

ABSTRACT

PENGARUH *EXPERIENTAL MARKETING* TERHADAP *CUSTOMER LOYALTY* DENGAN *BRAND LOVE* DAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL INTERVENING

From

Riki Febrianto S

rikifebrianto787@gmail.com

With the condition of technological development that has entered the era of 4.0, almost all people in the world have used technology to convey and get information quickly. Not only that, consumers want to carry out an economic activity easily and quickly. With consumer behavior that has been researched by the company, the retail business world has entered the digital era called e-commerce. Many e-commerce companies are present in Indonesia, one of which is Shopee. when it started, the company immediately grew rapidly, so many consumers began to be interested in downloading the Shopee application, which made it ranked first in the download category. However, all of that is contrary to what happened in the map of e-commerce competition, Shopee is still unable to compete with its closest competitor, namely Tokopedia in consumer visits, with this problem there is speculation, that consumers have not been so loyal to Shopee, it could be in terms of experiences that have not yet. completely well accepted by consumers, and also the feeling of love for the Shopee brand is still so low that it makes a sense of satisfaction in shopping at Shopee is still lacking, while loyalty is a way to win a competitive advantage in the competition.

The purpose of this study was to determine strategies to increase loyalty through memorable experiences that make consumers fall in love and get satisfaction when or after using Shopee. This research method is quantitative using field data. The data will be analyzed using the method of causality (cause-effect) with PLS-SEM as an analysis tool. The results of this study indicate that, Shopee must be able to create a strategy that provides an unforgettable experience, which is able to build a sense of love and provide a sense of satisfaction during or after shopping at Shopee, this is able to increase consumer loyalty

Keywords : *Experiential Marketing, Brand Love, Customer Satisfaction, Customer Loyalty, Marketing Strategy.*