

ABSTRAK

PENGARUH KUALITAS PELAYANAN, KEPUASAN KONSUMEN, DAN *EXPERIENTAL MARKETING* TERHADAP MINAT BELI ULANG (Survey pada konsumen Maskapai AirAsia di Yogyakarta)

Ananto Wicaksono

NIM 141140149

Universitas Pembangunan Nasional “Veteran” Yogyakarta

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan, kepuasan konsumen dan *experiental marketing* terhadap minat beli ulang maskapai AirAsia di Yogyakarta. Populasi dari penelitian ini adalah konsumen maskapai AirAsia di Yogyakarta yang pernah menggunakan minimal 1 kali atau lebih. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 80 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan, kepuasan pelanggan dan *experiental marketing* secara bersama-sama berpengaruh terhadap minat beli ulang maskapai AirAsia di Yogyakarta. Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan tidak berpengaruh terhadap minat beli ulang, tetapi variabel kepuasan konsumen dan *experiental marketing* berpengaruh positif terhadap minat beli ulang maskapai AirAsia di Yogyakarta. Faktor kualitas pelayanan, kepuasan konsumen dan *experiental marketing* berkontribusi sebesar 32,2% terhadap minat beli ulang.

Kata kunci: kualitas pelayanan, kepuasan konsumen, *experiental marketing*, minat beli ulang

ABSTRACT

THE EFFECT OF SERVICE QUALITY, CUSTOMER SATISFACTION AND EXPERIENTIAL MARKETING ON REPURCHASE INTENTION (Survey on AirAsia Airline consumer in Yogyakarta)

Ananto Wicaksono

NIM 141140149

Universitas Pembangunan Nasional “Veteran” Yogyakarta

The aim of this study to determine the effect of service quality, customer satisfaction and experiential marketing on repurchase intention of AirAsia airline in Yogyakarta. The population of research consists of consumers of AirAsia airline in Yogyakarta who had used at least 1 time or more. The sampling technique used purposive sampling with the number of samples of 80 people. Data collection techniques using questionnaires that have been tested for validity and reliability. Data analysis technique used is multiple regression.

The result of this study showed that service quality, customer satisfaction and experiential marketing simultaneously influence on repurchase intention of AirAsia Airline in Yogyakarta. The result of this study also showed service quality had an effect on repurchase intention, however customer satisfaction and experiential marketing had a positive effect on repurchase intention of AirAsia airline in Yogyakarta. Service quality, customer satisfaction and experiential marketing contributed 32,2% to repurchase intention.

Keywords: service quality, customer satisfaction, experiential marketing, repurchase intention