

ABSTRAK

Santy. Analisis Pengaruh *Experiential Marketing* terhadap Loyalitas Pelanggan Miniso Kota Medan. Dibimbing oleh Asmara Wildani, S.Sos.,MM. dan Binsar Sihombing, S.E., M.Si.

Seiring cepatnya perkembangan zaman perusahaan dituntut untuk mampu bersaing menghadapi jumlah kompetitor yang terus bertambah, sehingga para pemasar perlu terus mencari teknik pemasaran yang paling cocok dan terbaik untuk perusahaan agar dapat mempertahankan pangsa pasar mereka serta mendapatkan pelanggan yang loyal. Miniso merupakan salah satu perusahaan ritel aksesoris dan barang-barang kelengkapan sehari-hari yang sangat mengandalkan *experiential marketing* dalam usaha promosi dan penjualan produk mereka. Penelitian ini ingin mengetahui apakah *experiential marketing* dengan variabel *sense, feel, think, act* dan *relate* berpengaruh secara signifikan terhadap loyalitas pelanggan dan variabel manakah yang berpengaruh paling dominan sehingga dapat lebih diperhatikan dan diusahakan oleh perusahaan untuk meningkatkan loyalitas pelanggan Miniso kota Medan.

Penelitian menggunakan metode kuantitatif dengan sampel sebanyak 100, pengambilan sampel dilakukan dengan teknik *purposive sampling* dan pengumpulan data dilakukan dengan cara menyebarkan kuesioner *online*. Teknik pengolahan dilakukan dengan menggunakan SPSS versi 25. Teknik analisis data yang dilakukan yaitu uji asumsi klasik, uji regresi linier berganda serta pengujian hipotesis mencakup uji t, uji F dan uji koefisien determinasi. Berdasarkan hasil uji t diketahui bahwa secara parsial variabel *think* dan *act* berpengaruh secara signifikan terhadap loyalitas pelanggan Miniso kota Medan, sedangkan variabel *sense, feel, dan relate* secara parsial tidak berpengaruh signifikan terhadap loyalitas pelanggan Miniso kota Medan. Dari hasil uji F dan R^2 diketahui bahwa variabel *experiential marketing* meliputi *sense, feel, think, act* dan *relate* secara simultan berpengaruh positif sebesar 67% terhadap loyalitas pelanggan Miniso kota Medan.

Kata kunci: Miniso, *experiential marketing*, loyalitas pelanggan

ABSTRACT

Santy. *Analysis of the influence of Experiential Marketing on Customer loyalty in Miniso Medan City. Supervised by Asmara Wildani, S.Sos.,MM. and Binsar Sihombing, S.E.,M.Si.*

As the times progress, companies are required to be able to compete against the ever-increasing number of competitors, so marketers need to continue to look for marketing techniques that are most suitable and best for the company in order to maintain their market share and get loyal customers. Miniso is a retail company for accessories and daily goods that relies heavily on experiential marketing in its promotion and product sales efforts. This research wants to find out whether experiential marketing with the variables sense, feel, think, act and relate have a significant effect on customer loyalty and which variables have the most dominant influence so that companies can pay more attention to and strive to increase customer loyalty in Miniso, Medan city.

The research used quantitative methods with a sample of 100, sampling was carried out using a purposive sampling technique and data collection was carried out by distributing online questionnaires. The processing technique was carried out using SPSS version 25. The data analysis technique used was the classical assumption test, multiple linear regression test and hypothesis testing including the t test, F test and coefficient of determination test. Based on the results of the t test, it is known that the think and act variables partially have a significant effect on Miniso customer loyalty in the city of Medan, while the sense, feel and relate variables partially do not have a significant effect on the loyalty of Miniso customers in the Medan city. From the results of the F and R² tests, it is known that experiential marketing variables including sense, feel, think, act and relate simultaneously have a positive effect of 67% on Miniso customer loyalty in the city of Medan.

Keywords: Miniso, experiential marketing, customer loyalty