

**DETERMINATION EVANGELIST CUSTOMER  
BY CUSTOMER JOURNEY  
ON PT. META GLOBAL TRIASHA**

**ABSTRACT**

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**Guidence I: Kartawan**

**Guidence II: Apip Supriadi**

*The objectives of this research were to know and to analyze advertising programs, marketing events and after sales service are in demand by evangelist customers at X-Sha. As well as to know and to analyze the influence of advertising, marketing event and after sales service on evangelist customers determination at X-Sha both partially and simultaneously. This research method uses a survey method with a quantitative descriptive approach through path analysis. The data gathering used, questionnaire and library study. The sample size in this study was 394 people who were members of X-Sha. The result of this study concluded that: The advertising program that is in demand by evangelist customers at X-Sha is online advertising with Instagram media. Then the event marketing program that is of interest to evangelist customers at X-Sha is a product discount with the GAJAH (Happy Payday) program. As well as the after sales service program that is of interest to evangelist customers at X-Sha. It can also be concluded that there is a significant influence on the results of the path analysis of the advertising, marketing event and after sales service variables on the formation of evangelical customers at X-Sha both partially and simultaneously.*

*Keywords: Advertising, after sales service, customer journey, evangelist customer, marketing event*

**DETERMINASI *EVANGELIST CUSTOMER***  
**OLEH *CUSTOMER JOURNEY***  
**DI PT. META GLOBAL TRIASHA**

**ABSTRAK**

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**Pembimbing I: Kartawan**  
**Pembimbing II: Apip Supriadi**

Penelitian ini bertujuan untuk mengetahui dan menganalisis program *advertising*, *marketing event* dan *after sales service* yang diminati oleh *evangelist customer* di X-Sha, serta mengetahui dan menganalisis pengaruh *advertising*, *marketing event* dan *after sales service* terhadap terbentuknya *evangelist customer* di X-Sha baik secara parsial dan simultan. Metode penelitian ini menggunakan metode survei dengan pendekatan deskriptif kuantitatif melalui *path analysis*. Data diperoleh dengan kuesioner dan studi kepustakaan. Ukuran sampel penelitian ini sebanyak 394, yang merupakan anggota *member* X-Sha. Hasil penelitian ini menyimpulkan bahwa: Program *advertising* yang diminati oleh *evangelist customer* di X-Sha adalah *online advertising* dengan media Instagram. Kemudian program *marketing event* yang diminati oleh *evangelist customer* di X-Sha adalah *product discount* dengan program GAJAH (Gajian Happy). Serta program *after sales service* yang diminati oleh *evangelist customer* di X-Sha adalah *product return* dengan pilihan retur pada jenis produk yang sama. Dapat disimpulkan juga bahwa terdapat pengaruh yang signifikan pada hasil analisis jalur variabel *advertising*, *marketing event* dan *after sales service* terhadap terbentuknya *evangelist customer* di X-Sha baik secara parsial dan simultan.

Kata Kunci: *Advertising*, *after sales service*, *customer journey*, *evangelist customer*, *marketing event*