

ABSTRACT

This study aims to analyze the effect of the Experiential Marketing strategy, Word of Mouth (WOM) on Consumer Loyalty through purchasing decisions. The population in this study are all customers who buy J.CO Donuts and Coffee products, especially in all J.CO Donuts and Coffee official outlets in the city of Semarang. The sampling technique is purposive sampling, which is a sampling technique based on certain criteria. Samples taken as many as 100 respondents, with a research instrument in the form of a questionnaire. Data analysis uses multiple linear regression. The results showed that Experiential Marketing had a positive and significant effect on purchasing decisions, Word of Mouth (WOM) had a positive and significant effect on purchasing decisions. Experiential Marketing has a positive and significant effect on Consumer Loyalty. Word of Mouth (WOM) has positive and significant effect on consumer loyalty. Purchasing decisions have a positive and significant effect on Consumer Loyalty. Purchasing decisions can mediate the effect of Experiential Marketing and Word of Mouth (WOM) on Consumer Loyalty.

Keywords: Experiential Marketing, Word of Mouth (WOM), Purchasing Decisions and Consumer Loyalty.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh strategi *Experiential Marketing*, *Word of Mouth (WOM)* terhadap Loyalitas Konsumen melalui keputusan pembelian. Populasi dalam penelitian ini adalah seluruh pelanggan yang membeli produk *J.CO Donuts and Coffee*, khususnya di seluruh gerai resmi *J.CO Donuts and Coffee* di Kota Semarang. Teknik pengambilan sampel dengan *Purposive Sampling*, yaitu teknik pengambilan sampel berdasarkan kriteria-kriteria tertentu. Sampel yang diambil sebanyak 100 responden, dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *Experiential Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Word of Mouth (WOM)* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Experiential Marketing* berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. *Word of Mouth (WOM)* berpengaruh positif dan signifikan terhadap loyalitas konsumen. Keputusan pembelian berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. Keputusan pembelian mampu memediasi pengaruh *Experiential Marketing* dan *Word of Mouth (WOM)* terhadap Loyalitas Konsumen.

Kata Kunci: *Experiential Marketing*, *Word Of Mouth (WOM)*, Keputusan Pembelian Dan Loyalitas Konsumen