

ABSTRACT

This study aims to analyze the effect of customer value, experiential marketing and service quality of customer loyalty with customer satisfaction as an intervening variable. The population used in this study are customers of Giant Ekstra Semarang. The number of samples used in this study were 126 respondents. The method of data collection is done through a questionnaire. This study uses Structural Equation Modeling (SEM) analysis techniques with AMOS 24.0 analysis tool.

The results of this study indicate that customer value has a positive and significant effect on customer satisfaction, experiential marketing has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, customer value does not have significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty and service quality does not have significant effect on customer loyalty

Keywords: Customer Value, Experiential Marketing, Service Quality, Customer Satisfaction, Customer Loyalty.