

Pengaruh Strategi *Experiential Marketing* terhadap Kepuasan dan Minat Kunjungan Ulang Wisatawan di Museum Sonobudoyo Yogyakarta (*The Influence of Experiential Marketing Strategy on Tourist Satisfaction and Revisit Intention at Sonobudoyo Museum Yogyakarta*)

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ABSTRACT

The research analyzes the influence of experiential marketing strategies on visitor satisfaction and revisit intention at the Sonobudoyo Museum in Yogyakarta. The Sonobudoyo Museum is a cultural tourism destination that implements experience-based marketing strategies to enhance visitor attraction and satisfaction. The research employs a mixed-methods approach with an explanatory design model. Simple linear regression analysis, supported by descriptive analysis, is used in this study. Data were collected through questionnaires distributed to 105 respondents aged 18–25 who had used guided tour services during their visit. The independent variable in this study is experiential marketing, which consists of five key elements: sense, feel, think, act, and relate. The dependent variables include visitor satisfaction and revisit intention. The results indicate that experiential marketing has a positive and significant influence on visitor satisfaction and revisit intention, although the strength of the influence is relatively weak. This study concludes that the higher the quality of the visitor's experience, the greater their level of satisfaction, which ultimately increases their intention to revisit the Sonobudoyo Museum. The study contributes to understanding that the implementation of experiential marketing at the Sonobudoyo Museum is proven to be less effective in enhancing satisfaction and revisit intention.

Kata Kunci: *Experiential Marketing, Tourist Satisfaction, Revisit Intention, Sonobudoyo Museum*