

**THE IMPACT OF EXPERIENTIAL MARKETING AND
SERVICE QUALITY ON REPURCHASE INTENTION
THROUGH CUSTOMER SATISFACTION
IN WARUNK UPNORMAL
SURABAYA**



**BY:
IVAN SETIAWAN
3303014053**

**INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
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SATISFACTION IN WARUNK UPNORMAL SURABAYA**

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International Business Management

By:

IVAN SETIAWAN

3303014053

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FACULTY OF BUSINESS

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**APPROVAL PAGE
THESIS**

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UPNORMAL SURABAYA**

**BY:
IVAN SETIAWAN
3303014053**

**Approved and Accepted
to be submitted to the examiner team**

Advisor 1,



**Dr. Christina Esti Susanti, MM, CPM (AP)
NIK 311.89.0163**

Date: 29.6.2018

VALIDATION PAGE

Thesis written by: Ivan Setiawan NRP. 3303014053

Has been examined on 8th of August 2018 and declared to have passed
by the examiners team.

Examiners Team Leader:





Dr. Christina Esti Susanti, MM, CPM (AP)

NIK 311.89.0163

Confirmed by:

Dean of Business Faculty,



Dr. Lodovicus Lasdi, MM., Ak., CA.

NIK 321.99.0370

Head of Department,



Robertus Sigit H. L., SE., M.Sc.

NIK 311.11.067

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Ivan Setiawan

NRP : 3303014053

Title : The Impact of Experiential Marketing and Service
Quality on Repurchase Intention through Customer
Satisfaction in Warunk Upnormal Surabaya.

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Surabaya, 2018

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FOREWORDS

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ABSTRACT

The purpose of this research is to analyze the impact of Experiential Marketing and Service Quality on Repurchase Intention Through Customer Satisfaction in Warunk Upnormal Surabaya. This research is causal study. The sampling technique is random sampling. The total number of respondents are 200, which have visited Warunk Upnormal. To participate in this research, the respondents must fill the questionnaire given by the researcher. The analysis technique is Structural Equation Modelling with LISREL 8.8 as analysis tool.

The research proved that both experiential marketing and service quality has significant impact on customer satisfaction and customer satisfaction has significant impact on repurchase intention. The suggestion is to improve the experiential marketing aspect through sense, feel, think, act, and relate experience, as well as increasing the service quality, in order to achieve higher customer satisfaction as well as repurchase intention.

Keywords: Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intention.

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisa dampak dari *experiential marketing* dan *service quality* terhadap *repurchase intention* melalui *customer satisfaction* di Warunk Upnormal Surabaya. Riset ini adalah *causal study*. Teknik sampling yang digunakan adalah *random sampling*. Jumlah total responden adalah 200, dimana responden telah mengunjungi Warunk Upnormal. Untuk berpartisipasi dalam penelitian ini, responden wajib mengisi kuisisioner yang telah diberikan oleh peneliti. Teknik analisis adalah *Structural Equation Modeling* dengan LISREL 8.8 sebagai alat analisa.

Penelitian ini membuktikan bahwa *experiential marketing* dan *service quality* memiliki dampak signifikan terhadap *customer satisfaction* dan *customer satisfaction* memiliki dampak signifikan terhadap *repurchase intention*. Saran dari penelitian ini adalah meningkatkan aspek *experiential marketing* melalui *sense, feel, think, act, dan relate experience*, serta meningkatkan *service quality*, demi mencapai tingkat *customer satisfaction* dan *repurchase intention* yang lebih tinggi.

Keywords: *Experiential Marketing, Service Quality, Customer Satisfaction, Repurchase Intention.*