

**THE EFFECT OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY WITH
CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE
AT IBOX MANADO TOWN SQUARE**

*PENGARUH PEMASARAN PENGALAMAN TERHADAP LOYALITAS PELANGGAN DENGAN
KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING
DI IBOX MANADO TOWN SQUARE*

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Abstract: The aim of this research is to know the effect of experiential marketing and customer satisfaction towards customer loyalty at IBOX Manado Town Square. The data used in this research is a primary data, collected from 100 respondents who are the customers of IBOX Manado Town Square. The sampling technique used in this research is purposive sampling. The data was analyzed by using path analysis. The results showed that the experiential marketing have direct positive and significant effect on customer loyalty at IBOX Manado Town Square and customer satisfaction have a positive and significant effect on customer loyalty at IBOX Manado Town Square. Experiential marketing indirectly has a positive and significant influence on customer loyalty through customer satisfaction at IBOX Manado Town Square.

Keywords: experiential marketing, customer satisfaction, customer loyalty

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh pemasaran pengalaman dan kepuasan pelanggan terhadap loyalitas pelanggan di IBOX Manado Town Square. Data yang digunakan dalam penelitian ini merupakan data primer, yang dikumpulkan dari 100 responden yang merupakan pelanggan IBOX Manado Town Square. Teknik sampling yang digunakan dalam penelitian ini adalah purposive sampling. Data dianalisis dengan menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa pemasaran pengalaman memiliki efek positif dan signifikan secara langsung terhadap loyalitas pelanggan di IBOX Manado Town Square dan kepuasan pelanggan memiliki efek positif dan signifikan terhadap loyalitas pelanggan di IBOX Manado Town Square. Pemasaran pengalaman secara tidak langsung memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan di IBOX Manado Town Square.

Kata Kunci: pemasaran pengalaman, kepuasan pelanggan, loyalitas pelanggan

INTRODUCTION

Research Background

Today economic growth in a country can be reflected in the number of new retail businesses opened. As in Indonesia, the economy is still growing. The retail and shopping center sectors show significant development year-on-year (Jimanto, 2014). However, entering 2022 retail sales growth decreased in March 2022. The rise in retail sales creates an opportunity for the retailer to compete for customers and earn profit.

Customer loyalty is crucial to the growth and success of any business. Because loyalty has an effect on the financial performance and value of businesses (Wong, Tong and Wong, 2014). A company's ability to gain advantage over competition relies heavily on the loyalty of its customers. It is possible to keep consumer loyalty by making them satisfied and touching the emotional side of the customer, thus it can be accomplished through customer satisfaction and experiential marketing (Caru and Cova, 2008).

IBOX is a retailer that specializes in offering Apple products such as smartphones, laptops, IPAD, and Apple Product support accessories and is one of the physical stores with a specialty store format. There are currently 76 stores, one of which is located in Manado Town Square.

Based on data in 2020, the achievement of IBOX Manado Town Square is less than 2021. Because of Covid pandemic in 2020, customers tend to buy online rather than offline, they also cannot visit the store as usual. While in 2021 there are increasing in sales because customers are more used to the new normal rules so they have ventured out even though there are still a corona pandemic.

There are various strategies for increasing sales, one of the primary strategies used by IBOX Manado Town Square is experiential marketing, in which it provides visitors with the opportunity to own a product before making a purchase. Customer satisfaction is likewise linked to customer loyalty in the case of IBOX Manado Town Square consumers. IBOX employees are well trained and dependable, which enable them to provide excellent customer service. The quality of the products and the level of comfort provided by IBOX Manado Town Square contribute to the satisfaction of the visiting customers.

Research Objectives

1. To find out the effect of experiential marketing on customer satisfaction at IBOX Manado Town Square
2. To find out the effect of experiential marketing on customer loyalty at IBOX Manado Town Square
3. To find out the effect of customer satisfaction on customer loyalty at IBOX Manado Town Square

THEORETICAL FRAMEWORK

Marketing

Marketing as defined by Boyd (2000) is a social process involving important activities that enable individuals and businesses to obtain what they require and desire through exchanges with other parties and the development of exchange relations. According to this definition, marketing is a process of business activities that leads to the fulfillment of consumer needs through exchanges with other parties.

Consumer Behavior

Consumer behavior is the study of people's purchase and consumption decisions (Griffin and Ebert, 2006:283). Buyer behavior is an important factor that influences the purchase decision process. Consumer behavior is defined as the behavior that consumers exhibit when searching for, purchasing, using, and disputing goods and services that they believe will meet their needs. Thus, consumer behavior incorporates people's feelings and thoughts.

Customer Loyalty

Customer loyalty is important in business because it can improve financial performance and ensure the company's viability. Loyalty is described as a strong commitment to purchase or subscribe to a particular good or service in the future, despite the fact that the situation and marketing efforts may impact the behavior (Kotler and Keller, 2008). According to Sutisna (2001) customer loyalty can be grouped into two, namely brand loyalty and store loyalty. Brand loyalty is a fond attitude towards a brand that is represented in the consistent purchases of that brand all the time, while store loyalty is not only indicated by consistent behavior but also consistent behavior in visiting the store in a particular location. Customers can buy the desired brand.

Experiential Marketing

Williams (2006) stated that the term "experiential marketing" refers to marketing initiatives that supply consumers with sufficient knowledge to make a purchase decision by providing them with in-depth concrete experiences. Experiential marketing is widely used by businesses to establish emotional connections (relationship experiences) with their customers through a variety of activities. The use of experiential marketing can be beneficial in a variety of situations, including: reversing the decline of a brand, differentiating a product from competitors, creating an image and identity for a company, increasing the rate of innovation, persuading people to try new things and make purchases, and most importantly, building customer loyalty (Schmitt, 1999).

Customer Satisfaction

Chen and Tsai (2007:1118) defined customer satisfaction in two ways which are the satisfaction of certain transactions and the general or overall satisfaction. Satisfaction in certain transactions is intended to be an assessment made after the consumer purchase at a certain time, whereas overall satisfaction is a judgment given by their customers based on overall experience during transactions with service providers. A customer's feeling of a product or service itself in terms of whether or not that product or service has made their needs and expectations is what is meant by "satisfaction." If a customer's needs and expectations have not been met, it is assumed that they will be dissatisfied with the product or service (Zeithaml, Bitner, and Gremler, 2003: 86).

Previous Research

Abadi, Nursyamsi and Munizu (2020) examined the relationship between customer value and customer loyalty, this research looked at GO-JEK customers in Makassar as an example. Experiential marketing and customer value were examined to see the effect they had on customers' loyalty, with their satisfaction as an intervening variable. The research findings reveal that customer value has a major impact on customer satisfaction and loyalty. Experiential marketing has a important impact on the level of customer satisfaction and loyalty. customer satisfaction has a important impact on customer loyalty. Customer value and experiential marketing have a important impact on a customer's loyalty via their satisfaction. In comparison to customer value, experiential marketing has a greater impact on customer satisfaction and loyalty.

Chang (2020) identified the relationships among experiential marketing, brand image and brand loyalty. The relationship between experiential marketing, brand image, and brand loyalty were validated using structural equation modeling (SEM). Results reveal that experiential marketing does not directly increase brand loyalty, as expected, because it relies on brand image to accomplish this goal. In other words, brand image is a complete mediator between experiential marketing and brand loyalty.

Wahyuningtyas, Achmad and Zainul (2017) analyzed and explained the effect of the variables Sense, Feel, Think, Act, and Relate on the variable Experiential Marketing, as well as the effect of Customer Satisfaction on Customer Loyalty. This research technique involved the distribution of questionnaires to 100 customers, which were analyzed using descriptive and inferential statistics, including path analysis. The research finds that Customer Satisfaction has a significant impact on Customer Loyalty, and Customer Loyalty has a significant impact on Customer Satisfaction.

Conceptual Framework

The research model is based on the theoretical foundation taken in several existing research journals. The model of this research can be shown in the following figure:

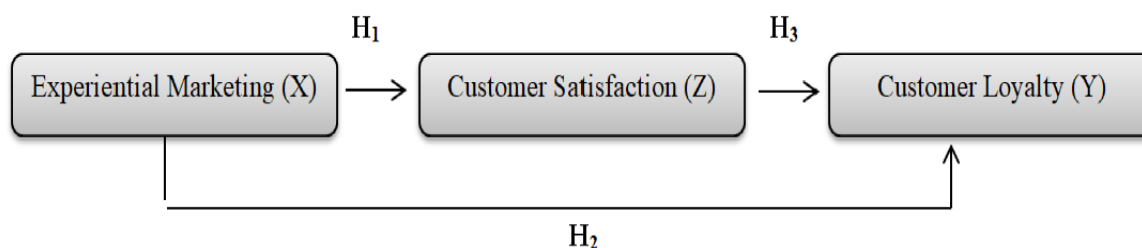


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

H1: There is an effect of Experiential Marketing on Customer Satisfaction at IBOX Manado Town Square

H2: There is an effect of Experiential Marketing on Customer Loyalty at IBOX Manado Town Square

H3: There is an effect of Customer Satisfaction on Customer Loyalty at IBOX Manado Town Square

RESEARCH METHOD

Research Approach

The data for this research gathered through the use of a quantitative approach. According to Sugiyono (2013), quantitative methods can be interpreted as a research method based on the philosophy of positivism, used

to examine specific populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses which has been set. In order to determine the direct influence of independent variables (X), such as experiential marketing and customer satisfaction, on dependent variables (Y), such as customer loyalty, a survey method was used as the primary source of primary data by distributing questionnaires. The data for this research gathered through the use of a quantitative approach.

Population, Sample and Sampling Technique

Sekaran and Bougie (2009) define population as "the entire group of people, events, or things of interest that the researcher wishes to investigate." It is a collection of people, events, or things of interest about which the researcher wishes to draw conclusions based on sample statistics. The population on this research is people who have visited IBOX Manado Town Square. The sample of this research are people who have visited IBOX Manado Town Square and including in the member of IBOX. The sampling technique is purposive sampling because the research did not choose the respondents randomly but the respondent were selected by some criteria such as the people included in IBOX member and interested in visiting and making repurchase in IBOX Manado Town Square.

Data Collection Method

The term "primary data" refers to information obtained firsthand by the researcher on the variables of interest for the research's specific purpose. Individuals provide information when they are interviewed, given questionnaires, or observed. Another rich source of primary data is group depth interviews, also known as focus groups (Sekaran and Bougie, 2009). The questionnaire that will be distributed to the respondents will serve as the primary data source in this research.

Operational Definition of Research Variables

1. Experiential Marketing (X): A strategy that allows customers to own a product before purchasing it, making them feel good about the product or service and encouraging them to use it more.
2. Customer Satisfaction (Z): Feelings that appears after comparing perception or impression of the performance or results of a product with expectations are both happy and disappointed, and vice versa.
3. Customer Loyalty (Y): The individuals who purchase or utilize services, particularly those who do so on a regular and repeated basis.

Validity and Reliability Test

The validity test is used to determine whether or not each respondent's interpretation of each statement contained in the research instrument is the same or completely different. According to Ferdinand (2002), the validity test is used to determine whether or not each respondent's interpretation of each statement contained in the research instrument is the same or completely different.

Path Analysis

Sugiyono (2013) defines path analysis as a subset of regression model that can be used to investigate the causal relationships between two variables. The regression equation, in the form of a structural equation, shows the hypothesized relationship (Ghozali, 2013) as follows:

$$Z = b_1X + e_1 \quad (1)$$

$$Y = b_1X + b_2Z + e_2 \quad (2)$$

Where:

- X : Experiential Marketing
 Z : Customer Satisfaction
 Y : Customer Loyalty

When the coefficient for Experiential Marketing (X) in equation (1) is standardized, the value P1 is obtained. While in equation (2), the coefficients for Experiential Marketing (X) and Customer Satisfaction (Z) will yield P2 and P3 values.

Direct effect of X to Y = P2

The indirect effect of X to Z to Y = P1 x P3

Total Effect (correlation) X to Y = P2 + (P1 x P3)

RESULT AND DISCUSSION**Result****Validity and Reliability**

All indicator statement items from the Experiential Marketing (X), Customer Satisfaction (Z), and Customer Loyalty (Y) variables have a Pearson correlation value greater than r table in the validity test (0.196). As a result, the entire item statement of the research variable is valid. In reliability test, all variables such as Experiential Marketing (X), Customer Satisfaction (Z) and Customer Loyalty (Y) variables has Cronbach's alpha value $> 0,60$. These results indicate that the items of the statement of all variables used in this research have been reliable. This condition shows that the answer of respondents to statements on questionnaire have been consistent over time.

Classical Assumption Test**Normality**

Normality test is a test conducted with the aim to assess the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. In this research, the researcher used the Kolmogorov-Smirnov technique. Standardized residual value curves are said to spread normally when the Kolmogorov-Smirnov $Z \leq Z$ table value or asym value.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.60359571
Most Extreme Differences	Absolute	.085
	Positive	.066
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.072 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processed (2022)

The output table above, shows that the significance value of Asymp.Sig. (2-tailed) of 0.072 is greater than 0.05. then in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test, it can be concluded that the data are normally distributed.

Multicollinearity

Multicollinearity test aims to test whether in the regression equation found a correlation between independent variables in a regression model. Correlation between independent variables should not occur in a good regression model.

Table 2. Multicollinearity Test

Variable	Tolerance Value	VIF Value	Status
Experiential Marketing	0.205	4.875	Multicollinearity Free
Customer Satisfaction	0.205	4.875	Multicollinearity Free

Source: Data Processed (2022)

Table 2 shows the value of the Variance Influence Factor (VIF) of the results has been carried out on the Experiential Marketing and Customer Satisfaction less than 10, and the Tolerance Value is more than 0.100. This

result indicates that there is no correlation between two variables. Thus, it can be concluded that the two independent variables are free from multicollinearity.

Heteroscedasticity

The heteroscedasticity test aims to test whether in the linear regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity.

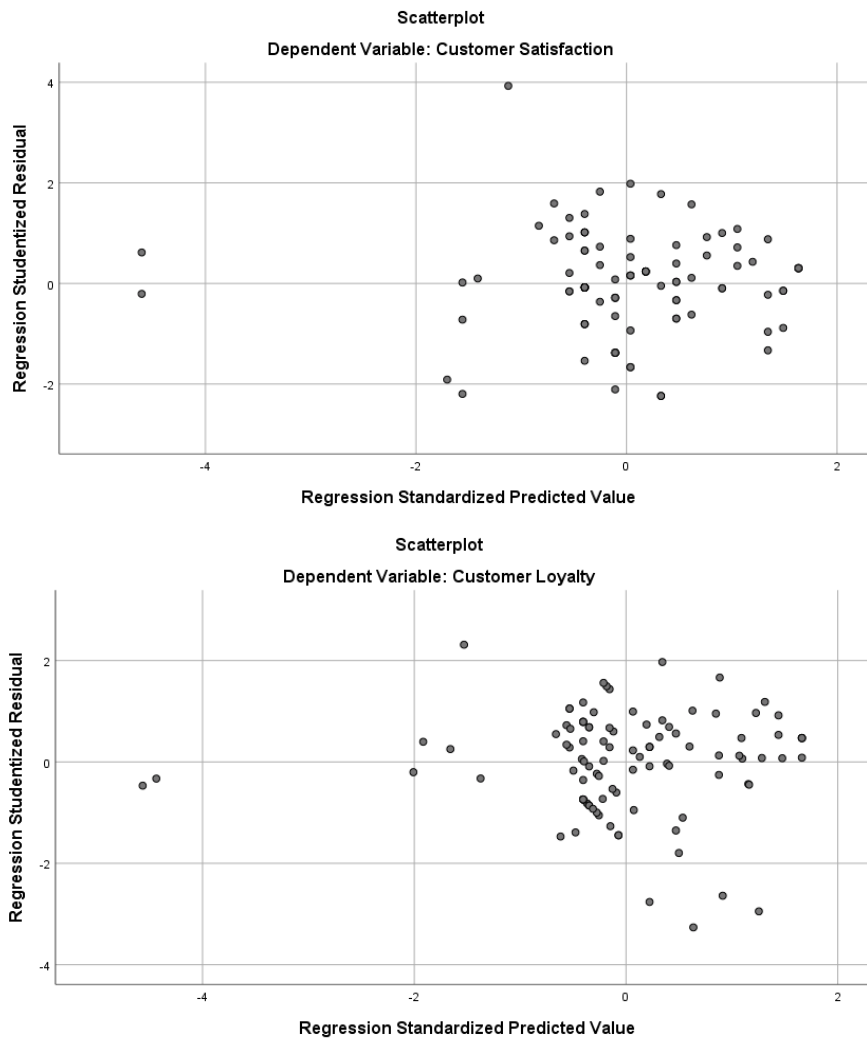


Figure 2. Heteroscedasticity Test
 Source: Data Processed (2022)

Figure 2 shows the distribution of the dots on the scatterplot graph above and below the Y axis and do not form a clear pattern. Thus, it can conclude that the analytical model used in the research does not have heteroscedasticity.

Table 3. Linear Regression Model I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.972	1.938		.502	.617
Experiential Marketing	.783	.040	.892	19.487	.000

a. Dependent Variable: Customer Satisfaction

Source: Data Processed (2022)

Based on table 3, the equation of model 1 is: $Z = 0.972 + 0.783 X$. The result can then be interpreted as follows:

1. The constant value is 0.972 means that if the variable Experiential Marketing (X) is equal to 0, then the Customer Satisfaction (Z) is 0.972.
2. The regression coefficient value for the Experiential Marketing (X) has a positive value of 0.783. This shows that if the Experiential Marketing increases by 1%, the Customer Satisfaction will increase by 0.783 assuming the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between Experiential Marketing and Customer Satisfaction. This condition shows that the better Experiential Marketing is carried out, the greater the Customer Satisfaction on IBOX Manado Town Square.

Based on table 4 below, the equation of model II is: $Y = 1.926 + 0,4860 X + 0.337 Z$. The regression equation model II can then be interpreted in three points:

1. The constant value is 1.926 means that if the variable Experiential Marketing (X) and Customer Satisfaction (Z) are both equal to 0, then the Customer Loyalty (Y) is 1.926.
2. The regression coefficient value for the Experiential Marketing (X) has a positive value of 0.486. This shows that if the Experiential Marketing increases by 1%, the Customer Satisfaction will increase by 0.486 assuming the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between Experiential Marketing and Customer Loyalty at IBOX Manado Town Square. This condition shows that the better Experiential Marketing is carried out, the greater the Customer Loyalty at IBOX Manado Town Square.
3. The regression coefficient value for the Customer Satisfaction (Z) has a positive value of 0.337. This shows that if the Customer Satisfaction increases by 1%, the Customer Loyalty will increase by 0.337 assuming the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between Customer Satisfaction and Customer Loyalty variables at IBOX Manado Town Square. This condition shows that the higher the Customer Satisfaction will increase the Customer Loyalty at IBOX Manado Town Square.

Table 4. Linear Regression Model II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.926	1.852		1.040	.301
Experiential Marketing	.486	.085	.571	5.736	.000
Customer Satisfaction	.337	.096	.349	3.501	.001

a. Dependent Variable: Customer Loyalty

Source: Data Processed (2022)

Hypothesis Testing

Table 5. T-test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	.972	1.938		.502	.617
Experiential Marketing	.783	.040	.892	19.487	.000

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2022

Based on the table above by observing rows and columns t and sig, it can be explained as follows:

- (H1): There is an effect of Experiential Marketing (X) on Customer Satisfaction (Z) in IBOX Manado Town Square. It is known that the significant value of Experiential Marketing (X) is 0.000 which is < 0.05 , the value of $t_{count} = 19.478 > t_{table} = 1.985$ (t_{count} has a value greater than t_{table}). So, it can be concluded that Hypothesis 1 is Accepted, which means Experiential Marketing has a significant effect on Customer Satisfaction.

Table 6. T-test

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	1.926	1.852			1.040	.301
Experiential Marketing	.486	.085	.571		5.736	.000
Customer Satisfaction	.337	.096	.349		3.501	.001

a. Dependent Variable: Customer Loyalty

Source: Data Processed (2022)

Based on the table above by observing rows and columns t and sig, it can be explained as follows:

- (H2): There is an effect of Experiential Marketing on Customer Loyalty in IBOX Manado Town Square. It is known that the significant value of Experiential Marketing (X) is 0.000 which is < 0.05 , while $t_{count} = 5.736 > t_{table} = 1.985$ (t_{count} has a value greater than t_{table}), so it can be concluded that hypothesis 2 is accepted, which means Experiential Marketing has significant effect on Customer Loyalty.
- (H3): There is a significant effect Customer Satisfaction on Customer Loyalty in IBOX Manado Town Square. It is known that the significant value of Experiential Marketing (X) is 0.001 which means < 0.05 (significance level has a smaller value than Alpha). While $t_{count} = 3.501 > t_{table} = 1.985$ (t_{count} has a value greater than t_{table}), so it can be concluded that hypothesis 3 is **accepted**, which means Customer Satisfaction has significant effect on Customer Loyalty.

Model Testing

Table 7. F-Test Model I

Model		Anova				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2884.637	1	2884.637	379.760	.000 ^b
	Residual	744.403	98	7.596		
	Total	3629.040	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Experiential Marketing

Source: Data Processed (2022)

Table 7 shows the calculated F value of 379.760 while the F table with $df_1 = 1$ and $df_2 = 100 - 1 - 1 = 98$. Because the calculated F value is greater than the F table, thus the regression model between Experiential Marketing (X) on Customer Satisfaction (Z) is declared fit or feasible. It can be stated that the variable Experiential Marketing (X) have a positive and significant effect on Customer Satisfaction (Z).

Table 8. F-Test Model II

Model		Anova				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2730.548	2	1365.274	197.337	.000 ^b
	Residual	671.092	97	6.918		
	Total	3401.640	99			

a. Dependent Variable: Customer Loyalty

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

Source: Data Processed (2022)

Table 8 shows the calculated F value of 197.337 while the F table with $df_1 = 1$ and $df_2 = 100 - 1 - 1 = 98$. Because the calculated F value is greater than the F table, thus the regression model between Experiential Marketing (X) and Customer Satisfaction (Z) on Customer Loyalty (Y) is declared fit or feasible. It can be stated that the variable Experiential Marketing (X) and Customer Satisfaction (Z) have a positive and significant effect on Customer Loyalty (Y).

Intervening Test**Table 9. Path Analysis**

Variable	Standardized Coefficients Beta	Sig	Status
Experiential Marketing -> Customer Satisfaction	0.892 (P_1)	0.000	Significant
Experiential Marketing -> Customer Loyalty	0.571 (P_2)	0.000	Significant
Customer Satisfaction -> Customer Loyalty	0.349 (P_3)	0.001	Significant

Source: Data Processed (2022)

Table 9 shows the influence of Experiential Marketing showing the significant influence of Customer Satisfaction on Customer Loyalty in IBOX Manado Town Square. The test results also show that Customer Satisfaction has a significant effect on Customer Loyalty on IBOX Manado Town Square. This condition it can be concluded that Experiential Marketing can have a direct or indirect effect on Customer Loyalty on IBOX Manado Town Square through Customer Satisfaction.

The total influence of the direct or indirect Experiential Marketing variable on Customer Loyalty in IBOX Manado Town Square through Customer Satisfaction as follows:

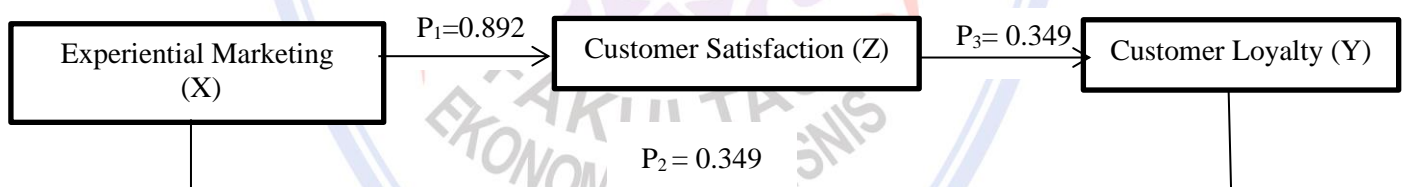
1. The amount of direct influence of Experiential Marketing on Customer Loyalty in IBOX Manado Town Square of $P_2 = 0.571$. While the indirect effect is calculated by multiplying $P_1 \times P_3 = 0.892 \times 0.349 = 0.311$.
2. The total influence of Experiential Marketing directly and indirectly when intervening by Customer Satisfaction on Customer Loyalty is as follows:

The total influence of Experiential Marketing = $(P_2) + [(P_1) \times (P_3)]$

- Direct Influence = 0.571
- Indirect Influence (0.892×0.349) = 0.311
- +

- Total influence Experiential Marketing = 0.882

Based on calculations the influence of Experiential Marketing either directly or indirectly on Customer Loyalty intervened by Customer Satisfaction can be seen in the following figure:

**Figure 3. Path Analysis**

Source: Data Processed (2022)

Figure 3 shows that Experiential Marketing can have a direct or indirect effect on Customer Loyalty in IBOX Manado Town Square. It shows the direct influence of Experiential Marketing on Customer Loyalty is 0.571. While indirect influence through Customer Satisfaction is $0.892 \times 0.349 = 0.311$. From the calculation, the results indicate that the value of the direct influence of Experiential Marketing on Customer Loyalty is greater than the value of the indirect influence of Experiential Marketing on Customer Loyalty through Customer Satisfaction. The total influence of Experiential Marketing on Customer Loyalty in IBOX Manado Town Square intervening by Customer Satisfaction is 0,882.

Discussion**The effects of Experiential Marketing on Customer Satisfaction**

The test results show that Experiential Marketing has a positive and significant effect on Customer Satisfaction. This condition shows that Experiential Marketing is getting better and better by IBOX Manado Town Square and increase their Customer Satisfaction. These findings support the theory stated by Schmitt (1999) which are Experiential marketing is one way to build and increase customer satisfaction. This findings also similar to

the previous research by Soliha et al (2021) , the results show that Experiential Marketing has a positive and significant effect on Customer Satisfaction.

The Effects of Experiential Marketing on Customer Loyalty

The test results show that Experiential Marketing has a positive and significant effect on Customer Loyalty. This condition shows that Experiential Marketing is getting better and better by IBOX Manado Town Square will further increase the Customer Loyalty. These findings support the theory stated by Kertajaya (2010) that Experiential marketing is a marketing concept that aims to form customers to be loyal to their services and products. This finding also similar with the previous research by Novia (2012), the results show that Experiential Marketing has a positive and significant effect on Customer Loyalty.

The Effects of Customer Satisfaction on Customer Loyalty

The test result shows that that Customer Satisfaction has a positive and significant effect on Customer Loyalty from Customer Satisfaction as a intervening variable. These findings support the theory stated by Widowati and Tsabita (2017) that Customer satisfaction and loyalty are strongly associated; when customers are happy with the products or services a business provides, they are more likely to buy it again and tell other people to do the same. These findings also similar with the previous research by Uddin (2019), the results show that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

The Effects of Experiential Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable

The test results show that Experiential Marketing has a positive and significant effect on Customer Satisfaction, then Experiential Marketing has a positive and significant effect on Customer Loyalty, and Customer Satisfaction has a positive and significant effect to the Customer Loyalty. This condition shows that Customer Satisfaction can be used as a intervening variable for the influence of Experiential Marketing on Customer Loyalty in IBOX Manado Town Square. It can be seen from the result that the indirect effect is 0.311, while the direct effect is 0.571. So that the total effects of Experiential Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable in IBOX Manado Town Square are 0. 882. This is similar to the previous research by Öztürk (2015) about exploring the relationships between Experiential Marketing, Customer Satisfaction, and Customer Loyalty, it's found that a positive and significant relationship has been determined between Experiential Marketing and Customer Loyalty.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of research and discussion that has been done about the effect of experiential marketing on customer loyalty with customer satisfaction as an intervening variable, it can be concluded that:

1. Experiential Marketing has a positive and significant effect on Customer Satisfaction in IBOX Manado Town Square. It can be said that Experiential Marketing has an important role in influencing the Customer Satisfaction in IBOX Manado Town Square.
2. Experiential Marketing has a positive and significant effect on Customer Loyalty in IBOX Manado Town Square. It can be said that Experiential Marketing has an important role in influencing the Customer Loyalty in IBOX Manado Town Square.
3. Customer Satisfaction has a positive and significant effect on Customer Loyalty in IBOX Manado Town Square. It can be said that Customer Satisfaction has an important role in influencing the Customer Loyalty in IBOX Manado Town Square.

Recommendations

Based on the conclusions obtained in this research, suggestions made as a complement to the research results that can be given are as follows:

1. IBOX Manado Town Square should maintain Experiential Marketing that exist today and can develop more ideas in making it, which can make people have a knowledge and experience in the products and making them more interested, basically IBOX Manado Town Square can try to improve other Experiential Marketing techniques based on the five indicators, especially in the act indicator where there are slightly agree in the

- most answer of the respondent to making the Experiential Marketing can be more benefit in improving the satisfaction of the customer and making them more loyal.
2. IBOX Manado Town Square can continue to improve and maintain to always satisfy the need of customers in using their products and services by providing the customers more good facilities, product, and services. Also giving the customers more reward or promo especially for the customers that are already using their product and services in the long period of time.
 3. Researchers can further develop this research by using different methods in examining experiential marketing and customer satisfaction on customer loyalty, for example using a qualitative method with a different type of collecting data such as a dept interview, so that the information obtained can be more varied than questionnaires for which the answers are available.

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