

**PENGARUH KUALITAS PELAYANAN DAN EXPERENTIAL
MARKETING TERHADAP KEPUASAN PELANGGAN**

(Studi Kasus pada Mr Fat Barbershop di Kota Padang)

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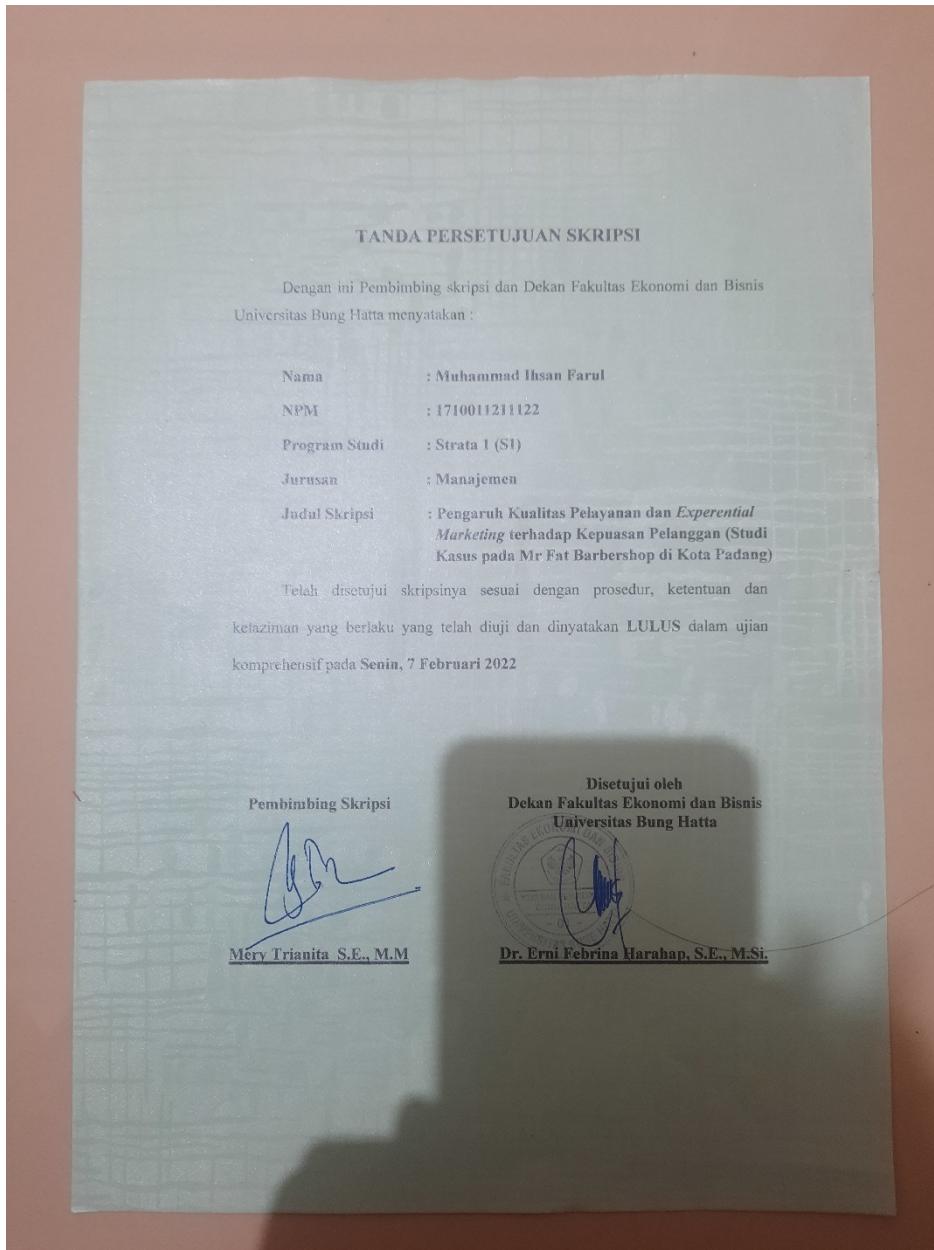
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(Studi Kasus Pada Mr Fat Barbershop Di Padang)

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan kepuasan pelanggan dipengguna jasa pada studi kasus Mr Fat Barbershop dipadang. Studi empiris ini dilakukan untuk menganalisis hubungan Pengaruh Kualitas Pelayanan dan Experiential Marketing terhadap Kepuasan Pelanggan. Teknik analisis kualitatif digunakan untuk menguji dua hipotesis melalui survey yang menggunakan skala likert lima poin. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Data diperoleh dari 60 responden yang telah melakukan pembelian produk di shopee. Pengaruh antara faktor-faktor penentu dianalisis menggunakan software SPSS 16.0. hasil penelitian menunjukan bahwa Kualitas Pelayanan berpengaruh positif terhadap Kepuasan Pelanggan pada Mr Fat Barbershop. *Experiential Marketing* berpengaruh positif terhadap Kepuasan Pelanggan di Mr Fat Barbershop Kota Padang.

Kata Kunci: Kualitas Pelayanan, *Experiential Marketing*, Kepuasan Pelanggan

**THE EFFECT OF SERVICE QUALITY AND EXPERENTIAL MARKETING
ON CUSTOMER SATISFACTION**

(Case Study on Mr Fat Barbershop in Padang)

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ABSTRACT

This study aims to prove customer satisfaction of service users in the case study of Mr. Fat Barbershop in Padang. This empirical study was conducted to analyze the relationship between the influence of service quality and experiential marketing on customer satisfaction. Qualitative analysis techniques were used to test two hypotheses through a survey using a five-point Likert scale. The sampling technique in this research is purposive sampling. Data were obtained from 60 respondents who had purchased products at shopee. The influence between the determinants was analyzed using SPSS 16.0 software. The results showed that Service Quality had a positive effect on customer satisfaction at Mr Fat Barbershop. Experiential Marketing has a positive effect on Customer Satisfaction at Mr Fat Barbershop Padang City.

Keywords: Electronic Service Quality,Experiential Marketing,Custumer Satisfaction

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