International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Customer Value and Experiential Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable

Fajar Trisnanto[1*], Albari [2]

[1,2] Master of Management Study Program, Department of Management, Faculty of Business and Economics, Islamic University of Indonesia, Yogyakarta.

[1*]Corresponding Author: fajar_trisnanto@yahoo.com

Abstract

This study aims to explain the influence of customer value and experiential marketing on customer loyalty, with customer satisfaction as an intervening variable in Gojek's online transportation services. The research approach is quantitative with the population of all people in the Special Region of Yogyakarta who have had the Gojek application for at least 1 year and have used Gojek transportation at least 1 time a month. The sample was determined using the non-probability and convenience sampling methods. The number of samples was 270 respondents. The data of this study was obtained by distributing questionnaires online using Google Forms with measurements using a 5-point Likert scale. The research data was analyzed using SmartPLS version 3.0 with Structural Equation Model (SEM) modeling. The results of SEM analysis show that customer value has a positive and significant effect on customer satisfaction, customer value has a significant positive effect on customer loyalty, experiential marketing has a significant positive effect on customer value, experiential marketing has a positive and significant effect on customer satisfaction, experiential marketing has a significant positive effect on customer loyalty, and customer satisfaction has a significant positive effect on customer loyalty. This research contributes theoretically by integrating the concepts of customer value, experiential marketing, and customer satisfaction in forming customer loyalty in online transportation services, especially Gojek. This study's uniqueness lies in using customer satisfaction as an intervening variable, which provides a deeper understanding of the relationship mechanism between variables. The results of this study not only enrich the theory in the field of application-based service marketing

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

but also provide implications for strategies to increase customer loyalty in the digital era.

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

INTRODUCTION

The presence of technology in online-based smartphone applications today has resulted in significant changes in all aspects of life. One of the applications widely downloaded and used by the public is an application that provides transportation services with an online booking system. This is in line with the opinion of Thung (2019) who stated that transportation is a basic tool that facilitates various community activities that require accommodation from one place to another, such as going to work, school, and various other activities. Therefore, as a service provider, the company needs to instill and provide the best value and experience to customers when using the services provided. With the best experience, it can bring customers to be loyal.

Thung (2019), explained that loyalty is a form of individual behavior that has a tendency to consume goods or services from a company repeatedly. One of the important factors for a person to become loyal is the satisfaction they feel after purchasing or consuming products and services (Panday & Nursal, 2021; Slack, Singh, & Sharma, 2020).

In addition to customer satisfaction, customer value can also affect loyalty (Baig *et al*., 2020; M., Militina, & Achmad, 2020). In addition, customer value can also affect satisfaction (Abadi *et al,* 2020; Ramadonna *et al,* 2019; Rusmahafi & Wulandari, 2020). According to Leroi-Werelds (2019), customer value is an activity that involves exchanging benefits and costs for products purchased by customers. The higher the value of the product for customers, the higher the satisfaction received by customers, so that, in the end, the possibility of loyalty is also stronger.

From the company's side, companies can also conduct marketing programs by providing experiential marketing and impressive services in the hearts of their customers. Experiential marketing can be influential in increasing customer value (Kao *et al,* 2007; Soebroto, 2018), satisfaction (Abadi *et al.,* 2020; Yeh *et al,* 2019), and finally, customer loyalty (Gunawan, 2022; Suganda *et al,* 2021).

If you look closely, the above variables involved in the study have been relatively researched, except for experiential marketing variables that have not been widely researched, especially for research objects that use online transportation services in Indonesia. Some of the studies that can be identified include using Starbucks objects

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

(Kao *et al.,* 2007), Cars (Soebroto, 2018), Caffe & Resto (Purnama, 2020), Clothes (Gunawan, 2022), and Banks (Rithmaya, 2024). Therefore, in terms of models and objects, this research is still quite interesting to conduct so that it can add to the value of research involving experiential marketing variables.

In addition, this study develops a broader conceptual model by including experiential marketing as a variable that influences customer satisfaction and loyalty and making customer satisfaction an intervening variable. With this approach, this study can provide new insights into how customer experiences in using online transportation services can shape their value, satisfaction, and loyalty. The specific research context in Indonesia is also an added value, considering the differences in culture and local preferences that can affect the relationship between variables in this study. Therefore, this study makes a significant contribution to understanding the role of experiential marketing in increasing customer loyalty in the online transportation industry.

Objectives

This article intends

1. To find out the influence of customer value and experiential marketing on customer satisfaction.
2. To find out the influence of experiential marketing on customer value.
3. To find out influence of customer value, experiential marketing and customer satisfaction on customer loyalty.

LITERATURE REVIEW

Customer Value

According to Leroi-Werelds (2019), customer value is an activity that involves exchanging benefits and costs for products purchased by customers. Meanwhile, according to Eternal *et al.,* (2020), customer value is the company's capability as a manufacturer in creating and adding value to goods and services, especially for the services offered to customers and other services related to its business operations.

Based on research conducted by Eternal *et al.* (2020), customer value significantly positively affects customer satisfaction. Then, the research conducted by Ramadonna *et al.* (2019) showed that customer value positively and significantly affects customer satisfaction at BPR Rangkiang Aur. Furthermore, research conducted by Rusmahafi & Wulandari (2020) states that the variable customer value positively and significantly influences customer satisfaction at Bank Muamalat Indonesia. The research was also

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

conducted by Ratnawita *et al.* (2023), which states that customer value significantly affects customer satisfaction with the Commuter Train in Greater Jakarta. Therefore, the research hypothesis is determined as follows:

H1. Customer value has a positive effect on customer satisfaction

Not only customer satisfaction but customer value, it is also able to influence customer loyalty. According to research conducted by Hasfar et al. (2020), customer value positively and significantly influences customer loyalty at PT Meratus. This is also supported by research conducted by Dharma and Bastaman (2022), which shows that customer value significantly positively affected tourist loyalty in Jakarta during the COVID-19 pandemic. This is in line with the research conducted by Baig *et al.* (2020), which suggests a significant and positive relationship between customer loyalty and customer value. Based on the results of the study, the following hypotheses are obtained:

H2. Customer value has a positive effect on customer loyalty.

Experiential Marketing

Experiential marketing is a form of marketing that is packaged in various activities and provides an experience that can be attached to the hearts of consumers. Experiences that arise when consuming a product. Experiential marketing is a relatively new method conveyed to the marketing world through a book, Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands, by (Schmitt, 1999). Yuan & Wu (2008) define experiential Marketing as a marketing tactic designed by a business to regulate the entire physical environment and operational processes so customers can experience the experience. Heitzler *et al.* Kusner (2008) and Sheu *et al.* (2009) Define Experiential Marketing as identifying and satisfying consumer needs and profitable aspirations, engaging consumers through two-way communication, which brings brand personality characteristics and adds value to consumers.

Basic concepts Experiential Marketing are the values of rational consumption complemented by the values of experience produced in using or using a service or product, such as fantasizing or the onset of feelings of pleasure (Köchling, 2021). Experiential marketing refers to a strategy to create an offer to provide a great experience for consumers (Österle *et al.,* 2018). Experiential Marketing appears in consumers when carrying out activities in purchasing goods offline or online. Using the five senses in Experiential Marketing can create new things and unique emotional or perceptual experiences (Khotimah *et al.,* 2016). The experience felt when making purchases through

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the five senses causes sensations in the consumer, which is recorded will cause an experience for consumers (Soelasih & Sumani, 2020). Experiential marketing provides more value to a product or service by touching on the consumer experience when consuming or using the services offered (Andriani & Fatimah, 2018).

Based on research conducted by Soebroto (2018), Experiential Marketing has a positive and significant effect on customer value study on the Honda Car brand in Surakarta. In line with the research conducted by Full Moon (2020), which states that Experiential Marketing positively and significantly influences customer value to visitors to Caffe & Resto in the city of Bandung. Meanwhile, the research conducted by Kao *et al.* (2007) proves that Experiential Marketing positively impacts customer value on the customer's side. His research on Starbucks customers proves that customer value can be formed by experiential marketing. With this, the researcher determines the research hypothesis as follows:

H3. Experiential marketing has a positive effect on customer value

In addition to affecting customer value, Experiential Marketing also affects customer satisfaction. Based on research conducted by Eternal *et al.* (2020), Experiential Marketing has a positive and significant effect on customer satisfaction. This is also supported by research conducted by Soliha *et al.* (2021), which results in a positive and significant influence of Experiential Marketing on customer satisfaction. In line with the research conducted by Yeh *et al.* (2019), stating that Experiential Marketing has a positive and significant effect on customer satisfaction. With this, the researcher determines the research hypothesis as follows:

H4. Experiential marketing has a positive effect on customer satisfaction

In addition to affecting customer value and satisfaction, Experiential Marketing also affects customer loyalty. This is proven through research conducted by Gunawan (2022), which states that Experiential Marketing positively and significantly affects Uniqlo customer loyalty in South Jakarta. This is in line with research conducted by Suganda *et al.,* (2021), finds that the variable Experiential Marketing partially has a positive and significant effect on customer loyalty. Furthermore, the research conducted by Soliha *et al.* (2021) shows a positive influence between Experiential Marketing customer loyalty variables. Based on the results of the study, the following hypotheses are obtained:

H5. Experiential marketing has a positive effect on customer loyalty.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Customer Satisfaction

Consumer satisfaction is the positive feeling that consumers have towards a product or service during or after using it (Thung, 2019). In the opinion of Sadiq and Albari (2024) and Indriastuti and Hidayat (2021), Customer satisfaction is very important for service providers because customers will disseminate their satisfaction to potential customers by promoting the service provider's reputation. Based on research conducted by Eternal *et al.* (2020), there is a positive influence between customer satisfaction and customer loyalty. In the research, Zahroh & Albari (2024) and Slack *et al.* (2020) also stated that there was a positive and significant influence between customer satisfaction and customer loyalty. In line with the results of the research by Panday and Nursal (2021), customer satisfaction partially has a positive and significant effect on McDonald's customer loyalty. Based on the results of the study, the following hypotheses are obtained:

H6. Customer satisfaction has a positive effect on customer loyalty.

Customer Loyalty

According to Mahmoodjanloo *et al.,* (2020), customer loyalty is the fruit of real value felt from an experience, satisfaction based on physical attributes or positive sentimental experiences that occur continuously in services or products. Thung (2019), defines loyalty as a form of decision-making enthusiasm by continuing to be able to buy services or goods from business actors taken by customers. Zati & Iqbal (2017), argue that loyalty from a customer's perspective is the intensity of customers in re-consuming certain service or service providers, notes and tendencies of positive views towards producers so that there is an intention to consume only the producers in question. If based on this definition, it can be interpreted that what is called a loyal customer is not only limited to the decision to re-purchase the same product but also has a positive perception of the producer or service provider.

Based on the theoretical and hypothetical study, the research framework used in this study can be formed which consists of four variables, namely customer value, experiential marketing, customer satisfaction, and customer loyalty, to produce a research framework as shown in Figure 1.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

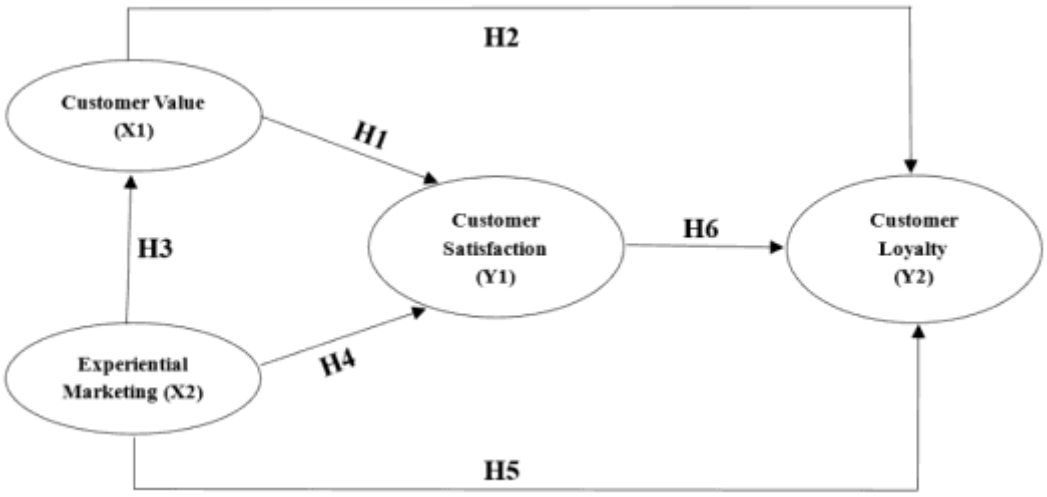


Figure 1. Research Framework

METHOD

This research involves people in the Special Region of Yogyakarta who have had the Go-Jek application for at least 1 year and use Go-Jek transportation at least 1 time a month. The research sample was determined using the non-probability sampling method, namely convenience sampling because the number and identity did not determine the number of the research population. Meanwhile, operationally, the electability of respondents in this study is those who can fill out questionnaires through the Google Form application. The number of respondents involved in this study was 270 people. According to Hair *et al.* (2017), the number of respondents has met the criteria for the minimum number of parameters for the use of SEM analysis tools.

Meanwhile, the type of data needed is primary data, which is directly obtained from distributing questionnaires to research respondents. The questionnaire contains two data groups, namely the respondents' characteristics and the indicators of the research variables used in the structural model. The characteristics of respondents revealed their profiles about gender, age, occupation, period using the Gojek application, and the intensity of using the Gojek application in a month.

The four research variables were obtained by modifying the research questionnaire by Abadi *et al.* (2020). The number of indicators for customer value variables is four items, experiential marketing as many as five items, and satisfaction and loyalty variables as many as three items each. Each variable indicator statement was

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

provided with 5 closed responses in the form of an interval scale from strongly disagreeing (score 1) to strongly agreeing (score 5). The quality of this questionnaire has been tested for the validity and reliability of the instrument by involving 30 respondents. The validity test results with the product moment (r) method produced a calculation value between 0.727 to 0.981, or greater than the table r value of 0.349.

Meanwhile, the reliability test uses Cronbach's Alpha method and produces a value between 0.961 to 0.981 or a critical value of 0.60. Thus, the questionnaire can be used further to search for research data. Furthermore, the research will be analyzed using the Structural Equation Modeling (SEM) equation and the Smart-PLS (partial least square) data processing program version 3.0.

RESULTS AND DISCUSSION

This chapter describes the study's results, using data obtained by the researcher from the respondents' responses to the questionnaire about the influence of customer value and experiential marketing on customer loyalty, with customer satisfaction as an intervening variable for Gojek consumers in the Special Region of Yogyakarta.

Characteristics of Respondents

The majority of respondents in this study were women (53%) aged 21-30 years (59.6%). Based on the job category, most respondents are students or students (57%), and most have used Gojek for 1-2 years (46.7%). Meanwhile, the intensity of using the Gojek application in one month is dominated by respondents who use it 1-5 times per month (66.3%). The characteristics of the respondents in more detail can be seen in the following Table 1:

Table 1. Respondents' Demographic Profiles

Category	Frequency	Percentage (%)
Gender		
Man	127	47,0
Woman	143	53,0
Age		
<20 Years	22	8,1
21-30 Years	161	59,6
31-40 Years	87	32,2

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Category	Frequency	Percentage (%)
Work		
Private Employees	74	27,4
Student/Student	154	57,0
PNS/TNI/POLRI	42	15,6
Long Time Using the Gojek App		
1-2 Years	126	46,7
3-4 Years	144	53,3
Intensity of Using the Gojek Application in a Month		
1-5 Times	179	66,3
6-10 Times	91	33,7
Total	270	100

Outer Model Evaluation

The outer model describes the correlation relationship of indicators with their latent variables. This test was carried out using the PLS Algorithm. The study results are declared valid if the AVE value is >0.5, or, in other words, the AVE value has a minimum value of 0.50. Value Outer Loading An indicator has a positive value of >0.60 (Hair *et al.,* 2017). Outer Loading can be presented in Table 2 below:

Table 2. Results of Convergent Validity Test

Code	Question Indicator	Outer Loading
	Customer Value	**0.772**
CV1	I get quick access to Gojek drivers	0.835
CV2	The license plate of the vehicle I ordered is by the Gojek application	0.885
CV3	I feel that the condition of the vehicle is good	0.872
CV4	In my opinion, the Gojek application is an online transportation that many people use	0.891
CV5	The Gojek app is my favorite choice	0.874
CV6	I feel that the price offered by Gojek is cheaper than competitors	0.889
CV7	Gojek often provides attractive promos that are useful to me	0.904
	Experiential Marketing	0.778

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

EM1	I find the design of the Gojek application interesting	0.892
EM2	I think the maps on Gojek are operating well	0.854
EM3	I feel that the Gojek driver drives well	0.902
EM4	In my opinion, the Gojek application presents a variety of menus that are quite complete	0.905
EM5	I find it easy to make transactions with the Gojek application	0.857
EM6	I got attractive rewards after using the Gojek application	0.911
EM7	I can easily contact Gojek customer service if something happens	0.851
	Customer Satisfaction	0.782
CS1	I feel happy after using Gojek's services	0.857
CS2	I feel that Gojek is the right choice	0.905
CS3	Overall, I feel satisfied with using Gojek's services	0.892
CS4	I had a satisfying experience after using Gojek's services	0.884
	Customer Loyalty	0.843
CL1	I will give a positive comment about Gojek	0.919
CL2	I will tell my friends and relationships about the advantages of Gojek's service	0.913
CL3	I will invite a friend to use Gojek services	0.922
CL4	I will convey good information about Gojek	0.915
CL5	I will reuse Gojek services	0.921

Source: SmartPLS Output Results (v.3.2.9)

Based on Table 2, it can be seen that the results of Outer Loading by the indicator show valid, this can be seen from the value of each variable used has a value above 0.6. The results of the Outer Loading test show that all indicators in this study are valid, in accordance with the minimum limit of 0.6 *(*Hair *et al.,* 2017*).* The dominant indicators in each variable are customer value with the statement "Gojek often provides interesting promos that are useful for me" (0.904), experiential marketing with the statement "I get interesting rewards after using the Gojek application" (0.911), customer satisfaction with the statement "I feel Gojek is the right choice" (0.905), and customer loyalty with the statement "I will invite friends to use Gojek services" (0.922). In addition, the Average Variance Extracted (AVE) test shows that all variables have values above 0.50, so all measurement indicators in this study are valid and can be used for further analysis.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Inner Model Evaluation

After testing the outer model, the next step is to test the inner model. This test aims to see the relationship between constructs, evaluate their statistical significance, and estimate the R-square and F-square of the research model. The following is Figure 2, which is the result of the evaluation of the structural model.

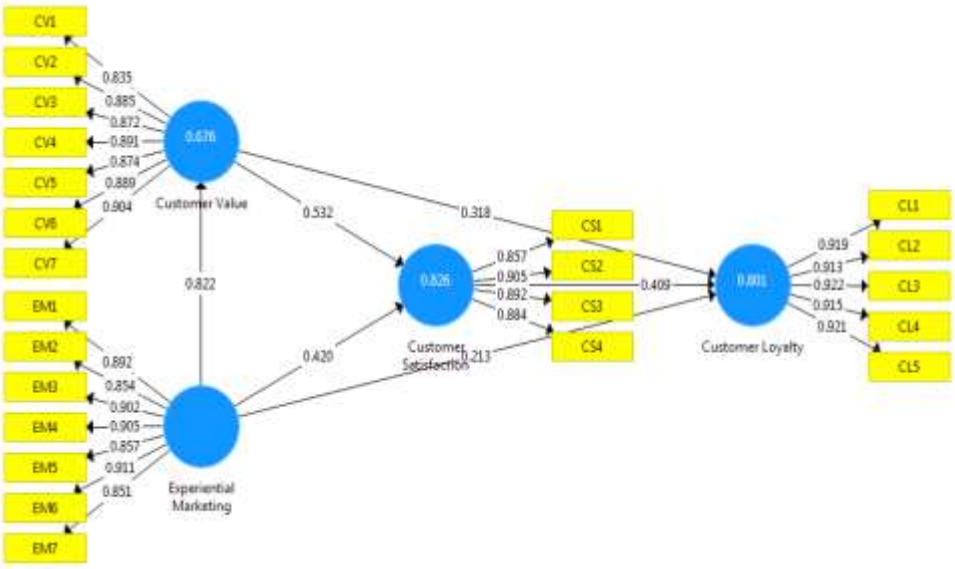


Figure 2. Structural Model
Source: SmartPLS Output Results (v.3.2.9)

Hypothesis testing is carried out to explain the relationship between the variables in the study. If the test results show a significant influence, then the hypothesis proposed is acceptable. However, if the test results do not meet the established significance criteria, then the hypothesis is unacceptable. Thus, the results of this test provide empirical evidence that supports or rejects the hypothesis proposed in the study. The results of hypothesis testing (Table 3) show that the entire relationship between hypotheses has significant results.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 3. Hypothesis Testing

Variable	Coefficient	P Value	Information
Satisfaction → Loyalty	0.409	0.000	Accepted
Customer Value → Loyalty	0.318	0.004	Accepted
Customer Value → Satisfaction	0.532	0.000	Accepted
Experiential Marketing → Loyalty	0.213	0.001	Accepted
Experiential Marketing → Satisfaction	0.420	0.005	Accepted
Experiential Marketing → Customer Value	0.822	0.000	Accepted

Source: SmartPLS Output Results (v.3.2.9)

Testing in Table 3 shows that all relationships between hypotheses show significant results. Where the hypothesis that explains the Customer Satisfaction variable to Customer Loyalty shows a T-statistic value of 4.316 and P-value of 0.000, then the hypothesis that discusses the Customer Value variable to Customer Loyalty has a T-statistic value of 2.927 and P-values of 0.004. Furthermore, the hypothesis that reveals the Customer Value variable to Customer Satisfaction shows a T-statistic value of 3.779 and a P-value of 0.000. Then, the hypothesis about the Experiential Marketing variable to Customer Loyalty shows a T-statistic value of 3.276 and a P-value of 0.001. The hypothesis that connects the Experiential Marketing variable to Customer Satisfaction produces a T-statistic value of 2.846 and a P-value of 0.005. Meanwhile, the last hypothesis, which connects the Experiential Marketing variable to Customer Value, shows a T-statistic value of 16.608 and a T-value of 0.000.

Table 4. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Customer Loyalty	0.801	0.799
Customer Satisfaction	0.826	0.824
Customer Value	0.676	0.675

Source: SmartPLS Output Results (v.3.2.9)

Based on Table 4 above, the value of the R-square of the variable Customer Loyalty is 0.801, meaning that the independent variable of 80.1% can explain the variable

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Customer Loyalty and the rest is explained by other variables not included in this study. The R-Square value of the Customer Satisfaction variable is 0.826, meaning that the % independent variable of 82.6% can explain the Customer Satisfaction variable, and the rest is explained by other variables not included in this study. The R-Square value of the Customer Value variable is 0.676, meaning that the independent variable of 67.6% can explain the Customer Value variable, and the remaining 32.4% can be explained by other variables not included in this study.

The next effect size is the contribution of each exogenous variable to the total R2. According to Hair *et al.* (2017), guidelines for assessing f2 are as follows: a value of 0.02 as low, 0.15 as moderate, and a value of 0.35 as high. The results of the calculation of the F2 value are shown in Table 5 below:

Table 5. Testing Effect Size (F^2)

Variable	F-Square
Customer Satisfaction -> Customer Loyalty	0.147
Customer Value -> Customer Loyalty	0.108
Customer Value -> Customer Satisfaction	0.525
Experiential Marketing -> Customer Loyalty	0.056
Experiential Marketing -> Customer Satisfaction	0.327
Experiential Marketing -> Customer Value	2.085

Source: SmartPLS Output Results (v.3.2.9)

Based on Table 5 above, it can be seen that the value of the effect size of the variable customer satisfaction variable Customer Loyalty is 0.147 or in the low category, effect size variable customer value to the variable Customer Loyalty 0.108 is in the low category. While the variable customer value towards customer satisfaction is 0.525 or in the high category. While the value of Effect Size Experiential Marketing to the variable Customer Loyalty 0.056 is included in the low category, the variable Experiential Marketing towards customer satisfaction is 0.327 in the moderate or medium category. Next, the value effect size of the variable Experiential Marketing towards customer value is 2,085, or the high category.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Customer Value on Customer Satisfaction

The results of the first hypothesis test, namely the Influence of Customer Value on Customer Satisfaction, showed a coefficient value of 0.532, p-values of 0.000 < 0.05, and t-statistics of 3.779 > 1.960. These results show that customer value affects customer satisfaction.

This study's results align with the research conducted by Ekoputra *et al.* (2017) and Abadi *et al.* (2020), which found that customer value significantly affects customer satisfaction. Similar results were also found by Ramadonna *et al.* (2019) and Rusmahafi & Wulandari (2020), which states that customer value significantly positively influences customer satisfaction. In the context of transportation services, the results are by Ratnawita *et al.,* (2023), which found that customer value significantly affects the satisfaction of commuter train customers in Greater Jakarta.

In the application-based service industry, customer satisfaction is key to determining business loyalty and sustainability. One aspect that affects customer satisfaction is the value provided by the service (customer value). Gojek, as one of Indonesia's online transportation service providers, is important in understanding the relationship between customer value and customer satisfaction to improve service quality.

Customer satisfaction in the context of Gojek can be assessed from fast and efficient service so that it can increase customer satisfaction, positive experiences in using the application and interaction with drivers can strengthen customer loyalty, recommendations from friends or the community can affect customer perception of the service, affordable prices with good service quality will increase customer satisfaction.

In the context of this research, fast access, comfortable and good vehicles, favorite choices, more affordable prices, and attractive promos will be considered by consumers before using Gojek online transportation services because they are considered to increase customer value. Consumers tend to feel satisfied during the trip or after traveling. This is because of the attractive application design, ease of using the application, politeness of the driver's attitude, drivers driving well, and so on that consumers feel.

The Effect of Customer Value on Customer Loyalty

The results of the second hypothesis test, the Influence of Customer Value on Customer Loyalty, showed a coefficient value of 0.318, p-values of 0.004 < 0.05, and t-statistics of 2.927 > 1.960. These results show that customer value has an effect on customer loyalty.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

These results are supported by previous research conducted by Wahyuningtyas *et al.* (2017) and Dharma and Bastaman (2022), which found that customer value significantly positively affects customer loyalty. The study results are also supported by the results of the research by Baig *et al.* (2020) and Rithmaya (2024), which found that customer loyalty and value have a positive and significant relationship.

In the context of Gojek, fast and efficient service will increase customer satisfaction, which ultimately contributes to loyalty. A positive experience using the application and interaction with drivers can strengthen customer loyalty. Additionally, friends' or community recommendations can influence customers' perception of the service and increase their chances of staying loyal. Affordable prices with good service quality will increase customer satisfaction, which leads to their loyalty to the service.

The higher the value felt by the customer, the higher their level of satisfaction and loyalty to the service. When customer value (fast access, comfortable and good vehicles, favorite choices, more affordable prices, attractive promos) can run effectively, customers will feel satisfied and tend to be loyal to Gojek online transportation in the Special Region of Yogyakarta.

The Influence of Experiential Marketing on Customer Value

The results of the third hypothesis test, the Influence of Experiential Marketing on Customer Value, showed a coefficient value of 0.822, p-values of 0.000 < 0.05, and t-statistics of 16,608 > 1.960. These results show that experiential marketing affects customer value.

Customer value is the choice that customers make and the evaluation of product attributes, attribute performance, and consequences arising from the use of products to achieve consumer goals and intentions when using products. Customer value is obtained through perceived experience or experiential marketing. It is one of the tools that can be used to measure how good the experience Gojek provides its consumers.

A satisfied customer is a customer who feels earned. value from the manufacturer or product provider (Abadi *et al.,* 2020). Value This can come from a product, service, system, or something emotional obtained when using Gojek services. If the customer says the value is a quality product, satisfaction occurs if Gojek customers get quality products. Therefore, Experiential marketing affects customer value. This is in line with research conducted by Soebroto (2018), which indicates that Experiential Marketing significantly positively affects customer value. In addition, research conducted by Full

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Moon (2020) states that Experiential Marketing has a positive and significant influence on customer value to visitors to Caffe & Resto in the city of Bandung.

The Influence of Experiential Marketing on Customer Satisfaction

The results of the fourth hypothesis test, the Influence of Experiential Marketing on Customer Satisfaction, showed a coefficient value of 0.420, p-values of 0.005 < 0.05, and t-statistics of 2.846 > 1.960. The results show that Experiential Marketing affects customer satisfaction, so the fourth hypothesis is accepted.

The results of the analysis are supported by previous research conducted by Nabila *et al.* (2015), which states that the implementation of Experiential Marketing influences increasing consumer satisfaction because satisfaction is a function of performance impression (performance) and hope (expectation). In line with the results of the research, Abadi *et al.* (2020) and Soliha *et al.* (2021) prove that Experiential Marketing has a positive and significant effect on customer satisfaction. The fourth hypothesis in this study shows that if Gojek wants to increase customer satisfaction, it can be done by improving a memorable experience in the minds of its consumers. Role Experiential Marketing positively affects customer satisfaction (Aristiawan *et al.,* 2019).

Experiential marketing is a marketing strategy that focuses on the customer experience in interacting with a brand or service. In the context of Gojek in the Special Region of Yogyakarta, experiential marketing can increase customer satisfaction through various aspects, such as direct interaction with the application, driving experience with driver-partners, and convenience in ordering services. The main elements of experiential marketing include app reliability, speed of service, attractive promotions, and emotional engagement provided to customers. When customers have a consistent positive experience when using Gojek, they tend to feel more satisfied and maintain loyalty to the brand. Therefore, implementing optimal experiential marketing can significantly improve customer satisfaction and strengthen their loyalty to Gojek in the Special Region of Yogyakarta.

This is also in line with research conducted by Razi and Lajevardi (2016), which is titled "Sense Marketing, Experiential Marketing, Customer Satisfaction and Repurchase Intention." This study shows that companies must pay attention to all five aspects of Experiential Marketing to achieve customer satisfaction. Experiential Marketing has a positive and significant effect directly on customer satisfaction.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Influence of Experiential Marketing on Customer Loyalty

The results of the fifth hypothesis test, namely the Influence of Experiential Marketing on Customer Loyalty, showed a coefficient value of 0.213, p-values of 0.001 < 0.05, and t-statistics of 3.276 > 1.960. The results show that Experiential Marketing affects Customer Loyalty, so the fifth hypothesis is accepted.

The hypothesis's results are in accordance with Gunawan (2022), who found that Experiential Marketing has a positive and significant effect on customer loyalty. These results are also supported by previous research by Suganda *et al.* (2021), which found that Experiential Marketing, if good, will be the main influence on the consumer's intention to buy or reuse the product or service, leading to consumer loyalty. The better Experiential Marketing implemented in the marketing provided by Gojek, the more loyal Gojek users will be. Therefore, it is concluded that Experiential Marketing is an important factor in shaping and developing consumer loyalty. Smilansky (2019) says that Experiential Marketing exists to fulfill its purpose, and one of the purposes of Experiential Marketing is to increase customer loyalty.

In this case, the basic concept of Experiential Marketing is rational consumption values that are complemented by the values of experience produced in using or using a service or product, such as fantasizing or feeling happy (Köchling, 2021). The atmosphere or experience that arises when using Gojek services will result in sensations in consumers that are recorded in their minds, which will cause a Valuable experience for consumers (Soelasih, 2016). A good experience will generate interest in repurchasing, a form of consumer loyalty in the form of behavior. Therefore, companies should pay more attention to efforts to improve Customer Loyalty. The research conducted by Febrianti and Keni (2021) found that Experiential Marketing significantly influences consumer loyalty. Effort Experiential Marketing, which creates a personal experience, becomes a stimulus for consumers to have an attachment to a Brand.

The Effect of Customer Satisfaction on Customer Loyalty

The results of the sixth hypothesis test, namely the Influence of Customer Satisfaction on Customer Loyalty, showed a coefficient value of 0.409, p-values of 0.000 < 0.05, and t-statistics of 4.316 > 1.960. These results show that customer satisfaction affects customer loyalty.

The results are supported by Previous research conducted by Abadi *et al.* (2020) and Slack *et al.* (2020), which states that customer satisfaction and loyalty have a positive and significant influence. Research conducted by Hidayat *et al.* (2019) shows that

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

customer satisfaction positively and significantly affects customer loyalty. Customer Loyalty is one of the keys to gaining a competitive advantage for the company, customers who feel happy when using products or services in the future will remain loyal to buy or use their services to the company (Prentice & Loureiro, 2017).

This is in line with research by Yulisetiarini (2016), which states that customer satisfaction positively and significantly affects customer loyalty. Satisfied customers will improve long-term relationships by trusting each other, maintaining good communication, and building loyalty. Therefore, consumer loyalty is very much held; loyal consumers will use the same service/product now and in the future, and consumers are not easily influenced by competitor marketing efforts (Muflih, 2021). Therefore, PT. Gojek must pay more attention to aspects that can satisfy its consumers, such as improving service to its drivers by implementing 3S (greetings, smiles, greetings) when interacting with consumers, adding discount vouchers for its consumers, punctuality of pick-up, and so on.

DISCUSSION

Customer value, which reflects the customer's perception of the benefits received compared to the costs incurred, plays a crucial role in shaping customer loyalty (Baig *et al.,* 2020). When customers feel they are getting value that is worth it or exceeds their expectations, they tend to show higher loyalty (Purnama, 2020). Customer value in Go-Jek services can be seen from various aspects such as convenience, reliability, competitive prices, and various services offered.

Customers who feel they get high value from using the Go-Jek app, such as the ease of ordering transportation, food delivery, or other services, tend to be more loyal. When customers feel that Go-Jek provides an efficient and economical solution for their daily needs, this satisfaction leads to higher loyalty, where customers continue to use Go-Jek services and recommend them to friends and family. In other words, a positive perception of the perceived value of a product or service increases the likelihood that customers will remain loyal to the brand in the long run (Eternal *et al.,* 2020).

Customer value is fundamental to creating customer satisfaction (James, Babin, & Borges, 2015). Ratnawita *et al.* (2023) and Rithmaya (2024) Explain that when customers feel that they receive high value from a product or service, their satisfaction level increases. This satisfaction connects customer value with Customer Loyalty (Eternal *et al.,* 2020). In other words, satisfied customers tend to be more loyal, as they feel that the brand consistently delivers the value they expect or even exceeds it. This result

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

corresponds to Eternal *et al.* (2020), who found that customer value has a positive and significant effect on Customer Loyalty, and also, customer value affects Customer Loyalty through customer satisfaction.

On the other hand, Experiential Marketing, which focuses on creating an immersive and memorable experience during customer interactions with brands (Österle *et al.,* 2018), is also important in increasing customer loyalty (Gunawan, 2022). Experiences designed to engage the customer's emotional and sensory can create a strong emotional bond between the customer and the brand (Khotimah et al., 2016). For example, promotional programs such as "Go-Food Festival" or "Go-Pay Deals" provide added value and a memorable positive experience for users. This enjoyable experience increases customer satisfaction and strengthens their emotional bond with the Go-Jek brand. Thus, through a strategy that combines customer value the high and Experiential Marketing Interestingly, Go-Jek can increase customer loyalty, ultimately supporting the company's growth and sustainability in a competitive market.

Moreover Experiential Marketing, which emphasizes creating an immersive and meaningful experience for customers, also contributes significantly to customer satisfaction, affecting Customer Loyalty (Eternal *et al.,* 2020). An engaging and engaging experience can increase customers' positive perception of the brand, thereby increasing their satisfaction level (Razi & Lajevardi, 2016). This positive experience makes customers feel more emotionally connected to the brand, strengthening their loyalty (Sugiyarti & Hendar, 2017). Thus, Experiential Marketing not only serves to increase customer satisfaction directly but also strengthens customer loyalty through this satisfaction path (Abadi *et al.,* 2020). Combining customer value high and effective experience through Experiential Marketing synergistically increases customer satisfaction and eventually forms a strong and sustainable Customer Loyalty.

CONCLUSION

Based on the results of the study, it was found that each variable had a dominant indicator based on the highest outer loading value, with customer value (0.904), experiential marketing (0.911), customer satisfaction (0.905), and customer loyalty (0.922) each having the strongest measuring indicators. In addition, hypothesis testing proves that the six tested hypotheses have a positive and significant influence, where customer value and experiential marketing contribute directly or indirectly to customer satisfaction and loyalty. In terms of effect size, it was found that the influence of customer value on customer satisfaction (0.525) and experiential marketing on customer value

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

(2.085) was in the high category, while the influence of experiential marketing on customer satisfaction (0.327) was in the medium category. In contrast, the influence of other variables tended to be low. These findings indicate that experiential marketing strongly shapes customer value, impacting Gojek's customer satisfaction and loyalty.

Based on this conclusion, Gojek is advised to increase the availability of drivers (if many users find it difficult to get drivers quickly, Gojek can increase the number of driver partners or optimize the order-matching system). In addition, Gojek must ensure the suitability of vehicle information, improve vehicle standards, adjust prices and promos.

Acknowledgements

We would like to thank the Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta, for supporting the author in the research process and publishing this article. We would also like to thank the respondents who were willing to be data sources and all parties who participated, so that this activity could be carried out properly.

REFERENCES

Abadi, R. R., Nursyamsi, I., & Syamsuddin, A. R. (2020). Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable (Case Study on Gojek Makassar Consumers). The Asian Journal of Technology Management (AJTM), 13(1), 82–97. https://doi.org/10.12695/ajtm.2020.13.1.6

Andriani, R., & Fatimah, R. (2018). Strategi Experiential Marketing Sebagai Metode Pendekatan Dalam Meningkatkan Revisit Intention Wisatawan Sabda Alam Garut. Jurnal Kajian Ilmiah, 18(2), 206–214. Retrieved from https://shorturl.at/hQCw5

Aristiawan, M. S. A., Buana, D. P, S., & Sudiartha, H. A. (2019). Effect of Experiential Marketing on Word of Mouth with Satisfaction as Intervening Variable (Study at GO-JEK Customer in Mataram). Global Journal of Management and Business Research: E Marketing, 19(7), 41–48. Retrieved from https://globaljournals.org/GJMBR_Volume19/4-Effect-of-Experiential-Marketing.pdf

Baig, M. W., Qamar, S., Fatima, T., Khan, A. M, & Ahmed, M. (2020). The Impact of Marketing Mix and Customer Value on Customer Loyalty. Munich Personal RePEc Archive. Retrieved from https://mpra.ub.uni-muenchen.de/104683/

Dharma, R. R., & Bastaman, A. (2022). The Influence Of Service Quality, Promotion And

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Customer Value Towards Customer Satisfaction And Its Effect On Customer Loyalty In Tourism Industry Prior To Covid-19 Pandemic. Eqien - Jurnal Ekonomi Dan Bisnis, 11(1), 589. https://doi.org/https://doi.org/10.34308/eqien.v11i1.748

Ekoputra, A., Hartoyo, & Dodikridho, N. (2017). The Effect of Experiental Marketing on Customer Satisfaction and Loyalty Restaurant 150 Eatery in Bogor. International Journal of Science and Research (IJSR), 6(9). Retrieved from https://www.ijsr.net/archive/v6i9/ART20173022.pdf

Febrianti, I. N., & Keni, K. (2021). Pengaruh Experiential Marketing dan Service Quality terhadap Customer Loyalty: Customer Satisfaction sebagai Variabel Mediasi. Jurnal Manajemen Bisnis Dan Kewirausahaan, 5(1), 56 – 61. https://doi.org/https://doi.org/10.24912/jmbk.v5i1.10400

Gunawan, I. (2022). Customer Loyalty: The Effect Customer Satisfaction, Experiential Marketing and Product Quality. KINERJA: Jurnal Manajemen Organisasi Dan Industri, 1(1), 35–42. https://doi.org/10.37481/jmoi.v1i1.6

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2017). Multivariate data analysis: Maxwell Macmillan International Editions. New Jersey: Prentice Hall.

Heitzler, C. D., Asbury, L. D., & Kusner, S. L. (2008). Bringing "play" to life: the use of experiential marketing in the VERBTM campaign. American Journal of Preventive Medicine, 34(6), S188–S193. https://doi.org/https://doi.org/10.1016/j.amepre.2008.03.009

Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. (2019). Factors influencing Indonesian customer satisfaction and customer loyalty in local fastfood restaurant. International Journal of Marketing Studies, 11(3), 131–139. Retrieved from https://shorturl.at/A8nxa

Indriastuti, D., & Hidayat, A. (2021). The Importance of Service Experience, Trust, and Satisfaction on Banking Customer Loyalty. European Journal of Business and Management Research, 6(3), 92–98. https://doi.org/10.24018/ejbmr.2021.6.3.864

James, K., Babin, B. J., & Borges, A. (2015). Retailer Success: Value and Satisfaction. In Developments in Marketing Science: Proceedings of the Academy of Marketing Science (pp. 436–438). https://doi.org/10.1007/978-3-319-10951-0_162

Kao, Y. F., Huang, L. S., & Yang, M. H. (2007). Effects of experiential elements on experiential satisfaction and loyalty intentions: a case study of the super basketball league in Taiwan. International Journal of Revenue Management, 1(1), 79–96. https://doi.org/10.1504/IJRM.2007.011195

Khotimah, K., Sucherly., Sari, D., & Kaltum, U. (2016). Event Marketing and Experiential

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Marketing towards the Formation of Net Marketing Contribution Margin (NMCM) (Study at PT. Garuda Indonesia, TBK). Procedia - Social and Behavioral Sciences, 219, 431–439. https://doi.org/10.1016/j.sbspro.2016.05.017

Köchling, A. (2021). Experiential marketing as a tool to enhance Tourists' pre-travel online destination experiences? A web-based experiment. Journal of Destination Marketing & Management, 22, 100669. https://doi.org/10.1016/j.jdmm.2021.100669

Leroi-Werelds, S. (2019). An update on customer value: state of the art, revised typology, and research agenda. Journal of Service Management, 30(5), 650–680. https://doi.org/10.1108/JOSM-03-2019-0074

Hasfar, M., Militina, T., & Achmad, G. N. (2020). Effect of Consumer Value and Customer Experience on Customer Satisfaction and Loyalty PT Meratus Samarinda. International Journal of Economics, Business and Accounting Research, 4(1). Retrieved from https://www.jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/909

Muflih, M. (2021). The Link Between Corporate Social Responsibility And Customer Loyalty: Empirical Evidence From The Islamic Banking Industry. Journal of Retailing and Consumer Services, 6(1). https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102558

Nabila, R., Wahyuni, S., & Nugroho, J. A. (2015). Analysis of the Influence of Experiential Marketing on Yamaha Motorcycle Word of Mouth (Case Study on Sebelas Maret University Students in 2014). Prosiding Semiar Nasional Pendidikan Ekonomi & Bisnis, 1–12. Retrieved from https://shorturl.at/theO6

Österle, B., Kuhn, M. M., & Henseler, J. (2018). Brand worlds: Introducing experiential marketing to B2B branding. Industrial Marketing Management, 72, 71–98. https://doi.org/10.1016/j.indmarman.2018.04.015

Panday, R., & Nursal, M. F. (2021). The The Effect of Service Quality and Customer Satisfaction on Customer Loyalty. Jurnal Manajemen Strategi Dan Aplikasi Bisnis, 4(1), 171–180. https://doi.org/10.36407/jmsab.v4i1.300

Prentice, C., & Loureiro, S. M. . (2017). An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. Journal of Retailing and Consumer Services, 38, 96–107. https://doi.org/https://doi.org/10.1016/j.jretconser.2017.05.005

Purnama, R. (2020). Experiential Marketing on Customer Value and Image and Repeat Purchase. Jurnal Riset Bisnis Dan Manajemen, 13(1).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

https://doi.org/10.23969/jrbm.v13i1.2135

Ramadonna, Y., Nasf., & Aziz, Z. (2019). The Effect Of Customer Relationship Management And Customer Value On Customer Satisfaction Of Services And Its Impact On Customer Loyaltyin PT. BPR Rangkiang Aur. Jurnal Menara Ekonomi: Penelitian Dan Kajian Ilmiah Bidang Ekonomi, 5(1). https://doi.org/https://doi.org/10.31869/me.v5i1.1277

Ratnawita., Aprila, B. N., Abdurohim., Candra, E., & Kespandiar, T. (2023). The Influence of Service Quality, Customer Value and Customer Expectations on Customer Satisfaction of Commuter Line Train Services. JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 9(2), 322–326. https://doi.org/10.35870/jemsi.v9i2.1035

Razi, F. F., & Lajevardi, M. (2016). Sense Marketing, Experiential Marketing, Customer Satisfaction and Repurchase Intention. Journal of Marketing and Consumer Research, 21, 67–73. Retrieved from https://shorturl.at/UljNS

Rithmaya, C. L. (2024). Strategy for Building E-Banking, Experiential Marketing, Customer Value for Customer Satisfaction and Loyalty of BNI Syariah Bank 46. Jurnal Ilmiah Manajemen Dan Bisnis (JIMBis), 3(1), 55–66. https://doi.org/10.24034/jimbis.v3i1.6510

Rusmahafi, F. A., & Wulandari, R. (2020). The Effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction. International Review of Management and Marketing, 10(4), 68–77. Retrieved from https://www.proquest.com/scholarly-journals/effect-brand-image-service-quality-customer-value/docview/2501463618/se-2

Sadiq, M. F., & Albari, A. (2024). The Impact of E-service Quality and Customer Satisfaction on Customer Behaviour. Asian Journal of Management Entrepreneurship and Social Science., 4(4), 521-542. https://www.ajmesc.com/index.php/ajmesc/issue/view/15

Schmitt, B. (1999). Experiential Marketing. Journal of Marketing Management, 15(1–3), 53–67. https://doi.org/10.1362/026725799784870496

Sheu, J. J., Su, Y. H., & Chu, K. T. (2009). Segmenting online game customers–The perspective of experiential marketing. Expert Systems with Applications, 36(4), 8487–8495. Retrieved from https://doi.org/10.1016/j.eswa.2008.10.039

Slack, N., Singh, G., & Sharma, S. (2020). The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions. International Journal of Quality and Service Sciences, 12(3), 297–

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

318. https://doi.org/10.1108/IJQSS-10-2019-0114

Smilansky, S. (2019). Experiential Marketing A Practical Guide To Interactive Brand Experiences. United Kingdom.

Soebroto, A. (2018). Keterkaitan Experiential Marketing, Customer Satisfaction, Value, Commitment pada Brand Loyalty Studi pada merk Mobil Honda di Surakarta. Retrieved November 7, 2023, from Digilib.uns.ac.id website: Digilib.uns.ac.id

Soelasih, Y. (2016). The Influence of Experiential Marketing and Brand Image on Train Passenger Satisfaction Business. MIX: Jurnal Ilmiah Manajemen, 6(3), 387–398. Retrieved from https://www.neliti.com/publications/156093/pengaruh-experiential-marketing-dan-citra-merek-terhadap-kepuasan-penumpang-kere

Soelasih, Y., & Sumani. (2020). Strategies to Maintain Aviation Consumers during the Covid-19 Pandemic in Indonesia. Academy of Strategic Management Journal, 19(Special Issue 1), 1–13. Retrieved from https://www.proquest.com/openview/68f019173118f3827f99e84c89a493b5/1?pq-origsite=gscholar&cbl=38745

Soliha, E., Aquinia, A., Hayuningtias, K. A., & Ramadhan, K. R. (2021). The Influence of Experiential Marketing and Location on Customer Loyalty. The Journal of Asian Finance, Economics and Business, 8(3), 1327–1338. https://doi.org/https://doi.org/10.13106/jafeb.2021.vol8.no3.1327

Suganda, U. K., Oktavia, P., & Fridayanti, V. D. (2021). The Effect of Experiential Marketing and Service Quality on Customer Loyalty of Domino's Pizza in Cirebon City. RIGE: Review Of International Geographical Education, 11(6), 772–777. https://doi.org/10.48047/rigeo.11.06.94

Sugiyarti, G., & Hendar, H. (2017). Experiential Marketing Creative Antecedence for Success of Brand Loyalty (A Study on the Users of Perfume for Body in Indonesia). International Review of Management and Marketing, 7(1), 529–536. Retrieved from https://dergipark.org.tr/en/pub/irmm/issue/32094/355469?publisher=http-www-cag-edu-tr-ilhan-ozturk

Thung, F. (2019). The Influence of Go-Jek Partner Service Quality on Customer Loyalty with Customer Satisfaction as a Mediating Variable. Jurnal Bina Manajemen, 8(1), 74–95. Retrieved from https://www.neliti.com/publications/301288/pengaruh-kualitas-pelayanan-mitra-go-jek-terhadap-loyalitas-pelanggan-dengan-kep

Wahyuningtyas, F. M., Achmad, F., & Zainul, A. (2017). The effect of experiential marketing on satisfaction and its impact on customer loyalty. Russian Journal of Agricultural and Socio-Economic Sciences, 61(1), 105–111. Retrieved from

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

https://cyberleninka.ru/article/n/the-effect-of-experiential-marketing-on-satisfaction-and-its-impact-on-customer-loyalty

Yeh, T. M., Chen, S. H., & Chen, T. F. (2019). The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction—A Case Study of Tourism Factories in Taiwan. Sustainability, 11(4), 1041. https://doi.org/10.3390/su11041041

Yuan, Y.-H. E., & Wu, C. K. (2008). Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. Journal of Hospitality & Tourism Research, 32(3), 387–410. https://doi.org/10.1177/1096348008317392

Yulisetiarini, D. (2016). The Effect of relationship Marketing towards Costumer Satisfaction and Customer Loyalty on Franchised retails in East Java. Medetaranian Journal of Social Sciences MCSER Publishing, 7(1). Retrieved from https://pdfs.semanticscholar.org/e63c/61056fd2a857d4cc92dda77a9900b168a0ba.pdf

Zahroh, H., & Albari, A. (2024). The influence of price perception, location, and service quality at Indomaret Madura Pamekasan on customer loyalty through satisfaction as a mediating variable. Indonesian Journal of Social Technology, 5(4), 1485-1507. https://doi.org/10.59141/jist.v5i4.1027

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.