

**PENGARUH *EXPERIENTIAL MARKETING* DAN SOSIAL MEDIA
MARKETING TERHADAP MINAT BELI ULNAG
(Pada Konsumen Kafe Dasarasa di Kabupaten Jombang)**

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ABSTRAK

Penerapan *experiential marketing* di Kafe Dasarasa merupakan bentuk penilaian sikap konsumen atas pengalaman yang dirasakan serta manfaat yang di dapatkan dari Kafe Dasarasa. Sosial media *marketing* yang diterapkan di Kafe Dasarasa merupakan persepsi konsumen terhadap media sosial yang digunakan Kafe Dasarasa dalam membangun daya ingat, pengakuan, serta tindakan untuk bisnis. Penelitian ini dimaksudkan untuk melihat tanggapan konsumen Kafe Dasarasa atas *experiential marketing* dan sosial media *marketing* yang telah diterapkan oleh Kafe Dasarasa, guna mengetahui pengaruhnya terhadap minat beli ulang.

Metode penelitian yang digunakan adalah kuantitatif, metode analisis data menggunakan analisis deskriptif dan analisis regresi linier berganda. Sampel yang digunakan dalam penelitian ini berjumlah 100. Skala pengukuran menggunakan skala likert, metode pengumpul data dilakukan dengan cara kuisioner. Data diolah menggunakan SPSS.

Berdasarkan analisis dapat disimpulkan bahwa penerapan *experiential marketing* dan sosial media *marketing* di Kafe Dasarasa sudah diterapkan dengan baik. Hal ini terlihat dari tanggapan positif responden untuk setiap indikator dari variabel *experiential marketing* dan sosial media *marketing*. Minat beli ulang konsumen Kafe Dasarasa berdasarkan hasil analisis statistik dipengaruhi oleh variabel *experiential marketing* dan sosial media *marketing* sebesar 50,1% dan sisanya sebesar 49,9% dipengaruhi oleh faktor lain.

Kata kunci : *Experiential Marketing, Sosial Media Marketing, Minat Beli Ulang*

**THE EFFECT OF EXPERIENTIAL MARKETING AND SOCIAL MEDIA
MARKETING ON REPURCHASE INTENTION
(To Customers of Kafe Dasarasa in Kabupaten Jombang)**

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ABSTRACT**

The application of experiential marketing at the Dasarasa Cafe is a form of assessing consumer attitudes on the perceived experience and the benefits obtained from the Dasarasa Cafe. Social media marketing applied at Kafe Dasarasa is the consumer's perception of social media used by Kafe Dasarasa in building memory, recognition, and action for business. This study is intended to look at the consumer responses of Kafe Dasarasa on experiential marketing and social media marketing that has been implemented by Kafe Dasarasa, in order to determine the effect on repurchase interest.

The research method used is quantitative, the data analysis method uses descriptive analysis and multiple linear regression analysis. The sample used in this study amounted to 100. The measurement scale used a Likert scale, the data collection method was carried out by means of a questionnaire. The data is processed using SPSS.

Based on the analysis, it can be concluded that the application of experiential marketing and social media marketing at Kafe Dasarasa has been implemented well. This can be seen from the positive responses of respondents for each indicator of the experiential marketing and social media marketing variables. The consumer's repurchase interest in Kafe Dasarasa based on the results of statistical analysis is influenced by experiential marketing and social media marketing variables by 50.1% and the remaining 49.9% is influenced by other factors.

Keywords: Experiential Marketing, Social Media Marketing, Repurchase Intention