

ABSTRAK

PENGARUH *EXPERIENTIAL MARKETING* TERHADAP *CUSTOMER SATISFACTION* NASABAH APARATUR SIPIL NEGARA PADA PRODUK KREDIT GUNA BAKTI DI BANK BJB KANTOR CABANG PEMBANTU BANJARSARI KABUPATEN CIAMIS

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Tujuan penelitian ini untuk mengetahui pengaruh *Experiential Marketing* terhadap *Customer Satisfaction* nasabah ASN pada produk Kredit Guna Bakti di Bank BJB KCP Banjarsari Kabupaten Ciamis. Jenis penelitian yang digunakan adalah verifikatif dengan pendekatan kuantitatif. Teknik sampel menggunakan *probability sampling* dengan metode *simple random sampling*. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 86 responden nasabah ASN pengguna KGB di Bank BJB KCP Banjarsari. Analisis regresi linear sederhana menunjukkan *Experiential Marketing* memiliki nilai positif sebesar 0,832 menunjukkan bahwa peningkatan *Experiential Marketing* sebesar satu satuan, akan meningkatkan *Customer Satisfaction* sebesar 0,832 satuan. Nilai koefisien determinasi (R^2) sebesar 0,642 mengindikasikan bahwa *Experiential Marketing* memberikan kontribusi sebesar 64,20% terhadap *Customer Satisfaction*, sedangkan sisanya dipengaruhi faktor lain. Uji t menunjukkan nilai signifikansi $0,001 < 0,05$ dan t-hitung $12,270 > t\text{-tabel } 1,989$, sehingga H_0 ditolak dan H_1 diterima. Dari hasil pengujian hipotesis disimpulkan bahwa *Experiential marketing* berpengaruh positif signifikan terhadap *Customer Satisfaction* Nasabah ASN pada Produk KGB di Bank BJB KCP Banjarsari.

Kata kunci: *Experiential Marketing*, *Customer Satisfaction*, Kredit Guna Bakti, Aparatur Sipil Negara.

ABSTRACT

THE EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER SATISFACTION OF CIVIL SERVANT CUSTOMERS ON THE GUNA BAKTI CREDIT PRODUCT AT BANK BJB BANJARSARI BRANCH OFFICE CIAMIS REGENCY

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The purpose of this study was to determine the effect of Experiential Marketing on Customer Satisfaction of ASN customers on the Kredit Guna Bakti product at Bank BJB KCP Banjarsari, Ciamis Regency. The type of research used was verification with a quantitative approach. The sampling technique used probability sampling with a simple random sampling method. The data collection technique was carried out by distributing questionnaires to 86 ASN customer respondents using KGB at Bank BJB KCP Banjarsari. Simple linear regression analysis showed that Experiential Marketing had a positive value of 0.832 indicating that an increase in Experiential Marketing by one unit would increase Customer Satisfaction by 0.832 units. The coefficient of determination (R^2) value of 0.642 indicated that Experiential Marketing contributed 64.20% to Customer Satisfaction, while the rest was influenced by other factors. The t -test shows a significance value of $0.001 < 0.05$ and $t\text{-count } 12.270 > t\text{-table } 1.989$, so H_0 is rejected and H_1 is accepted. From the results of the hypothesis testing, it is concluded that Experiential marketing has a significant positive effect on ASN Customer Satisfaction on KGB Products at Bank BJB KCP Banjarsari.

Keywords: Experiential Marketing, Customer Satisfaction, Guna Bakti Crediti, Civil Servants.