

**PENGARUH KEPUASAN PELANGGAN  
SEBAGAI PEMEDIASI HUBUNGAN ANTARA  
VARIABEL *EXPERIENTIAL MARKETING* DAN  
*SERVICE QUALITY* TERHADAP LOYALITAS  
PELANGGAN RM LAMUN OMBAK KHATIB  
SULAIMAN KOTA PADANG**

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**Abstrak**

Penelitian ini meneliti tentang peran mediasi kepuasan pelanggan pada variabel *experiential marketing* dan *service quality* terhadap loyalitas pelanggan pada RM Lamun Ombak Khatib Sulaiman Kota Padang. Populasi dalam penelitian ini adalah seluruh pelanggan yang telah lebih dari dua kali berkunjung ke RM Lamun Ombak Khatib Sulaiman Kota Padang, Dengan jumlah sampel 98 responden dipilih dengan menggunakan teknik *Purposive Sampling*. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survei pelanggan yang pernah berkunjung ke RM Lamun Ombak Khatib Sulaiman Kota Padang, dan metode analisis data yang digunakan adalah *partial least squer*.

Hasil penelitian menunjukkan bahwa *experiential marketing* tidak berpengaruh terhadap kepuasan pelanggan, *service quality* berpengaruh terhadap kepuasan pelanggan, *experiential marketing* tidak berpengaruh terhadap loyalitas pelanggan, *service quality* tidak berpengaruh terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, kepuasan pelanggan tidak memediasi hubungan antara *experiential marketing* dan loyalitas pelanggan, dan kepuasan pelanggan memediasi hubungan antara *service quality* dan loyalitas pelanggan pada RM Lamun Ombak Khatib Sulaiman Kota Padang.

**Kata kunci:** *Experiential Marketing*, *servive quality*, kepuasan pelanggan dan loyalitas pelanggan

***THE EFFECT OF CUSTOMER SATISFACTION AS A  
PREDIATE RELATIONSHIP BETWEEN VARIABLES  
EXPERIENTIAL MARKETING AND SERVICE QUALITY  
TOWARDS CUSTOMER LOYALTY RM LAMUN OMBAK  
KHATIB SULAIMAN PADANG CITY***

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***Abstract***

*This study examines the mediating role of customer satisfaction in experiential marketing and service quality variables on customer loyalty at RM Lamun Ombak Khatib Sulaiman Padang City. The population in this study were all customers who had more than two visits to the RM Lamun Ombak Khatib Sulaiman Padang City, with a sample size of 98 respondents selected using purposive sampling technique. Primary data collection using questionnaires and secondary data collection using customer surveys who have visited the RM Lamun Ombak Khatib Sulaiman Padang City, and the data analysis method used is partial least squer.*

*The results showed that experiential marketing has no effect on customer satisfaction, service quality has no effect on customer satisfaction, experiential marketing has no effect on customer loyalty, service quality has no effect on customer loyalty, customer satisfaction has an effect on customer loyalty, customer satisfaction does not mediate the relationship between experiential marketing and customer loyalty, and customer satisfaction mediate the relationship between service quality and customer loyalty at RM Lamun Ombak Khatib Sulaiman Padang City.*

***Keywords: Experiential Marketing, servive quality, customer satifaction and customer loyalty***