

**PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER SATISFACTION MELALUI CUSTOMER VALUE PADA XING FU TANG GALAXY MALL SURABAYA**

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**ABSTRAK**

Industri *food and beverage* semakin banyak bermunculan dengan berbagai inovasi dan kreatifitas. Sehingga mendorong para pelaku bisnis untuk mempertahankan bisnisnya dengan berbagai pendekatan untuk mempertahankan konsumen salah satunya yaitu *experiential marketing*. *Experiential marketing* yang diterapkan oleh Xing Fu Tang Galaxy Mall Surabaya memfokuskan pada pembentukan pengalaman konsumen yang akan mempengaruhi *customer value* dan berakhir pada membentuk *customer satisfaction*. Hasil pada *customer satisfaction* diharapkan dapat mengetahui untuk mempertahankan konsumennya. Pendekatan pada penelitian ini mengguanakan metode kuantitatif dengan menggunakan alat analisis yaitu SEM-PLS. Jumlah sampel yang diambil penelitian menyesuaikan persyaratan SEM-PLS yaitu 10 kali dari jumlah jalur inner model, karena terdapat 6 jalur maka sampel yang diambil yaitu 60 sampel namun peneliti melebihi hingga 62 sampel dengan kriteria telah membeli Xing Fu Tang di Galaxy Mall Surabaya secara langsung 2 kali dalam seminggu atau 2 kali dalam 2 minggu. Berdasarkan hasil penelitian melalui signifikasi 10% nilai P kurang dari 0,1 dihasilkan bahwa dimensi *feel* dan *relate* memiliki pengaruh signifikan terhadap *customer value* dan *customer value* memiliki pengaruh signifikan terhadap *customer satisfaction*. Yang tidak memiliki pengaruh signifikan karena melebihi signifikasi 10% nilai P kurang dari 0,1 yaitu pada *sense*, *think*, dan *act*.

**Kata Kunci :** Pemasaran bedasarkan Pengalaman, Indera, Perasaan, Pikiran. Tindakan, Hubungan, Nilai Konsumen, Kepuasan Konsumen

***The Effect of Experiential Marketing on Customer Satisfaction through  
Customer Value at Xing Fu Tang Galaxy Mall Surabaya***

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***ABSTRACT***

*The food and beverage industry is increasingly popping up with various innovations and creativity. So as to encourage business people to maintain their business with various approaches to retaining consumers, one of which is experiential marketing. Experiential marketing implemented by Xing Fu Tang Galaxy Mall Surabaya focuses on shaping consumer experiences that will affect customer value and end up forming customer satisfaction. Results on customer satisfaction are expected to be known to retain consumers. The approach to this research uses quantitative methods using analysis tools, namely SEM-PLS. The number of samples taken by the study adjusted the SEM-PLS requirements, which was 10 times the number of inner model lines, because there were 6 paths, the samples taken were 60 samples but the researchers exceeded 62 samples with the criteria of having bought Xing Fu Tang at Galaxy Mall Surabaya directly 2 times a week or 2 times a week. Based on the results of the study, through the 10% significance, the P value is less than 0.1, the result is that the dimensions of feel and relate have a significant effect on customer value and customer value has a significant effect on customer satisfaction. Which does not have a significant effect because it exceeds the 10% significance, the P value is less than 0.1, namely on sense, think, and act.*

***Keywords :*** Experiential marketing, Senses, Feel, Think, Act, Relate, Customer Value, Customer Satisfaction.