

THE INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE (A STUDY OF KJJ COFFEE SHOP)

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Abstract

This study aims to analyse whether experiential marketing affects consumer loyalty with customer satisfaction as a mediating variable in KJJ Coffee Shop. The research is based on a questionnaire data source that was distributed to consumers who made purchases after the COVID-19 pandemic (new normal). The number of samples used was 175 respondents. The method used is a quantitative method. The data obtained were analyzed using Partial Least Square (PLS) -SEM through SmartPLS 3.0 software. The sampling technique using purposive sampling is a sampling technique based on the consideration of certain criteria and conditions, and must represent the population to be studied. The results showed that the experiential marketing variable had a positive and significant effect on customer satisfaction. This is because several factors affect customer satisfaction, namely sense, feel, think, act, and relate. Customer satisfaction has a positive and significant effect on consumer loyalty. Experiential marketing has a positive and significant influence on consumer loyalty mediated by customer satisfaction.

Keywords: *Experiential Marketing, Customer Satisfaction, Customer Loyalty*

Introduction

Entering the beginning of 2024, all industries in various sectors experienced a fairly drastic decline due to the outbreak of the corona virus (Covid-19) in 2020-2023 which hit the economy in the country. KJJ coffee shops are one of the coffee shops that have been affected, they closed some of their outlets which experienced a decline of around 50% to 60% during the Covid-19 pandemic. KJJ's strategy in maintaining customer loyalty is to increase customer satisfaction. Satisfied consumers will become loyal consumers (Genoveva, 2015). Various ways are carried out by business people in boosting sluggish offline sales, including changing sales strategies from physical outlets to e-commerce platforms and collaborating with other companies, food delivery provider applications such as Go-jek and Grab, and innovating to release new products to make the competition between coffee shops more competitive. KJJ chooses to provide a different experience to consumers, namely through experiential marketing.

Maintaining customer loyalty is much easier than finding new customers. Promise Soul realises this power, as loyal customers will continue to use the company's products or services without thinking of switching elsewhere. Loyalty can be seen as a psychological commitment to a business shown through their repeated purchases (Jin, Line, & Markebu, 2016). (Saulina & Syah, 2018) defines loyalty as their commitment to return to buy consistently in any situation in the long term. Consumer loyal behavior and attitudes towards the company and its products, by making consistent and repeated purchases so that the company's products or services become part of consumers' daily lives (Priansa, 2017).

One way to create customer loyalty is through experiential marketing. Experiential marketing is a marketing concept that has been widely used in various industries (Liu, Chou, & Chen, 2016). The concept of experiential marketing is considered a modern marketing strategy today in the world, so that conventional marketing strategies become inadequate due to the discovery of applications in information and communication technology that allow faster development and increase competitiveness. KJJ Coffee Shop, during the pandemic, collaborated with Tokopedia in marketing their new product, 1 liter coffee, which can be enjoyed by families together. The desire to provide a different experience to consumers was also carried out with the launch of Jiwa

Toast, with the slogan "bread in your right hand, coffee in your left hand. Bread and coffee are your true friends" (Komarudin, 2020).

Therefore, experiential marketing is an important role in influencing customer behavior and creating a sense of customer satisfaction and loyalty today. (Datta, 2017). KJJ Coffee Shop also interacts with consumers through IG live, product reviews and the use of influencers to educate the public about health during the pandemic (Komarudin, 2020). Approaches through social media, online purchases with various alternatives and the experience of drinking coffee with family and additional menus are expected to provide a different experience for consumers.

New consumer experiences are expected to create customer satisfaction. Argument (Surti & Anggraeni, 2020) states that companies are trying to fulfill consumer desires in the midst of competitive producer competition, besides that the conditions of the Covid-19 pandemic have also changed customer lifestyles towards digital technology in carrying out their activities (Azmi & Genoveva, 2020). Companies need to pay attention to customer satisfaction in offering a product or service. According to (Kotler & Armstrong, 2018) customer satisfaction depends on the perceived performance of the product in accordance with buyer expectations. Another case stated by (Iddrisua, Noonib, Fianko, & W, 2015) states that customer satisfaction refers to the extent to which customers are satisfied with the products and services provided by a business. Providing a digital experience in transactions, getting education through influencers, plus enjoying coffee at home with family and accompanied by Jiwa toast is expected to increase customer satisfaction.

The gap in this research is the selection of time after the COVID-19 pandemic or what is known as the new normal, where with declining sales, whether experiential marketing can increase customer satisfaction in overcoming these problem. In addition, the selection of the research object, namely coffee shops, which are part of Indonesia's current life style, is also unique to this research. From best our knowledge, the descriptive method that describes the results of 175 respondents of various ages, also gives an idea that coffee is for various age groups in Indonesia.

Literature Review

Grand Theory of Marketing

Kotler & Armstrong (2018) defines marketing as a social and managerial process, where individuals who need a product or service can be directed to choose a product or service by providing certain added value, such as a unique experience. A unique experience in marketing is called experiential marketing (Smilansky, 2017), this experience is expected to provide satisfaction to customers. Satisfied customers will make repeat purchases, which in turn become loyal customers (Genoveva, 2015).

Experiential Marketing

According to (Niswatun, 2016) experiential marketing is a personal experience experienced by consumers because of the emotional touch and feelings given by marketers to a product or service offered. (Cuellar, Eyler, & Fanti, 2015) explain that companies can utilize experiential marketing to increase sales and long-term profits. This marketing concept can be applied to service and product companies to maximize sales and profits on consumer experiences in using products or services (Rosita, 2015). The same thing is expressed by (Tangkuman, Massie, & Mangantar, 2020) experiential marketing is a concept in analyzing consumer experiences by knowing the factors to make something memorable and delight consumers. Meanwhile, according to (Smilansky, 2017) experiential marketing is a strategy that is oriented towards the target audience emotionally through an experience gained by consumers from both products and services.

Wu & Tseng, 2015 suggested that the perspective of experiential marketing has a broad understanding and is one of the strategies in creating customer satisfaction and loyalty. There are four characteristics in experiential marketing, namely: Customer experiences, which are the main focus in giving reasons why customers should make purchases with a broader view. Experiences occur due to meeting, consuming, using, or going through certain events (Schimitt & Rhea, 2015). Consumption as a holistic experience, which focuses on products that can adapt to consumer situations and how products, packaging, and communication media can provide experiences to consumers (Pangastuti, 2017), Customer as rational and emotional animal, which understands that consumers not only have a rational view, but also have an emotional view in deciding to buy something. This is driven by consumers wanting experiences that make them happy. (Schimitt & Rhea, 2015).

Consumer Satisfaction

Carranza, Diaz, & Martin-Consuegra, 2018 defines customer satisfaction as a positive assessment obtained from customers on a product or service provided. Meanwhile, according to (Tjiptono, 2015) customer satisfaction is an evaluation after buying a product where the alternative choices chosen provide results or expectations that are the same or exceed customer expectations, while dissatisfaction arises if the results obtained are not in accordance with customer expectations. From these two concepts, conclusions can be drawn regarding aspects of customer satisfaction, namely (expectations and perceived results or performance).

(Joudeh & Dandis, 2018) customer satisfaction is an effort to fulfill expectations, goals, wants, and needs through many business attributes. In other words, satisfaction can change over a period of time, it is a dynamic process where each individual's perception of the product or service performance for consumer satisfaction. In line with the explanation above (Dawi, Jusoh, Streimikis, & Mardani, 2018), consumer satisfaction is a situation where needs, wants and expectations can be met from products consumed by consumers. According to Kotler & Keller (2016) to have optimal satisfaction, consumers want high total customer satisfaction in accordance with what customers spend such as money, time, energy, and think about what consumers expect regarding products, services, employees, image or company image.

Meanwhile, (Keshavarz, Jamshidi, & Bakhtazma, 2016) determine satisfaction as an answer to customer fulfillment. Furthermore, according to (Mensah & Mensah, 2018) satisfaction can be defined as an assessment from customers of products or services that provide pleasure at the consumption level. Satisfied consumers will tend to increase their loyalty, with repeat purchases. This can be measured from customer expectations to the performance they receive (Hanaysha, 2016).

Argument from (Tsafarakis, Kokotas, & Pantouvakis, 2018) satisfaction is a kind of comparison step between experience and what is felt and produced, can produce something that is spiritually comfortable, not just comfortable because it is imagined or thought of. Manurut (Iqbal, Hassan, & Habibah, 2018) says that customer satisfaction is the result of customer assessment based on facts experienced, perceptions, and feelings attached after making a purchase, trying or using.

According to (Kotler & Keller, 2016) explains that the performance of a company that can satisfy consumers has the following characteristics:

1. Make repeat purchases.
2. Buying other products from the company.
3. Often tell and recommend to others.
4. Do not pay much attention to advertisements or promotions of competing companies.

Consumer Loyalty

Customer loyalty is a combination of various aspects that cause positive emotions, customers who rate good from the experience after transacting with a service provider or product, will feel positive emotions in the form of satisfaction. These satisfied customers will then become loyal customers (Shaw & Hamilton, 2015). (Fleming, 2016) explains customer loyalty is the attitude and decision of customers to continue using or consuming a particular product or service. Retaining customers means improving financial performance and maintaining the company's survival, so that if the company has loyal customers, these customers will become a very valuable asset (Harzalia, 2016). Customer loyalty is considered a significant intangible asset for some companies (Jiang & Zhang, 2016).

Customer loyalty relates to repeat purchase behavior or recommending products or services to others. Furthermore, when customers come to buy products or services from repurchased companies, recommend to others and refuse services from competitors (Casidy & Wymer, 2016; Haryanto, Moutinho, & Coelho, 2016; Thakur, 2016; Githiri, 2018). Meanwhile, according to (Kotler & Keller, 2016) loyalty is a customer commitment to buy or support a product or service regardless of the influence of the situation and marketing efforts have the potential to cause customers to switch.

According to (Jiang & Zhang, 2016), customer loyalty is an important source of competitive advantage for companies. However, customer loyalty is considered a challenge for existing companies, especially in competitive markets. According to (Nyadzayo & Khajehzadeh, 2016), the determinants of customer satisfaction and loyalty may differ greatly on the nature of the business and the type or purpose of the customer. In particular, one measure of the success of customer loyalty can be characterized by different marketing practitioners in the market and appropriate marketing approaches to maintain customer loyalty to their business (Zhang, Li, Wang,

& Wang, 2016). According to (Kotler & Keller, 2016) loyal customers will show the following indicators:

1. Make repeat purchases
2. Not easily influenced by negative information (retention)
3. Provide references to others (referral)

The Effect of Experiential Marketing on Consumer Satisfaction

Based on previous research, Jannah (2020) in her research entitled “The Effect of Experiential Marketing on Word of Mouth (WOM) with Customer Satisfaction as a Mediating Variable at Kafe Sejenak Malang” found that experiential marketing has a positive and significant effect on customer satisfaction. Widowati & Putra, (2018) in the context of restaurants in Jogjakarta concluded that Experiential Marketing has an effect on Customer Satisfaction. Likewise Razi & Lajevardi, (2016) in the context of Burger restaurants in Khaushiung concluded the same thing. Thus our first hypothesis is formulated as follows:

H1: Experiential marketing affects customer satisfaction

The Effect of Consumer Satisfaction on Consumer Loyalty

Putra, Arifin, & Hufon, 2019 who examined Mc Donald's Malang "found that customer satisfaction has a positive and significant effect on customer loyalty. Widowati & Putra, 2018, which examines restaurants in Yogyakarta, concluded that it supports this, namely customer satisfaction has an effect on consumer loyalty. Research (Razi & Lajevardi, 2016) in the city of Khaosiung found a similar thing, namely customer satisfaction affects customer loyalty. Thus our second hypothesis is as follows:

H2: Customer satisfaction affects customer loyalty

The Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction as a Mediating Variable

Widowati and Putra (2018) in a study of restaurants in Yogyakarta found that experiential marketing has a positive effect on customer loyalty through customer satisfaction as a mediating variable. Thus we formulate the third hypothesis as follows:

H3: Experiential marketing affects customer loyalty through satisfaction as a mediating variable.

Based on the three hypotheses we developed above, our framework is as follows:

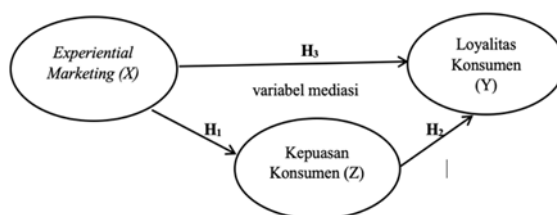


Figure 1. Research framework (Widowati & Putra, 2018)

Research Methods

This study uses a quantitative research approach with hypothesis testing as the research design. The statement related to this research is to use the approach of quantity, frequency in making purchases and time and whether or not other people are involved (Cooper & Schnindler, 2014). According to (Sugiyono, 2017) quantitative research is a sample collection technique that is generally carried out randomly from a research approach based on philosophy, positivism, which is used to examine a certain population or sample.

The population in this study are consumers who have purchased Janji Jiwa products during the pandemic using online delivery or motorcycle taxi services and are in the area around Jabodetabek (greater Jakarta). The sample in this study based on (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014) is min. 5 times the indicator. The indicators in this study are 35, so the total respondents that must be met are 175.

Data was collected by distributing an e-questionnaire in the form of an online Google. The questionnaire

was distributed through social media, such as Instagram and WhatsApp. The measurement scale is using a Likert scale which consists of several question items in the questionnaire filled out by the respondent. According to (Sugiyono, 2017) the Likert scale is a scale about social phenomena used to measure the attitudes, opinions and perceptions of a person or group of people. By using purposive sampling method where the sampling technique is based on consideration of certain criteria and conditions and must represent the population to be studied (Sugiyono, 2017). The criteria in this sample are Janji Jiwa customers, have made online purchases and reside in the Jabodetabek area.

The data analysis used in this study is PLS-SEM (partial least square modeling) with the help of SmartPLS software version 3.0. In the analysis test, there are two, namely the structural (inner model) and measurement model (outer model).

Results and Discussion

Our questionnaire used two screening questions to ensure that the respondents fit our target. The first question related to “Are you a customer of KJJ Coffee Shop?” and “Did you make any online purchases after the pandemic?”. Of the 175 respondents 100% answered yes to both questions, so we can process all respondents' data for testing in the next stage.

Respondent Profile

In table 1 below is the respondent profile based on gender, age and education. There are more female (70%) or 122 respondents than male respondents. Based on age, the majority of customers are 21-30 years old, namely a number of 121 respondents (69%). Meanwhile, based on educational background, most respondents have a high school education with the number of 79 respondents (45%)

Table 1. Responden Profile

Demographic s	Categorises	Total	Percentage
Gender	Male	53	30%
	Female	122	70%
Age	15-20	37	21%
	21-30	121	69%
	31-40	16	9%
	>40	1	1%
Education	Senior High School	78	45%
	Diploma	19	11%
	Undergraduate	76	42%
	Other	2	2%

Outer Model

Outer Model is the relationship between each indicator and its latent variable. Outer model measurements are used to test construct validity and instrument reliability. Our research consists of 3 variables, 35 indicators, and 17 constructs. The measurement model evaluation is processed using PLS Algorithm. Figure 4 is the loading factor, which shows that of the 35 indicators, 12 indicators were removed because they did not meet the >0.7 criteria so as not to affect the path coefficient (Hair et al, 2018).

Table 2. AVE, Composite Reliability and Cronbach's Alpha

Variable	AVE	Composite Reliability	Cronbach's Alpha
Experiential Marketing	0.581	0.944	0.951
Customer Satisfaction	0.695	0.853	0.901
Customer Loyalty	0.683	0.882	0.914

The validity and reliability criteria for each variable in measuring latent variables are indicated by the square root of average variance extracted (AVE) value. AVE describes the amount of variance of the manifest variable that the latent construct can have, where good convergent validity is > 0.50 (Hair et al., 2018). The results of the AVE in Table 2 show that the Experiential Marketing variable has a result of 0.591, while Consumer Satisfaction is 0.695 and Consumer Loyalty is 0.683, all of these results have valid tests, because the results are > 0.50 .

Apart from AVE, the author also conducted Composite Reliability which is one of the reliability tests, namely in the form of testing indicators on a variable. A variable can be declared reliable or meet Cronbach's alpha if it has a Cronbach's alpha value > 0.7 and can be said to be reliable if it has a composite reliability value > 0.7 (Sarwono & Narimawati, 2015).

The Cronbach's alpha value in table 2 of each research variable is above 0.7. This conclusion shows that all research variables have met the requirements of the Cronbach's alpha value, so it can be said that all variables have a high level of reliability and the composite reliability value of all variables also shows above 0.7. This shows that each variable has met high reliability. Based on the outer model indicators, the test can proceed to the inner model stage.

Inner Model

Evaluation of the structural model is done using PLS Bootstrapping. Inner model testing describes the relationship between latent variables based on substantive theory (Sarwono & Narimawati, 2015). Inner model evaluation in partial least square is carried out to explain the effect of exogenous variables (X) on endogenous variables (Y) which is carried out in two stages, namely evaluating the R-Square, F-Square, and Q-Square values and testing hypotheses through inner weigh.

Determination Coefficient is assessed from the R-Square value to see how much variance the endogenous construct can explain. R-Square (R^2) is to see how much significance exogenous variables have in influencing endogenous variables. An R^2 value of 0.75 is categorized as substantial or strong, 0.50 is categorized as moderate or moderate and 0.25 is categorized as weak or weak (Hair, Sarstedt, Hopkins, & Kuppelweiser, 2014). Table 3 shows that the R-square value of Customer Satisfaction is 0.798, meaning that it has a strong correlation, because $R\text{-square} > 0.75$ which indicates that 79.8% of Experiential Marketing contributes to satisfaction, while the remaining 20.2% is explained by other factors that do not take part in this study. The results also show that the R-square of Consumer Loyalty is 0.736, has a moderate correlation, because $R\text{-square} > 0.50$ which means that the Consumer Loyalty variable that can be explained by Experiential Marketing and Consumer Satisfaction is 73.6%, while the remaining 26.4% is explained by other factors that do not take part in this study.

Table 3. R-square Value

Variable	<i>R-square</i>
Customer Satisfaction	0.798
Customer Loyalty	0.736

Hypothesis proving is used to test the causal relationship developed in the model, namely the effect of exogenous variables and mediating variables on endogenous variables. In this case, the bootstrapping method is carried out on the sample. Hypothesis testing can be seen in table 4 below:

Table 4. Path Coefficient for Direct Affect

Variabel	Sample Mean	SD	T-Statistics	P- Values
Experiential Marketing -> Customer Satisfaction	0.893	0.019	47.360	0.000
Customer Satisfaction -> Customer Loyalty	0.373	0.089	4.194	0.000

First hypothesis (H1) testing states that experiential marketing has a positive and significant affect on customer satisfaction with a path coefficient value of 0.893 with a p-value of 0.000. The experiential marketing variable has a T-statistic value of $47.360 > 1.96$ with a significance at a p-value of 0.05. This shows that the better the experiential marketing created by the company on the product or brand, the greater the level of satisfaction that consumers have. With this, hypothesis H1 is accepted. This hypothesis is supported in previous research from (Jannah, 2020) which states that through experiential marketing, Kafe Sejenak Malang has succeeded in satisfying its customers. The good experiences that customers feel through products or brands that touch their emotional side, the higher the sense of satisfaction experienced by cafe customers. The results of this study are reinforced by research conducted by (Widowati & Putra, 2018) which shows that experiential marketing affects customer satisfaction at Waroeng SS with the results of the test calculation.

The results of the H2 test in table 4 show that the t-statistics value of customer satisfaction on customer loyalty shows a value of $4.194 > 1.96$ with a significance at a p-value of $0.000 < 0.05$. The best perceived indicator is performance with a loading factor of 0.873, which is the highest value of other loading factors. Meanwhile, the consumer loyalty variable which is the most dominant indicator is repeat with the highest loading factor value of 0.886. This study concludes that customer satisfaction has a positive and significant effect on customer loyalty and shows that hypothesis H2 is accepted. Supported by previous research conducted by (Putra, Arifin, & Hufron, 2019) states that there is a significant influence between customer satisfaction on consumer loyalty from the results of t-statistics of $4.194 > 1.96$ and p-value $0.000 < 0.05$ which indicates that customer satisfaction can form a customer loyalty which means satisfaction can have a positive and significant effect on consumers. In addition, (Widowati & Putra, 2018; Genoveva, 2015) also conducted a similar study in which their research stated that satisfaction has a positive and significant effect on consumer loyalty.

Table 5. Path Coefficient for Indirect Affect)

Variabel	Sample Mean	SD	T-Statistics	P-Values
Experiential Marketing -> Customer Satisfaction -> Customer Loyalty	0.333	0.079	4.239	0.000

The third hypothesis (H3) in table 5 shows that customer satisfaction mediates the relationship between the affect of experiential marketing on customer loyalty. This can be proven by the acquisition of the significance value of the experiential marketing->consumer satisfaction path of $0.000 < 0.05$ and the T-count value of $4.239 > 1.96$ (table 8) so that it can be concluded that there is a significant and positive effect of the customer satisfaction variable as a mediating variable between experiential marketing and customer loyalty. This means that hypothesis 3 is accepted. The results of this study are supported by previous research conducted by (Jannah, 2020) that experiential marketing has a positive effect on WOM through satisfaction as a mediating variable. On the other hand, the results of this study reject the results of research (Putra, Arifin, & Hufron, 2019) which concluded that experiential marketing affects customer loyalty through satisfaction as a mediating variable indirectly has an insignificant affect.

Conclusion

The results of the first hypothesis test show that there is a significant influence between experiential marketing on customer satisfaction at KJJ Coffee Shop. Evident from the PLS test results above, it shows that many consumers are satisfied with the product innovation, promotion and delivery services carried out by KJJ after the Covid-19 Pandemic. So that consumers have an experience with a good and unique impression from their emotional side of KJJ.

The results of the second hypothesis test show a significant influence between customer satisfaction and customer loyalty. This result proves that satisfied consumers will provide benefits to KJJ Coffee Shop, where customers will make repeat purchases which can increase sales which previously decreased. The more consumers are satisfied, the consumers will not hesitate to tell others, recommend products or brands from KJJ and even invite others to try and buy KJJ products.

The results of the third hypothesis test show that experiential marketing has a positive and significant

effect on consumer loyalty through customer satisfaction. This means that the better experiential marketing at KJJ Coffee Shop makes many consumers loyal to curiosity to try new products and want repeated purchases of Kopi Janji Jiwa which touches the emotional side of consumers. So that naturally consumer loyalty to KJJ products will increase, which is expected that consumers will recommend KJJ to friends, relatives and others as a consequence of satisfaction.

The limitation of our research is the number of respondents as many as 175 which we distributed randomly, a larger number of respondents will be more representative, considering that the number of KJJ branches has now reached 800 branches and spread across 50 cities in Indonesia. Future researchers can also add research variables, for example brand image, promotion, price and loyalty as local Indonesian coffee.

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