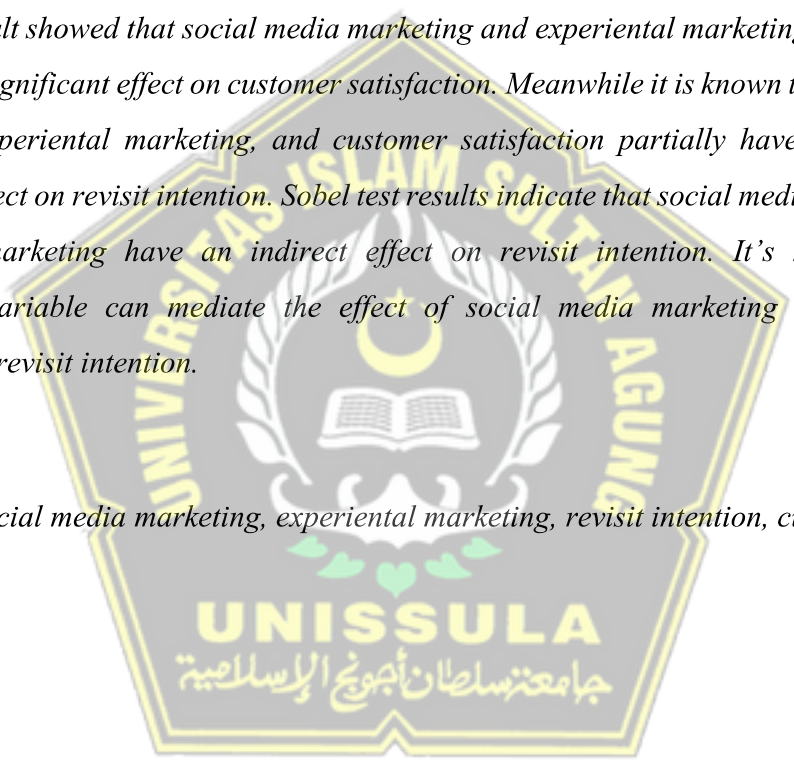


ABSTRACT

This study aims to determine the effect of social media marketing and experiential marketing on revisit intention through customer satisfaction as an intervening variable at Banter Coffee Semarang. The sample used in this study is customer on Banter Coffee Semarang amounting to 100 people. Data analysis was performed by path analysis using multiple linear regression analysis.

The result showed that social media marketing and experiential marketing partially had a positive and significant effect on customer satisfaction. Meanwhile it is known that social media marketing, experiential marketing, and customer satisfaction partially have a positive and significant effect on revisit intention. Sobel test results indicate that social media marketing and experiential marketing have an indirect effect on revisit intention. It's mean, customer satisfaction variable can mediate the effect of social media marketing and experiential marketing on revisit intention.

Keywords: *Social media marketing, experiential marketing, revisit intention, customer satisfaction.*



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* dan *experiential marketing* terhadap *revisit intention* melalui *customer satisfaction* sebagai variabel intervening pada Banter Coffee Semarang. Sampel yang digunakan dalam penelitian ini adalah pelanggan di Banter Coffee Semarang yang berjumlah 100 orang. Analisis data yang dilakukan yaitu dengan analisis jalur (*path analysis*) dengan menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *social media marketing* dan *experiential marketing* secara parsial berpengaruh positif dan signifikan terhadap *customer satisfaction*. Sementara itu diketahui bahwa *social media marketing*, *experiential marketing*, dan *customer satisfaction* secara parsial berpengaruh positif dan signifikan terhadap *revisit intention*. Hasil uji sobel test menunjukkan bahwa *social media marketing* dan *experiential marketing* memiliki pengaruh tidak langsung terhadap *revisit intention*. Artinya, *customer satisfaction* mampu memediasi pengaruh *social media marketing* dan *experiential marketing* terhadap *revisit intention*.

Kata Kunci: Social media marketing, experiential marketing, revisit intention, customer satisfaction.