DAFTAR ISI

SURAT PERNYATAAN KEASLIAN TUGAS AKHIR..... **Error! Bookmark not defined.**
SURAT KETERANGAN SELESAI PENELITIAN..... **Error! Bookmark not defined.**
LEMBAR PENGESAHAN PEMBIMBING ..... **Error! Bookmark not defined.**
LEMBAR PENGESAHAN DOSEN PENGUJI ..... **Error! Bookmark not defined.**
HALAMAN PERSEMBAHAN ..... **Error! Bookmark not defined.**
HALAMAN MOTTO ..... **Error! Bookmark not defined.**
KATA PENGANTAR..... **Error! Bookmark not defined.**
ABSTRAK..... **Error! Bookmark not defined.**
DAFTAR ISI 1
DAFTAR TABEL..... 3
DAFTAR GAMBAR 4
BAB I PENDAHULUAN ..... **Error! Bookmark not defined.**
1.1 Latar Belakang..... **Error! Bookmark not defined.**
1.2 Rumusan Masalah..... **Error! Bookmark not defined.**
1.3 Batasan Masalah ..... **Error! Bookmark not defined.**
1.4 Tujuan Penelitian ..... **Error! Bookmark not defined.**
1.5 Manfaat Penelitian ..... **Error! Bookmark not defined.**
1.6 Sistematika Penulisan ..... **Error! Bookmark not defined.**
BAB II KAJIAN LITERATUR..... **Error! Bookmark not defined.**
2.1 Kajian Induktif..... **Error! Bookmark not defined.**
2.2 Kajian Deduktif ..... **Error! Bookmark not defined.**
2.1.1 Pengertian Kepuasan Konsumen..... **Error! Bookmark not defined.**
2.1.2 Arti penting pengukuran tingkat kepuasan konsumen ..... **Error! Bookmark not defined.**
2.1.3 *Experiential Marketing*..... **Error! Bookmark not defined.**
2.1.4 Strategic Experiential Modules ..... **Error! Bookmark not defined.**

BAB III METODE PENELITIAN ..... **Error! Bookmark not defined.**
3.1 Obyek penelitian..... **Error! Bookmark not defined.**
3.2 Subyek penelitian ..... **Error! Bookmark not defined.**

3.3 Metode Pengumpulan data ..... **Error! Bookmark not defined.**
3.4 Pengolahan Data ..... **Error! Bookmark not defined.**
3.5 Metode Penelitian ..... **Error! Bookmark not defined.**
3.6 Alur Penelitian ..... **Error! Bookmark not defined.**
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA .. **Error! Bookmark not defined.**
4.1 Pengumpulan Data ..... **Error! Bookmark not defined.**
4.1.1 Gambaran Umum Perusahaan ..... **Error! Bookmark not defined.**
4.2 Pengolahan Data ..... **Error! Bookmark not defined.**
4.2.1 Kuisioner Penelitian ..... **Error! Bookmark not defined.**
4.2.2 Rekapan Kuisioner ..... **Error! Bookmark not defined.**
4.2.3 Rekapan Responden ..... **Error! Bookmark not defined.**
4.2.4 Uji Validitas ..... **Error! Bookmark not defined.**
4.2.5 Uji Reliabilitas ..... **Error! Bookmark not defined.**
4.3 Regresi Linier ..... **Error! Bookmark not defined.**
4.3.1 Uji Hipotesis Penelitian ..... **Error! Bookmark not defined.**
4.3.1 Hasil Regresi ..... **Error! Bookmark not defined.**
4.3.2 Uji T ..... **Error! Bookmark not defined.**
4.4 *Multiple Linier Regression* di setiap variabel ..... **Error! Bookmark not defined.**
4.4.1 Hipotesis 1-5 ..... **Error! Bookmark not defined.**
BAB V PEMBAHASAN ..... **Error! Bookmark not defined.**
5.1 Pembahasan Hasil Penelitian ..... **Error! Bookmark not defined.**
5.1.1 Pengaruh *sense* terhadap *customer loyalty* ..... **Error! Bookmark not defined.**
5.1.2 Pengaruh *feel* terhadap *customer loyalty* ..... **Error! Bookmark not defined.**
5.1.3 Pengaruh *act* terhadap *customer loyalty* ..... **Error! Bookmark not defined.**
5.1.4 Pengaruh *think* terhadap *customer loyalty* ..... **Error! Bookmark not defined.**
5.1.5 Pengaruh *relate* terhadap *customer loyalty* ..... **Error! Bookmark not defined.**
BAB VI PENUTUP ..... **Error! Bookmark not defined.**
6.1 Kesimpulan ..... **Error! Bookmark not defined.**
6.2 Saran ..... **Error! Bookmark not defined.**
DAFTAR PUSTAKA ..... **Error! Bookmark not defined.**

DAFTAR TABEL

Tabel 4.1 Tabel Kuisioner *experiental marketing* ..... **Error! Bookmark not defined.**

Tabel 4.2 Tabel Kuisioner *loyalty costumer* ..... **Error! Bookmark not defined.**

Tabel 4.3 Tabel Rekapan Kuisioner *experiental marketing* **Error! Bookmark not defined.**

Tabel 4.4 Tabel Rekapan Kuisioner *loyalty costumer* ..... **Error! Bookmark not defined.**

Tabel 4.5 Rekapitulasi data umur responden ..... **Error! Bookmark not defined.**

Tabel 4.6 Rekapitulasi jenis kelamin responden ..... **Error! Bookmark not defined.**

Tabel 4.7 Rekapitulasi data domisili responden..... **Error! Bookmark not defined.**

Tabel 4.8 Rekapitulasi data pendidikan terakhir responden **Error! Bookmark not defined.**

Tabel 4.9 Rekapitulasi data pekerjaan responden..... **Error! Bookmark not defined.**

Tabel 4.10 Data Hitung Validitas *experiental marketing* ... **Error! Bookmark not defined.**

Tabel 4.11 *Hasil Uji Validitas experiental marketing*..... **Error! Bookmark not defined.**

Tabel 4.12 Data Hitung Validitas *customer loyalty*..... **Error! Bookmark not defined.**

Tabel 4.13 *Hasil Uji Validitas customer loyalty* ..... **Error! Bookmark not defined.**

Tabel 4.14 Hasil Uji Reliabilitas *experiental marketing*..... **Error! Bookmark not defined.**

Tabel 4.15 Hasil Uji Reliabilitas *customer loyalty*..... **Error! Bookmark not defined.**

Tabel 4.16 Hasil Regresi..... **Error! Bookmark not defined.**

Tabel 4.17 Hasil Anova..... **Error! Bookmark not defined.**

Tabel 4.18 Hasil Uji T..... **Error! Bookmark not defined.**

Tabel 4.19 Model Summary Uji Regresi *Sense* terhadap *customer loyalty*..... **Error! Bookmark not defined.**

Tabel 4.20 Model Summary Uji Regresi *Feel* terhadap *customer loyalty* **Error! Bookmark not defined.**

Tabel 4.21 Model Summary Uji Regresi *Act* terhadap *customer loyalty*..**Error! Bookmark not defined.**

Tabel 4.22 Model Summary Uji Regresi *Think* terhadap *customer loyalty*..... **Error! Bookmark not defined.**

Tabel 4.23 Model Summary Uji Regresi *Relate* terhadap *customer loyalty*..... **Error! Bookmark not defined.**

Tabel 5.24 Ringkasan Hasil Pengujian ..... **Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 3.1 Alur Penelitian..... **Error! Bookmark not defined.**