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The Influence of Experiential Marketing and Experiential Learning on Experiential Brand Perception at Ruang Keramik Studio Metro

Mutiara Yolita[1] , Maulana Agung Pratama[2] , May Roni[3]

Department of Business Administration, University of Lampung, Bandar Lampung, Indonesia.

Email: mutiarayolita54@gmail.com, maulana.agung.@fisip.unila.ac.id, mayroni@fisip.unila.ac.id

Abstract

The rapid development of the experience-based creative industry has increased consumer interest in activities that are not merely consumptive but also provide meaningful experiences and learning opportunities. Consequently, various experience-based businesses have emerged, such as the Metro Ceramics Studio, which offers hands-on experiences in ceramics making. Therefore, this study is intended to investigate how interactive promotional approaches influence the observed phenomenon. and experience-based learning activities affect the formation of brand experience perception at the Metro Ceramics Studio. The research was conducted using a numerical-based approach by collecting data from 97 individuals who had experience visiting the location to Ruang Keramik Studio Metro. A structured questionnaire using a Likert scale was utilized as the data collection tool, and the data were analyzed using multiple linear regression. The results of this study indicate that experiential marketing and experiential learning have a positive and significant influence on experiential brand perception, both partially and simultaneously. Experiential marketing plays a role in creating memorable experiences through direct interaction with consumers, while experiential learning provides added value in the form of learning that strengthens consumers' perceptions of the brand.

Keywords: experiential marketing, experiential learning, experiential brand perception

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INTRODUCTION

The development of the creative industry in Indonesia has shown rapid growth and made a significant contribution to the national economy, particularly in creating jobs and strengthening cultural identity (Abdullah, 2023). In line with this development, the tourism sector is also undergoing a transformation toward experience-based tourism, where visitors not only enjoy products or services but also gain meaningful experiences through direct engagement in an activity. One sub-sector with potential for the development of experience based tourism is crafts, particularly ceramic art. Experience-based educational tourism allows visitors to actively engage in both learning and recreation, thereby creating a more immersive experience. However, according to the Lampung Province Department of Tourism and Creative Economy as reported in Kumparan (2025), the availability of art-based tourism offering hands-on experiences remains limited, thus opening opportunities for the development of creative destinations such as Ruang Keramik Studio Metro.

Ruang Keramik Studio Metro offers an interactive experience through ceramic-making activities, interaction with instructors, and a studio atmosphere that support the creative process. These experiences not only provide new knowledge but also create emotional and sensory impressions for visitors. In this context, brand perception is shaped not only through marketing communication but also through the direct experiences felt by consumers, known as experiential brand perception. From a marketing perspective, experiential marketing plays a role in creating engaging and memorable experiences through direct interaction between consumers and the brand (Schmitt, 1999). Meanwhile, experiential learning emphasizes the learning process through experiences that involve active consumer participation. Both of these aspects are crucial factors in shaping experiential brand perception, as directly experienced interactions can strengthen consumers' evaluations and impressions of a brand.

However, previous research has tended to examine experiential marketing and experiential learning separately, so there has been little research analyzing the simultaneous influence of both on experiential brand perception, particularly within the context of art-based educational tourism. Accordingly, the research is intended to investigate how interactive marketing activities and learning-through-experience approaches contribute to shaping consumers' perceptions of a brand experience at Ruang Keramik Studio Metro. This research is anticipated to provide additional insight and enrichment to the advancement of studies related to experiential marketing. and

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serve as a reference for creative industry practitioners in enhancing brand perception through experiences provided to consumers.

LITERATURE REVIEW

Experiential Marketing

Schmitt (1999), defines experiential marketing as a strategy that focuses on creating enjoyable, meaningful, and memorable customer experiences through direct interaction with the products or services offered. Unlike traditional marketing, which focuses solely on functional benefits and product features, experiential marketing emphasizes how consumers feel, experience, and engage emotionally and cognitively with a brand. Experiential Marketing is composed of several indicators: sense, feel, think, act, and relate.

Experiential Learning

Experiential Learning is a learning theory developed by David A. Kolb in 1984. According to Kolb (1984), Experiential learning can be defined as an educational approach that enables individuals to acquire understanding by reflecting on and interpreting real-life experiences. In other words, learning occurs not only through theory or instruction, but through direct engagement. The indicators that form the main components of experiential learning consist of direct involvement, reflective thinking, concept formation, and practical application through experimentation.

Experiential Brand Perception

According to Oh et al (2019), experiential brand perception is a form of consumer perception of a brand that is formed not only through marketing communication but also through direct experiences consumers have when interacting with the brand. This perception encompasses sensory, affective, cognitive, and behavioral aspects. These four dimensions of experience collectively create a deeper and more meaningful impression of a brand.

RESEARCH METHODOLOGY

Data Type

This study was conducted to examine the impact of experiential marketing and experiential learning on experiential brand perception at Ruang Keramik Studio Metro. The investigation relied on firsthand information as its main source of data. This type of

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data refers to information obtained directly by the researcher from the original respondents or sources (Sugiyono, 2023). The primary data for this study was collected through a questionnaire disseminated to visitors of Ruang Keramik Studio Metro using Google Forms. In this research, respondents' responses were evaluated using a scaled rating method based on the Likert measurement system. The study population consisted of 97 respondents meeting the criteria of being at least 17 years old, having visited and participated in activities at Ruang Keramik Studio Metro, and being willing to serve as respondents.

RESULTS AND DISCUSSION

Validity Test

According to Ghozali (2021), an instrument can be considered valid if it functions optimally as a measurement tool consistent with the research objectives. Validity can be assessed by juxtaposing the computed correlation coefficient (rhitung) with the reference correlation coefficient in the table (rtabel). If (rhitung) is greater than (rtabel), then the instrument is considered valid. The (rtable) was obtained through the computation of the freedom degree level (df) = n − 2. Validity test results in this study were obtained using SPSS, and the rtable value was calculated with (n) set at 30 participants, resulting in a df of 28. Using a 0.05 significance threshold, the critical r-value applied as the comparison standard was 0.361. Therefore, the outcomes of the instrument validity assessment in this research are presented below:

Table 1. Validity Test Results

Item	Computed r	Table r	Description
Experiential Marketing			
I am delighted to see the beauty of the artistic interior design at the Ruang Keramik Studio Metro.	0.856	0.361	Valid
The atmosphere at Ruang Keramik Studio Metro makes me feel comfortable while I'm there.	0.867		Valid
I feel relaxed when participating in activities at the Ruang Keramik Studio Metro.	0.783		Valid
The activities in the Ruang Keramik Studio make me feel happier.	0.698		Valid
Activities in the Ruang Keramik Studio Metro make me think creatively when creating works.	0.869		Valid
The activities at the Ruang Keramik Studio Metro sparked my interest in learning about various ceramic-making techniques.	0.827		Valid

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After participating in the activities at Ruang Keramik Studio Metro, I was inspired to be more active in my creative endeavors.	0.731		Valid
I want to apply the skills I learned at the Ruang Keramik Studio to other activities.	0.801		Valid
I feel like I'm part of the creative community at Ruang Keramik Studio Metro.	0.723		Valid
I enjoy interacting with other participants at Ruang Keramik Studio.	0.745		Valid
Experiential Learning			
I am directly involved in the ceramic-making process at Ruang Keramik Studio.	0.713	0.361	Valid
Hands-on activities helped me understand the of ceramic making well.	0.615		Valid
I reviewed my ceramic work to understand its strengths and weaknesses.	0.701		Valid
I learn from observing the works of other participants at the Ruang Keramik Studio Metro.	0.815		Valid
I understand the concepts of art and the aesthetic value of ceramics after participating in activities at Ruang Keramik Studio Metro.	0.765		Valid
I am able to connect the instructor's explanations with my own practice.	0.620		Valid
I try new techniques in making or decorating ceramics.	0.740		Valid
I am motivated to experiment with various shapes or colors in my work.	0.697		Valid
Experiential Brand Perception			
I feel an emotional connection to Ruang Keramik Studio.	0.787	0.361	Valid
I feel satisfied every time I visit Ruang Keramik Studio.	0.866		Valid
I think Ruang Keramik Studio has a creative educational tourism concept.	0.794		Valid
I consider Ruang Keramik Studio to be a place that supports personal development.	0.756		Valid
I recognize Ruang Keramik Studio by its distinctive atmosphere and appearance.	0.780		Valid
The sensory experience I had at Ruang Keramik Studio is easy for me to remember.	0.678		Valid
I would like to visit Ruang Keramik Studio again in the future.	0.867		Valid

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I would like to invite family or friends to participate in activities at Ruang Keramik Studio Metro.	0.707		Valid

Referring to the outcomes of the validity assessment presented in the table, every indicator item across all variables demonstrates an r-count score exceeding the r-table benchmark. This indicates that all items in experiential marketing, experiential learning, and experiential brand perception are valid. Thus, every research instrument applied in this investigation is considered effective in precisely assessing the intended variables under investigation and align with the concepts being measured.

Reliability Test

According to Sekaran & Bougie (2016), reliability testing is conducted to assess the extent to which a research instrument maintains consistency in producing stable data when measurements are repeated under similar conditions. In this study, reliability was tested by calculating the Cronbach's Alpha value for each variable using SPSS. An instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60.

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Description
Experiential Marketing	0.920	Highly Reliable
Experiential Learning	0.894	Highly Reliable
Experiential Brand Perception	0.923	Highly Reliable

These results indicate that all variable statements fall into the highly reliable category. Thus, the research instrument used is capable of producing consistent and reliable results, and all items in the statements are deemed suitable for use in further analysis.

Outcome of the Multiple Linear Regression Analysis

Table 3. Results of the Multiple Linear Regression Test

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig*
		B	*Std. Error*	*Beta*		
	(*Constant*)	2.120	2.931		.723	.471
	Experiential Marketing	.267	.037	.503	7.205	<.001
	Experiential Learning	.349	.050	.492	7.040	<.001

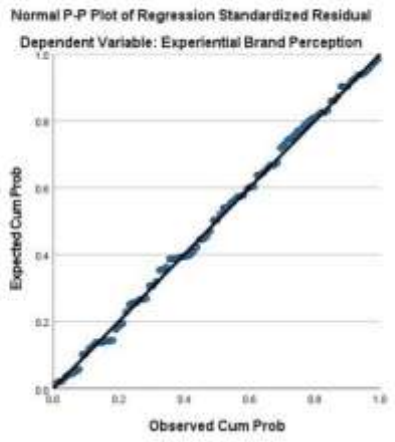
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- The obtained constant score of 2.120 signifies that when every predictor variable is assumed to remain unchanged, the dependent variable will maintain a baseline value—such as experiential marketing and experiential learning,—are set to zero, the value of the dependent variable, experiential brand perception, is 2.120.
- The coefficient for the experiential marketing variable is 0.267. This figure shows that each additional one-unit rise in the experiential marketing factor will lead to an increase in the related outcome variable, there will be an increase in experiential brand perception of 0.267. Conversely, if there is a one-unit decrease in the experiential marketing variable, there will be a decrease in experiential brand perception of 0.267, with the condition that the other explanatory variables are treated as unchanged.
- The coefficient value for experiential learning is 0.349, indicating that for each one-unit augmentation in the experience learning variable, there will be a corresponding increase in the experiential brand perception variable of 0.349. Conversely, if there is a one-unit decrease in experiential learning, there will be a decrease in experiential brand perception of 0.34. However, under the assumption that the remaining predictor variables remain unchanged.

Classical Assumption Test:
Normality Test

Results of the Normality Test (P-Plot)



The results of the normalcy test indicate that the data points are precisely aligned along the diagonal line and adhere to its trajectory. This indicates that The normality assessment in this research produced satisfactory outcomes, indicating that the observed

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variables follow a normal distribution pattern have a proper data distribution. Therefore, this study is reliable regarding the relationships among the variables tested.

Multicollinearity Test

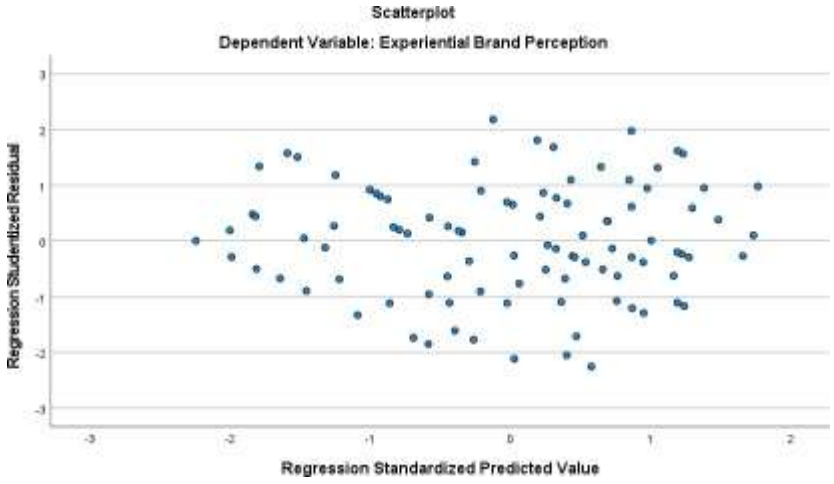
Table 4 Results of the Multicollinearity Test

Coefficients[a]			
Model		Collinearity Tolerance	Statistics VIF
1	Experiential Marketing	.979	1.021
	Experiential Learning	.976	1.024
a. Dependent Variable: Experiential Brand Perception			

Experiential marketing (X1) obtained a tolerance coefficient of 0.979, which is >0.1, and the VIF value is 1.021, which is <10; therefore, there is no multicollinearity in this variable. For the experiential learning variable (X2), the tolerance value is 0.979, which is also >0.1, and the VIF value is 1.024, or <10; Accordingly, the predictors analyzed do not show strong intercorrelations with one another, meaning the analytical model shows no indication of strong linear relationships occurring between the independent variables.

Heteroscedasticity Test

Heteroscedasticity Test Results



The heteroscedasticity test results illustrated in the scatterplot indicate that the points are distributed around the value of 0. The points are fairly evenly distributed from

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top to bottom and side to side around the number 0. Therefore, It can be established that heteroscedasticity is absent.

Partial T- Test Hypothesis Testing

The partial significance analysis was conducted to identify how strongly each predictor variable affects the outcome variable individually, at least partially. In this study, a 95% confidence level with α = 0.05 was used, resulting in a critical t-value of 1.986. The null hypothesis is retained when the obtained t-statistic does not exceed the threshold t-score, which means the proposed alternative assumption is not supported. On the other hand, if the acquired t-statistic surpasses the critical limit, the proposed alternative assumption is confirmed, whereas the null assumption is rejected.

Table 5. Results of the Partial T-Test

Variable	t	Sig.
Experiential Marketing	7.205	<.001
Experiential Learning	7.040	<.001
Dependent Variable: Experiential Brand Perception		

The findings of the individual t-test indicate that the t-values for experiential marketing and experiential learning are 7.205 and 7.040, respectively, both exceeding the essential t-value of 1.986. The impact values for these two variables are <0.001, which is below 0.05, showing that these independent variables exert a positive and substantial partial effect on the experiential brand impression variable. Consequently, H0 is dismissed and H1 is affirmed.

Simultaneous F-Test

Table 6. Results of the Simultaneous F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	581,221	2	193,740	38,746	<.001[b]
	Residual	465,027	93	5,000		
	Total	1,046,247	96			
Dependent Variable: Experiential Brand Perception						
Predictors: (Constant), Experiential Marketing, Experiential Learning.						

From the F-table results above, this can be compared to the calculated F-value of 38.746, which is > 2.70. It is also compared to the significance value of 38.746, which is

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> 2.70. It is also compared to the significance value of <.001, which <0.05. From this comparison, it is concluded finding demonstrates that both Experiential Marketing and Experiential Learning collectively contribute a meaningful influence toward Experiential Brand Perception.

Outcome of the Determination Coefficient Analysis (R^2)

The determination coefficient analysis serves as a statistical technique to evaluate how far the predictor variables are able to account for changes occurring in the outcome variable. The findings obtained from this analysis are displayed in the following table:

Table 7. Results of the Coefficient of Determination Test (R^2)

Model Summary				
Model	**R**	**R Square**	**Adjusted R-Square**	**Estimate Standard Deviation of Error**
1	.745[a]	.556	.541	2.236
Predictors: (Constant), Experiential Marketing, Experiential Learning, Vacation Experience				
Dependent Variable: Experiential Brand Perception				

An R-Squared coefficient of 0.556 reflects the extent to which the model is capable of explaining the observed variation and experiential learning variables to explain experiential brand perception falls into the moderate category. An modified the R-Squared score of 0.541 demonstrates that, after considering the total predictors included in the regression model, approximately 54.1% of the variation in experiential brand perception can be accounted for by the model. On the other hand, the remaining 45.9% is explained by factors that were not incorporated into this research framework. Furthermore, the Standard Error of Estimate (SEE) score of 2.236 reflects the magnitude of forecasting deviation within the regression equation. The smaller the SEE value, the better the model's ability to predict the dependent variable.

DISCUSSION

The Effect of Experiential Marketing on Experiential Brand Perception at Ruang Keramik Studio Metro

Experiential marketing has a positive and significant effect on the experiential brand perception variable at Ruang Keramik Studio Metro. Thus, the hypothesis stating that experiential marketing influences experiential brand perception is accepted. These results indicate that the better the experiential marketing strategy implemented by Studio Metro Ceramic Space, the more positive visitors' perceptions of the brand will be.

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This aligns with the marketing theory proposed by Kotler & Keller (2016), which states that marketing is the process of creating value for consumers. In modern marketing, this value is not limited to products or services but also includes the experiences (experiences) felt by consumers. Therefore, experiential marketing, manifested through direct experiences such as ceramic-making activities, an aesthetically pleasing studio atmosphere, and interaction with instructors, serves as a factor influencing visitors' perceptions of Ruang Keramik Studio as a brand.

This finding is reinforced by earlier investigations, including the research carried out by Fatoki (2020), which revealed that experiential marketing contributes to shaping consumers' brand perceptions. In addition, the research of Suparno et al (2023) indicated that experiential marketing positively affects brand image, which forms an essential component of overall brand perception. Additional research by Asyhari & Dermawan (2024) explains that the experiences felt by consumers can create a positive perception and foster an emotional connection to a brand.

The Implication of Experiential Learning on Experiential Brand Perception at Ruang Keramik Studio Metro

Experience-based learning activities were found to exert a positive and statistically meaningful influence on experiential brand perception at Metro Ceramics Studio. Visitors gain direct learning experiences that provide new insights and leave a deep impression through activities at the studio, such as the ceramic- making process, guidance from instructors, and active participation in every stage of creating ceramics. This aligns with Kotler (2022) consumer behavior theory, which explains that firsthand learning experiences influence consumers' cognitive processes in understanding and evaluating a brand. When consumers are actively engaged in the learning process, a deeper understanding and stronger memory of that experience are formed.

Also, findings obtained in this research are also supported by previous investigations carried out by Yuanita (2024), which stated that implementing experiential learning within educational tourism activities is capable of offering meaningful experiences to visitors with direct learning experiences through active participation in various activities. Such experiences not only enhance understanding but also create a lasting impression, thereby fostering a positive perception of a destination or brand. Furthermore, Martinus et al (2024) demonstrate that learning is a crucial component in shaping consumer experiences, particularly within the context of experience-based tourism. Consumer engagement in the learning process through hands-on activities can

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enrich the perceived experience. Consequently, the learning experiences visitors gain through activities at the Ruang Keramik Studio contribute to shaping perceptions of the brand.

The leverage of Experiential Marketing and Experiential Learning on Experiential Brand Perception at Ruang Keramik Studio Metro

Experiential marketing and experiential learning have been proven to simultaneously influence experiential brand perception at the Ruang Keramik Studio Metro. This indicates that both play complementary roles in shaping experiential brand perception at the Ruang Keramik Studio Metro. These results indicate that the experiential brand perception felt by consumers is not solely impacted by a singular cause, but rather the result of a combination of experiential marketing designed by the Ruang Keramik Studio and the learning process experienced by consumers.

This finding aligns with the marketing theory by Kotler & Keller (2016), which explains that companies need to create value through meaningful experiences for consumers, where experience-based marketing strategies can influence consumers' perceptions and evaluations of a brand. In this context, the implementation of experiential marketing and experiential learning serves as a strategic approach capable of creating engaging and memorable experiences, thereby strengthening brand perception. This is further upheld by research by Juliana et al (2023), which states that experiences formed through a combination of educational activities, interaction, and entertainment can create memorable experiences that influence consumers' perceptions of a destination. Thus, the simultaneous combination of experiential marketing and experiential learning can create a holistic and memorable experience, thereby strengthening experiential brand perception among visitors to the Ruang Keramik Studio Metro.

CONCLUSION

Based on partial and simultaneous tests, the variables of experiential marketing and experiential learning were found to influence experiential brand perception at Ruang Keramik Studio Metro. The implementation of experiential marketing provides engaging hands-on experiences through creative activities, the studio atmosphere, and interactions with instructors, thereby fostering positive visitor perceptions of the brand. Additionally, experiential learning, which involves visitors' active participation in the ceramic-making process, provides a deep understanding and lasting impression that reinforces their evaluation of the brand. Simultaneously, both variables contribute to shaping experiential

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brand perception, where the directly experienced sensations create an emotional and cognitive connection between visitors and the brand.

The obtained Adjusted R-Squared coefficient of 0.541 reveals that, after accounting for the total explanatory variables included in the regression equation, 54.1% of the variation in experiential brand perception can be clarified by the proposed model. In contrast, the other 45.9% is attributed to additional factors beyond the scope of this research framework. Thus, the experiential brand perception that is formed is the result of the combined contribution of two independent variables, namely experiential marketing and experiential learning, which consumers experience during their visit to the Ruang Keramik Studio Metro.

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