

ABSTRAK

Toko ini berdiri sejak tahun 1976 pada saat itu merupakan bagian dari salah satu usaha kedinasan yang membantu dalam bidang kesejahteraan anggota dan keluarga TNI Angkatan Laut Juanda, toko Prima mart ini terletak di jalan Semeru no.11 Juanda. Pada tahun 2018 toko prima mart cabang baru sudah siap dibuka disekitar pom bensin sedati, setelah berjalannya kurang lebih satu tahun usaha ini kurang berkembang dan kurang mendapat apresiasi dari pelanggan atau customer karena covid'19 setelah beberapa bulan atau berjalannya waktu sedikit demi sedikit usaha ini ramai kembali dan banyak dikunjungi dengan syarat mematuhi protocol kesehatan. Oleh karena itu toko prima mart menggunakan strategi pemasaran experiential marketing yang meliputi *sense, feel, think, act* dan *relate* guna mendapat loyalitas pelanggannya.

Tujuan penelitian ini adalah untuk mengetahui pengaruh experiential marketing terhadap loyalitas pelanggan Toko prima mart juanda. Penelitian ini terdiri dari variabel independen experiential marketing terdiri dari *sense* (X1), *feel* (X2), *think* (X3), *act* (X4), dan *relate* (X5) dan variabel dependen yaitu loyalitas pelanggan. Populasi dalam penelitian ini adalah semua orang yang berbelanja di Toko Prima Mart Juanda lebih dari satu kali dengan sampel 87 responden yang pernah datang lebih dari satu kali dan telah menjadi pelanggan Toko Prima Mart Juanda. Teknik pengambilan sampel yang digunakan adalah *purposive* sampling kemudian data diproses dengan analisis regresi berganda.

Hasil penelitian ini berdasarkan uji parsial dan simultan membuktikan bahwa semua variabel independen yaitu *experiential marketing* yang terdiri dari *sense, feel, think, act, dan relate* mempunyai pengaruh signifikan terhadap variabel dependen yaitu loyalitas pelanggan. Angka *adjusted R square* yang diperoleh sebesar 0,445 artinya bahwa 44,5% loyalitas pelanggan dapat dijelaskan oleh variabel *sense* (panca indera), *feel* (perasaan), *think* (cara berpikir), *act* (kebiasaan) dan *relate* (pertalian) sedangkan sisanya sebesar 55,5% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Experiential marketing, Sense, Feel, Think, Act, Relate, Loyalitas Pelanggan.*

ABSTRACT

This store was founded in 1976 when it was part of an official business that helped in the welfare of the members and families of the Juanda Navy, Prima mart store is located on Jalan Semeru no.11 Juanda. In 2018 the new Prima Mart store is ready to open around the Sedati gas station, after about a year this business has been underdeveloped and has received less appreciation from customers or customers because of covid'19 after a few months or little by little this business is busy. return and are visited a lot on condition that they comply with health protocols. Therefore, the prima mart store uses experiential marketing marketing strategies that include sense, feel, think, act and relate in order to gain customer loyalty.

The purpose of this study was to determine the effect of experiential marketing on customer loyalty at Prima Mart Juanda Store. This study consists of experiential marketing independent variables consisting of sense (X1), feel (X2), think (X3), act (X4), and relate (X5) and the dependent variable is customer loyalty. The population in this study were all people who shopped at the Prima Mart Juanda Store more than once with a sample of 87 respondents who had come more than once and had become customers of the Prima Mart Juanda Store. The sampling technique used is purposive sampling and then the data is processed by multiple regression analysis.

The results of this study based on partial and simultaneous tests prove that all independent variables, namely experiential marketing which consists of sense, feel, think, act, and relate have a significant influence on the dependent variable, namely customer loyalty. The adjusted R square number obtained is 0.445 which means that 44.5% of customer loyalty can be explained by the variables sense (five senses), feel (feeling), think (way of thinking), act (habits) and relate (relationships) while the remaining 55 .5% is explained by other variables not examined in this study.

Keywords : Experiential marketing, Sense, Feel, Think, Act, Relate, Customer Loyalty.