

***THE INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER
LOYALTY AT ARSA SWIMMING POOLS IN
JEMBER REGENCY***

Muhammad Rayhan Trisna Mahendra

***International Marketing Management Study Program
Business Department***

ABSTRACT

This study aims to analyze the effect of experiential marketing on customer loyalty at Arsa Swimming Pool. The background of this research is based on the importance of marketing strategies that provide enjoyable experiences for consumers, which in turn enhance loyalty. The research method used is quantitative with an associative approach. Data were collected through questionnaires distributed to 60 respondents who are customers of Arsa Swimming Pool. Data analysis was carried out using simple linear regression with the assistance of SPSS software. The results show that experiential marketing has a positive and significant effect on customer loyalty. This finding indicates that the better the experiential marketing implemented, the higher the level of customer loyalty. This research is expected to provide valuable insights for Arsa Swimming Pool management in improving consumer experience-oriented marketing strategies.

Keywords: *Experiential Marketing, Customer Loyalty, Marketing, Swimming Pool*