

ABSTRAK

Widianingsih. 2022. Skripsi. **Pengaruh *Experiential Marketing* Dan Promosi Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada *Kentucky Fried Chicken (KFC)* Kota Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan terhadap KFC Kota Probolinggo dengan tujuan untuk mengetahui pengaruh langsung *experiential marketing* terhadap loyalitas konsumen, pengaruh langsung *experiential marketing* terhadap kepuasan konsumen, pengaruh langsung promosi terhadap loyalitas konsumen, pengaruh langsung promosi terhadap kepuasan konsumen, pengaruh langsung kepuasan konsumen terhadap loyalitas konsumen, pengaruh tidak langsung *experiential marketing* terhadap loyalitas konsumen melalui kepuasan konsumen dan pengaruh tidak langsung promosi terhadap loyalitas konsumen melalui kepuasan konsumen.

Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasinya adalah konsumen yang datang membeli dan menikmati produk di KFC Kota Probolinggo dengan sampel sebanyak 100 responden dan teknik pengambilan sampel menggunakan *incidental sampling*.

Hasil penelitian menunjukkan *experiential marketing* berpengaruh langsung terhadap loyalitas konsumen, *experiential marketing* berpengaruh langsung terhadap kepuasan konsumen, promosi berpengaruh langsung terhadap loyalitas konsumen, promosi berpengaruh langsung terhadap kepuasan konsumen, kepuasan konsumen berpengaruh langsung terhadap loyalitas konsumen, *experiential marketing* tidak berpengaruh langsung terhadap loyalitas konsumen melalui kepuasan konsumen, promosi berpengaruh tidak langsung terhadap loyalitas konsumen melalui kepuasan konsumen.

Kata Kunci : *Experiential Marketing*, Promosi, Loyalitas Konsumen, Kepuasan Konsumen, Variabel Intervening

ABSTRACT

Widianingsih. 2022. Thesis. *The Effect Experiential Marketing And Promotion On Consumer Loyalty With Consumer Satisfaction As An Intervening Variable In Kentucky Fried Chicken (KFC) Probolinggo City.* Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

This research was conducted on KFC Probolinggo City with the aim of knowing the direct effect of experiential marketing on consumer loyalty, the direct effect of experiential marketing on consumer satisfaction, and the direct effect of promotion on consumer loyalty, the direct effect of promotion on consumer satisfaction, the direct effect of consumer satisfaction on consumer loyalty, the indirect effect of experiential marketing on consumer loyalty through consumer satisfaction and the indirect effect of promotion on consumer loyalty through customer satisfaction.

The type of research used is quantitative research with an associative approach. The population is consumers who come to buy and enjoy products at KFC Probolinggo City with a sample of 100 respondents and the sampling technique used is incidental sampling.

The results show that experiential marketing has a direct effect on consumer loyalty, experiential marketing has a direct effect on consumer satisfaction, promotion direct effect on consumer loyalty, promotion direct effect on customer satisfaction, customer satisfaction direct effect on consumer loyalty, experiential marketing does not directly affect customer loyalty through customer satisfaction, promotion has an indirect effect on consumer loyalty through customer satisfaction.

Keywords: *Experiential Marketing, Promotion, Consumer Loyalty, Consumer Satisfaction, Intervening Variables*