

**ABSTRAK**  
**PENGARUH EXPERIENTIAL MARKETING TERHADAP LOYALITAS**  
**PELANGGAN DENGAN DIMEDIASI KEPUASAN PELANGGAN**  
**Studi pada Para Pelanggan Fast Fashion Uniqlo**

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Tujuan penelitian untuk mengetahui dan menganalisis: (1) pengaruh secara langsung *sense, feel, think, act, relate* pada loyalitas pelanggan dan (2) pengaruh *sense, feel, think, act, relate* pada loyalitas pelanggan dengan dimediasi oleh kepuasan pelanggan. Populasi pada penelitian sebanyak 412 orang sebagai pelanggan pelanggan *fast fashion* Uniqlo. Teknik pengambilan sampel dalam penelitian ini *non probability* sampling. Teknik pengambilan data dengan kuesionere. Teknik analisis data menggunakan SEM (*Structural Equation Modeling*) terdiri dari *outer model*, model struktural (*inner model*) dan skema pembobotan (*weight relation*). Data dalam penelitian diolah dengan bantuan aplikasi *Excel 2013* dan *SmartPLS Versi4*. Hasil penelitian ditemukan (1) *sense* dan *relate* secara langsung berpengaruh positif terhadap loyalitas pelanggan, (2) *feel, think, dan act* secara langsung tidak berpengaruh terhadap loyalitas pelanggan, (3) *sense* dan *relate* berpengaruh terhadap loyalitas dengan dimediasi sebagian oleh kepuasan kerja, serta (4) *feel, think, dan act* tidak berpengaruh terhadap loyalitas pelanggan dengan dimediasi penuh oleh kepuasan pelanggan. Pengaruh *experiential marketing* terhadap loyalitas pelanggan dengan dimediasi kepuasan pelanggan mampu menjelaskan memberikan keberhasilan memprediksi lebih dari sembilan puluh persen.

Kata kunci: *sense, feel, act, think, relate*, kepuasan konsumen, dan loyalitas konsumen

ABSTRACT  
THE INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER  
LOYALTY MEDIATED WITH CUSTOMER SATISFACTION  
The Study of Uniqlo's Fast Fashion Customers

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The aim of this research was to determine and to analyse: (1) the direct influence of sense, feel, think, act, relate on customer loyalty and (2) the influence of sense, feel, think, act, relate on customer loyalty mediated by customer satisfaction. The population in this study comprised Uniqlo fast fashion customers, with 412 participants as the sample. Non-probability sampling was utilized as the sampling technique in this research. Questionnaires were used as the data collection method. The data analysis technique using SEM (Structural Equation Modeling) consisted of an inner model and an outer model. The inner model comprised the structural model, the measurement model, and the weight relation scheme. Data in the research were processed with the assistance of Excel 2013 and SmartPLS 4 applications. The results of this research were (1) sense and relate directly had a positive effect on customer loyalty, (2) feel, think, and act directly had no effect on customer loyalty, (3) sense and relate influenced loyalty, partially mediated by job satisfaction, and (4) feel, think, and act had no effect on customer loyalty and are fully mediated by customer satisfaction. The influence of experiential marketing on customer loyalty, mediated by customer satisfaction, was able to explain and successfully predict more than ninety percent.

Keynote: sense, feel, act, think, relate, customer satisfaction, and customer loyalty.