

ABSTRACT

This study aims to analyse the impact of experiential marketing, service quality, and consumer satisfaction, on buying interest makeup L'OREAL PARIS users or buyers through store official. The variables used in this study is experiential marketing, and service quality as independent variables, consumer satisfaction as an intervening variable and repurchase intention as dependent variable.

The population in this thesis are the users or buyers of product L'OREAL PARIS in Indonesia. The samples in this study were 160 respondents. This study uses analytical techniques of Structural Equation Modelling (SEM) with AMOS as the analysis instrument.

The result show that experiential marketing has positive and significant effect on consumer satisfaction, experiential marketing has positive and significant effect on repurchase intention, service quality has positive and significant effect on consumer satisfaction, service quality has positive and significant effect on repurchase intention, and consumer satisfaction has positive and significant effect on repurchase intention.

Keywords: experiential marketing, service quality, consumer satisfaction, repurchase intention.