

Original Research

The Influence Of Experiential Marketing And Brand Trust On Customer Loyalty Through Customer Satisfaction As An Intervening Variable

I Wayan Arta Artana

Triatma Mulya University, Jemberana, Indonesia

| Article Info | Abstract |
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| Article History: Received: 22 April 2024 Accepted: 31 May 2024 | <i>Introduction:</i> This study aims to determine the effect of experiential marketing and brand trust on customer loyalty through customer satisfaction as an intervening variable in case studies at mixue outlets in Denpasar city. The data used in this study came from questionnaire data distributed to mixue consumers in the city of Denpasar. <i>Methods:</i> The method of determining the sample used purposive sampling and obtained a total sample of 102 respondents. The research method uses the SmartPLS 3.3.3 software program. |
| Keywords: Brand Trust, Experiential Marketing, Customer Satisfaction, Customer Loyalty | <i>Results:</i> From the results of this study it can be concluded that (1) Experiential Marketing has a positive and significant influence on customer satisfaction, (2) brand trust has a positive and significant influence on customer satisfaction, (3) Experiential Marketing has a positive and significant effect on customer loyalty, (4)) brand trust has a positive and significant effect on customer loyalty, (5) customer satisfaction has a positive and significant effect on customer loyalty, (6) customer satisfaction mediates the effect of Experiential Marketing on customer loyalty Mixue in Denpasar City, (7) customer satisfaction mediates the influence brand trust in Mixue's customer loyalty in Denpasar City. <i>Conclusions:</i> It is hoped that suggestions can be made so that further research can add more variables and expand the scope of this study to provide a more comprehensive and actionable view. |

*Corresponding Author:

email: wayan.artana@triatma-mapindo.ac.id

INTRODUCTIONS

One Of The Marketing Concepts That Can Be Used To Influence The Emotional Aspect Of Consumers Is The Experiential Marketing Strategy, Where Experiential Marketing Is A Concept In The Field Of Marketing That Places A Consumer Satisfaction Comes First And Strives To Deliver A Positive And Unique Experience. And A Memorable Experience For Its Customers. This Strategy Can Also Be Used To Deliver Flavors And Experiences Directly To Customers Through Information Technology, Brands And Media As Well As Entertainment Through The Five Experience Categories Or Five Aspects Of Marketing. Visual Experience Proposed, Namely Through The Five Senses (Sensory), Affective/Affective (Feeling), Cognitive/Creative Thought (Thinking), Physical, Behavioral, And Lifestyle (Action) And Social Identity Due To Relationship With Reference Groups Or A Culture (Related). With This Experiential Marketing Concept, The Hope That Consumers Will Have The Experience Of Consuming A Product Or Service Is Always In Their Mind.

In Addition To Applying The Concept Of Experiential Marketing, There Is Also A Brand Trust Factor That Needs To Be Considered When Running A Business To Inspire Consumer Confidence In The Company's Brand. This Claim Is Supported By Research Done By The Nielsen Global Consumer Confidence Index On A Website That

Shows That If Every Industry, Especially In This Case The Food Industry, Could Keep Customer Trust, Those Customers Will Continue To Come And Enjoy The Product Or Service Provided By The Industry. The According To (Noegroho Et Al., 2013) Brand Trust Is A Marketing Activity Conducted To Achieve Customer Satisfaction By As Well As Building And Maintaining Customer Trust To Continue Continue To Believe In A Brand By Bringing Positive Values To Users.

Applying The Concept Of Experiential Marketing Backed By Brand Trust Helps Consumers To Be Highly Satisfied Because The Experience They Receive Is A Positive Feeling About The Product And Trust In The Brand That The Consumer Chooses Will Have Tendency To Retain Them. According To (Noegroho Et Al., 2013) Experiential Marketing And Brand Trust Are Very Important Factors, Not Only For Differentiation Strategy From Other Brands, But Also For Satisfaction, Because They Allow Consumers To Have Delightful Memories Based On Unprecedented Experiences. Feel And Maintain Consumer Confidence That The Proposed Brand Can Provide Positive Value To Them.

To Maintain Consumer Confidence, It Is Necessary To Build Expectations, If These Expectations Are In Line With Expectations, Then Consumers Will Feel Satisfied With The Products/Services Provided By The Company. This Is Consistent With The Theory Put

Forward By (Rasyid, 2017) That Satisfaction Can Occur If The Perceived Product Matches What Was Predicted Prior To Consumption Or Even Exceeds Expectations. Customer's Initial. According To (Normasari Et Al., 2013), Customer Satisfaction Is The Feeling Of Satisfaction And/Or Disappointment That A Person Experiences By Comparing The Received Performance Of A Product With What Is Expected. Customer Satisfaction Is Considered As A Multidimensional Concept Related To Product, Cost, Facility Convenience, Technical (Service) Aspects As Well As Interpersonal And End Result. (Kotler, 2012). Therefore, It Can Be Said That Customer Satisfaction Really Depends On The Outcome Of Product Performance (Expected Performance) Which Is Then Compared With Relevant Customer Expectations. Achieving A Sense Of Customer Satisfaction Is Very Important As It Will Relate To Customer Loyalty Towards A Business.

According To (Piri, 2013), Customer Loyalty Is The Form That Customers Want To Continue To Register With A Company To Always Use That Company's Products In The Long Term By Purchasing And Using Goods And Services. Services Of That Company Many Times And Voluntarily Notify Others. Of Those Goods Or Services. In This Case, Consumer Loyalty Is Not Formed In A Short Time But Over A Rather Long Process And Is Based On The Results Of The Consumer's Own Experience From Frequent Purchases

Made According To The Customer's Preferences. Time, If That Is Achieved The Purchase Process Will Continue. Continue Many Times.

One Of The Beverage Companies With Some Interesting And Unique Insights Is Mixue. Mixue Is A Franchise Company Whose Main Product Is Ice Cream. Mixue's Presence Has Become A Breath Of Fresh Air For Ice Cream Lovers In Indonesia. It's No Surprise That The Mixue Brand Is Booming Right Now And Is Loved By Many Different Groups. Besides Having A Wide Selection Of Ice Cream And Tea Menus, Another Reason Why Mixue Is So Highly Rated Is That It Offers Relatively Cheap Prices, So It Seems Clear That Mixue Is Targeting The Middle Class Market. The Low-Income Population Accounted For The Largest Proportion Of The Population In Indonesia At That Time. So Most Of Mixue's Customers Are Students And Workers (Source: Pandaly.Com), Who All Have One Most Important Characteristic, Which Is Price Sensitivity. However, In This Case, Mixue Has Overcome This Need By Offering A Suitable Selling Price. Here Is The Sales Data Of Some Mixue Branches In Denpasar City:

Table 1. Mixue Sales Data In Denpasar City

| NO. | MONTH | MIXUE BRANCH | | |
|-----|--------|----------------|-----------------|----------------|
| | | Denpasar | Teuku Umar (GB) | Road 21 (CP) |
| 1. | MARCH | Rp 402.708.000 | - | Rp 342.643.000 |
| 2. | APRIL | Rp 534.890.000 | Rp 534.451.000 | Rp 345.779.000 |
| 3. | MAY | Rp 530.133.300 | Rp 521.572.000 | Rp 296.327.000 |
| 4. | JUNE | Rp 444.915.000 | Rp 405.689.000 | Rp 283.639.000 |
| 5. | JULY | Rp 434.570.000 | Rp 396.481.000 | Rp 276.182.000 |
| 6. | AUGUST | Rp 330.762.000 | Rp 350.633.000 | Rp 229.581.000 |

Source: Mixue, 2022

From this data, it can be seen that the sales decrease since the last 4 months is due to the appearance of many new Mixue branches that are quite close to each other. Therefore, this study raises the question of experiential marketing dan brand trust with case studies at Mixue outlets in Denpasar City.

METHODS

The Sample Used In This Study Uses Non-Probability Sampling Technique With Purposeful Sampling, Which Is A Sampling Technique Based On Certain Considerations (Sugiyono, 2017), Such As:

1. Respondent Is A Mixue Consumer Who Has Visited 1 Or More Times.
2. Respondents Are From Mixue Consumers Who Purchased Products From Mixue Denpasar Or Mixue Teuku Umar (Gb) Or Mixue Road 21 (Cp) Stores.
3. Respondent Is A Person Aged 17 Years Or Older.

In This Study, The Author Uses The Formula Of Hair Et Al. In Which The

Determination Of The Number Of Representative Samples Depends On The Number Of Indicators Multiplied By 5 To 10. Thus, The Number Of Samples In This Study Is:

$$\begin{aligned}\text{Sample} &= \text{Number Of Indicator} \times 6 \\ &= 17 \times 6 = 102 \text{ Respondent}\end{aligned}$$

Ased On These Calculations, A Sample Of 102 Respondents Was Identified From Mixue Consumers In The City Of Denpasar Who Visited 1 Or More Times. The Reason Researchers Use This Formula In Sampling Is Because Researchers Treat The Population As Unknown And Whose Quantity Is Uncertain Or Variable.

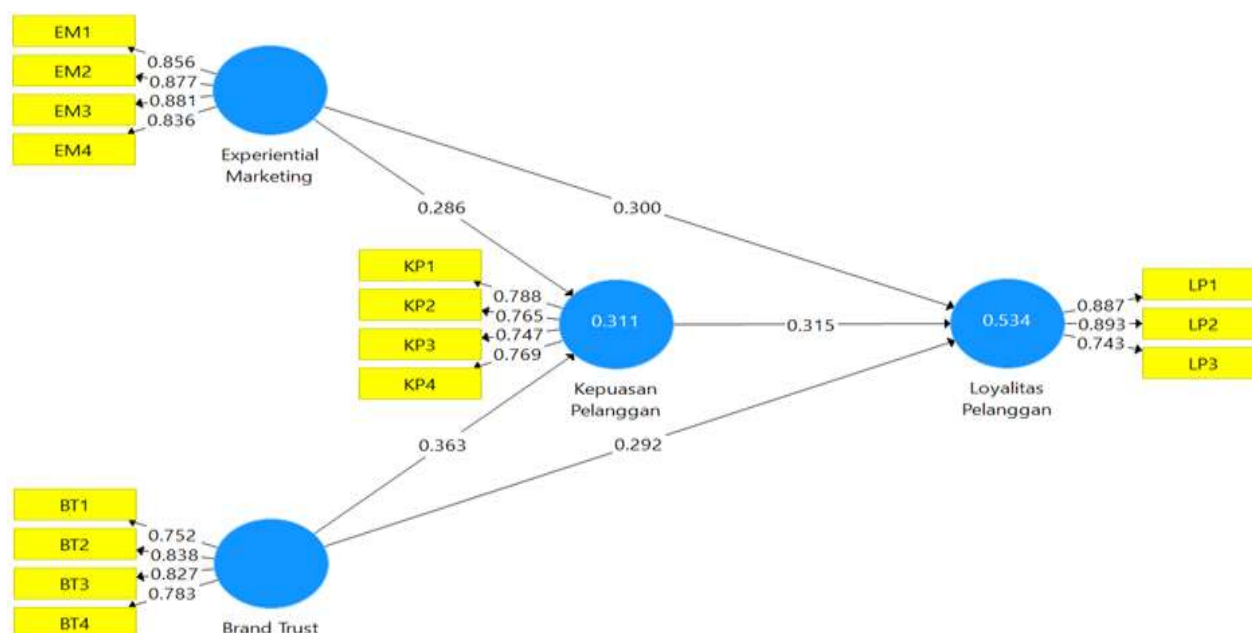
Based On These Results, The Number Of Samples Used In This Study Amounted To 102 Respondents. This Sampling Technique Is Also Used To Obtain Better Results And Can Support The Use Of Smartpls Software. This Study Is Quantitative, That Is, A Strategy To Test Certain Hypotheses By Examining Relationships Between Variables. These Variables Are Measured So That Information

Including Numbers Can Be Strategically Analyzed. The Data Types Used Are Quantitative Data And Qualitative Data. The Data Sources Used Are Primary Data And Secondary Data. The Source Of Information In This Study Is A Very Important Primary And Supplementary Information Source. The Information Collection Strategy In This Case Was Carried Out Through A Survey And Documents Were Processed Using Smartpls Software.

Of The External Model Or Measurement Model

To Determine How Accurate The Marker Is In Clarifying The Incremental Exogenous Structure Indicated By The Loading Factor. For Questions In Early Development, A Person's Reflex Stages Were Said To Be Relevant If Greater Than 0.6 With Measured Development Considered Appropriate (Ghoali 2014). The Load Factor Value Can Be Seen In The Following Figure:

RESULTS



Picture 1. Loading Factor Value

Table 2. Composite Reliability dan Cronbach's Alpha Value

| | | |
|-------------------------------|-------|-------|
| <i>Brand Trust</i> | 0.813 | 0.877 |
| <i>Experiential Marketing</i> | 0.885 | 0.921 |
| Customer satisfaction | 0.768 | 0.851 |
| Customer loyalty | 0.796 | 0.880 |

Source: Processed data, (2022)

STRUCTURAL MODEL TESTING (INNER MODEL)

To Evaluate Internal Models Using Smart-PLS, We First Need To Pay Attention To The Rsquare Value Of Each Endogenous Construct (Ghoali, 2014). The Study Found A Confidence Coefficient (R² Value) Of 0.311 For Experiential Marketing And Brand Trust On Customer Satisfaction. This Means That 31.1% Of Customer Satisfaction Is Driven By Experiential Marketing And Brand Trust, While The Remaining 68.9% Is Driven By Other Factors Outside The Survey Model.

HYPOTHESIS TESTING

Path Coefficients Or Inner Model Values Indicate The Level Of Significance In Hypothesis Testing. The Path Coefficient Or Model Value Displayed In The T-Statistic Must Be Greater Than 1.65 For The One-Sided Hypothesis. Furthermore, The Hypothesis Test Has An Alpha Of 5 Percent And A Power Of 8 Percent (Ghoali, 2016). Table 3 Contains Estimated Outputs For Testing The Inner Model As Follows.

Table 3. Result For Inner Weigh

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ([O/STDEV]) | P Values | Ket. |
|--|---------------------------|-----------------------|----------------------------------|-----------------------------|-------------|----------|
| Brand Trust -> Customer satisfaction | 0.363 | 0.374 | 0.081 | 4.502 | 0.000 | diterima |
| Brand Trust -> Customer loyalty | 0.292 | 0.294 | 0.098 | 2.973 | 0.003 | diterima |
| Experiential Marketing -> Customer satisfaction | 0.286 | 0.288 | 0.101 | 2.829 | 0.005 | diterima |
| Experiential Marketing -> Customer loyalty | 0.300 | 0.302 | 0.100 | 2.991 | 0.003 | diterima |
| Kepuasan Pelanggan -> Customer loyalty | 0.315 | 0.318 | 0.082 | 3.841 | 0.000 | diterima |

Source: Processed data, (2022)

Table 4. Indirect Effect Total Calculation Result

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Ket. |
|--|---------------------------|-----------------------|----------------------------------|-----------------------------|-------------|----------|
| Brand Trust -> Customer loyalty | 0.114 | 0.120 | 0.042 | 2.741 | 0.006 | diterima |
| Experiential Marketing -> Customer loyalty | 0.090 | 0.091 | 0.040 | 2.272 | 0.024 | diterima |

Source: Processed data, (2022)

DISCUSSION

Based On These Results, It Can Be Seen That The Load Factor Value > 0.6 , It Can Be Concluded That Convergent Validity The Overall Construct Meets The Needs Of Convergent Validity. Besides That, Composite Reliability Value And Cronbach's Alpha Is Said To Have High Quality If Value Composite Reliability Above 0.70 And Cronbach's Alpha Above 0.60 (Ghoali 2014).

Table 2. It Appears That All These Developments In Thought Resulted In Nilai Composite Reliability Value Above 0,70 And Alpha Cronbach Value Above 0,60. It Can Be Concluded That All Buildings In This Sense Are Reliable.

Experiential Marketing It Has A Positive Impact On Customer Satisfaction. This Shows A T-Statistic Value Of $2.829 > T$ -Table Of 1.65 And A P-Value Of $0.005 < 0.05$. The Results Of This Test Support Hypothesis 1 (H1), Which States: Experiential Marketing Positive Effect On Customer Satisfaction Mixue In Denpasar City Can Be Accepted.

A Test On The Impact Of Brand Trust On Customer Satisfaction Shows That Brand Trust Has A Significant Positive Impact On Customer Satisfaction. This Shows A T-Statistic Value Of $4.502 > T$ -Table Of 1.65 And A P-Value Of $0.000 < 0.05$. The Results Of This Test Support Hypothesis 2 (H2) That Brand Trust Has A Positive Impact On Mixue's Customer Satisfaction In Denpasar City, Which Is Acceptable.

The Impact Of Experiential Marketing On Customer Retention Indicates That Experiential Marketing Has A Significant Positive Impact On Customer Retention, As Indicated By T-Statistic $2.991 > T$ -Table 1.65, P-Value $0.003 < 0.05$. Increase. The Results Of This Test Support Hypothesis 3 (H3) That Experiential Marketing Has A Positive Effect On Customer Retention. Mixue In Denpasar City Is Accepted.

Effect Of Brand Trust On Customer Retention Indicates That Brand Trust

Has A Positive And Significant Impact On Customer Retention, As Indicated By T-Statistic $2.973 < T \text{ Table } 1.65$, P-Value $0.003 < 0.05$. The Results Of This Test Confirm The Acceptance Of Hypothesis 3 (H3) That Brand Trust Positively Affects Customer Loyalty Of His Mixue In Denpasar City.

The Impact Of Customer Satisfaction On Customer Retention Shows That Customer Satisfaction Has A Significant Positive Impact On Customer Retention, As Shown By T-Statistic $3.841 < T\text{-Table } 1.65$, P-Value $0.000 < 0.05$. The Results Of This Test Support Hypothesis 5 (H5) That Customer Satisfaction Has A Large Positive Impact On Customer Loyalty Mixue In Denpasar City Is Acceptable.

CONCLUSION AND RECCOMENDATIONS

Based On The Research Results And Discussion Described Above, It Can Be Concluded That:

1. Tests On The Impact Of Experiential Marketing On Customer Satisfaction Show That Experiential Marketing Has A Positive And Significant Effect On Customer Satisfaction. This Means That The Better The Experiential Marketing, The Higher The Customer Satisfaction With Mixue In Denpasar City. The Existence Of Experiential Marketing Is Very Helpful To Create Customer Satisfaction Because The Company Can Touch Each Customer's Feelings More Towards The Experienced Service.
2. Experiments On The Effect Of Brand Trust On Customer Satisfaction Show That Brand Trust Has A Positive And Significant Effect On Customer Satisfaction. This Means That The Higher The Level Of Trust In The Brand, The Higher The Customer Satisfaction With Mixue In Denpasar City. The Effect of Experiential Marketing on Customer Loyalty shows that Experiential Marketing has a positive and significant impact on customer loyalty. This means that the better the experience is, and the more unforgettable a customer finds it, the more loyal they will be to Mixue in Denpasar City.
3. Effect Of Brand Trust On Customer Loyalty, Showing That Brand Trust Has A Positive And Significant Impact On Customer Loyalty. This Means That The More Trustworthy A Brand Is, The More Loyal It Can Be To Mixue In Denpasar City.
4. Effect Of Customer Satisfaction On Customer Loyalty, Showing That Customer Satisfaction Has A Positive And Significant Influence On Customer Loyalty. This Means That Customer Loyalty Can Be Achieved By Increasing The Satisfaction Levels Of Those Customers.
5. Customer Satisfaction Affects The Effectiveness Of Experiential Marketing On Customer Loyalty At Mixue In Denpasar City. That Means When Mixue Products In Denpasar City Can Positively Touch The Emotional Value Of Customers, It Can Become A Memorable Experience Between Mixue

In Denpasar City And The Customer. So It Became A Very Good Influence For The Mixue In Denpasar City. Mixed Consumption In The City Of Denpasar.

6. Customer Satisfaction Affects The Influence Of Brand Trust On Customer Loyalty To Mixue In Denpasar City. This Means That When A Customer Believes That Mixue In Denpasar City Sells A Clean And Quality Menu, The Customer Satisfaction Level For Mixue In Denpasar City Will Increase, Thus Making A Profit For The Customer. Mixue In Denpasar City, Because Satisfied Customers Will Continue To Purchase. . Mix In The City Of Denpasar.

LIMITATION

This Study Only Focuses On Mixue Products In Denpasar City Using 102 Respondents As Research Sample, In Future Studies It Is Hoped That It Can Expand The Variable Network By Combining Secondary Data As Research Measurement Tool.

CONFLICT OF INTEREST

Authors disclose no conflicts of interest Related to the work in this manuscript.

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