

## DAFTAR ISI

|   |              |
|---|--------------|
| <b>PERSETUJUAN SKRIPSI.....</b>             | <b>ii</b>    |
| <b>PENGESAHAN KELULUSAN UJIAN.....</b>      | <b>iii</b>   |
| <b>PERNYATAAN ORISINILITAS SKRIPSI.....</b> | <b>iv</b>    |
| <b>MOTTO DAN PERSEMBAHAN.....</b>           | <b>v</b>     |
| <b>ABSTRACT .....</b>                       | <b>vi</b>    |
| <b>ABSTRAK .....</b>                        | <b>vii</b>   |
| <b>KATA PENGANTAR.....</b>                  | <b>viii</b>  |
| <b>DAFTAR ISI.....</b>                      | <b>xi</b>    |
| <b>DAFTAR TABEL.....</b>                    | <b>xvi</b>   |
| <b>DAFTAR GAMBAR.....</b>                   | <b>xviii</b> |
| <b>DAFTAR LAMPIRAN.....</b>                 | <b>xix</b>   |
| <b>BAB I PENDAHULUAN.....</b>               | <b>1</b>     |
| 1.1 Latar Belakang .....                    | 1            |
| 1.2 Rumusan Masalah .....                   | 15           |
| 1.3 Tujuan Penelitian .....                 | 16           |
| 1.4 Kegunaan Penelitian.....                | 16           |
| 1.5 Sistematika Penulisan.....              | 17           |
| <b>BAB II TINJAUAN PUSTAKA.....</b>         | <b>19</b>    |

|   |           |
|---|-----------|
| 2.1 Landasan Teori.....   | 19        |
| 2.1.1 Teori Perilaku Konsumen .....   | 19        |
| 2.1.1 Loyalitas Pelanggan .....   | 20        |
| 2.1.3 <i>Experiental Marketing</i> .....  | 22        |
| 2.1.4 <i>Brand Image</i> .....  | 24        |
| 2.1.5 <i>Customer Satisfaction</i> .....  | 25        |
| 2.2 Hubungan Antar Variabel.....  | 27        |
| 2.2.1 Pengaruh <i>Experiental Marketing</i> terhadap <i>Brand Image</i> .....           | 27        |
| 2.2.2 Pengaruh <i>Experiental Marketing</i> terhadap <i>Customer Satisfaction</i> ..... | 29        |
| 2.2.3 Pengaruh <i>Experiental Marketing</i> terhadap Loyalitas Pelanggan .....          | 30        |
| 2.2.4 Pengaruh <i>Brand Image</i> terhadap Loyalitas Pelanggan .....                    | 32        |
| 2.2.5 Pengaruh <i>Customer Satisfaction</i> terhadap Loyalitas Pelanggan.....           | 33        |
| 2.3 Penelitian Terdahulu .....  | 34        |
| 2.4 Kerangka Pemikiran.....   | 37        |
| <b>BAB III METODE PENELITIAN .....</b>  | <b>39</b> |
| 3.1 Variabel Penelitian dan Definisi Operasional Variabel .....                         | 39        |
| 3.1.1 Variabel Penelitian .....   | 39        |
| 3.1.2 Definisi Operasional Variabel.....  | 40        |
| 3.2 Populasi dan Sampel .....   | 42        |
| 3.2.1 Populasi .....  | 42        |

|   |           |
|---|-----------|
| 3.2.2 Sampel.....   | 42        |
| 3.3 Jenis dan Sumber Data.....  | 43        |
| 3.4 Metode Pengumpulan Data.....  | 43        |
| 3.5 Metode Analisa Data.....  | 44        |
| 3.5.1 <i>Research Instrument Test</i> .....                                 | 44        |
| 3.5.2 SEM <i>Assumption Test</i> .....                                      | 45        |
| 3.5.3 Evaluasi Kriteria <i>Goodness of Fit</i> .....                        | 47        |
| 3.6 Pengujian Hipotesis.....  | 50        |
| <b>BAB IV HASIL DAN PEMBAHASAN.....</b>                                     | <b>51</b> |
| 4.1 Deskripsi Objek.....  | 51        |
| 4.1.1 Jenis Kelamin Responden.....  | 52        |
| 4.1.2 Usia Responden.....   | 52        |
| 4.1.3 Pendidikan Terakhir Responden.....                                    | 53        |
| 4.1.4 Pekerjaan Responden.....  | 54        |
| 4.1.5 Pendapatan Tiap Bulan Responden.....                                  | 55        |
| 4.2 <i>Research Instrument Test</i> .....                                   | 56        |
| 4.2.1 Uji Validitas.....  | 56        |
| 4.2.2 Uji Reliabilitas.....   | 57        |
| 4.3 Uji Asumsi <i>Structural Equation Model (SEM Assumption Test)</i> ..... | 59        |
| 4.3.1 Uji Normalitas.....   | 59        |

|  |           |
|--|-----------|
| 4.3.2 <i>Outlier</i> .....   | 60        |
| 4.3.3 Uji Multikolinearitas .....  | 62        |
| 4.3.4 <i>Residual Value</i> .....  | 63        |
| 4.4 <i>Confirmatory Factor Analysis (CFA)</i> .....  | 63        |
| 4.4.1 <i>Confirmatory Factor Analysis (CFA)</i> Eksogen .....                                      | 64        |
| 4.4.2 <i>Confirmatory Factor Analysis (CFA)</i> Endogen.....                                       | 67        |
| 4.5 <i>Full Model</i> .....  | 70        |
| 4.6 Pembahasan.....  | 73        |
| 4.8.1 Uji Hipotesis.....   | 73        |
| 4.8.1.1 Pengaruh <i>Experiential Marketing</i> terhadap <i>Brand Image</i> (H1).....               | 74        |
| 4.8.1.2 Pengaruh <i>Experiential Marketing</i> terhadap <i>Customer Satisfaction</i><br>(H2) ..... | 74        |
| 4.8.1.3 Pengaruh <i>Experiential Marketing</i> terhadap Loyalitas Pelanggan<br>(H3) .....          | 75        |
| 4.8.1.4 Pengaruh <i>Brand Image</i> terhadap Loyalitas Pelanggan (H4).....                         | 75        |
| 4.8.1.5 Pengaruh <i>Customer Satisfaction</i> terhadap Loyalitas Pelanggan<br>(H5) .....           | 76        |
| 4.8.2 Pengaruh Langsung, Tidak Langsung, dan Total.....  | 76        |
| <b>BAB V PENUTUP</b> .....   | <b>79</b> |
| 5.1 Kesimpulan .....   | 79        |

|   |           |
|---|-----------|
| 5.1.1 Kesimpulan Hipotesis Penelitian ..... | 79        |
| 5.1.2 Kesimpulan Masalah Penelitian.....    | 80        |
| 5.2 Implikasi Teoritis .....                | 81        |
| 5.3 Implikasi Manajerial .....              | 85        |
| 5.4 Keterbatasan Penelitian.....            | 88        |
| 5.5 Saran Bagi Penelitian Mendatang .....   | 88        |
| <b>DAFTAR PUSTAKA .....</b>                 | <b>90</b> |
| <b>LAMPIRAN.....</b>                        | <b>96</b> |

