THE IMPACT OF EXPERIENTIAL MARKETING AND
SERVICE QUALITY ON REPURCHASE INTENTION
THROUGH CUSTOMER SATISFACTION
IN WARUNK UPNORMAL
SURABAYA

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APPROVAL PAGE

THESIS

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FOREWORDS

The author gives thanks to all of the previous researcher and authors where their work and knowledge is used in this research which gives incredible helps to the author. This thesis was written to fulfil one of the requirements to graduate from the Business Faculty of Widya Mandala Catholic University Surabaya and obtain the bachelor’s degree of management. Furthermore, through this thesis it is hoped that it encourages other International Business Management program students to develop an interest in experiential marketing. The author also hopes that this thesis to be beneficial to Warunk Upnormal in Surabaya.

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ABSTRACT

The purpose of this research is to analyze the impact of Experiential Marketing and Service Quality on Repurchase Intention Through Customer Satisfaction in Warunk Upnormal Surabaya. This research is causal study. The sampling technique is random sampling. The total number of respondents are 200, which have visited Warunk Upnormal. To participate in this research, the respondents must fill the questionnaire given by the researcher. The analysis technique is Structural Equation Modelling with LISREL 8.8 as analysis tool.

The research proved that both experiential marketing and service quality has significant impact on customer satisfaction and customer satisfaction has significant impact on repurchase intention. The suggestion is to improve the experiential marketing aspect through sense, feel, think, act, and relate experience, as well as increasing the service quality, in order to achieve higher customer satisfaction as well as repurchase intention.

Keywords: Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intention.
ABSTRAK


Penelitian ini membuktikan bahwa experiential marketing dan service quality memiliki dampak signifikan terhadap customer satisfaction dan customer satisfaction memiliki dampak signifikan terhadap repurchase intention. Saran dari penelitian ini adalah meningkatkan aspek experiential marketing melalui sense, feel, think, act, dan relate experience, serta meningkatkan service quality, demi mencapai tingkat customer satisfaction dan repurchase intention yang lebih tinggi.

Keywords: Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intention.