

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Experiential Marketing*, *Self Efficacy* dan *Trust* terhadap *Repurchase Intention* pada Layanan Bus Premium Royaltrans. Data yang digunakan adalah data primer yang disusun menggunakan kuesioner, analisa data menggunakan *Structural positif* dan *Equation Model* (SEM) dengan menggunakan *Partial Least Square* (smartPLS 3.0). Objek penelitian ini adalah para pelanggan Layanan Bus Premium Royaltrans di wilayah Bekasi dengan 4 rute yakni pelanggan Bekasi Barat – Blok M, Bekasi Barat – Kuningan, Bekasi Timur – Kalideres, Bekasi Timur - Tebet Jatibening – Kuningan yang menggunakan Layanan Bus Premium Royaltrans. Sampel yang dipergunakan adalah sebanyak 160 responden pengguna Layanan Bus Premium Royaltrans melalui teknik *purposive sampling*. Hasil dari penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Experiential Marketing* terhadap *Repurchase Intention*, *Self Efficacy* terhadap *Repurchase Intention* dan *Trust* terhadap *Repurchase Intention*. Dari hasil penelitian ini menunjukkan variabel independen (*Experiential Marketing*), (*Self Efficacy*) dan (*Trust*) terhadap variabel dependen (*Repurchase Intention*) memberikan nilai R-square sebesar 0.788 yang dapat diinterpretasikan bahwa variabel konstruk *Experiential Marketing*, *Self Efficacy* dan *Trust* sebesar 78,8% sedangkan 21,2% dijelaskan oleh variabel lain di luar yang akan diteliti.

Kata kunci: *Experiential Marketing*, *Self Efficacy*, *Trust*, *Repurchase Intention*, Pelanggan, Bus Premium



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ABSTRACT

This study aims to analyze the effect of Experiential Marketing, Self Efficacy, and Trust in Repurchase Intentions in Royaltrans Premium Bus Services. The data used are primary data compiled using a questionnaire, data analysis using positive Structural and Equation Model (SEM) using Partial Least Square (smartPLS 3.0). The object of this study is Royaltrans Premium Bus Service customers in the Bekasi region with 4 customer routes West Bekasi - Blok M, West Bekasi - Kuningan, East Bekasi - Kalideres, East Bekasi - Tebet Jatibening - Kuningan using Royaltrans Premium Bus Service. The sample used amounted to 160 respondents using Royaltrans Premium Bus Service through purposive sampling technique. The results of the study indicate that there is a positive and significant effect between Experiential Marketing on Repurchase Intention, Self Efficacy on Repurchase Intention and Trust on Repurchase Intention. From the results of this study indicate the independent variable (Experiential Marketing), (Self Efficacy) and (Trust) to the dependent variable (Repurchase Intention) gives an R-square value of 0.788 which can be interpreted as the construct construct marketing variable Experiential Marketing, Self Efficacy and Trust of 78, 8% while 21.2% are discussed by other variables beyond those to be submitted.

Keywords: *Experiential Marketing, Self Efficacy, Trust, Repurchase Intention, Customers, Premium Buses*



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