarang. Data yang digunakan dalam penelitian ini berupa data primer yang diperoleh dari penyebaran Kuisisioner di Sport Station Paragon Semarang. Teknik pengambilan sampel dengan metode Kuisisioner dan Wawancara. Sampel yang diambil sebanyak 100 orang responden. Teknik analisis data menggunakan regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa (1) Kualitas Produk berpengaruh Positif terhadap Kepuasan Konsumen dan Minat Beli Ulang. (2) *Experiential Marketing* berpengaruh Positif terhadap Kepuasan Konsumen dan Minat Beli Ulang. (3) Nilai yang di Persepsikan berpengaruh Positif terhadap Kepuasan Konsumen dan Minat Beli Ulang. (4) Kepuasan Konsumen berpengaruh Positif terhadap Minat Beli Ulang. (5) Kepuasan Konsumen merupakan variabel intervening diantara pengaruh Kualitas Produk terhadap Minat Beli Ulang. (6) Kepuasan Konsumen merupakan variabel intervening diantara pengaruh *Experiential Marketing* terhadap Minat Beli Ulang. (7) Kepuasan Konsumen merupakan variabel intervening diantara Pengaruh Nilai yang Dipersepsikan terhadap Minat Beli Ulang.

**Kata Kunci:** Kualitas Produk, *Experiential Marketing*, Nilai yang di Persepsikan, Kepuasan Konsumen, Minat Beli Ulang

## **ABSTRACT**

This study aims to analyze the Influence of Product Quality, Experiential Marketing, and Perceived Value on Increasing Consumer Satisfaction and Interest in Repurchasing Nike Brand Shoes in Semarang. The population in this study is consumers who buy Nike Brand shoes at Paragon Sport Station Semarang. The data used in this study are primary data obtained from questionnaires at the Paragon Sport Station Semarang. The sampling technique using the questionnaire and interview method. Samples taken were 100 respondents. Data analysis techniques using multiple linear regression with the help of the SPSS program. The results showed that (1) Product Quality had a positive effect on Consumer Satisfaction and Repurchase Interest. (2) Experiential Marketing has a positive effect on Consumer Satisfaction and Repurchase Interest. (3) The perceived value has a positive effect on Consumer Satisfaction and Repurchase Interest. (4) Consumer Satisfaction positively influences Repurchase Interest. (5) Consumer Satisfaction is an intervening variable among the effects of Product Quality on Repurchase Interest. (6) Consumer Satisfaction is an intervening variable between the effect of Experiential Marketing on Repurchase Interest. (7) Consumer Satisfaction is an intervening variable among the Effects of Perceived Value on Repurchase Interest.

**Keywords:** Product Quality, Experiential Marketing, Perceived Value, Consumer Satisfaction, Repurchase Interest