

ABSTRAK

Nisa', Walimatun. 2019. **Skripsi. Pengaruh Harga, Kualitas Layanan dan *Experiential Marketing* Terhadap Loyalitas Pelanggan Jasa Servis Sepeda Motor pada Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan di Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo dengan tujuan penelitian yang hendak dicapai adalah (1) Untuk mengetahui pengaruh signifikan harga, kualitas layanan dan *experiential marketing* secara parsial terhadap loyalitas pelanggan jasa servis sepeda motor di Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo (2) Untuk mengetahui pengaruh signifikan harga, kualitas layanan dan *experiential marketing* secara simultan terhadap loyalitas pelanggan jasa servis sepeda motor di Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo (3) Untuk mengetahui pengaruh variabel yang lebih dominan antara harga, kualitas layanan dan *experiential marketing* yang berpengaruh terhadap loyalitas pelanggan jasa servis sepeda motor di Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo

Populasi ini adalah seluruh pelanggan yang berjumlah 64 pelanggan di Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo, dengan teknik sampling yaitu *non-probability sampling* yaitu *sampling insidental*. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan pendekatan deskriptif, variabel yang digunakan meliputi harga, kualitas layanan, *experiential marketing* dan loyalitas pelanggan. Metode analisis data dari hasil penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa uji kualitas data, uji asumsi klasik, analisis regresi berganda, koefisien determinasi dan pengujian hipotesis.

Hasil penelitian ditunjukkan dengan persamaan regresi $Y = 2,901 + 0,296X_1 + 0,468X_2 + 0,226X_3$ dan hasil uji hipotesis parsial $t_{tabel} = 1,669$ dan nilai $t_{hitung} X_1 = 5,440$, $X_2 = 7,808$, $X_3 = 4,971$ dengan nilai Sig kedua variabel $< 0,05$ membuktikan bahwa harga, kualitas layanan, dan *experiential marketing* secara parsial berpengaruh terhadap loyalitas pelanggan. Hasil uji hipotesis simultan F_{hitung} sebesar $409,512 > F_{tabel} 2,76$ dengan nilai signifikansi (Sig) sebesar $0,000^b$ membuktikan bahwa kualitas produk, harga dan saluran distribusi secara simultan berpengaruh terhadap loyalitas pelanggan. Hasil uji hipotesis dominan menunjukkan variabel kualitas layanan (X_2) memiliki nilai t_{hitung} lebih besar dibanding dengan variabel harga (X_1) dan variabel *experiential marketing* (X_3).

Kata Kunci : Harga, Kualitas layanan, *Experiential Marketing* dan Loyalitas Pelanggan

ABSTRACT

Nisa', Walimatun. 2019. *Thesis. Influence of Price, Service Quality and Experiential Marketing On Customer Loyalty Of Motorcycle Service At Dealer Yamaha Kartika Motor 3 Kabupaten Probolinggo*. Management Studies Program, Faculty of Economics, Panca Marga University Probolinggo.

This research was done at the Dealer Yamaha Motorcycle Probolinggo Regency 3 Kartika with research objectives to be achieved are (1) to know the significant influence the price, quality of service and experiential marketing partially against the loyalty Customer Service service motorcycle Dealers Yamaha Kartika Motor 3 Regency Probolinggo (2) to find out the significant influence the price, quality of service and experiential marketing simultaneously against a customer loyalty service in the motorcycle services The dealer Yamaha Motorcycle Probolinggo Regency 3 Kartika (3) to find out the influence of the more dominant variables between price, quality of service and experiential marketing that affect customer loyalty services servicing Dealer Yamaha motorcycle Kartika Motor 3 Regency Probolinggo.

This is the entire population of 64 customers customers in Dealer Yamaha Motorcycle Probolinggo Regency 3 Kartika, with sampling techniques i.e. non-probability sampling namely, incidental sampling. The type of research used in this research is descriptive quantitative research approach, variables used include price, quality of service, experiential marketing and customer loyalty. Methods of data analysis of the results of this research is quantitative descriptive method using statistics in the form of test data quality, classic assumption test, multiple regression analysis, the determination of the coefficients and hypothesis testing.

The study results demonstrated with regression equation $Y = 0,296X_1 + 0,2901,468X_2 + 0,226X_3$ and partial hypotheses t test results table = 1.669 and value t calculate = 5.440 X_1 , $x_2 = X_3 = 4.971$ 7.808, with the value of the second variable Sig & lt; 0.05 proves that price, quality of service, and experiential marketing in partial effect on customer loyalty. Simultaneous hypothesis test results F count of 409.512 & gt; F table value significance of 2.76 (Sig) of 0,000b proves that quality of product, price and distribution channels simultaneous effect on customer loyalty. The dominant hypothesis test results indicate the variable quality of service (X_2) has the value t calculate larger compared with variable price (X_1) and experiential marketing variables (X_3).

Key words: , price , quality of service, experiential marketing and customer loyalty