

# **PENGARUH *EXPERIENTIAL MARKETING*, KUALITAS PRODUK DAN NILAI PELANGGAN TERHADAP LOYALITAS PELANGGAN JOSIE CAKE**

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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *experiential marketing*, kualitas produk dan nilai pelanggan terhadap loyalitas pelanggan. Objek dari penelitian ini toko kue Josie. Data diperoleh menggunakan kuesioner kepada pelanggan. Metode yang digunakan adalah *purposive sampling* terhadap 138 responden. Dimana analisis yang digunakan metode analisis jalur dengan bantuan spss (*statical package of social science*) versi 17. Dalam tujuan penelitian ini menggunakan analisis data dengan teknik validitas, reliabilitas, regresi dan pembuktian hipotesis (uji t). Hasil dari penelitian ini menunjukkan bahwa *experiential marketing* memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan Josie cake. Hasil penelitian berikutnya menunjukkan kualitas produk memiliki pengaruh negatif dan tidak signifikan terhadap loyalitas pelanggan Josie cake. Begitu juga dengan hasil penelitian nilai pelanggan terhadap loyalitas pelanggan Josie cake menunjukkan pengaruh negatif dan tidak signifikan.

**Kata kunci** : *Experiential Marketing*, Kualitas Produk, Nilai Pelanggan, Loyalitas Pelanggan

***THE INFLUENCE OF EXPERIENTIAL MARKETING, PRODUCT  
QUALITY AND CUSTOMER VALUE ON JOSIE'S CAKE CUSTOMER  
LOYALTY***

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***ABSTRACT***

*This purpose of the research is to know the effect of experiential marketing, product quality and customer value on customer loyalty. The object of this research is Josie's cake shop. Data were collected using a questionnaire on customers. Method of smpling is done by purposive sampling method with the number of 138 respondents. While in terms of data analysis, this study use with the help spss (statistical package of social science) versi 17. The techniques of validity, reliability, regression and hypotesis testing (t-test) were used to analyze data in terms of research purpose. The result showed that experiential marketing has a significant and positive effect on customer loyalty. Product quality has a negative effect and not significant on customer loyalty and customer value also has not significant and negative effect on customer loyalty.*

***Keyword*** : experiential marketing, product quality, customer value, customer loyalty