

**PENGARUH *EXPERIENCE ECONOMY* DENGAN KONSEP PINE DAN
GILMORE TERHADAP KEPUASAN PELANGGAN
(Survey terhadap konsumen Transmart di Kota Padang)**

THESIS



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PADANG
2018**

ABSTRAK

PENGARUH *EXPERIENCE ECONOMY* DENGAN KONSEP PINE DAN GILMORE TERHADAP KEPUASAN PELANGGAN (Survey terhadap konsumen Transmart di Kota Padang)

Thesis oleh : Yogi Persada Gubta
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Penelitian ini bertujuan untuk menganalisis bagaimana *education experience*, *entertainment experience*, *esthetic experience*, dan *escapism experience* berpengaruh terhadap kepuasan pelanggan pada konsumen Transmart Kota Padang. Sampel penelitian ini adalah orang yang pernah berkunjung ke Transmart Kota Padang minimal satu kali dan telah berumur minimal 17 tahun, responden yang berpartisipasi dalam penelitian ini berjumlah 170 orang, sedangkan responden yang memenuhi kriteria penelitian ini hanya 120 orang. Teknik pengambilan sampel yang digunakan yaitu *non probability sampling* dengan metode *purposive sampling*. Pengelolaan data penelitian dilakukan dengan menggunakan *software Statistical Package for Social Science (SPSS)* versi 22. Hasil penelitian menunjukkan *education experience* tidak mempengaruhi kepuasan pelanggan secara signifikan, dimana semakin besar atau semakin ditingkatkan *education experience* Transmart Kota Padang maka tidak berpengaruh terhadap tingkat kepuasan pelanggan Transmart Kota Padang, sedangkan *entertainment experience*, *esthetic experience*, dan *escapism experience* berpengaruh signifikan terhadap kepuasan pelanggan, dimana semakin besar atau semakin ditingkatkan *entertainment experience*, *esthetic experience*, dan *escapism experience* maka semakin tinggi kepuasan pelanggan Transmart Kota Padang.

Kata Kunci : *Experience Economy*, *Education Experience*, *Entertainment Experience*, *Esthetic Experience*, *Escapism Experience*, Kepuasan Pelanggan

ABSTRACT

EFFECT OF ECONOMY EXPERIENCE WITH PINE AND GILMORE CONCEPT ON CUSTOMER SATISFACTION (Survey of Transmart consumers in Padang City)

Thesis by : Yogi Persada Gubta
Advisor : Dr. Verinita, S.E., M.Si.

This study aims to analyze how education experience, entertainment experience, esthetic experience, and experience escapism affect customer satisfaction on Transmart consumers Padang City. The sample of this research is the person who ever came to Transmart Padang at least once and has been at least 17 years old, respondents who participated in this study amounted to 170 people, whereas respondents who meet the criteria of this study only 120 people. Sampling technique used is non probability sampling with purposive sampling method. Management of research data is done by using Statistical Package for Social Science (SPSS) version 22 software. The result of the research shows that the education experience does not significantly affect the customer satisfaction, whereas the greater or enhanced Transmart education experience will not affect the customer satisfaction level of Transmart Padang City, while entertainment experience, esthetic experience, and escapism experience have a significant effect on customer satisfaction, where the greater or more enhanced entertainment experience, esthetic experience, and escapism experience, the higher the customer satisfaction of Transmart Padang City.

Keywords: Experience Economy, Education Experience, Entertainment Experience, Esthetic Experience, Escapism Experience, Customer Satisfaction