

**PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER
LOYALTY YANG DI MEDIASI OLEH CUSTOMER SATISFACTION
NASABAH PD. BANK JOMBANG**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui *customer satisfaction* memediasi pengaruh *experiential marketing* terhadap *customer loyalty*. Penelitian menggunakan pendekatan kuantitatif. Jenis penelitian eksplanasi (*eksplanatory research*). Populasi yang digunakan dalam penelitian ini adalah nasabah PD. Bank Jombang. Teknik analisis yang digunakan meliputi uji validitas, uji reliabilitas, analisis deskriptif, analisis SEM dengan menggunakan software WarpPLS 5.0. Hasil penelitian menunjukkan bahwa *Experiential marketing* meningkatkan kepuasan nasabah. PD. Bank Jombang memiliki *Experiential marketing* yang baik sehingga mendapat respon positif para nasabah hal tersebut mengidentifikasi bahwa *Experiential marketing* PD. Bank Jombang telah meningkatkan kepuasan nasabah. *Experiential marketing* mampu meningkatkan loyalitas Nasabah. PD. Bank Jombang memiliki *Experiential marketing* yang baik sehingga mendapat respon positif para nasabah hal tersebut mengidentifikasi bahwa *Experiential marketing* PD. Bank Jombang telah meningkatkan loyalitas nasabah. Dengan adanya kepuasan pelanggan yang ditunjukkan dalam hasil yang baik pada indikator nasabah merasa puas dengan pelayanan PD. Bank Jombang. Hal tersebut mendapat respon positif dari nasabah, Hal tersebut mengidentifikasi bahwa semakin puas nasabah dalam menerima pelayanan yang diberikan maka akan semakin meningkatkan loyalitas Nasabah PD. Bank Jombang dan Kepuasan pelanggan memediasi *Experiential marketing* dengan loyalitas pelanggan, Hal tersebut dibuktikan berdasarkan hasil penelitian yang mana kepuasan pelanggan semakin baik memediasi hubungan antara *Experiential marketing* dengan loyalitas pelanggan dengan nilai *p-value* yang lebih kecil sehingga terdapat pengaruh mediasi antara variabel kepuasan pelanggan dengan loyalitas Nasabah PD. Bank Jombang

Kata Kunci : *customer satisfaction, experiential marketing dan customer loyalty.*

**THE EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER
LOYALTY THAT IS MEDIATED BY CUSTOMER SATISFACTION
CUSTOMERS PD. BANK JOMBANG**

ABSTRACT

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This study aims to determine customer satisfaction mediates the effect of experiential marketing on customer loyalty. Research uses a quantitative approach. Type of explanatory research (explanatory research). The population used in this study is the customer PD. Bank Jombang. The analysis techniques used include validity, reliability, descriptive analysis, SEM analysis using WarpPLS 5.0 software. The results showed that Experiential marketing increased customer satisfaction. PD. Bank Jombang has a good Experiential marketing so that it gets a positive response from customers it identifies that Experiential marketing PD. Bank Jombang has increased customer satisfaction. Experiential marketing can increase customer loyalty. PD. Bank Jombang has a good Experiential marketing so that it gets a positive response from customers it identifies that Experiential marketing PD. Bank Jombang has increased customer loyalty. With the existence of customer satisfaction shown in good results on the indicator the customer feels satisfied with the service PD. Jombang Bank. This gets a positive response from customers, It identifies that the more satisfied the customer is in receiving the services provided, the more loyalty the PD customer will increase. Jombang Bank and customer satisfaction mediate Experiential marketing with customer loyalty, This is evidenced based on research results where customer satisfaction is better mediating the relationship between Experiential marketing with customer loyalty with a smaller p-value so that there is a mediating effect between customer satisfaction and loyalty variables PD customer. Jombang Bank

Keywords: customer satisfaction, experiential marketing and customer loyalty.