

ABSTRACT

THE INFLUENCE OF EXPERIENTIAL MARKETING IMPLEMENTATION ON CONSUMER REVISIT INTENTION AT PUSPITA BEAUTY CLINIC BANDAR LAMPUNG BRANCH

By:

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This study aims to determine the influence of Experiential Marketing Implementation on Consumer Revisit Intention at Puspita Beauty Clinic Bandar Lampung Branch. This Experiential Marketing includes five elements used, namely Sense, Feel, Think, Act, and Relate. The type of research used in this research is quantitative. The sources of data used in this study are primary data obtained through questionnaires. The data collection method in this study used a field study with the object being studied, namely consumers at Puspita Beauty Clinic, Bandar Lampung Branch. The sampling technique used in this study used non-probability sampling with purposive sampling technique. The instrument requirement test in this study used, are the normality test, linearity test and multicollinearity test. The analysis method used, are multiple linear regression and hypothesis testing, namely t and F tests. The results of hypothesis testing indicated that there is an effect of Experiential Marketing on Consumers Revisit Intention at Puspita Beauty Clinic Bandar Lampung Branch.

Keywords: Experiential Marketing, Revisit Intention