

ABSTRAK

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120.2018.244

Pengaruh nilai pelanggan, *experiential marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening serta ditinjau dari sudut pandang Islam (Studi Pelanggan Uniqlo Indonesia pada Generasi Z di DKI Jakarta)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh nilai pelanggan dan *experiential marketing* terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan studi pada pelanggan Uniqlo Indonesia generasi Z di DKI Jakarta serta tinjauannya dari sudut pandang Islam. Jumlah sampel yang ada dalam penelitian ini sejumlah 150 orang, menggunakan metode pengumpulan data dengan kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) nilai pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan (2) nilai pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan (3) *experiential marketing* memiliki pengaruh yang positif dan signifikan terhadap kepuasan pelanggan (4) *experiential marketing* memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan (5) kepuasan pelanggan memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan (6) kepuasan pelanggan tidak memediasi pengaruh nilai pelanggan terhadap loyalitas pelanggan positif pada Uniqlo Indonesia. Dalam produk dan layanannya Uniqlo Indonesia sejalan dengan prinsip Islam. Saat melakukan transaksi secara transparan, selalu menjaga kebersihan tokonya, pelayanan dalam melayani pelanggan secara ramah dan sopan. Sebagaimana etika penjualan dalam Islam mengajarkan etika akhlak yang baik. Begitupun dengan produk yang dijual bersifat Halal dan tidak ada hal-hal yang diharamkan. Semua hal ini, sesuai dengan syariat dan ketentuan Islam yang telah Allah SWT anjurkan sesuai dengan firmanNya di dalam Al-Qur'an dan diperjelas hadits-hadits atau tindakan Rasulullah SAW di masanya.

Kata kunci: Nilai Pelanggan, *Experiential Marketing*, *Kepuasan Pelanggan*, *Loyalitas Pelanggan*

ABSTRACT

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2022

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The influence of customer value, and experiential marketing on customer loyalty through customer satisfaction as an intervening variable and viewed from an Islamic point of view (Case study on generation Z customer at Uniqlo Indonesia in DKI Jakarta)

ABSTRACT

This study aims to analyze the effect of customer value and experiential marketing on customer loyalty mediated by customer satisfaction, a study on generation Z customer at Uniqlo Indonesia in DKI Jakarta and a review from an Islamic point of view. The number of samples used in this study were 150 people, using questionnaire as the method to collect the data. The method used for the data analysis is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results show that (1) customer value has a positive and significant effect on customer satisfaction (2) customer value has a positive and significant effect on customer loyalty (3) experiential marketing has a positive and significant effect on customer satisfaction (4) experiential marketing has a positive and significant influence on customer loyalty (5) customer satisfaction has a positive and significant effect on customer loyalty (6) customer satisfaction does not mediate the effect of customer value on positive customer loyalty at Uniqlo Indonesia. In its products and services, Uniqlo Indonesia is in line with Islamic principles. Conducting transactions transparently, always maintain the cleanliness of the store, service in serving customers in a friendly and polite manner. As sales ethics in Islam teaches good moral ethics. Likewise, the products sold are Halal and there are no things that are forbidden. All of this is in accordance with the Islamic Shari'a and provisions that Allah SWT has recommended in accordance with his words in the Qur'an and clarified the hadiths or actions of the Prophet Muhammad in his time.

Keyword: *Customer Value, Experiential Marketing, Customer Satisfaction, Customer Loyalty*