The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung

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Article Info	ABSTRACT
Keywords: Experiential Marketing, Service Quality, Consumer Satisfaction, Customer Loyalty.	Loyalty is a deep customer commitment to re-subscribe or re-purchase selected products or services consistently in the future even though the influence of situations and marketing efforts have the potential to cause behavioral changes. KFC is one of the fast food companies that focuses heavily on customer satisfaction. This can be seen from KFC's vision and mission, namely "KFC is highly committed to providing sensational service to achieve customer satisfaction". The purpose of this study was to analyze the effect of experiential marketing, service quality and customer satisfaction on customer loyalty in KFC customers in Bandar Lampung Bandar Lampung. This study uses a quantitative research method, the population in this study were all KFC customers in Bandar Lampung with a sample size of 114 respondents. Data analysis uses Multiple Linear Regression analysis. Based on the results of the study and discussion, it can be concluded that experiential marketing, service quality and customer satisfaction have an effect on customer loyalty in KFC customers in Bandar Lampung Bandar Lampung.
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INTRODUCTION

In the current era of globalization, business and business competition is very tight. Especially in the food and beverage business which is currently growing rapidly, both on a small, medium, and large scale. Therefore, every business actor must be sensitive to changes in business competition conditions that occur in their environment and place an orientation towards the ability to attract customer loyalty in order to successfully run their business. The increasing number of small or large businesses that have emerged has resulted in an increase in the number of similar businesses which has caused increasingly tight competition. The emergence of various similar businesses will also gradually have an impact on customers to be more selective in determining their choices. Therefore, companies are required to be able to provide something valuable and can give a good impression to customers(Nabila, 2020).

Loyalty is a deep customer commitment to re-subscribe or re-purchase selected products or services consistently in the future even though the influence of situations and marketing efforts have the potential to cause behavioral changes. Loyalty is a form of behavior from decision-making units to make continuous purchases of goods or services from a company that is selected.(Krisdayanto, Haryono and Gagah, 2018).

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

317 | P a g e

Several factors that influence customer loyalty are seen from the description obtained, so the variables that will be used in this study are experiential marketing, service quality and customer satisfaction. The first factor that influences customer loyalty is the emotional factor, namely experiential marketing. According to Schmitt in Musfar, experiential marketing is a marketing approach that involves customer emotions and feelings by creating unforgettable positive experiences so that customers consume and are fanatic about certain products. Companies must be able to influence customers by creating products or services that can touch the emotions of customers. When the hearts and minds of customers have been touched and influenced by positive things, customers have good memories that are unforgettable for the company and with the hope that customers feel satisfied and will come back or make repeat purchases.(Musfar, 2012).

Service quality or service quality is a measure of how well the level of service provided is able to meet customer expectations.(Tjiptono and Chandra, 2018). There are five dimensions in service quality, namely tangible, reliability, responsiveness, assurance and certainty, empathy.(Parasuraman, 2018). A company that is able to provide good service to customers will be able to create a positive image of the company. Good service encourages customer interest in reusing the service so that customer loyalty is created.(Nabila, 2020).

Customer satisfaction or dissatisfaction is part of the customer experience of a product or service offered. Based on the experience gained, customers have a tendency to build certain values. These values will have an impact on customers to make comparisons with competitors from products or services they have experienced. If a company provides good quality products or services, it is expected to be able to meet customer expectations and ultimately be able to provide maximum value and create customer satisfaction compared to its competitors.(Parasuraman, 2018).

KFC is one of the fast food companies that focuses heavily on customer satisfaction. This can be seen from KFC's vision and mission, namely "KFC is highly committed to providing sensational service to achieve customer satisfaction". In order to support this vision and mission, KFC issued the "It's wow" card, where customers or consumers can write down all their complaints or complaints about KFC on the "It's wow" card.

Based on the results of the author's observations, the facilities provided by KFC attract customers to visit because there are several wifi facilities, full AC rooms, comfortable furniture, toilets, large parking lots, drive thru systems, outdoor seating, children's playgrounds and the availability of KFC coffee. These facilities provide comfort for customers. The first KFC restaurant was established in 1930 in Sanders Court, America by Harland Sanders. But it began to be known in Indonesia in October 1979 with the opening of the first KFC restaurant on Jalan Melawai, South Jakarta, entering the city of Bandar Lampung in 1990.

Table 1. Comparison of the Number of KFC Customers and McDonald's in Bandar Lampung 2019-2023

No	KFC		McDonald's	
	Year	Number of customers	Year	Number of customers
1	2019	198,337	2017	217,687
2	2020	197,231	2018	208.210

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

318 | P a g e

No	KFC		McDonald's	
	Year	Number of customers	Year	Number of customers
3	2021	203,789	2019	229,476
4	2022	231,457	2020	291.011
5	2023	201,456	2021	282.223
Amount		1,032,270	Amount	1,228,607
Average		206,454	Average	245,721

Source: KFC and Mc Donald's in Bandar Lampung Bandar Lampung (2023)

The table above is data on the number of KFC customers in Bandar Lampung taken from the past five years. In 2019-2023, KFC customers or subscribers numbered 1,032,270 customers with an average number of 206,454 people. This is different from its competitor, namely McDonald's, which had a greater number of customers from 2019-2023, which amounted to 1,228,607 customers with an average number of 245,721 people. Based on the description above, the loyalty of KFC customers in Bandar Lampung decreased after the presence of competitors with products that are almost the same as KFC products, namely McDonald's.

In addition to competition, one of the crises that is currently shaking up is the boycott of products due to the conflict between Israel and Palestine, where Israel is highlighted for carrying out widespread violence against the Palestinian population with large-scale massacres, which has become one of the longest conflicts in the world. Most of the global community is angry about Israel's attacks on the Palestinian territories which have claimed many civilian victims. This anger is reflected in the large-scale Boycott, Divestment, and Sanctions (BDS) movement in several countries. The impact of this situation is also felt by the fast food restaurant Kentucky Fried Chicken (KFC). Although KFC is known as a strong brand with a wide global network, they still have to adapt to market changes to stay competitive and maintain their market share. This situation forces KFC to implement crisis management to restore its brand image amidst the boycott crisis that is occurring. The implementation of corporate crisis management plays a very important role in a company. KFC is facing the negative impact of the conflict in Gaza involving Israeli attacks.

KFC has been widely spread in Bandar Lampung, there are around eight stores currently spread, this proves that KFC is chosen and trusted to meet the needs and desires of its customers, especially in the field of food and beverages, as well as their lifestyle in a modern and complete dining or gathering place both in terms of facilities, access, and infrastructure. This research was conducted at KFC in Bandar Lampung because KFC in creating its franchise really pays attention to the comfort of its customers who come to buy and eat and relax in its restaurant.

Results of Karuniatama's research (2020) shows that experiential marketing has a positive and significant influence on customer loyalty Retail in Indonesia. While the results of the study Rindengan (2018) The results of the study showed that simultaneously experiential marketing did not have a significant effect on consumer loyalty PT Hasjrat Abadi Outlet

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC
Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al
319 | P a g e

Yamaha Karombasan. The variables sense, feel, think, and act partially did not have a significant effect on consumer loyalty.

Subawa research results (2020) shows that service quality has a positive and significant effect on customer satisfaction, and service quality and customer satisfaction have a positive and significant effect on customer loyalty at the Lila Tour and Travel company. Meanwhile, the results of Octavia's (2019) study showed that service quality does not have a direct effect on customer loyalty, and customer satisfaction has an effect on customer loyalty at PT. Indeks Bank Lampung Branch Office.

Sucihati's research results (2020) shows that service quality has a positive and significant effect on consumer loyalty at PT. Asuransi Ramayana Serang. Meanwhile, the results of Bintari's research (2022) show that satisfaction has a negative and insignificant effect on consumer loyalty at Tokopedia in Kediri Regency. Based on the background and gap research above, research on customer loyalty seems interesting to be studied further. Given the large number of franchises in Bandar Lampung, this creates fierce competition to provide maximum satisfaction to its customers.

Literature Review And Hypothesis
Experiential Marketing

Experiential marketingis one of the marketing strategies that are widely used by companies today. Experiential marketing comes from 2 words, namely Experiential and Marketing. Experiential itself comes from the word experience which means an experience. While Marketing means marketing. Experiential marketing can generate positive emotions from customers, customers can become loyal or vice versa. If customers experience a bad experience from the products or services offered by the company, then they can leave the company and switch to another company.

Experiential *marketing* is a marketing concept that aims to create loyal customers by touching customer emotions by creating positive experiences and providing a positive feeling towards their services and products.(Dewi, Kumadji and Mawardi, 2015). Experiential marketing is a marketing approach that involves customer emotions and feelings by creating unforgettable positive experiences so that customers consume and are fanatic about certain products.(Rianti and Oetomo, 2017).

Quality of Service

Service quality focuses on efforts to meet customer needs and desires and the provision of delivery to match customer expectations. Service quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed customer expectations. Service quality is the level of excellence expected and the control over that level of excellence to meet customer desires. (Tjiptono, 2018).

Service quality is the customer's long-term cognitive evaluation of the service or service provider. Service quality is the level of expected excellence and the control over that level of excellence to meet customer desires. (Tjiptono, 2018).Service quality is built on the comparison of 2 main factors, namely customer perception of the actual service they receive (perceived service) with the actual service expected/desired (expected service), then the service quality is perceived as good and satisfying. If the service received exceeds customer

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC
Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al
320 | P a g e

expectations, then the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad. Thus, whether the service quality is good or not depends on the ability of the service provider to meet customer expectations consistently.

Customer Satisfaction

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations.(Kotler, 2017). Meanwhile, according to Walker, et al. (2011) customer satisfaction can be defined as a condition where the needs, desires, and expectations of customers can be met through the products consumed. In general, customer satisfaction can be said to be a person's feeling of pleasure or disappointment from the comparison between the purchased product according to or not with their expectations.

Customer Loyalty

Literally loyal means faithful, or loyalty can be interpreted as a loyalty. This loyalty is taken without any coercion, but arises from one's own awareness in the past. Efforts made to create customer satisfaction tend to influence customer attitudes. While the concept of customer loyalty explains more about the behavior of its buyers. The commitment that accompanies repeat purchases is a condition where customers do not want to move even though the product or service is rare on the market and customers voluntarily recommend the product or service to colleagues, family or other customers. Customer loyalty is customer loyalty to the company, brand or product(Rangkuti, 2018).

Loyal customers will generally make purchases of the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics viewed from various angles. Viewed from various angles of its attributes. If many customers of a brand fall into this category, it means that they have strong brand equity. Brand equity is a set of brand assets and liabilities associated with a brand, name, symbol, which can add or reduce the value provided by a product or service to both the company and the customer.(Durianto, 2018).

Hypothesis

The Influence of Experiential Marketing on Loyalty

*Experiential marketing*as a memory or experience that goes deep into the customer's mind. In the experiential marketing approach, products and services must be able to generate sensations and experiences that will become the basis for consumer loyalty.(Lee et al , 2011). The concept of experiential marketing continues to grow and poses new challenges for companies that implement it. This is very interesting, because this concept, which is still relatively new in the world of marketing, plays a very strategic role in increasing the number of consumers and maintaining consumer loyalty.

Results of Karuniatama's research (2020) shows that experiential marketing has a positive and significant influence on customer loyalty Retail in Indonesia. While the results of the study Rindengan (2018) The results of the study showed that simultaneously experiential marketing did not have a significant effect on consumer loyalty PT Hasjrat Abadi Outlet Yamaha Karombasan. The variables sense, feel, think, and act partially did not have a

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC
Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al
321 | P a g e

significant effect on consumer loyalty.Based on the description of the literature review, the hypothesis proposed in this study is:

H1: *Experiential marketing*has a positive influence on KFC customer loyalty in Bandar Lampung.

The Influence of Service Quality on Loyalty

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations. While service is an activity, benefit, or satisfaction to be given which is basically intangible and does not result in any ownership. (Tjiptono, 2018).Service quality as a measure of how well the level of service provided is able to match consumer expectations. Service quality can be realized through the fulfillment of consumer desires and the accuracy of its delivery to match consumer expectations. (Tjiptono, 2018).

Subawa research results (2020) shows that service quality has a positive and significant effect on customer satisfaction, and service quality and customer satisfaction have a positive and significant effect on customer loyalty at the Lila Tour and Travel company. Meanwhile, the results of Octavia's (2019) study found that service quality does not have a direct effect on customer loyalty, and customer satisfaction has an effect on customer loyalty at PT. Indeks Bank Lampung Branch Office. Based on the description of the literature review, the hypothesis proposed in this study is:

H2: Service quality has a positive effect on KFC customer loyalty in Bandar Lampung.

The Influence of Consumer Satisfaction on Loyalty

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. In general, consumer satisfaction can be said to be a person's feeling of pleasure or disappointment from the comparison between the services they receive and their expectations. A very important factor in consumer satisfaction is the quality of service, the aspect measured in the quality of service for a service is the user's satisfaction or dissatisfaction when using the service so that from this aspect it can be seen whether the quality of the service provided is good or not good.(Kotler and Keller, 2016).

Sucihati's research results (2020)shows that service quality has a positive and significant effect on consumer loyalty at PT. Asuransi Ramayana Serang. Meanwhile, the results of Bintari's research (2022) show that satisfaction has a negative and insignificant effect on consumer loyalty at Tokopedia in Kediri Regency. Based on the description of the literature review, the hypothesis proposed in this study is:

H3: Consumer satisfaction has a positive effect on KFC customer loyalty in Bandar Lampung.

METHOD

Types of quantitative research,The population in this study were all KFC customers in Bandar Lampung with a sample size of 114 respondents. Data analysis was conducted using multiple linear regression analysis. The variables in this study are:

1. *Experiential marketing*(X1) with indicators:
    a. *Sense*(flavor)

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

322 | P a g e

  b. *Feeling*(feeling)
  c. *Think*(think)
  d. *Act*(act)
  e. *Related*(relate)
2. Quality of service(X2), with indicators:
  a. *Tangible*
  b. *Empathy*
  c. *Reliability*
  d. *Responsiveness*
  e. *Assurance*
3. Customer satisfaction(X3) with indicators:
  a. *Expectations*(hope)
  b. *Performance*(performance)
  c. *Comparison*(comparison)
  d. *Confirmation*or disconfirmation
  e. *Discrepancy*(inconsistency)
4. Customer loyalty(Y) with indicators:
  a. Make repeat purchases regularly
  b. Purchasing across product and service lines
  c. Referring to others
  d. Demonstrates immunity to pull from competitors

RESULTS AND RESEARCH

Based on the results of the research and data processing, the following multiple linear regression analysis data were obtained:

Table 2 Multiple Linear Regression Test Results

Model	B	Std. Error
(Constant)	1,853	0.802
Experiential marketing	0.220	0.085
Quality of service	0.296	0.077
Customer satisfaction	0.232	0.011
R (Correlation)	0.736	
R Square (Determination)	0.542	

Source: Data processed in 2024

Based on Table 2 above, it is the result of multiple linear regression calculation using SPSS program. The regression equation results are as follows:

$$Y = 1.853 + 0.220\ X1 + 0.296\ X2 + 0.232\ X3 + e$$

a. The constant value (a) has a positive value of 1.853. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including experiential marketing,

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

323 | P a g e

service quality and consumer satisfaction are worth 0 percent or do not change, then the loyalty value is 1.853.

b. Coefficient of experiential marketing, meaning that there is a positive relationship between experiential marketing and customer loyalty. This means that the higher the experiential marketing, the higher the customer loyalty, with other notes considered constant or if the experiential marketing culture is one unit, then customer loyalty will increase by 0.220 one unit.

c. Service quality coefficient, meaning there is a positive relationship between service quality and customer loyalty. This means that the better the service quality, the higher the customer loyalty or if the service quality increases by one unit, customer loyalty will increase by 0.296 one unit.

d. Consumer satisfaction coefficient, meaning that there is a positive relationship between service quality and customer loyalty. This means that the higher the customer satisfaction, the higher the customer loyalty or if customer satisfaction increases by one unit, customer loyalty will increase by 0.232 one unit.

e. The results of the multiple linear regression analysis showed that service quality of 0.296 was the largest result that could increase customer loyalty when compared to consumer satisfaction of 0.232 and experiential marketing of 0.220.

The t-test is used to show whether an independent variable individually affects the dependent variable (Ghozali, 2011). Testing criteria with a significance level (α) = 0.05 is determined as follows:

If t count > t table, then H0 is rejected and Ha is accepted.

If t count < t table, then H0 is accepted and Ha is rejected.

Based on the results of research and data processing, the following was obtained:

Table 3 t-test

Variables	count	table	Sig.
Experiential marketing	2,579	1,660	0.011
Quality of service	3,817	1,660	0,000
Customer satisfaction	2,785	1,660	0.018

Source: Data processed in 2024

Based on Table 3 it is known that:

1. The results of the t-test for the experiential marketing variable were 2.579 (t-test = 2.579 > t-table = 1.660) and a significant value of 0.011, which means that experiential marketing has a significant effect on KFC customer loyalty in Bandar Lampung.

2. The results of the t-test for the service quality variable were 3.817 (t-test = 3.817 > t-table = 1.660) and a significant value of 0.000, which means that service quality has a significant effect on KFC customer loyalty in Bandar Lampung.

3. The results of the t-test for the consumer satisfaction variable were 2.785 (t-test = 2.785 > t-table = 1.660) and a significant value of 0.018, which means that consumer satisfaction has a significant effect on KFC customer loyalty in Bandar Lampung.

Based on testing the hypothesis of the simultaneous influence of variable X on variable Y, the following results were obtained:

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

324 | P a g e

Table 4 F Test

Variables	Fcount	Ftable	Sig.
Experiential marketing, Service quality and customer satisfaction	37,912	2,6802	0,000

Source: Data processed in 2024

On the output of ANOVA (analysis of variance)Table 4The F count value is 37.912. When compared with Ftable at a 95% real level andα= 0.05 which is 2.6802 then Fcount = 37.912 > Ftable = 2.6802So it can be concluded that experiential marketing, service quality and customer satisfaction together influence customer loyalty at KFC in Bandar Lampung.

The coefficient of determination aims to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is 0 < R2 < 1. A coefficient of determination approaching one means that the independent variables provide almost all the information needed to predict the dependent variable. Each additional independent variable into the model, then the R square will definitely increase regardless of whether the independent variable has a significant effect or not. Unlike R square, the adjusted R square value can increase or decrease if there are additional independent variables into the model (Ghozali, 2011).

Table 5 Coefficient of Determination of Experiential Marketing, Service Quality and Consumer Satisfaction on Customer Loyalty

Variables	R	R Square
Experiential marketing, service quality, customer satisfaction	0.736a	0.542

Source: Data processed in 2024

Based on Table 5, it is known that the R2 value = 0.542 x 100% = 54.2%, which means that the magnitude of the influence of experiential marketing, service quality and consumer satisfaction on KFC customer loyalty in Bandar Lampung is 73.1%, while the remaining 26.9% is influenced by other factors not examined in this study.

The first factor that influences consumer loyalty is experiential marketing. Experiential marketing as a memory or experience that goes deep into the minds of customers. In the experiential marketing approach, products and services must be able to generate sensations and experiences that will become the basis for consumer loyalty.(Lee et al , 2011).The concept of experiential marketing continues to develop and poses new challenges for companies that implement it. This is very interesting, because this concept, which is still relatively new in the world of marketing, plays a very strategic role in increasing the number of consumers and maintaining consumer loyalty. The results of Karuniatama's research (2020) show that experiential marketing has a positive and significant influence on retail customer loyalty in Indonesia.

The second factor that influences consumer loyalty is service quality. Quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations. While service is an activity, benefit, or satisfaction to be given which is basically intangible and does not result in any ownership. (Tjiptono,

The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung—Rifa Ramadhan et.al

325 | P a g e

2018).Service quality as a measure of how well the level of service provided is able to match consumer expectations. Service quality can be realized through the fulfillment and desires of consumers and the accuracy of its delivery to balance consumer expectations. (Tjiptono, 2018).The results of Subawa's (2020) research show that service quality has a positive and significant effect on customer satisfaction, and service quality and customer satisfaction have a positive and significant effect on customer loyalty at the Lila Tour and Travel company.

The third factor that influences consumer loyalty is consumer satisfaction. Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations. In general, consumer satisfaction can be said to be a person's feeling of pleasure or disappointment from the comparison between the services they receive and their expectations. A very important factor in consumer satisfaction is the quality of service, the aspect that is measured in the quality of service for a service is the user's satisfaction or dissatisfaction when using the service so that from this aspect it can be seen whether the quality of the service provided is good or not good.(Kotler and Keller, 2016). The results of Sucihati's research (2020) show that service quality has a positive and significant effect on consumer loyalty at PT. Asuransi Ramayana Serang.

CONCLUSION

Based on the research results, it can be concluded that: *Experiential marketing*has a positive and significant effect on KFC customer loyalty in Bandar Lampung, where the t-test result for the experiential marketing variable is 2.579 (t-test = 2.579 > t-table = 1.660) and a significant value of 0.011. Service quality has a positive and significant effect on KFC customer loyalty in Bandar Lampung, where the t-test result for the service quality variable is 3.817 (t-test = 3.817 > t-table = 1.660) and a significant value of 0.000. Consumer satisfaction has a positive and significant effect on KFC customer loyalty in Bandar Lampung, where the t-test result for the consumer satisfaction variable is 2.785 (t-test = 2.785 > t-table = 1.660) and a significant value of 0.018. Experiential marketing, service quality and consumer satisfaction together have an effect on KFC customer loyalty in Bandar Lampung, where the F-test value is 37.912. When compared with Ftable at the 95% real level andα= 0.05, which is 2.6802, then Fcount = 37.912 > Ftable = 2.6802.

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The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung—Rifa Ramadhan et.al

326 | P a g e

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The Influence Of Experiential Marketing, Service Quality And Consumer Satisfaction On KFC Customer Loyalty In Bandar Lampung–Rifa Ramadhan et.al

327 | P a g e