ABSTRACT

IMPLICATIONS EXPERIENTIAL MARKETING AND PRODUCT QUALITY TO THE LOYALTY MEDIATED BY CUSTOMER SATISFACTION

By

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This study aims to analyze the influence of experiential marketing and product quality variables towards customer loyalty which is mediated by customer satisfaction variable to users of sanitary napkin brand Charm at the University of Lampung. This study uses four variables, namely experiential marketing (X1), the quality of the product (X2), customer satisfaction (Z) and customer loyalty (Y). After a literature review and preparation of hypotheses, data were collected through questionnaires distributed method to the 97 respondents in the University of Lampung students who use Brand Bandages Women Charm using purposive sampling technique. While this analysis is done by processing the data using version Smart PLS 3.0 m3 run with computer media. This study uses the measurement model (outer model) and the model of structural equation analysis (inner model) and hypothesis testing as the data processing techniques. The fourth hypothesis of this study indicate that the value of experiential marketing, product quality, and customer loyalty significantly influence customer satisfaction. Accordingly, the Uni Charm Company expected to maintain and enhance the value of experiential marketing, product quality, and customer loyalty, which can give satisfaction to the customer.

Keywords: experiential marketing, product quality, customer satisfaction and customer loyalty.