

INTISARI

Penelitian menggambarkan *Experiential Marketing* konsumen PC tablet Apple iPad di Surabaya.

Pengukuran *Experiential Marketing* berdasarkan lima dimensi yaitu *sense experience*, *feel experience*, *think experience*, *act experience*, dan *relate experience*. Jenis penelitian adalah riset deskriptif. Sumber data yang digunakan adalah data primer yakni dengan menyebarkan kuesioner, dan teknik pengambilan sampel adalah *non probability sampling*. Target populasi adalah pemilik dan pengguna PC tablet Apple iPad di Surabaya, laki-laki atau perempuan dengan pendidikan yang sedang dijalani minimal SMA, berdomisili di Surabaya, minimal memiliki dan menggunakan PC tablet Apple iPad selama 6 bulan. Penelitian ini menggunakan uji reabilitas dan uji validitas untuk menguji kesahihan tiap-tiap pernyataan dalam kuesioner serta mengukur kredibilitas dari pernyataan tersebut. Dalam pengolahan data tersebut menggunakan analisis deskriptif dengan SPSS 18.0 *for windows*.

Hasil yang diperoleh dari penelitian ini, dari lima dimensi *Experiential Marketing* yang telah diteliti, diketahui bahwa semua dimensi memberikan pengalaman melalui panca indera yang tak terlupakan (*memorable experience*).

Kata kunci: *experiential marketing*, *analisis deskriptif*, dan *memorable experience*.

ABSTRACT

Research illustrate Experiential Marketing Apple iPad PC tablet's consumers in Surabaya.

Experiential Marketing measurement based on the five dimensions of sense experience, feel experience, think experience, act experience, and relate experience. This type of study is descriptive research. Source data used are the primary data by distributing questionnaires, and sampling techniques are non-probability sampling. The target population is the owner and users of the Apple iPad tablet PCs in Surabaya, male or female education is being undertaken with a minimum of high school, based in Surabaya, a minimum of owning and using the Apple iPad tablet PCs for 6 months. This study uses test reliability and validity test to test the validity of each statement in the questionnaire as well as measuring the credibility of the statement. In processing the data using descriptive analysis with SPSS 18.0 for windows.

Results obtained from this study, the five dimensions of Experiential Marketing, which has been investigated, it is known that all dimensions of experience through the five senses provide an unforgettable (memorable experience).

Keywords: experiential marketing, descriptive analysis, and memorable experience.