

## **ABSTRAK**

### **PENGARUH *EXPERIENTIAL MARKETING* DAN KUALITAS PELAYANAN TERHADAP LOYALITAS NASABAH MELALUI KEPUASAN NASABAH (Studi Pada PT Bank Rakyat Indonesia (Persero) Tbk Kantor Cabang Bandar Jaya)**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui pengaruh *experiential marketing* dan kualitas pelayanan terhadap loyalitas melalui kepuasan nasabah. Metode penelitian menggunakan teknik *explanatory research* dengan pendekatan kuantitatif dengan objek penelitian pada PT Bank Rakyat Indonesia (Persero) Tbk Kantor Cabang Bandar Jaya. Pengumpulan data menggunakan kuesioner dengan sampel 100 responden, dianalisis secara deskriptif dan analisis jalur menggunakan *smartPLS*. Penelitian ini menyimpulkan bahwa *experiential marketing* berpengaruh terhadap kepuasan nasabah, kualitas pelayanan berpengaruh terhadap kepuasan nasabah, *experiential marketing* berpengaruh terhadap loyalitas nasabah, kualitas pelayanan tidak berpengaruh terhadap loyalitas nasabah dan kepuasan nasabah berpengaruh terhadap loyalitas nasabah, variabel kepuasan nasabah memediasi *experiential marketing* terhadap loyalitas nasabah secara parsial mediasi, dan kepuasan nasabah memediasi pengaruh kualitas pelayanan terhadap loyalitas nasabah secara mediasi penuh.

**Kata Kunci:** *Experiential marketing*, kualitas pelayanan, loyalitas, kepuasan

## **ABSTRACT**

### ***THE INFLUENCE OF EXPERIENTIAL MARKETING AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION (A Study On PT Bank Rakyat Indonesia (Persero) Tbk Bandar Jaya Office Branch)***

***By***

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*This study aims to determine the effect of experiential marketing and service quality on customer loyalty through customer satisfaction. The research method uses explanatory research techniques with a quantitative approach with the object of research at PT Bank Rakyat Indonesia (Persero) Tbk Bandar Jaya Branch Office. Collecting data using a questionnaire with a sample of 100 respondents, analyzed descriptively and path analysis using smartpls. This study concludes that experiential marketing affects customer satisfaction, service quality affects customer satisfaction, experiential marketing affects customer loyalty, service quality has no effect on customer loyalty and customer satisfaction affects customer loyalty, customers satisfaction variables mediate experiential marketing on customer loyalty in partial mediation, and customer satisfaction mediates the effect of service quality on customer loyalty in full mediation.*

***Keywords: Experiential Marketing, Service Quality, Customer Loyalty, Customer Satisfaction***