

ABSTRAK

Penelitian ini dimaksudkan untuk menganalisis 1) bagaimana pengaruh *experiential marketing* terhadap *customer satisfaction*, 2) *brand image* terhadap *customer satisfaction*, 3) *experiential marketing* terhadap *repurchase intention*, 4) *brand image* terhadap *repurchase intention* dan 4) *customer satisfaction* terhadap *repurchase intention*. Kemudian populasi yang dikaji dalam studi ini mencakup konsumen Getuk Goreng Bandungan Kabupaten Semarang dengan jumlah sampel 100 responden. Pengambilan sampel yang digunakan dalam penelitian ini adalah *Non-probability Sampling* dengan teknik *purposive sampling*. Teknik analisis data yang digunakan mencakup analisis deskriptif serta analisis statistik dengan menggunakan bantuan aplikasi SPSS 25. Penelitian ini menghasilkan beberapa konklusi antara lain *experiential marketing* berpengaruh positif terhadap *customer satisfaction*, *brand image* berpengaruh positif terhadap *customer satisfaction*, *experiential marketing* berpengaruh positif terhadap *repurchase intention*, *brand image* berpengaruh positif terhadap *repurchase intention*, *customer satisfaction* berpengaruh positif terhadap *repurchase intention* dan *customer satisfaction* mampu memediasi pengaruh tidak langsung antara *experiential marketing* dan *brand image* terhadap *repurchase intention*.

Kata Kunci : *Experiential marketing*, *brand image*, *customer satisfaction*, *repurchase intention*.

ABSTRACT

The objective of this study was to analyze: 1) how does experiential marketing affect the customer satisfaction?, 2) brand image affect to customer satisfaction, 3) experiential marketing to repurchase intention and 4) customer satisfaction to repurchase intention. The population which been studied of this study were the consumers of Getuk Goreng Bandung as mush as 100 respondents. Sampling was collected by using Non-probability sampling method and purposive sampling as the technique. The data which have been collected were analyzed by using descriptive and statistical analysis and used the program SPSS 25. the conclusion of this study were: Experiential marketing gives a positif effect to the customer satisfaction, brand image gives a positif effect to the customer satisfaction, experiential marketing gives a positif effect to the repurchase intention, brand image gives a positif effect to the repurchase intention And customer satisfaction gives indirect impact between experiential marketing and brand image to repurchase intention.

Keywords: experiential marketing, brand image, customer satisfaction, repurchase intention

