

***THE EFFECT OF EXPERIENTIAL MARKETING, TRUST AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY ON ONLINE SHOP SHOPEE IN PADANG CITY***

***<sup>1</sup>Vella Dwi Hasmi, <sup>2</sup>Zeshasina Rosha, <sup>2</sup>Linda Wati***

*<sup>1</sup>Mahasiswa dan <sup>2</sup>Dosen Jurusan Manajemen*

*Fakultas Ekonomi dan Bisnis, Universitas Bung Hatta Padang*

*E-mail : [velladwih@gmail.com](mailto:velladwih@gmail.com), [zeshasina.rosha@bunghatta.ac.id](mailto:zeshasina.rosha@bunghatta.ac.id),  
[lindawati@bunghatta.ac.id](mailto:lindawati@bunghatta.ac.id)*

***ABSTRACT***

*This research examines the effect of experiential marketing, trust, and customer satisfaction partially on the customer loyalty of Shopee's online shop in Padang City. In this study, the sample size is one hundred and fifty respondents. The data collection method used was purposive sampling method. The research method used is multiple linear regression, R test, F-statistical test and T-statistic test, with the help of the PLS program. The results of the study found that experiential marketing and customer satisfaction partially have a positive and significant effect on customer loyalty, while trust has no effect on the online shopee customer loyalty in Padang City.*

***Keywords: Experiential Marketing, Trust, Customer Satisfaction, Customer Loyalty***

**PENGARUH *EXPERIENTIAL MARKETING*, *TRUST* DAN *CUSTOMER SATISFACTION* TERHADAP *CUSTOMER LOYALTY* PADA *ONLINE SHOP SHOPEE* DI KOTA PADANG**

**<sup>1</sup>Vella Dwi Hasmi, <sup>2</sup>Zeshasina Rosha, <sup>2</sup>Linda Wati**

<sup>1</sup>Mahasiswa dan <sup>2</sup>Dosen Jurusan Manajemen

Fakultas Ekonomi dan Bisnis, Universitas Bung Hatta Padang

E-mail : [velladwih@gmail.com](mailto:velladwih@gmail.com), [zeshasina.rosha@bunghatta.ac.id](mailto:zeshasina.rosha@bunghatta.ac.id)

[lindawati@bunghatta.ac.id](mailto:lindawati@bunghatta.ac.id)

**ABSTRAK**

Penelitian ini menguji pengaruh *experiential marketing*, *trust*, dan *customer satisfaction* secara parsial terhadap *customer loyalty online shop* Shopee di Kota Padang. Pada penelitian ini jumlah sampel seratus lima puluh responden. Metode pengumpulan data yang digunakan adalah metode *purposive sampling*. Metode penelitian yang digunakan adalah regresi linear berganda, uji R, uji F-Statistik dan uji T-statistik, dengan bantuan program PLS. Hasil penelitian menemukan bahwa *experiential marketing* dan *customer satisfaction* secara parsial berpengaruh positif dan signifikan terhadap *customer loyalty*, sedangkan *trust* tidak berpengaruh terhadap *customer loyalty online shop* Shopee di Kota Padang.

**Kata Kunci :** *Experiential Marketing, Trust, Customer Satisfaction, Customer Loyalty*