# PENGARUH *EXPERIENTIAL MARKETING* DAN *CUSTOMER RELATIONSHIP MANAGEMENT* PADA MASA PANDEMI TERHADAP LOYALITAS PENGGUNA JASA RESTORAN

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## ABSTRAK

Masalah penelitian ini adalah tentang pengaruh experiential marketing, hubungan pelanggan terhadap loyalitas melalui kepuasan sebagai variabel intervening. Dalam penelitian ini yang menjadi populasi adalah seluruh pelanggan resort Damarmas sebanyak 115 orang dalam kurun waktu 3 bulan penelitian. Jumlah yang dijadikan sampel pada saat penelitian dimulai dari bulan Maret 2021 sampai dengan Juni 2021, dengan pendekatan kuantitatif melalui analisis jalur. Hasil penelitian ini menunjukkan bahwa Experiential marketing (X1) berpengaruh positif dan signifikan terhadap kepuasan (Z) Karena nilai signifikansi < 0,05 berarti H1 diterima. Customer Relationship Management (X2) berpengaruh positif dan signifikan terhadap kepuasan (Z) karena nilai signifikansinya < 0,05 hal ini berarti H2 diterima. Experiential marketing (X1) berpengaruh positif dan signifikan terhadap loyalitas (Y) karena nilai signifikansinya < 0,05 yang berarti H3 diterima. Customer Relationship Management (X2) berpengaruh positif dan signifikan terhadap loyalitas (Y) karena nilai signifikansinya < 0,05 hal ini berarti H4 diterima. Kepuasan (Z) berpengaruh positif dan signifikan terhadap loyalitas (Y), karena nilai signifikansinya < 0,05 hal ini berarti H5 diterima secara tidak langsung. Experiential marketing (X1) melalui Satisfaction (Z) berpengaruh signifikan terhadap Loyalitas (Y). Secara tidak langsung Customer Relationship Management (X2) melalui Kepuasan (Z) berpengaruh signifikan terhadap Loyalitas (Y).

Kata kunci: Experiential Marketing, Manajemen Hubungan Pelanggan, Loyalitas

# INFLUENCE OF EXPERIENTIAL MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT DURING PANDEMIC ON RESTAURANT SERVICE USER LOYALTY

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## ABSTRACT

*The problem of this research is about the effect of experiential marketing, customer relationship on loyalty through satisfaction as an intervening variable. In this study, the population was all customers of Damarmas resort as many as 115 people within 3 months of the study. The number that was sampled at the time of the study started from March 2021 to June 2021, with a quantitative approach through path analysis. The results of this study indicate that Experiential marketing (X1) has a positive and significant effect on satisfaction (Z) Because the significance value is <0.05, this means that H1 is accepted. Customer Relationship Management (X2) has a positive and significant effect on satisfaction (Z) because the significance value is <0.05, this means that H2 is accepted. Experiential marketing (X1) has a positive and significant effect on loyalty (Y) because the significance value is <0.05, this means that H3 is accepted. Customer Relationship Management (X2) has a positive and significant effect on loyalty (Y) because the significance value is <0.05, this means that H4 is accepted. Satisfaction (Z) has a positive and significant effect on loyalty (Y), because the significance value is <0.05, this means that H5 is accepted indirectly. Experiential marketing (X1) through Satisfaction (Z) has a significant effect on Loyalty (Y). Indirectly, Customer Relationship Management (X2) through Satisfaction (Z) has a significant influence on Loyalty (Y).*

***Keywords: Experiential Marketing, Customer Relationship Management, Loyalty***

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