

“STUDI HUBUNGAN ANTARA *EXPERIENTIAL MARKETING*, *SERVICE QUALITY*, *CUSTOMER SATISFACTION*, DAN *CUSTOMER LOYALTY* STADION KANJURUHAN (STUDI PADA PERSPEKTIF *SUPPORTER AREMA FC*)”

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ABSTRAK

Penelitian ini bertujuan untuk mengkaji hubungan pengaruh antara *experiential marketing*, *service quality*, *customer satisfaction*, dan *customer loyalty* di Stadion Kanjuruhan dari perspektif *supporter* Arema FC. Metode SEMPLS (*Structural Equation Modeling - Partial Least Squares*) digunakan dalam pendekatan kuantitatif *deskriptif* dalam penelitian ini. Pengumpulan data menggunakan data primer, melalui penyebaran kuesioner yang dibantu dengan *platform google form*. Jumlah responden yang mengisi kuesioner sebanyak 109, namun setelah dilakukan seleksi berdasarkan kriteria, hanya 100 responden yang memenuhi syarat. Hasil penelitian menunjukkan bahwa *experiential marketing* tidak memiliki pengaruh terhadap *customer satisfaction*. Namun, *service quality* memiliki pengaruh terhadap *customer satisfaction*. Selanjutnya, *customer satisfaction* tidak memiliki pengaruh terhadap *customer loyalty*. Selain itu, *experiential marketing* juga tidak berpengaruh terhadap *customer loyalty*. Namun, *service quality* memiliki pengaruh terhadap *customer loyalty*.

Kata Kunci: Stadion Kanjuruhan, *Experiential marketing*, *Service quality*, *Customer satisfaction*, *Customer loyalty*

**“STUDY OF THE RELATIONSHIP BETWEEN EXPERIENTIAL
MARKETING, SERVICE QUALITY, CUSTOMER SATISFACTION, AND
CUSTOMER LOYALTY OF KANJURUHAN STADIUM (STUDY ON THE
PERSPECTIVE OF AREMA FC SUPPORTERS)”**

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ABSTRACT

This study aims to examine the influence relationship between experiential marketing, service quality, customer satisfaction, and customer loyalty at Kanjuruhan Stadium from the perspective of Arema FC supporters. This research uses a descriptive quantitative approach using the SEMPLS (Structural Equation Modeling - Partial Least Squares) method. Data collection using primary data, through distributing questionnaires assisted by the google form platform. The number of respondents who filled out the questionnaire was 109, but after selection based on criteria, only 100 respondents were eligible. The results showed that experiential marketing has no influence on customer satisfaction. However, service quality has an influence on customer satisfaction. Furthermore, customer satisfaction has no influence on customer loyalty. In addition, experiential marketing also has no effect on customer loyalty. However, service quality has an influence on customer loyalty.

Keywords: *Kanjuruhan Stadium, Experiential marketing, Service quality, Customer satisfaction, Customer loyalty*