

# ANALISIS *EXPERIENTAL MARKETING* DI HOTEL PLATINUM ADISUCIPTO YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan *Experiential Marketing* pada Hotel Platinum Adisucipto Yogyakarta dalam rangka meningkatkan kepuasan pelanggan melalui pendekatan emosional, sensorik, kognitif, sosial, dan perilaku. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 30 responden tamu hotel. Instrumen penelitian diuji validitas dan reliabilitasnya, dan hasilnya menunjukkan bahwa seluruh indikator dinyatakan valid dan reliabel. Analisis data dilakukan menggunakan teknik arithmetic mean untuk mengukur persepsi pelanggan terhadap enam dimensi *Experiential Marketing*, yaitu *Sense*, *Feel*, *Think*, *Act*, *Relate*, dan Kepuasan Konsumen. Hasil penelitian menunjukkan bahwa indikator *Feel*/Perasaan memperoleh nilai rata-rata tertinggi sebesar 3,64 dan masuk dalam kategori sangat setuju. Indikator *Sense* (3,59) berada pada kategori setuju, sedangkan *Think* (3,40), *Act* (3,48), dan *Relate* (3,44) masih berada di ambang kategori netral hingga setuju. Temuan ini menunjukkan bahwa secara umum penerapan *Experiential Marketing* di Hotel Platinum Adisucipto Yogyakarta telah berhasil menciptakan pengalaman pelanggan yang positif, namun masih terdapat ruang perbaikan khususnya pada aspek *Think* dan *Relate* yang mencerminkan pengalaman intelektual dan hubungan sosial pelanggan.

**Kata Kunci:** *Experiential Marketing*, *Sense*, *Feel*, *Think*, *Act*, *Relate*, Kepuasan Konsumen, Hotel Platinum Adisucipto.

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## **ANALYSIS OF EXPERIENTIAL MARKETING AT HOTEL PLATINUM ADISUCIPTO YOGYAKARTA**

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### **Abstract**

*This study aims to analyze the implementation of Experiential Marketing at Hotel Platinum Adisucipto Yogyakarta, to enhance customer satisfaction through emotional, sensory, cognitive, social, and behavioral experiences. The research employed a descriptive quantitative approach, collecting data through questionnaires distributed to 30 hotel guests. The research instruments were tested for validity and reliability, and all indicators were found to be both valid and reliable. Data analysis was conducted using the arithmetic mean to evaluate customer perceptions across six dimensions of experiential marketing: Sense, Feel, Think, Act, Relate, and Customer Satisfaction. The results show that the Customer Satisfaction variable received the highest average score of 4.64, falling within the "very good" category. The Feel (3.64) and Sense (3.59) dimensions were categorized as "good," while the Think (3.40), Act (3.48), and Relate (3.44) dimensions fell between "fair" and "good." These findings suggest that the implementation of experiential marketing at Hotel Platinum Adisucipto Yogyakarta has generally succeeded in providing a positive customer experience. However, there remains room for improvement, particularly in the Think and Relate dimensions, which pertain to intellectual engagement and the social connection between customers and the hotel.*

**Keywords:** *Experiential Marketing, Sense, Feel, Think, Act, Relate, Customer Satisfaction, Hotel Platinum Adisucipto*