

The Influence Of Experiential Marketing And Customer Satisfaction On Pt Rak Indonesia's Customer Loyalty

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Abstract

This research is directed to explore how experiential marketing experience and customer satisfaction are intertwined in shaping PT RAK Indonesia's customer loyalty. In an increasingly competitive business landscape, consumers no longer judge products simply by function, but by a series of experiences they feel throughout the process of interacting with the company. The research approach used is quantitative with an explanatory research type. A total of 96 respondents who are active customers of PT RAK Indonesia were selected as research samples. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression. The results of the analysis show that experiential marketing has a real and significant boost to customer loyalty. On the other hand, customer satisfaction does not show a significant direct effect on loyalty. However, when experiential marketing and customer satisfaction were tested together, they were shown to have a significant impact on customer loyalty. A determination coefficient value of 0.955 indicates that most of the variation in customer loyalty can be explained by both variables. These findings confirm that customer experience is the dominant element in building loyalty at PT RAK Indonesia.

Keywords: Experiential Marketing; Customer Satisfaction; Customer loyalty; Consumer Experience; Modern Marketing

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INTRODUCTION

The development of the increasingly competitive business world demands a mismatch that encourages companies to continue to develop and update marketing strategies in order to maintain and increase customer loyalty. In this modern era, consumers are not only buying products or services, but also looking for memorable and meaningful experiences in every interaction with brands. This has led to the emergence of the concept of experiential marketing as a strategic approach that places customer experience as a key element in creating added value and competitive differentiation.

Experiential marketing is a marketing approach that emphasizes the formation of meaningful experiences for consumers through stimulation of the senses, emotions, and thought processes. Recent research by (Belhaj & Lehman, 2024) Conceptualize experiential marketing strategies in the context of tourism and hospitality. They argue that the experiential marketing approach can improve the consumer experience and differentiate companies in a competitive market. Their study emphasizes that experiential marketing should be viewed as a strategic differentiation tool designed to create an emotional connection with customers.

Recent research shows that experiential marketing has a real effect on customer satisfaction and loyalty. (Listyawati et al., 2024) In his research on the restaurant All You Can Eat in Surabaya, it was found that experiential marketing which includes sensory, emotional, cognitive, physical, lifestyle, and social identity experiences significantly influenced customer satisfaction and repurchase intent. This research emphasizes the importance of strategic investment in experiential marketing elements to build strong emotional connections with customers.

In Indonesia, the increasing intensity of business competition requires companies to implement more creative and customer-oriented marketing strategies. PT RAK Indonesia as a company in the manufacturing sector is faced with challenges in maintaining and increasing customer loyalty in the midst of increasingly fierce competition. Therefore, a comprehensive understanding of the role of experiential marketing and customer satisfaction on customer loyalty is crucial for the sustainability of a company's business.

Customer satisfaction has long been considered a key element in shaping customer loyalty. (Ramasamy et al., 2024) In their recent research on the theory of consumer satisfaction with the expectation-confirmation and disconfirmation paradigm, it is stated that customer satisfaction involves a cognitive-evaluative process that compares an individual's perception of a particular object with their personal value. In today's digital era, customer satisfaction is not only



determined by the quality of the product, but also by the overall experience that customers feel throughout the interaction journey with the company.

Recent meta-analysis research by (Szymanski & Henard, 2025) Who analyzed 150 studies with 58,597 respondents found that the perception of product performance showed a very strong correlation with customer satisfaction ($r = 0.63$). These findings underscore the importance of product performance in shaping customer satisfaction, and that the assimilation effect of expectations cannot fully compensate for perceived lack of performance.

Customer loyalty is the ultimate goal of various marketing efforts that companies undertake. Recent research by (Wang et al., 2024) Finding that user experience is a critical determinant of brand loyalty in both the context of products and services. The transition to the experience economy has increased the importance of sensory, emotional, behavioral, and cognitive experiences, all of which significantly affect brand image and strengthen consumer trust.

The relationship between experiential marketing, customer satisfaction, and customer loyalty has been the focus of research in recent years. (Sumarwoko et al., 2022) Found that experiential marketing has a positive and significant effect on customer satisfaction and customer loyalty. Similar research by (Azhar & Nirawati, 2022) Starbucks consumers in Surabaya show that experiential marketing and emotional branding affect customer loyalty through consumer satisfaction.

PT RAK Indonesia has unique characteristics in terms of customer base and marketing strategy implemented. The company has implemented various experiential marketing initiatives such as customer engagement programs, special customer events, and comprehensive after-sales service. However, the effectiveness of implementing these strategies in increasing customer satisfaction and loyalty has not been systematically studied. Therefore, this research is important to provide empirical evidence regarding the influence of experiential marketing and customer satisfaction on customer loyalty at PT RAK Indonesia.

Some of the challenges faced by PT RAK Indonesia in maintaining customer loyalty include increasing customer expectations for the shopping experience, price competition with competitors, and increasingly dynamic changes in consumer preferences. In the face of these challenges, companies need to identify the factors that most determine customer loyalty in order to formulate a more targeted and optimal marketing strategy.

The urgency of this research is further reinforced by the fact that the cost of acquiring new customers is much greater than retaining existing ones. Recent research by (Lim et al., 2020) The Journal of Marketing found that customer satisfaction has a significant effect on future sales costs



and company profitability. Therefore, understanding how experiential marketing and customer satisfaction can increase customer loyalty has significant practical implications for PT RAK Indonesia.

In addition, this research is expected to be able to make a theoretical contribution by expanding the treasure of literature on experiential marketing and customer loyalty in the Indonesian context. Although many studies have been conducted in developed countries, the unique cultural context and characteristics of the Indonesian market require its own empirical validation. Research by (Damayanti et al., 2023) shows that the analysis of the relationship between experiential marketing, emotional marketing, and customer satisfaction to customer loyalty in Indonesia has different characteristics from other market contexts.

Recent study on experiential rewards by (Burns et al., 2024) Found that experiential rewards (compared to material rewards) significantly increased customer engagement in the form of greater word of mouth, stronger loyalty, and more spending. These findings indicate that even small experiential rewards produce effects comparable to large material rewards, offering cost-effective program design strategies.

LITERATURE REVIEW

Experiential Marketing

Experiential marketing is a marketing paradigm that has grown rapidly in the last two decades. (Belhaj & Lehman, 2024) Conceptualize experiential marketing strategy as an approach that focuses on creating an impressive consumer experience in the context of tourism and hospitality. They argue that the experiential marketing approach can improve the consumer experience and differentiate companies in a competitive market. Their study emphasizes that experiential marketing should be viewed as a strategic differentiation tool.

According to (Listyawati & Ady, 2026), *Experiential Marketing* has a positive influence on customer satisfaction, but this relationship is not statistically significant in the context of the research conducted. These results show that marketing experience alone is not strong enough to increase satisfaction when compared to other factors in the research model. (Vo & Cuong, 2025) In their latest research, they found that brand experience that includes sensory, affective, intellectual, and behavioral dimensions has a significant influence on customer satisfaction and brand loyalty, especially in the context of e-commerce. This research emphasizes that a suitable and sustained customer experience results in lasting brand preferences.

In its development, the concept of experiential marketing has undergone evolution and



refinement. (Zha et al., 2022) Develop a multiparadigm approach to understanding sensory brand experience that combines basic psychological theories such as embodiment theory and environmental psychology theory with the concept of consumer-brand relationship. This approach provides a more comprehensive understanding of the neuropsychological dimensions underlying a company's branding efforts.

Experiential marketing can be measured through various interrelated dimensions, (Schmitt, 1999) :

1. Sense: consumer experience formed through the stimulation of the five senses.
2. Feel: the emotional response of the consumer that arises during the consumption process.
3. Think: cognitive stimulation that encourages consumers to think and evaluate products.
4. Act: changes in behavior and habits due to consumption experience.
5. Relatable: social connections formed through the experience of using the product.

Customer Satisfaction

Customer satisfaction is a fundamental concept in marketing that has been the focus of research for decades. (Ramasamy et al., 2024) In their recent research on consumer satisfaction theory with the expectation-confirmation and disconfirmation paradigm states that customer satisfaction involves a cognitive-evaluative process that compares an individual's perception of a particular object or belief about an activity with their personal values representing their needs, wants, and desires.

(Szymanski & Henard, 2025) In their meta-analysis that analyzed 150 studies with 58,597 respondents, found a very strong and stable relationship between performance perception and satisfaction ($r = 0.63$) that underscores the importance of product performance. They also found evidence for an overall positive relationship between customer expectations and satisfaction ($r = 0.29$) and no evidence to support a contrast effect.

Recent research by (Dash et al., 2021) Showing that customer satisfaction has to do with the difference between expectations and actual experiences, which is rooted in the consumer's initial perspective on the consumption experience. Affective satisfaction arises from the affirmation of emotional expectations resulting from a positive experiential response to a product or service over time.

(Lee & Chen, 2024) In their research on the influence of perceived value, customer satisfaction, and trust on loyalty on entertainment platforms, they found that customer satisfaction plays a critical role as a critical mediator on the path to customer loyalty. This study



emphasizes the important role of customer satisfaction as a mediator that strengthens the theoretical foundation for understanding the importance of satisfaction in building long-term customer relationships.

According to (Fadhli & Pratiwi, 2021) Key indicators of consumer satisfaction include:

1. Product Quality: the adjustment of product quality to consumer expectations.
2. Service Excellence: consumer perception of service effectiveness.
3. Price Affordability: a consumer's assessment of price suitability and benefits.
4. Ease of Accessibility: ease of obtaining products and information.
5. Effectiveness of Marketing Efforts: the ability of marketing to influence consumer decisions.

Customer Loyalty

Customer loyalty is a concept that has long been the focus of research in the field of marketing. (Wang et al., 2024) In recent research they found that user experience (UX) is a critical determinant of brand loyalty in both the context of products and services. Research consistently shows that UX is a critical determinant of brand loyalty across a variety of product and service contexts. The transition to the experience economy has increased the importance of sensory, emotional, behavioral, and cognitive experiences, all of which significantly affect brand image and strengthen consumer trust.

(Saini & Singh, 2020) It found that positive attitudes toward certain brands, which are rooted in emotional and cognitive commitment, often translate into loyal behaviors such as repeat purchases and word-of-mouth promotions. Their research emphasizes the importance of building a customer experience that can create such positive attitudes.

(Kotler & Keller, 2016) suggests that customer loyalty can be seen as a ladder with five levels: Prospect, Customer, Client, Supporter, and Advocate. The goal is to advance customers to the highest level, turning them into Advocates who actively promote the brand. This model emphasizes that cultivating deep loyalty is a gradual process that requires an ongoing, high-quality customer experience.

According to (Griffin, 2015), the indicators of customer loyalty are:

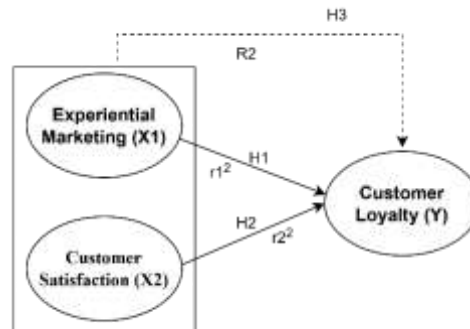
1. Regular Purchases (Repurchase): Consumers buy products or services continuously.
2. Buying Between Product and Service Lines: Consumers not only buy the main product, but also other products/service lines from the same company.
3. Referrals: Consumers communicate positively through word of mouth.



4. Demonstrating Immunity to Competitor Attraction (Retention): Consumers refuse to switch to alternative products/services even though they are offered by competitors

Concept Framework

Figure 1 Concept Framework



Source: Processed author (2026)

Description:

R2 : Influence of variable X_1 and X_2 against Y simultaneously
 r_1^2, r_2^2 : Influence of variable X_1 and X_2 against Y partially

Hypothesis

- H1 : It is suspected that experiential marketing has a significant effect on PT. RAK Indonesia
 H2 : It is suspected that customer satisfaction has a significant effect on PT. RAK Indonesia.
 H3 : It is suspected that experiential marketing and customer satisfaction simultaneously have a significant effect on customer loyalty of PT. RAK Indonesia.

RESEARCH METHODS

Types of Research

This study uses a quantitative approach with the type of explanatory research which aims to explain the causal relationship between variables through hypothesis testing. According to (Scott, 2019), quantitative research is a research method based on the philosophy of positivism, used to research on a specific population or sample with sampling techniques that are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing a hypothesis that has been determined.

Population and Sample

Population

The population in this study is all customers of PT RAK Indonesia who have made purchases at least twice in the last year (2025-2026). This criterion was chosen to ensure that respondents have sufficient experience with the company's products and services so that they can provide a valid assessment of the experiential marketing applied.

Sample

The selection of respondents in this study was carried out using probability sampling with simple random sampling techniques, so that every member of the population who meets the criteria has the same chance of being selected. Since the population size cannot be known with certainty, the sample size was determined using the Cochran formula to ensure the representativeness of the research data.

Cochran's formula is as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Description:

- n : number of samples
- Z : 95% confidence level = 1.96
- E : error rate = 10% (0.10)
- p : chance of success = 0.50
- Q : Chance of failure = 0.50

Using the formula above, the following calculations are obtained:

$$n = \frac{(1,96)^2 \times (0,5) \times (0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on the results of the calculation, a sample of 96 respondents was obtained.



Data Collection Methods

Primary Data

Primary data was collected through questionnaires distributed to respondents. The questionnaire is designed using a 5-point Likert scale and consists of four sections:

1. Part A: Respondent identity (demographics)
2. Part B: Experiential marketing statement
3. Section C: Statement on customer satisfaction
4. Part D: Statement about customer loyalty

Secondary Data

Secondary data is obtained from various sources such as:

1. PT RAK Indonesia's internal data (number of customers, customer profile, transaction history)
2. Literature in the form of books, journals, articles, and previous research
3. The Company's website and publications

Data Analysis Techniques

Data processing techniques in this study include instrument testing through validity and reliability tests, multiple linear regression analysis, classical assumption testing which includes normality, multicollinearity, and heteroscedasticity tests, and hypothesis testing through F tests, t tests, and determination coefficients.

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

Variable	Question Items	Calculation	r _{table}	Remarks
Experiential Marketing (X1)	X1.1	1,000	0,2006	Valid
	X1.2	0,661	0,2006	Valid
	X1.3	0,644	0,2006	Valid
	X1.4	0,690	0,2006	Valid
	X1.5	0,665	0,2006	Valid
Customer Satisfaction (X2)	X2.1	0,600	0,2006	Valid
	X2.2	0,584	0,2006	Valid



Customer Loyalty (Y)	X2.3	0,573	0,2006	Valid
	X2.4	0,631	0,2006	Valid
	X2.5	0,684	0,2006	Valid
	Y.1	0,970	0,2006	Valid
	Y.2	0,633	0,2006	Valid
	Y.3	0,642	0,2006	Valid
	Y.4	0,698	0,2006	Valid

Source: Primary data processed with SPSS (2026)

Based on the results of the validity test, all statement items in the variables Experiential Marketing (X_1), Customer Satisfaction (X_2), and Customer Loyalty (Y) showed correlation values that exceeded the minimum limit of r calculated $> r$ table of 0.2006. This indicates that each question item has been able to adequately represent the measured construct and is suitable for use in the advanced analysis process. Thus, the research instrument is declared to have met the feasibility of measurement empirically.

Reliability Test

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Remarks
Experiential Marketing (X1)	0,890	Reliable
Customer Satisfaction (X2)	0,889	Reliable
Customer Loyalty (Y)	0,864	Reliable

Source: Primary data processed with SPSS (2026)

The test results showed that the Experiential Marketing (X_1) variable had a Cronbach's Alpha value of 0.890, Customer Satisfaction (X_2) of 0.889, and Customer Loyalty (Y) of 0.864. All of these values > 0.60 , so it can be concluded that the research instrument has a strong and reliable internal consistency level for data collection.



Test of Normality (Kolmogorov Smirnov)

Figure 2 Normality Test Results (Kolmogorov Smirnov)

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		96
Normal Parameters ^{a, b}	Mean	.6765625
	Std. Deviation	3.09772977
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.050
Test Statistic		.077
Asymp. Sig. (2-tailed)		.195 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data processed with SPSS (2026)

Based on the results of the Kolmogorov-Smirnov test, an Asymp. Sig. (2-tailed) value of 0.195 was obtained, which is greater than the significance level of 0.05. This shows that the residual data does not deviate from the normal distribution, so that the assumption of normality in the regression model has been met.

Heterokedasticity Test (Scatterplot)

Figure 3 Heterokedasticity Test Results (Scatterplot)



Source: Primary data processed with SPSS (2026)

Based on the scatterplot between the residual value and the prediction value, the data

points appear to be scattered randomly without forming a specific pattern, either narrowing, widening or wavy. This shows that there are no symptoms of heteroscedasticity, so the regression model meets the assumption of residual variance similarity.

Multicollinearity Test

Figure 4 Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Experiential Marketing	.486	2.057
	Customer Satisfaction	.486	2.057

a. Dependent Variable: Customer Loyalty

Source: Primary data processed with SPSS (2026)

Based on the test results, the tolerance value for the Experiential Marketing and Customer Satisfaction variables was $0.486 > 0.100$, respectively, while the VIF value was $2.057 < 10.00$. These values are still within acceptable limits, so it can be concluded that there is no excessive linear relationship between independent variables and the regression model is suitable for further analysis.

Multiple Linear Regression Test

Figure 5 Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.184	.456		.688
	Experiential Marketing	.812	.026	.980	.000
	Customer Satisfaction	-.003	.030	-.004	.908

a. Dependent Variable: Customer Loyalty

Source: Primary data processed with SPSS (2026)

Based on the Coefficients table, the multiple linear regression equations formed are:

$$Y = -0.184 + 0.812X_1 - 0.003X_2$$

with:

- Y = Customer Loyalty
- X_1 = Experiential Marketing



- X_2 = Customer Satisfaction

Interpretation:

1. The constant of -0.184 indicates that if Experiential Marketing and Customer Satisfaction are considered to be zero, then Customer Loyalty tends to be at -0.184 . This value is insignificant, so the constant does not have a strong practical meaning in the model.
2. The regression coefficient of Experiential Marketing (X_1) of 0.812 indicates that every one unit increase in Experiential Marketing will increase Customer Loyalty by 0.812 units, assuming the other variables are constant. A significance value of $0.000 (< 0.05)$ indicates that Experiential Marketing has a positive and significant effect on Customer Loyalty.
3. The regression coefficient of Customer Satisfaction (X_2) of -0.003 shows that the increase in Customer Satisfaction actually decreases Customer Loyalty by 0.003 units. However, because the significance value is $0.908 (> 0.05)$, Customer Satisfaction does not have a significant effect on Customer Loyalty.

F Test (Simultaneous)

Figure 6 Test F Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	797.732	2	398.866	996.451	.000 ^b
	Residual	37.227	93	.400		
	Total	834.958	95			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Experiential Marketing

Source: Primary data processed with SPSS (2026)

- **H3: It is suspected that experiential marketing and customer satisfaction simultaneously have a significant effect on customer loyalty of PT. RAK Indonesia.**

Based on the results of the F test (ANOVA), the F value was obtained at 996.451 , which is much larger than the F of the table of 3.094 , and the significance value of $0.000 < 0.05$. Thus, it can be concluded that experiential marketing and customer satisfaction simultaneously have a significant effect on PT. RAK Indonesia, **so that** H3 was accepted.



T Test (Partial)

Figure 7 Results of the t-test (partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.184	.456		-.403	.688
	Experiential Marketing	.812	.026	.980	31.211	.000
	Customer Satisfaction	-.003	.030	-.004	-.116	.908

a. Dependent Variable: Customer Loyalty

Source: Primary data processed with SPSS (2026)

- H1: It is suspected that experiential marketing has a significant effect on the customer loyalty of PT. RAK Indonesia.

Based on the results of the t-test, the *experiential marketing* variable had a calculated t-value of 31.211, which is greater than the t-table of 1.661, and a significance value of $0.000 < 0.05$. Thus, it can be concluded that experiential marketing has a positive and significant effect on the customer loyalty of PT. RAK Indonesia, so H1 is accepted.

- H2: It is suspected that customer satisfaction has a significant effect on customer loyalty of PT. RAK Indonesia.

The results of the t-test showed that the *customer satisfaction* variable had a calculated t-value of -0.116, which was smaller than the t-table of 1.661, and a significance value of $0.908 > 0.05$. This shows that customer satisfaction does not have a significant effect on PT. RAK Indonesia, so H2 was rejected.

Coefficient of Determination Test (R^2)Figure 8 Determination Coefficient Test Results (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977 ^a	.955	.954	.633

a. Predictors: (Constant), Customer Satisfaction, Experiential Marketing

b. Dependent Variable: Customer Loyalty

Source: Primary data processed with SPSS (2026)



Based on the Model Summary table, the R Square (R^2) value of 0.955 was obtained. This shows that 95.5% of the variation in customer loyalty of PT. RAK Indonesia can be explained by the variables of experiential marketing and customer satisfaction in the regression model. Meanwhile, the remaining 4.5% was explained by other variables outside the research model that were not studied, such as service quality, price, brand trust, company image, and other factors. The Adjusted R Square value of 0.954 indicates that the regression model used is very good and stable, because it is able to explain the dependent variables strongly even though it has been adjusted for the number of independent variables.

DISCUSSION

The results of the hypothesis test show that experiential marketing plays a strong role in encouraging PT RAK Indonesia's customer loyalty. Experiences created through sensory stimulation, emotional touch, thought processes, action patterns, and social relationships form a deep impression that is inherent in the customer's mind. This condition encourages customers to continue to make repurchases and maintain long-term relationships with the company. In other words, loyalty does not grow instantly, but is born from the accumulation of positive experiences that are felt on an ongoing basis.

In contrast to experiential marketing, partial customer satisfaction does not show a significant influence on loyalty. These findings indicate that satisfaction alone is not enough to bind customers to stay loyal. In the context of PT RAK Indonesia, satisfied customers still have the possibility to move to another provider if they are not accompanied by a memorable experience. This shows that satisfaction is temporary, while experience has a longer memory in forming loyal behavior.

However, the results of simultaneous tests show that experiential marketing and customer satisfaction together have a significant effect on customer loyalty. This condition indicates that customer satisfaction still has a role as a booster, especially when combined with a positive marketing experience. Satisfaction serves as a rational foundation, while experiential marketing acts as an emotional binder that strengthens customer loyalty. The high value of the determination coefficient suggests that the research model is able to explain customer loyalty very strongly. This confirms that an experience-based marketing strategy is the main instrument in building customer loyalty at PT RAK Indonesia, rather than just pursuing functional satisfaction.



CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that:

1. Experiential marketing has been proven to have a positive and significant influence on PT RAK Indonesia's customer loyalty, so that customer experience is a key factor in maintaining consumer loyalty.
2. Customer satisfaction has no significant effect on loyalty partially, which suggests that satisfaction alone is not enough to create sustainable loyalty.
3. Simultaneously, experiential marketing and customer satisfaction have a significant effect on customer loyalty, which indicates a synergy between experience and satisfaction aspects.
4. PT RAK Indonesia's customer loyalty can largely be explained by the strength of the marketing experience that customers feel.

In practical terms, the results of this study confirm that companies need to prioritize creating consistent, valuable, and memorable customer experiences so that customer loyalty can be formed and endured in the long term.

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