

ABSTRAK

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Judul Tesis *Pengaruh Experiential Marketing, Experiential Value Dan Brand image Terhadap Brand loyalty Pada Produk Kecantikan Tazzi Di Kota Sigli dengan Customer satisfaction Sebagai Variabel Intervening*

Persaingan pasar kecantikan yang semakin ketat khususnya di Kota Sigli mendorong rumah kecantikan Tazzi untuk bekerja lebih keras dalam mempertahankan loyalitas pelanggan terhadap produk dan layanannya. Konsumen lebih memilih citra merek, kualitas yang dirasakan, dan harga sebagai faktor relevan yang dapat dikaitkan dengan loyalitas merek sehingga semua faktor ini menunjukkan hubungan positif dengan loyalitas merek namun kepuasan konsumen juga menunjukkan efek moderat terhadap loyalitas merek pada produk kecantikan. Penyusunan Tesis ini bertujuan untuk mengetahui *Pengaruh Experiential Marketing, Experiential Value Dan Brand image Terhadap Brand loyalty Pada Produk Kecantikan Tazzi Di Kota Sigli dengan Customer satisfaction Sebagai Variabel Intervening*. Metode yang digunakan *Partial Least Square Structural Equation Modeling* (SEM PLS) merupakan metode analisis data dalam penelitian ini dengan bantuan program smart PLS 3.0. Hasil penelitian menyimpulkan bahwa adanya pengaruh *Experiential Marketing, Experiential Value Dan Brand image* terhadap *Brand loyalty* dengan *Customer satisfaction* sebagai variabel intervening dan *Experiential Marketing, Experiential Value, Brand Image, Customer satisfaction* secara parsial juga berpengaruh positif terhadap *Brand loyalty*.

Kata Kunci: *Experiential Marketing, Experiential Value, Brand image Brand loyalty, Customer satisfaction*

ABSTRACT

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Judul Tesis *The Influence of Experiential Marketing, Experiential Value
and Brand image on Brand loyalty in Tazzi Beauty Products in
Sigli City with Customer satisfaction as an Intervening
Variable*

The increasingly fierce competition in the beauty market, especially in Sigli City, encourages Tazzi beauty house to work harder to maintain customer loyalty to its products and services. Consumers prefer brand image, perceived quality, and price as relevant factors that can be associated with brand loyalty so that all these factors show a positive relationship with brand loyalty but customer satisfaction also shows a moderating effect on brand loyalty in beauty products. The aim of preparing this thesis is to determine the influence of experiential marketing, experiential value and brand image on brand loyalty in Tazzi beauty products in Sigli City with customer satisfaction as an intervening variable. The method used is Partial Least Square Structural Equation Modeling (SEM PLS) which is a data analysis method in this research with the help of the smart PLS 3.0 program. The research results concluded that Customer satisfaction was able to moderate the influence of Experiential Marketing, Experiential Value and Brand image on Brand loyalty and Experiential Marketing, Experiential Value, Brand Image, Customer satisfaction partially also had a positive effect on Brand loyalty.

Keywords: *Experiential Marketing, Experiential Value, Brand image, Brand loyalty, Customer satisfaction*