ABSTRACT

Ade Yulianto "THE IMPACT OF EXPERIENTIAL MARKETING TOWARD CUSTOMER LOYALTY AT KAMPOENG LEGOK RESORT LEMBANG (survey to The Customers of Kampoeng Legok Resort Lembang)". Under Guide By : Raeny Dwisanty, SE., M.Si

Growth of world business today is more rapidly, One way to gain market share is to get as much as customer. Decrease in number of visitors who stay at kampoeng Legok resort lembang expected because of the satisfaction of visitors who stay will be experiential marketing strategies are still low this results in decreased levels of customer loyalty. The research of this study are: (1) to assess the responses of respondent regarding Kampoeng Legok Experiential Marketing at Lembang. (2) to assess the loyalty Kampoeng Legok. (3) to know how big the impact to customer loyalty Experiential Marketing at Kampoeng Legok.

The method used in this research is descriptive and verification methods with a sample of 100 people who are visitors who stay at resort kampoeng Legok, and using linear regression analysis to determine the mathematical model, the product moment correlation analysis (pearson) for calculate the level of closeness of relationship, determination analysis to know effect. Where to facilitate in the data processing software writers use SPSS for windows version 13.0.

Results from this research can be found a simple linear regression equation is Y = 3.852 + 0.235 X. Correlation between experiential marketing with customer loyalty is strong and has a positive relationship. Magnitude of the impact of experiential marketing to customer loyalty at 49.5% and the balance of 50.5% was influenced from other factors not examined by authors such as (1) the attitude of players changing constomer, (2) Prices set by the company, (3) intense competition in the business services industry and other lodging. Thus the better experiential marketing by Kampoeng Legok Resort Lembang will increasingly impact on the level of customer loyalty.

Key words : Experiential Marketing, Customer Satisfaction and Customer Loyalty