

ABSTRACT

The purpose of this research is to test the influences of service attribute advantage, customer value and company image toward experiential marketing and it's effect to improvement of customer loyalty. The usage of these variables is able to solve the arising problem within Bank Bukopin Pandanaran Semarang branches.

The samples of this research consisted of a hundred customer's on Bank Bukopin Pandanaran Semarang branches. Structural Equation Modeling (SEM) was run by an AMOS software for data analysis. The result of the analysis showed that service attribute advantage, customer value and company image contributes an positive influence, which is significant to experiential marketing, and experiential marketing contributes an positive influence, which is significant to customer loyalty.

This empirical result indicated that in order to raise the standards of a customer loyalty in Bank Bukopin Pandanaran Semarang branches, company management need to pay attention to factors such as service attribute advantage, customer value, company image and experiential marketing, because leverage customer loyalty depend on it. Theoretical implications and suggestions for future research have been elaborated at the end of this study.

Key Words : service attribute advantage, customer value, company image, experiential marketing, and customer loyalty