

ABSTRACT

Based on data from the Top Brand Index of the best airlines in 3 consecutive years, 2016-2018, namely Garuda Indonesia. But there was a decrease in the number of domestic passengers of PT. Garuda Indonesia. This study aims to analyze the effect of experiential marketing and service quality on customer loyalty with customer satisfaction as intervening on domestic passengers of PT. Garuda Indonesia. The variables used in this study are experiential marketing, service quality, customer satisfaction and customer loyalty. According to (Milman & Tasci, 2017) visitors who experience experiential marketing and feel their visit as a good value are more likely to be satisfied. In addition, visitors feel experiential marketing is the main driver of their possibility to return (loyalty). Meanwhile, according to (Leong, Hew, Lee, & Ooi, 2015) revealed a significant influence on the dimensions of service quality on customer satisfaction on customer loyalty.

This research was conducted using a survey method to 120 respondents who had used the services of a domestic airline PT. Garuda Indonesia at least once by filling out a questionnaire containing statements related to the variables used in this study. Quantitative data that has been obtained is then processed by the SEM (Structural Equation Model) method on AMOS.

The results of the study showed that from the 5 hypotheses proposed, all hypotheses were successfully received positively. Hypothesis 1 marketing experience on customer satisfaction and Hypothesis 2 service quality on customer satisfaction, Hypothesis 3 customer satisfaction on customer loyalty, Hypothesis 4 marketing experience on customer loyalty, and Hypothesis 5 service quality on customer loyalty.

Keywords: experiential marketing, service quality, customer satisfaction and customer loyalty.