

ABSTRACT

Desi Eka Pratiwi. 2015, Thesis. Title: "Marketing Experiential Influence toward Customer Loyalty of Sate Hotplet restaurant Batu-Malang"

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Keywords: Effect, Experiential Marketing, Customer Loyalty

Business Competition that occurred in globalization era is one of the main reasons the creation of a variety of products, range of facilities and services that are served by business entrepreneurs to the consumer. One of the main things that must be done to achieve the competitive advantage is to focus on consumers. Focus on consumers can be done by looking and observing the marketing experience perceived that causes a positive value in the minds of consumers and raises the value of consumer's loyalty. The purpose of this study was to determine the Marketing Experiential Influence toward Customer Loyalty. It became background that this research was conducted under the title "Marketing Experiential Influence toward Customer Loyalty of Sate Hotplet restaurant Batu-Malang".

The type of method used was descriptive method. Sampling technique used judgment sampling with a sample of 105 respondents. The number of independent variables was as much as 4 variables, namely the physical, intellectual, emotional, and spiritual. The dependent variable was the Customer Loyalty. Instrument Tests used the validity and reliability. Data analysis Methods used linear regression. As for the assumption test used normality test, *multicollinearitas*, *heteroscedastisitas*, and autocorrelation.

The results showed that simultaneous of independent variables was significantly influence toward customer loyalty at Sate Hotplet Restaurant Batu-Malang with $F_{count} > F_{table}$ at $3.397 > 2.37$. Partially, the variables that significantly influence were intellectual, emotional and spiritual. While the variable that had no significant effect was physical. Variable that influence dominant was intellectual variable with a value of $t_{count} < t_{table}$ $0,024 < 0,05$.