

# THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY AT R-ZONE CAFÉ

## DAMPAK PEMASARAN PENGALAMAN TERHADAP LOYALITAS PELANGGAN PADA R-ZONE CAFÉ

By

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**Abstract:** In winning business competition, a marketer must have a competitive advantage or differentiator in order to continue to survive on the products they offer. Researcher conducted this research through Qualitative methods by In-depth Interview to find out how the 5 aspects of Experiential Marketing impacted the Loyalty of Customers at R-Zone Café. The sample size of this study was 20 informants who visit R-Zone Café. Informants are female and male with range age of 17-35. The result in this study indicates that out of 5 aspects of experiential marketing Sense, Feel, Think, and Relate have the most impact for the customer to make repurchase. All 5 aspects of experiential marketing also have positive impact for the customers to being committed to the brand and have positive impact for the customer to recommend the café.

**Keyword:** Experiential Marketing, Customer Loyalty

**Abstrak:** Dalam memenangkan persaingan bisnis, seorang pemasar harus memiliki keunggulan kompetitif atau pembeda agar dapat terus bertahan pada produk yang mereka tawarkan. Sampel dari penelitian ini adalah 20 orang informan yang mengunjungi r-zone café. Informan berjenis kelamin perempuan dan laki-laki dengan range umur 17-35 tahun. Hasil dari penelitian ini menunjukkan bahwa dari 5 aspek experiential marketing hanya 4 aspek yaitu Sense, Feel, Think dan Act yang memiliki dampak paling besar bagi pelanggan untuk melakukan pembelian ulang. Kelima aspek dari experiential marketing juga memiliki dampak positif bagi pelanggan untuk berkomitmen terhadap merek dan memiliki dampak positif bagi pelanggan untuk merekomendasikan kafe tersebut.

**Kata Kunci:** Pemasaran Pengalaman, Loyalitas Pelanggan

## INTRODUCTION

### Research Background

Food and beverage are primary needs for each person. Thus, many people like to start small business in the food and beverage area and culinary business is the one of quite good business nowadays. Along with some changes in lifestyle patterns of consumers, this kind of business could compete on a competitive basis. The consumers nowadays prefer to buy food outside while refreshing and hang out. This also happens to consumers in North Sulawesi especially in Langowan. The people in North Sulawesi, especially in Langowan, are known for their “good at eating, good at snacking” and very happy to find a good place to hang out with friends. As many people start to run a business such as café and coffee shop, it is no wonder that there are some cafes operating with a similar concept because café is one of the places that is very popular with young people who wants to spend their time with friends, especially if it is supported by an aesthetic atmosphere suitable for taking pictures and makes visitors comfortable. In North Sulawesi, of course there are many cafes that attract attention to be visited, especially the big cities in North Sulawesi, Manado, Tomohon, Tondano etc. Likewise with the café located in Langowan, Minahasa.

Therefore, sometimes it makes customers fail to differentiate between one café to the other so they can go

to many cafes without having loyalty to one of them. In winning business competition, a marketer must have a competitive advantage or differentiator in order to continue to survive on the products they offer to consumers. Especially if it is engaged in the food or service industry. Many food and beverages industries that has to be more innovative and creative to attract the customers' attention. The businesses must understand what are the market needs and desires, and be able to fulfill the customer more effectively and efficiently compared to the competitors in order to win the market.

These loyal customers are important in a business as it will not only create profit but also promote the business for free or we can call it as word of mouth (WOM) and (e-WOM). The number of cafes in North Sulawesi especially in Langowan, Minahasa has created a very tight competition. It is very crucial to maintain the consumer loyalty in order to gain a competitive advantage. In this study, the researcher wanted to know whether the 5 aspects of experiential marketing namely sense, feel, think, act, and relate, can build good relationships or have some impact to the customer in order to create loyalty at the R-Zone café. This is influenced by many people went to the R-Zone café and it makes the café crowded even at night despite the social distancing applied by the government. In Langowan itself, the business to open a café can be said have grown so that many cafes already established.

Experiential Marketing is one of the approaches that can be taken. This approach is considered very effective because it is in line with the development of the times with technology. The entrepreneurs put more emphasis on providing experience to consumers, and something that adds value to the company to be able to distinguish small business with another businesses. Zone Café itself is an example of many café in Langowan that is able to develop, compete with other café that have similar services, price or even similar with menus they provide. R-Zone café was established on December 2018. R-Zone café has a clever marketing strategy to attract people's attention, including by doing promotional tactics from Indonesian artists. On their official instagram account, there are videos of some artists promoting R-Zone Café including Vino G. Bastian, Mongol who came directly to the location and try the food provided by R-Zone café.

The cafe itself embraced half floor seating concept. Where it gives the customers an opportunity to experience new thing. This concept attracts prospective customers to enjoy bbq grill while seating on the floor like in Korean or Japanese traditional restaurant. To survive in the business world, R-Zone must be able to provide the best service in accordance with the consumer expectations to increase loyalty. The culture of enjoying the ambiance of a café has become a lifestyle for the people in Langowan and it has become one of the reasons why café business opportunities continue to progressively increase.

R-Zone café is not only focused on their product variation and prices but how they improve the quality of services to be able to attract consumers to lead them to loyal patron. R-Zone café spoils their customers by the presentation of the food and beverages they provide such as they offer unique drinks to grab people's curiosity and popular food such as BBQ Grill to attract the foodies and those who fancy Korean culture. The cafe also embraced floor seating concept, giving customers the opportunity to experience something different and customers can explore the cultural elements.

Modern facilities are also added for the comfort of the café lovers such as free wi-fi access, live music on weekends. In R-Zone consumers can feel pleasure because of the ambiance the café has. One example of competitive advantage that R-Zone Café has is it's the first café to serve BBQ grill and still become the only café to provide BBQ grill in Langowan at a very affordable price, it is also able to have its own position in the eyes of the consumers because of that. The characteristics of this café provide added value and advantages to the R-Zone Café through its brand identity.

They also have improved their menu by adding a Hotpot where R-Zone café is the only café in Langowan to provide affordable BBQ grill and Hotpot, so that customer interest is growing rapidly. They also provide another affordable local and western menu like fried rice, fried banana, spaghetti, toast, coffee, juices, but what makes them more special and getting all the attention is the BBQ grill and the atmosphere. That is why this café is getting busier and crowded day by day and people are willing to wait patiently even though the seats are all packed. This place has become one of the most places to hangout in Langowan because the aesthetic atmosphere, instagramable spots that make customers feel comfortable and content. By providing the best menu, and service, R-Zone Café is always visited by customers.

## Research Objectives

To examine the impact of 5 aspects of experiential marketing namely sense, feel, think, act, relate on customer loyalty.

**Marketing**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is "meeting needs profitably."

**Customer Loyalty**

Kotler (2005) stated that customer loyalty is a repurchase done by a customer because the commitment she/he did to a brand or a company. Customer Loyalty is a measure of a customer's likeliness to do repeat business with a company or brand. The definition of a loyal consumer is someone who carries out activities to buy goods or services that meet the following criteria (Griffin, 2002): make repeated purchases, buy other products offered by the same manufacturer, recommend the product or service to others.

**Experiential Marketing**

According to Smilansky (2009:13), Experiential Marketing is the process of identifying and satisfying consumer needs and favorable aspirations, engaging consumers through two-way communication that brings brand personality to life and adds value to the target audience. Schmitt (1999) argues that experiential marketing can be measured using 5 main factors, namely:

1. Sense, is defined as an effort to create experiences related to the five senses through sight, sound, touch, taste, and smell. Which is used to differentiate the company and its products in the market, motivate consumers to want to buy these products and convey value to consumers.
2. Feel Experience appeals to customer's inner feelings and emotions, with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride. Feel experience is a strategy and implementation to give brand influence to consumers through communication (advertising), products (packaging and their contents), product identity (co-branding), environment, website, people offering products.
3. Think or Creative Cognitive Experience aims to encourage consumers to be interested and think creatively in order to produce a re-evaluation of the company and brand. Think Experience refers more to future, focused, value, quality, and growth and can be displayed through inspirational, high technology, and surprise.
4. Act or Physical Experience and Entitle is a marketing technique for creating consumer experiences related to the physical body, behavior patterns, and long-term lifestyle and experiences that occur from interactions with others. Where lifestyle itself is a pattern of individual behavior in life that is reflected in actions, interests, and opinions.
5. Relate or Social Identity Experience is a combination of the four aspects of Experiential Marketing namely sense, feel, think, and act. In general, Relate Experience shows relationships with other people, other groups (e.g., social, community, culture). The goal of Relate Experience is to connect these consumers with the culture and social environment that is reflected by the brand of a product.

**Previous Research**

Kainde, Lapijan, and Saerang (2019) analyzed the customer perception of experiential marketing of iPhone. To achieve this objective, the researcher took the information from 15 informants using qualitative study which is in-depth interview. The result of the study is the five dimensions of experiential marketing affect the customer perception. Through sense experience, feel experience, think experience, act experience and relate experience.

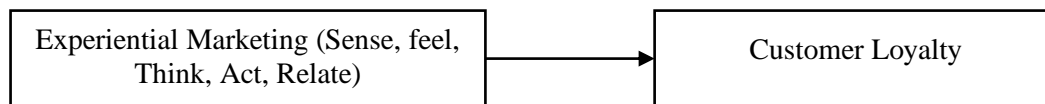
Soliha et al. (2021) examined how experiential marketing and location influence customer loyalty mediated by customer satisfaction. This study's population was Cafe Excelso Rinjani customers in Semarang, Indonesia. The sampling employed a purposive sampling technique, with the following criteria: customers who visited and enjoyed Cafe Excelso Rinjani and aged more than 17 years. Data analysis used multiple regression analysis, and a single test was utilized to test for mediation. The results revealed that experiential marketing positively and significantly affected customers satisfaction. It showed that the better the experiential marketing was done, the more customer satisfaction would be. Location positively and significantly influenced customer satisfaction. It indicated that the more strategic the location, the more customer satisfaction increased. Meanwhile, experiential marketing had no impact on customer loyalty. Location positively and significantly affected customer loyalty at Cafe Excelso Rinjani Semarang. It denoted that the more strategic the location, the more customer



loyalty increased. Besides, customer satisfaction had a positive and significant effect on customer loyalty. It signified that, when customer satisfaction increased, customer loyalty would increase. Finally, customer satisfaction perfectly mediated the influence of experiential marketing on customer loyalty, and customer satisfaction mediated the effect of location on customer loyalty.

Tangkuman, Massie, and Mangantar (2020) aimed to find out whether The Effect Of Experiential Marketing and Customer Satisfaction on Customer Loyalty at McDonald's Manado. This research implies quantitative method, to achieve this goal the researchers' distributed questionnaires and samples used 97 respondents. The results of this study indicate that experiential marketing has a significant positive effect on customer loyalty but customer satisfaction has a positive but not significant effect on customer loyalty.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research to analyze the experiential marketing on customer loyalty at R-Zone Café. According to Holloway (1997), Qualitative research is a form of social inquiry that focuses on the way people interpret and make sense of their experiences and the world in which they live.

### Population, Sample and Sampling Technique

According to Sugiyono (2005), Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion. The population of this research is youth iPhone user in Manado. A sample is the selected people chosen for participation in a study, Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research uses purposive sampling non random sampling technique in order to get more valid and detailed result. The researcher took 20 informants to be interviewed.

### Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary which is depth-interview and secondary data that gathered the data from articles, journal, and books regarding to the study of the research.

### Operational Definition of Research Variables

**Table 1. Operational Definition and Indicators of Research Variables**

Variable	Definition	Indicators
Experiential Marketing	Is the strategic experience of customers when using a product, through senses, feel, think, act and relate	<ul style="list-style-type: none"> <li>– Sense Experience</li> <li>– Feel Experience</li> <li>– Think Experience</li> <li>– Act Experience</li> <li>– Relate Experience</li> </ul>

## RESULT AND DISCUSSION

### Result

The interview is conducted from the informants who visit R-Zone Café. There are 20 informants of this

research with various background. The informants' range of age are between 17-35 years old. Most of the informants are college students.

**Table 2. Coding Categorization**

Indicator	Description	Informant
Sense	The customer is attracted by the taste of the food and the good atmosphere the café has, BBQ grill	R1
	The customer is attracted by the various menu, unique place <i>lesehan</i> (korean-like), BBQ grill	R2, R3, R4, R12, R13, R16, R17
	The customer is attracted by the affordable price and an exciting atmosphere	R5
	The customer is attracted by the aesthetic place, fair price and chill atmosphere the café has	R6
	The customer is attracted by the good taste of the food and beverage the café provides, and good atmosphere	R7
	The customer is attracted by the aesthetic place, instagramable place, BBG grill, comfortable, fun, not a stuffy place	R8, R10
	Attracted by the interesting place, crowded (means the place is very famous)	R9, R18
	The customer is attracted by the affordable price, various menu with chill atmosphere	R11
	The customer is attracted by the good and comfortable place	R14
	The customer is attracted by the live music, casual atmosphere	R15
	The customer is attracted by the good place, the taste of the food, comfortable place	R19
	The customer is attracted by the good place and fun atmosphere	R20
Feel	Crowded. good services	R-1
	Content. good services	R-2, R-14, R-20
	Comfortable. good services	R-3, R-12, R-13, R-16, R-18, R19
	Comfortable. hospitable services	R4, R5, R6
	Calm. good services	R7
	Content and safe, comfortable. good and on-time services	R8, R10
	Comfortable. quite good services	R9
	Quite comfortable. responsive employee (fast respond, good services)	R11
	Tolerable which means the place is average, nothing too special with it	R14
	The place is too noisy and too crowded which make the customer quite uncomfortable	R17
Think	Choose R-zone because it's different from other café. Expect the café is not too crowded	R1
	Choose R-Zone as a place to eat. Expected the café would provide good food	R2
	Choose R-Zone because of the food. Expect Promos	R3, R5
	Choose R-Zone because of the food. Expect to have a good place, comfortable, and good Services	R4
	Choose R-Zone because it's near the city center. expect to have a quick service	R6
	Choose R-Zone because of the food and chill atmosphere. expect to have a calm atmosphere	R7
	Choose R-Zone because of the aesthetic place, BBQ grill.	R8

	expect to have a comfortable atmosphere, good service	
	Choose R-Zone because of the place itself. no expectation	R9
	Choose R-Zone because of the food, the atmosphere, near, expect to have a calmly atmosphere, good food and beverage	R10
	Friend's recommendation. expect to eat some good food	R11
	Choose R-Zone because of the good services, comfortable place. expect to have satisfying and delicious food	R12,R13,R16
	Choose R-Zone to eat, BBQ. expect to satisfy the customer's wants	R14
	Invited by some friends, with no expectation	R15
	Invited by some friends. Expect to have a comfortable place, café owner must add some more table.	R17
	Choose R-Zone because of the affordable prices, interesting atmosphere, and expectation of having some relaxation time.	R18
	Choose R-Zone because of the good food, budget friendly, and expect to have a good service	R19
	Choose R-Zone because the café is frequently visited, and expect to have good food	R20
Act	Quite a good experience with a purpose to eat and hangout	R1
	Good experience with purpose to eat and take some pictures	R2, R7
	Good experience with purpose to eat and hang out	R3, R6, R11, R14, R15, R19
	Get a good place, very good and responsive service with the aim of hanging out and eating	R4
	An ordinary monotonous experience with the aim of hanging out	R5, R9
	Good experience for BBQ grill	R8
	A fun and memorable experience with the purpose to hanging out	R10, R20
	Satisfying experience with a purpose to eat	R12, R13, R16
	Quite a comfortable experience with the aim of eating and hanging out	R17
	Good experience with purpose to relax	R18
Relate	BBQ grill. good relationship between employees and customers	R1, R6, R8, R10, R18
	Unique place. good relationship between the employees and customers	R2
	The food that makes the place special. good relationship between employees and customers	R3
	Good place. good relationship between employees and customers (customer satisfaction)	R4, R5, R7, R19, R20
	A good photo spot makes the place special. Quite good relationship between employees and customers	R9
	The food, especially batagor. Good relationship between employees and customers	R11
	Comfortable place. good relationship between employee and customer	R12, R13, R14, R16
	BBQ grill. quite good relationship between employee and customer	R15



	The aesthetic place. good relationship between employee and customer	R17
Repurchase	The café provides BBQ grill	R1, R8
	The customer is interested in doing a Repurchase	R2
	<i>Lesehan</i> concept that catches eye of customers, Various menu to choose	R3, R5, R12, R13, R16, R17, R20
	Comfortable place to hangout, good food	R4, R10
	The café is near customer's house, comfortable place.	R6
	Good food, a place to hang out to	R7
	The food and beverage provided are good	R9
	Affordable price, good service quality	R11, R18
	The good atmosphere that the café has	R14
	-	R15
	Satisfied with the service	R19
	The 5 indicators of experiential marketing (sense, feel, think, act, relate) caused the customer to make repurchase	All Respondents
Committed to the brand	The café provided good food and beverage	R1, R4, R5, R10
	Good atmosphere	R2, R3, R7, R19
	Recommended café by friends	R6
	Worth the price, good atmosphere	R8
	Instagramable place with good food	R9
	Pleasant place to go to	R11, R12, R13, R14, R16, R18
	Treated by friend, with no commitment	R15
	Follow the trend	R17
	Because R-Zone always become a destination of relaxation	R20
	The 5 indicators of experiential marketing (sense, feel, think, act, relate) caused the customer to committed to the brand	R2, R3, R4, R5, R7, R8, R9, R10, R11, R12, R13, R14, R16, R18, R19
Recommendation	The taste of the food, good place means the café is recommended	R1
	Good food, affordable price means the café is recommended	R2, R18
	Good food means the café is recommended	R3, R17, R20
	Perfect place to hang out with friends means the café is recommended	R4, R19
	Good place means the café is recommended	R5, R7
	Aesthetic place, the price is worth it, good food made the place recommended	R6
	BBQ grill, instagramable place made the place recommended	R8
	Comfortable place, affordable price made the place recommended	R9, R18
	Comfortable place, good food, affordable price, good services, good atmosphere made the place recommended	R10, R11
	Good food, Korean vibe	R12, R13, R14, R16
	The place is not recommended	R15
	The 5 indicators of experiential marketing (sense, feel, think, act, relate) cause the customer to recommend the café	R1, R2, R3, R4, R5, R7, R8, R9, R10, R11, R12, R13, R14, R16, R18, R19, R20
Willing to pay more	The café serves good food	R1, R3, R4, R5, R8, R9
	Supporting SME's with no intention to pay more	R6
	Just because wanted to increase the spending	R7
	Because of the taste and affordable price	R11
	Only pay more when the customer have more budget and	R17

decided to spend more time in that café	
Because the service is good	R19
Because the regular visit that make the customer satisfied with the service and food provided.	R20
The 5 indicators of experiential marketing (sense, feel, think, act, relate) made the customer to be willing to pay more	R1, R5, R7, R8, R9, R10, R19, R20

## Discussion

The interview result has been conducted by interviews from 20 informants who visited R-Zone Café. The interview result shows how the 5 aspects of the Experiential Marketing namely Sense, Feel, Think, Act, and Relate impacted the customers to become loyal.

## Experiential Marketing

### Sense

The research reveals that R-Zone Café is attracting customers due to its unique BBQ grill menu, which went viral in 2020. The cafe's atmosphere is comfortable and gives a Korean vibe, with customers sitting on the ground or lesehan, making it a memorable experience. Informants 9 and 18 are attracted by the concept of the cafe, its gen-z decoration, and the crowded atmosphere. Informant 10 is attracted by the support facilities, live music, and affordable prices. The café is also Instagrammable, visually appealing, and offers free wifi access, making it suitable for social media posting. The atmosphere is romantic and crowded, but not too stuffy, and the café provides affordable products and live acoustic music for weekends or special events. Overall, R-Zone Café is a popular choice for customers seeking a unique and memorable dining experience.

### Feel

The research found that most informants feel comfortable and content at R-Zone Café, with the interior design and friendly staff making them want to stay longer. The service is also good, with quick responses and smiles from the employees. Informants also felt content with the pleasant interior design and quick service. The research supports the theory that Feel experience arises from contact and interaction with the product, affecting emotions and moods. The purpose of Feel Experience is to move emotional stimuli as part of feel strategies to affect consumers' emotions and moods.

### Think

The third indicator, Think, reveals that Informants 12, 13, and 16 choose R-Zone Café for its good services, comfortable environment, satisfying food, and various promotions. They enjoy affordable BBQ grills and local dishes, expect discounts on food and drinks, and enjoy promotions on big occasions. Informant 6 also prefers R-Zone Cafe's strategic location near the city center and quick response to customer inquiries. Overall, R-Zone Café offers a variety of food options and a comfortable atmosphere.

### Act

The fourth indicator, Act, was identified as a positive factor for most informants when visiting R-Zone Café. They enjoyed the trendy music, good food and drinks, and the unique atmosphere. Informants 12, 13, and 16 found the cafe satisfying and had a satisfying experience. Informants 10 and 20 enjoyed the romantic atmosphere at night. However, informants 5 and 9 found the experience to be monotonous and unsatisfactory. Overall, the data suggests that R-Zone Café offers a unique and enjoyable experience for its customers.

### Relate

The fifth indicator, Relate, highlights the uniqueness of a café in Langowan. Customers can experience grilling their own meat, using a gas stove provided by the café. The cafe also offers a traditional Korean concept, allowing customers to sit on the floor for a unique dining experience. The relationship between employees and customers is well-established, with employees understanding customer needs and respecting each other. The cafe's semi-Korean concept, including instagramable spots, makes it memorable and enjoyable. The cafe's ambiance is comfortable, with facilities like wifi and live music playing in the background. The relationship between employees and customers is well-established and none is out of character.



**Customer Loyalty**

Olson in Musanto (2004:128) in Dharmawansyah (2013) states that customer loyalty is a behavioral impulse to make purchases repeatedly and build customer loyalty to a product/service produced by the business entity that takes a long time through a long buying process. There are 4 indicators of customer loyalty namely repurchase, committed to the brand, recommendation, willing to pay more.

**Repurchase**

Certain customers expressed their desire to repurchase at R-Zone Café due to variety of factors. Some mentioned the diverse menu options, including local dishes like fried rice and batagor, as well as westernfare like French fries and BBQ grill. Others highlighted the cozy ambiance with romantic tree lights and quality service. Customers also appreciated the affordable prices and delicious food and drinks. Overall, customers felt that every purchase at R-Zone Café was worth it, leading to a desire for repeat visit.

**Committed to the brand**

Some informants choose R-Zone Café for its pleasant atmosphere and comfortable ambiance, while others appreciate the interior design that gives a real Korean restaurant feel. The food and beverage quality, consistency, and affordability are highlighted by some informants as reasons for choosing R-Zone Café. The creative and cozy atmosphere, with unique features like tree lights and lesehan concept, also attracts customers.

**Recommendation**

Informant highlighted the aesthetic appeal of the café, with informant 6 praising the instagrammable spots and reasonable prices that they offer for their products. Comfortable seating and a Korean ambiance reminiscent of K-dramas were also mentioned by informants 12, 13, 14 and 16 as reasons for recommending the café to others. Informant 8 specifically mentioned the BBQ grill and instagrammable features as draws for fans of Korean cuisine. Food quality was a common theme among informant 3, 17, 20, who praised the BBQ grill and hotpot offerings as well as the diverse cultural influences in the menu. Affordability was another key factor, appealing to a wide range of customers including high schoolers, as noted by informant 2, 18 and 19. The café was also lauded as a great place to hang out with friends due to its cozy ambiance, warm lighting, and budget friendly options. Overall, the combination of good food, reasonable prices, and inviting atmosphere made R-Zone café a highly recommended place.

**Willing To Pay More**

Some participants are willing to pay more at R-Zone café due to its quality of foods and drinks, especially the signature BBQ grill and unique drink offerings. However, others did not provide reasons for their willingness to increase spending. Participants 2, 12, 13, 14, 15, 16 did not offer explanation for wanting to spend more at the café.

**Experiential Marketing and Customer Loyalty**

The research found that the 5 aspects of experiential marketing (Sense, Feel, Think, Act and Relate) have influenced customers to do a repurchase at R-Zone café. Customers are satisfied not only through the five senses, but also through interactions with employees and digital media, including social media. Informants highlighted the variety of food options, affordability and quality as reasons for repurchasing. While 15 out of 20 informants expressed commitment to the brand due to the experiential marketing indicators, a few informants were unsure or only visited the café casually. Most informants were willing to recommend the café to others. When it comes to customer loyalty, only 8 informants were willing to pay more based on the experiential marketing indicators, with others either undecided or not inclined to pay extra. Overall, customers seem to value the quality, variety and affordability of the food at R-Zone café when making repurchase decisions as well as the overall experience provided by the café.

**CONCLUSION & RECOMMENDATION****Conclusion**

Based on the result and the discussion from previous chapter, it can be concluded that:

1. The 5 aspects of Experiential Marketing namely Sense, Feel, Think, and Relate has a good and positive impact to the customers at R-Zone Café. The 5 aspects of Experiential Marketing has a good impact for all of the

customers to make repurchase because the informants are satisfied with the experience that offers something unique to enjoy bbq time in a spot where everyone can lesehan like in a real Korean restaurant, the customers are also satisfied the services.

2. The 5 aspects of Experiential Marketing also able to make informants committed to the brand because of the atmosphere the café has, R-Zone Café is such a pleasant place and aesthetically pleasing, homey which it will make them feel at ease and doesn't make them bored.
3. The 5 aspects of Experiential Marketing are also able to impact the informants to recommend the café because of the good food and affordable price the café offer and provide, also the experience to enjoy authentic Korean food. Lastly, even though there are not many informants that are willing to pay more but the customers still satisfied with what R-Zone café provide to fulfill their needs and wants.

### Recommendation

This research has been conducted in order to know about the impact of the 5 aspects of experiential marketing on customer loyalty at R-Zone Café. Based on the conclusion obtained in this study, recommendations and suggestions are made as a complement to the research results that can be given as follows:

1. This research can be reference to R-Zone Café, to maintain what has already good for instance the concept that gain a lot of attention, the taste and presentation of their food or even better to make some improvements by add more menu that unique in both taste and look so the customers are willing to pay more and increase their spending at R-Zone Café. R-Zone Café can also continue to improve the satisfaction by providing promos and maintain the aesthetic theme the café has so the customers will be more satisfied, comfortable and become more loyal.
2. They also can add more interaction with customers for example, welcome and good bye greetings, provide application or mailbox for customer to rate their satisfactions or provide mini games to interact with customers on IGS (instagram story), they also can add coffee workshop for those who enjoy coffee, or other community engagement to connect with the consumers more on a personal level.
3. Researcher can further develop this research by using other methods and bigger sample for their research and also the future researcher can use other factors that influence customer loyalty for instance: word of mouth, electronic word of mouth, customer satisfaction recommendations.

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