

ABSTRAK

Unsur *sense, feel, think, act, dan relate* yang dijadikan pedoman, membuat *experiential marketing* berbeda dengan konsep tradisional. *Sense* ditujukan terhadap rasa dengan tujuan untuk menciptakan pengalaman melalui pancha indra, *feel* ditujukan terhadap perasaan dan emosi positif yang timbul, *think* ditujukan terhadap intelektual dengan tujuan menciptakan kesadaran (*cognitive*), pengalaman untuk *memecahkan* masalah yang mengikutsertakan konsumen di dalamnya, *act* ditujukan mempengaruhi pengalaman jasmaniah, gaya hidup, dan interaksi. Sedangkan *relate* berisikan aspek-aspek *sense, feel, think, dan act marketing*.

Pada Bank Mega peneliti menemukan bahwa berbagai layanan maupun fasilitas yang diberikan belum sepenuhnya dapat memberikan kepuasan bagi nasabah, ketersediaan jumlah mesin ATM *offsite*, fasilitas telekomunikasi *call center* belum dapat dijadikan sebagai indikator mutlak Bank Mega telah dapat menduduki posisi perbankan terbaik di Indonesia dalam hal pelayanan kepada nasabah. Hal tersebut diperkuat oleh survey The Best Bank Service Excellence 2013 yang dilakukan oleh Marketing Research Indonesia (MRI).

Penelitian ini mengenai analisis Faktor *Experiential Marketing* Yang Mempengaruhi Loyalitas Nasabah di Bank Mega Cabang BSM. Adapun tujuan penelitian adalah Faktor *Experiential Marketing* apa saja yang mempengaruhi loyalitas nasabah. Faktor apa yang paling mempengaruhi loyalitas nasabah, dan seberapa besar *Experiential Marketing* mempengaruhi loyalitas nasabah.

Kata kunci: *Experiential Marketing*, loyalitas nasabah

ABSTRACT

Element sense, feel, think, act, and relate are used as guidelines, create experiential marketing differs from traditional concepts. Sense is intended to sense with the aim to create an experience through the senses, feel directed toward positive feelings and emotions that arise, think directed against the intellectual with the aim of creating awareness (cognitive), the experience to solve problems that involve consumers in it, act aimed at affecting the physical experience , lifestyles, and interactions. While contains aspects relate sense, feel, think, and act marketing.

Bank Mega researchers found that a wide range of services and facilities provided are not yet fully able to provide satisfaction for its customers, the availability of the number of offsite ATM machines, telecommunications call center facilities can not be used as an absolute indicator of Bank Mega has been able to occupy the position of best banking in Indonesia in terms of service to customers. This is reinforced by the survey The Best Bank Service Excellence 2013 conducted by Marketing Research Indonesia (MRI).

This study on the analysis of Experiential Marketing Factors Affecting Customer Loyalty in Bank Mega branch BSM. The purpose of the study was Experiential Marketing factors that influence customer loyalty. What factors most affect customer loyalty, how much Experiential Marketing affect customer loyalty.

Keywords: *Experiential Marketing, customer loyalty*