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ABDUL AZIZ. *Pengaruh Experiential Marketing, Service Quality dan Customer Satisfaction Terhadap Repurchase Intention (Survei pada Konsumen Restoran Khas Timur Tengah di Jakarta)*. Fakultas Ekonomi Universitas Negeri Jakarta. 2015.

Penelitian ini bertujuan untuk menganalisa pengaruh *experiential marketing*, *service quality* dan *customer satisfaction* terhadap *repurchase intention* di restoran khas Timur Tengah di Jakarta. Jumlah sampel dalam penelitian kuantitatif ini sebanyak 250 dengan menggunakan teknik *purposive sampling*. Metode olah data dengan menggunakan *software* statistik IBM SPSS versi 21. Hasil penelitian ini menunjukkan bahwa *experiential marketing* dan *service quality* berpengaruh positif dan signifikan, baik secara parsial maupun simultan terhadap *repurchase intention*. Sedangkan *customer satisfaction* berpengaruh negatif dan secara parsial berpengaruh tidak signifikan terhadap *repurchase intention*, namun secara simultan berpengaruh signifikan.

Kata kunci : *Experiential Marketing, Service Quality, Customer Satisfaction* dan *Repurchase Intention*.



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ABDUL AZIZ. *The Influence of Experiential Marketing, Service Quality and Customer Satisfaction to Repurchase Intention (Survey to Consumers Restaurant Typical the Middle East in Jakarta)*. Faculty of Economic State University of Jakarta. 2015.

This research conducted to analyze the influence of experiential marketing, service quality and customer satisfaction to repurchase intention on a restaurant typical the Middle East in Jakarta. The total sample in research quantitative about 250 using purposive sampling technique. Method if the data using software statistics IBM SPSS version 21. This research result indicates that of experiential marketing and service quality influential positive and significant, both directly and simultaneous partial to repurchase intention. While customer satisfaction have negative effects and the partial influential not significantly to repurchase intention, but simultaneously significant.

Keywords : Experiential Marketing, Service Quality, Customer Satisfaction and Repurchase Intention.