

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

(Studi pada konsumen Mie Gacoan di Kecamatan Jombang)

ABSTRAK

Oleh :

Tiara Anggerin Anjani

Dosen Pembimbing :

Dr. Erminati Pancaningrum, ST.,MM

Penelitian ini bertujuan untuk mengetahui pengaruh *experiental marketing* dan kualitas pelayanan terhadap kepuasan pelanggan pada konsumen Mie Gacoan di kecamatan Jombang. Penelitian ini berjenis kuantitatif. Populasi dalam penelitian ini sebanyak 100 responden dengan teknik pengambilan sampel menggunakan *random sampling*. Teknik analisa data menggunakan analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *experiental marketing* dan kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata kunci : *Experiental Marketing*, Kualitas Pelayanan, Kepuasan Pelanggan

***THE INFLUENCE OF EXPERIENTIAL MARKETING AND SERVICE
QUALITY ON CUSTOMER SATISFACTION***

(Study On Consumers Of Mie Gacoan In Jombang Sub-district)

ABSTRACT

By:

Tiara Anggerin Anjani

Supervisor:

Dr. Erminati Pancaningrum, ST., MM.

This study aims to determine the effect of experiential marketing and service quality on customer satisfaction in Mie Gacoan Jombang. This research is of quantitative type. The population of this study is Mie Gacoan consumers in Jombang and the samples taken were 100 people with the sampling technique using the random sampling method. Data analysis techniques used multiple regression linier analysis. The results showed that there was a positive and significant influence on the experiential marketing and service quality on customer satisfaction in Mie Gacoan Jombang..

Keyword: Experiential Marketing, Service Quality, Customer Satisfaction