

ABSTRAK

Khoirus Fitria. 2022. Skripsi. Pengaruh *Experiential Marketing* dan *Viral Marketing* Terhadap *Repurchase Intention Smartphone* Samsung di Kota Probolinggo. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini bertujuan untuk mengetahui pengaruh *Experiential Marketing* dan *Viral Marketing* Terhadap *Repurchase Intention Smartphone* Samsung di Kota Probolinggo. *Experiential Marketing* adalah proses penawaran produk atau jasa oleh perusahaan dengan pendekatan emosional sehingga akan membentuk suatu pengalaman yang positif terhadap produk atau jasa. *Viral marketing* adalah sistem pemasaran online dengan cara mendorong konsumen menceritakan produk atau jasa kepada rekan - rekan melalui media sosialnya secara sukarela.

Jenis penelitian ini menggunakan metode kuantitatif. Teknik *sampling* yang digunakan adalah *accidental sampling*. Penentuan jumlah sampel pada penelitian ini menggunakan rumus Purba dan didapatkan sebanyak 100 responden. Teknik analisis data yang digunakan adalah uji reabilitas, uji validitas, uji asumsi klasik, analisis regresi linier berganda, analisis determinasi serta uji t, uji F dan uji dominan sebagai pengujian hipotesis yang diolah dengan dibantu program SPSS versi 22.

Berdasarkan hasil pengujian, diketahui bahwa *experiential marketing* dan *viral marketing*, masing-masing berpengaruh positif dan signifikan terhadap *repurchase intention*. Hasil penelitian ini adalah (1) nilai $t_{hitung} > t_{tabel}$ ($2,943 > 1,985$) dan hasil signifikansi $0,004 < 0,05$. Hal ini menunjukkan bahwa ada pengaruh positif dan signifikan *experiential marketing* terhadap *repurchase intention smartphone* Samsung di Kota Probolinggo. (2) Nilai $t_{hitung} > t_{tabel}$ ($7,881 > 1,985$) dan hasil signifikansi $0,000 < 0,05$. Hal ini menunjukkan bahwa ada pengaruh positif dan signifikan *viral marketing* terhadap *repurchase intention smartphone* Samsung di Kota Probolinggo. (3) Nilai $F_{hitung} 478,656 > F_{tabel} 2,31$ dan nilai sig. $0,000 < 0,05$. Hal ini menunjukkan bahwa ada pengaruh simultan *experiential marketing* dan *viral marketing* terhadap *repurchase intention smartphone* Samsung di Kota Probolinggo. (4) *Viral marketing* berpengaruh dominan terhadap *repurchase intention smartphone* Samsung di Kota Probolinggo.

Kata kunci : *Experiential Marketing, Viral Marketing, Repurchase Intention*

ABSTRACT

Khoirus Fitria. 2022. *Thesis. The Effect of Experiential Marketing and Viral Marketing on Repurchase Intention of Samsung Smartphones in Probolinggo City. Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.*

This study aims to determine the effect of experiential marketing and viral marketing on the intention to buy Samsung smartphones in the city of Probolinggo. Experiential marketing is the process of offering a product or service by a company with an emotional approach so that it forms a positive experience for the product or service. Viral marketing is an online marketing system that encourages consumers to voluntarily share products or services with colleagues through social media.

This type of research uses quantitative methods. The sampling technique used accidental sampling. Determination of the number of samples in this study using the Purba formula and obtained up to 100 respondents. The data analysis technique used is reliability test, validity test, classic hypothesis test, multiple linear regression analysis, determination analysis and t test as a hypothesis test which is processed using SPSS version 22.

Based on the results of this test using the t test, it is known that experiential marketing and viral marketing, each have a positive and significant effect on smartphone repurchase intention. The results of this study are (1) $t_{count} > t_{table}$ ($2,943 > 1,985$) and the significance result is $0,004 < 0,05$. (2) This shows that there is a positive and significant influence experiential marketing on repurchase intention of Samsung smartphones in Probolinggo City. The value of $t_{count} > t_{table}$ ($7.881 > 1.985$) and the significance result is $0.000 < 0.05$. This shows that there is a positive and significant influence viral marketing on repurchase intention of Samsung smartphones in Probolinggo City. (3) $F_{count} 478,656 > F_{table} 2,31$ and the significance result is $0,000 < 0,05$ This shows that there is a simultaneous influence experiential marketing and viral marketing on repurchase intention of Samsung smartphones in Probolinggo City. (4) Viral marketing has a dominant influence on repurchase intention of Samsung smartphones in Probolinggo City.

Keywords: Experiential Marketing, Viral Marketing, Repurchase Intention