

THE INFLUENCE OF EXPERIENTIAL MARKETING AND PERCEIVED VALUE ON SPOTIFY PREMIUM SUBSCRIPTION DECISIONS

PENGARUH PEMASARAN BERBASIS PENGALAMAN DAN NILAI YANG DIRASAKAN TERHADAP KEPUTUSAN BERLANGGANAN SPOTIFY PREMIUM

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Abstract: As music streaming becomes an integral part of daily life, Spotify stands out by offering both free and premium services. While Premium provides ad-free listening, offline downloads, and higher audio quality, many users still choose the free version. This study examines how experiential marketing and perceived value influence the decision of Generation Z in Manado to subscribe to Spotify Premium. Using a quantitative approach, data were collected from 102 respondents through questionnaires and analyzed with multiple linear regression. The results show that both experiential marketing and perceived value have a positive impact, individually and simultaneously, on purchase decisions. These findings emphasize that memorable user experiences and strong perceived benefits encourage Generation Z to upgrade from free to premium services. This research contributes to the understanding of digital subscription behavior and provides practical insights for companies in developing effective marketing strategies.

Keywords: Experiential Marketing, Perceived Value, Purchase Decision

Abstract: Seiring dengan meningkatnya popularitas layanan streaming musik, Spotify menawarkan dua pilihan layanan, yaitu gratis dan premium. Layanan Premium memberikan pengalaman mendengarkan tanpa iklan, kualitas audio lebih baik, serta fitur unduhan offline, namun sebagian pengguna tetap memilih versi gratis. Penelitian ini menganalisis pengaruh experiential marketing dan persepsi nilai terhadap keputusan Generasi Z di Manado untuk berlangganan Spotify Premium. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 102 responden melalui kuesioner dan dianalisis dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa experiential marketing dan persepsi nilai berpengaruh positif baik secara parsial maupun simultan, terhadap keputusan pembelian. Temuan ini menegaskan bahwa pengalaman pengguna yang berkesan dan manfaat yang dirasakan mendorong Generasi Z untuk beralih dari layanan gratis ke premium. Penelitian ini berkontribusi pada pemahaman perilaku konsumen digital serta memberikan implikasi praktis bagi perusahaan dalam merumuskan strategi pemasaran yang efektif.

Kata Kunci: Pemasaran Pengalaman, Persepsi Nilai, Keputusan Pembelian

INTRODUCTION

Research Background

The rapid development of technology has caused significant changes in the music industry in terms of production, distribution, and consumption patterns, one of which is the emergence of streaming platforms (Barata & Barata, 2023). Music has become an inseparable part of human life, especially in the digital era where streaming platforms dominate the way people consume songs.

One of the supporting applications for this service is Spotify. Spotify offers two types of services: Spotify Free and Spotify Premium. Users of Spotify Free can enjoy music without any cost; however, there are limitations such as advertisements between songs and lower audio quality. In contrast, Spotify Premium provides a better listening experience, including an ad-free environment, higher audio quality, the ability to choose songs to listen to,

and offline download features.

Globally, Spotify continues to experience growth in both active users and premium subscribers. By the fourth quarter of 2024, the platform recorded 675 million monthly active users, with 263 million choosing the premium service. Despite this increase, the number of free users remains higher than premium subscribers, indicating that many users still prefer not to upgrade. This gap reflects an important phenomenon in consumer behavior: while premium services offer more benefits, not all users perceive sufficient value to justify paying for them.

To understand what drives users to switch to Spotify Premium, it is essential to look at various factors that can influence this decision. One aspect is experiential marketing, focusing on how the experiences provided by Spotify can affect users' decisions to subscribe. Research findings from Davey, Sung, & Butcher (2024) show that experiential marketing strategies help make the brand more memorable for customers by leveraging unique and immersive experiences.

In addition to experiences offered through experiential marketing, perceived value also becomes a factor that can influence users' decisions to subscribe. Perceived value relates to how users consider the benefits they gain in comparison to the expenditure of becoming a Spotify Premium user. This study employs a quantitative method to examine how experiential marketing and perceived value influence users' decisions to subscribe to Spotify Premium.

Research Objectives

The objectives in conducting this research are:

1. To examine the simultaneous influence of experiential marketing and perceived value on Spotify Premium purchase decisions.
2. To analyze the effect of experiential marketing on the purchase decision of Generation Z in subscribing to Spotify Premium.
3. To analyze the effect of perceived value on the purchase decision of Generation Z in subscribing to Spotify Premium.

THEORITICAL FRAMEWORK

Marketing

Marketing is not merely about selling products or services but about creating and delivering value to customers. Kotler and Armstrong (2012) define marketing as the process of understanding customer needs, designing offerings that bring value, and maintaining long-term relationships to achieve mutual benefits. Marketing activities include product development, pricing, promotion, and distribution strategies aimed at influencing consumer decisions. In today's digital economy, marketing strategies increasingly emphasize experiences and personalization, allowing brands to build deeper engagement with their target markets.

Experiential Marketing

Experiential marketing focuses on creating memorable and immersive experiences that influence consumer perceptions and behaviors. According to Schmitt (1999), experiential marketing can be measured through five dimensions: sense, feel, think, act, and relate. These dimensions emphasize sensory stimulation, emotional connection, intellectual engagement, behavioral interaction, and social bonding with the brand. Previous studies have shown that experiential marketing plays a crucial role in shaping consumer behavior. For example, Andarini, Suharto, and Rusdiyanto (2025) found that experiential marketing significantly influenced purchasing decisions for The Body Shop products, proving that experiences offered by a brand can directly affect consumer loyalty and buying intention.

Perceived Value

Perceived value refers to the consumer's overall evaluation of a product or service based on the benefits received compared to the sacrifices made, such as cost, time, and effort (Zeithaml, 1988). In service-based industries, perceived value strongly affects customer satisfaction and purchase decisions. Kotler and Armstrong (2012) emphasize that customers do not only purchase products but also the benefits and value attached to them. Empirical studies support this notion; Amin, Fadhilah, and Cahyani (2024) found that perceived value strongly influenced consumer purchasing behavior in e-commerce platforms. Similarly, Tene, Tumbuan, and Gunawan (2024) confirmed that perceived value was a strong predictor of digital service adoption among Generation Z.

Purchase Decision

Purchase decision is the process through which consumers evaluate options and select a product or service that best fits their needs. Kotler (2010) explains that consumer purchase decisions are shaped by attitudes, social influences, and unexpected situational factors. Warouw, Mangantar, and Rogi (2025) emphasize that consumers often choose the most preferred brand but may change their decision due to income changes, price adjustments, or shifts in product benefits. In the digital context, experiential marketing and perceived value act as strong determinants of purchase decision-making, as consumers weigh emotional experiences and perceived benefits when considering premium services such as Spotify.

Previous Research

Hardinawati, Sukarno, and Naviah (2023) analyzed and determined the effect of the halal label, experiential marketing, and brand equity on consumer purchasing decisions at Kopi Kenangan outlets. This study used a quantitative method using a non-probability sampling technique and determining the sample using quota sampling with a total of 150 respondents who had the criteria of being a Jember University student respondent and had made a purchase at least once within the past month. The data analysis method in this study uses multiple linear regression. The results of this study indicate that the variable that influences the purchasing decision of Kopi Kenangan consumers is experiential marketing, while the halal label and brand equity variables do not affect the purchasing decisions of Kopi Kenangan consumers.

Andarini, Suharto, and Rusdiyanto (2025) aimed to test the influence of Experiential Marketing variables on purchasing decisions, and purchasing decision variables on experiential marketing variables. The type of research conducted is quantitative. The object of this study is the cosmetic product of the body shop Lippo Plaza Jember. The sampling technique was 100 respondents. The data collection method was by distributing questionnaires to respondents who had purchased the cosmetic product of the body shop Lippo Plaza at least 1 time. This study uses descriptive and path data analysis. The results of this study indicate that the Experiential Marketing variables sense, feel, think, act, and relate significantly influence customer decision variables.

Amin, Fadhilah, and Cahyani (2024) aimed to find out whether brand image and digital marketing variables influence purchasing decisions on the Lazada application with perceived value as a mediating variable. This research took samples from consumers in Indonesia. The sampling method is non-probability, and the sampling technique uses purposive sampling. Data collection was carried out via messages with questionnaires sent via WhatsApp. The number of respondents processed was 112 respondents and the data was analyzed using SPSS. The results of the t test research show that the brand image variable has a significant effect on purchasing decisions; The digital marketing variable has no influence and is not significant on purchasing decisions; The perceived value variable has a significant effect on purchasing decisions; The brand image variable has a significant effect on perceived value; and The digital marketing variable has a significant effect on perceived value; Based on the results of the F test, the variables brand image, digital marketing, and perceived value have a simultaneous influence on the purchasing decision variable; and The brand image and digital marketing variables have a simultaneous effect on perceived value.

Conceptual Framework

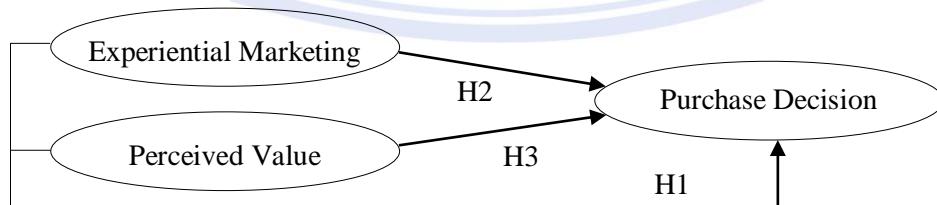


Figure 1. Conceptual Framework

Source: *Literature Review*

Research Hypotheses

H1: There is a significant influence of Experiential Marketing and Perceived Value on Spotify Premium Purchase Decision simultaneously.

H2: There is a significant influence of Experiential Marketing on Spotify Premium Purchase Decision.

H3: There is a significant influence of Perceived Value on Spotify Premium Purchase Decision.

RESEARCH METHOD**Research Approach**

This research employs a quantitative approach, which is appropriate for testing specific hypotheses and analyzing the relationships between variables through numerical data (Siroj et al., 2024). In this study, multiple linear regression was used to determine the extent to which experiential marketing and perceived value affect Spotify Premium purchase decisions among Generation Z in Manado.

Population, Sample, and Sampling Technique

The population in this study consists of Generation Z in Manado who are active Spotify users. Based on Lemeshow's formula, the minimum required sample size was 97 respondents. The sampling technique used was purposive sampling, focusing on Generation Z users who actively used Spotify Premium.

Data Collection Method

Primary data were obtained through a structured questionnaire with closed ended questions distributed online via Google Forms. The questionnaire measured the variables of experiential marketing, perceived value, and purchase decision using a five point Likert scale. Secondary data, such as previous studies, journal articles, and Spotify company reports, were also utilized to provide supporting information and strengthen the theoretical framework of this study.

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

Variable	Definition	Indicator
Experiential Marketing (X1)	Experiential marketing refers to marketing activities that create memorable consumer experiences across sensory, emotional, cognitive, behavioral, and relational dimensions (Schmitt, 1999)	1. Sense 2. Feel 3. Think 4. Act 5. Relate
Perceived Value (X2)	Perceived value is defined as the user's overall evaluation of the benefits gained versus the costs incurred (Zeithaml, 1988)	1. Perceived 2. Price Reasonableness 3. Convenience 4. Emotional Value
Purchase Decision (Y)	Purchase decision refers to the user's decision influenced by prior evaluation of benefits, costs, marketing stimuli, and social factors (Kotler, 2010)	1. Purchase Interest 2. Decision to Subscribe 3. Subscription Loyalty 4. Recommendation Behavior

Testing of Research Instruments**Validity and Reliability Tests**

The purpose of validity testing is to ensure that measuring instrument functions effectively. This means that the instrument must be able to perform what it is supposed to do and measure the aspects that should indeed be measured. In other words, a measurement scale can only be considered valid if its results are accurate and meet expectations.

Reliability pertains to the extent to which we can trust the instrument we use for measurement. If the instrument yields consistent results every time it is tested. Therefore, reliability testing is important to ensure that the measuring instrument is stable and trustworthy.

Data Analysis Method**Classical Assumption Tests**

1. Normality Test: To determine whether the data distribution of the residuals follows a normal distribution, typically using the Kolmogorov-Smirnov test.
2. Multicollinearity Test: To detect the presence of high intercorrelations among independent variables, using tolerance values and Variance Inflation Factor (VIF). A VIF value below 10 indicates no multicollinearity.
3. Heteroscedasticity Test: To assess whether the variance of residuals is constant across levels of independent variables, typically using the scatterplot analysis.

Multiple Regression Method

To analyze the collected data, this study employs multiple linear regression to measure the influence of Experiential Marketing (X1) and Perceived Value (X2) on Purchase Decision (Y). The regression equation is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- Y = Purchase Decision
- X1 = Experiential Marketing
- X2 = Perceived Value
- β_1, β_2 = Regression coefficients of each independent variable
- α = Constant
- e = Error term

Coefficient of Corelation and Coefficient of Determination

The correlation coefficient (r) measures the degree of linear relationship between the independent variables (experiential marketing and perceived value) and the dependent variable (purchase decision). A value of r closer to +1 indicates a strong positive relationship, meaning that as experiential marketing and perceived value increase, the likelihood of a user subscribing to Spotify Premium also increases.

Meanwhile, the coefficient of determination (R^2) quantifies the proportion of the variance in the purchase decision that can be explained by the combined influence of experiential marketing and perceived value. An R^2 value closer to 1 indicates that the model explains a greater proportion of the variation in purchase decisions, suggesting strong predictive power. Together, the correlation coefficient and coefficient of determination provide valuable insights into not only whether the relationships are statistically significant but also how meaningful and impactful they are in practical terms for understanding users' subscription behaviors.

Hypothesis Testing

F-Test and T-Test

The F-test is used to assess the simultaneous effect of the independent variables on the dependent variable. If the calculated F-value is greater than the critical F-value at a specified significance level (typically 5%), or if the significance probability (p-value) is less than 0.05, it indicates that independent variables simultaneously have a significant influence on dependent variable.

The t-test evaluates the significance of each independent variable partially. If the t-statistic value is greater than the t-critical value or the p-value is less than 0.05, it can be concluded that the corresponding independent variable significantly affects the purchase decision.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Table 2. Validity Test

Variable	Indicator	Validity			Result
		r-count	r-table	Sig	
Experiential Marketing (X1)	X1.1.1	.584**	0,195	0,000	Valid
	X1.1.2	.568**	0,195	0,000	Valid
	X1.2.1	.671**	0,195	0,000	Valid
	X1.2.2	.524**	0,195	0,000	Valid
	X1.3.1	.709**	0,195	0,000	Valid
	X1.3.2	.635**	0,195	0,000	Valid
	X1.4.1	.579**	0,195	0,000	Valid
	X1.4.2	.578**	0,195	0,000	Valid
	X1.5.1	.603**	0,195	0,000	Valid
	X1.5.2	.682**	0,195	0,000	Valid
Perceived Value (X2)	X2.1.1	.564**	0,195	0,000	Valid

Variable	Indicator	Validity			Result
		r-count	r-table	Sig	
Purchase Decision (Y)	X2.1.2	.632**	0,195	0,000	Valid
	X2.2.1	.667**	0,195	0,000	Valid
	X2.2.2	.616**	0,195	0,000	Valid
	X2.3.1	.588**	0,195	0,000	Valid
	X2.3.2	.600**	0,195	0,000	Valid
	X2.3.3	.648**	0,195	0,000	Valid
	X2.4.1	.658**	0,195	0,000	Valid
	X2.4.2	.692**	0,195	0,000	Valid
	X2.4.3	.650**	0,195	0,000	Valid
	Y.1.1	.747**	0,195	0,000	Valid
	Y.1.2	.731**	0,195	0,000	Valid
	Y.2.1	.696**	0,195	0,000	Valid
	Y.2.2	.646**	0,195	0,000	Valid
	Y.3.1	.707**	0,195	0,000	Valid
	Y.3.2	.679**	0,195	0,000	Valid
	Y.3.3	.698**	0,195	0,000	Valid
	Y.4.1	.711**	0,195	0,000	Valid
	Y.4.2	.674**	0,195	0,000	Valid
	Y.4.3	.758**	0,195	0,000	Valid

(Source: Data Processed by SPSS, 2025)

Based on Table 2, all items in the three variables have r-count values higher than 0.195 and significance values of 0.000. This means that all questionnaire items are valid and suitable for the next analysis stage. These results confirm that each indicator is appropriate and can accurately measure the intended variables.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Status
Experiential Marketing	0,815	Reliable
Perceived Value	0,832	Reliable
Purchase Decision	0,886	Reliable

(Source: Data Processed by SPSS, 2025)

Based on table 3, it shows that all have Cronbach Alpha value is greater than 0,70. It means that the measuring instrument is reliable.

Test of Classical Assumptions

Normality Test

Table 4. Normality Test

		Unstandardized Residual
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.86721407
Most Extreme Differences	Absolute	.156
	Positive	.087
	Negative	-.056
Test Statistic		.156
Asymp. Sig. (2-tailed) ^c		.078 ^c

(Source: Data Processed by SPSS, 2025)

Table 4 shows that the Asymp. Sig. (2-tailed) value is 0.078, which is higher than the 0.05 significance level. It shows that the data is normally distributed and can be used in this research.

Multicollinearity Test**Table 5. Multicollinearity Result**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Experiential Marketing (X1)	0.242	4.136	No Multicollinearity
Perceived Value (X2)	0.242	4.136	No Multicollinearity

(Source: Data Processed by SPSS, 2025)

Based on Table 5, the results show that the tolerance values for all independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10. This indicates that there is no multicollinearity among the independent variables.

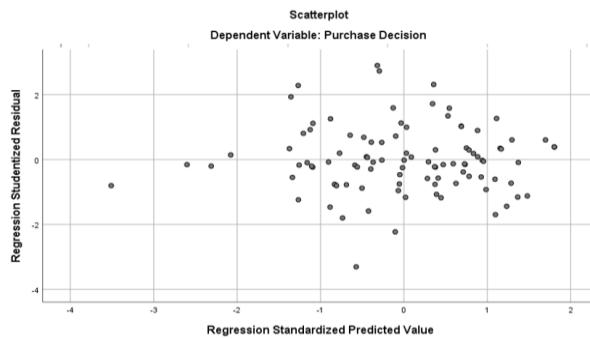
Heteroscedasticity Test

Figure 2. Scatterplot
(Source: Data Processed by SPSS, 2025)

Based on Figure 2, the scatterplot shows that the data points are randomly spread and evenly distributed above and below the zero line on the Y-axis. There is no clear or systematic pattern in the spread. This means the residuals are consistent, and there is no sign of heteroscedasticity.

Multiple Linear Regression Analysis**Table 6. Multiple Linear Regression Analysis Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.730	3.377		.216	.829
Experiential Marketing (X1)	.618	.148	.517	4.180	.000
Perceived Value (X2)	.363	.148	.304	2.458	.016

(Source: Data Processed by SPSS, 2025)

Based on the results of the multiple linear regression analysis presented in Table 6, the regression model in this study is formulated as follows:

$$Y = 0.730 + 0.618X1 + 0.363X2 + e$$

1. The constant value (0.730) indicates that when both Experiential Marketing (X₁) and Perceived Value (X₂) are assumed to be zero, the predicted Purchase Decision (Y) is 0.730.
2. The regression coefficients for both independent variables show a positive effect on the Purchase Decision. The coefficient for Experiential Marketing (0.618) implies that for every one unit increase in Experiential Marketing, while keeping Perceived Value constant, the Purchase Decision is expected to rise by 0.618 units.
3. The coefficient for Perceived Value (0.363) indicates that for every one unit increase in Perceived Value, assuming Experiential Marketing remains constant, the Purchase Decision increases by 0.363 units.

Correlation Coefficient (R) and Determination Coefficient (R²)

Based on Table 7, the R value is 0.796. This shows a strong and positive relationship between experiential

marketing and perceived value with purchase decision. Since the value is close to +1, it means the variables are strongly related. The R^2 value is 0.634, which means that 63.4% of the variation in purchase decision can be explained by experiential marketing and perceived value. The remaining 36.6% may come from other factors that are not included in this study

Table 7. Correlation Coefficient (R) and Determination Coefficient (R^2) Result
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.626	2.89603

a. Predictors: (Constant), Experiential Marketing, Perceived Value

(Source: Data Processed by SPSS, 2025)

Hypothesis Testing

F-Test

Table 8. F-Test Test Result

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2	718.104	85.621	.000 ^b	
	Residual	99	8.387			
	Total	101				

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perceived Value, Experiential Marketing

(Source: Data Processed by SPSS, 2025)

Based on these values, the F-table is 3.09. According to Table 8, the F-count is 85.621, which is much higher than the F-table value. The significance value is also 0.000, which is less than 0.05. Therefore, it can be concluded that experiential marketing and perceived value simultaneously have a significant influence on purchase decision. This means the first hypothesis (H1) is accepted.

Partial Hypothesis Testing (T-Test)

Based on Table 6, the following results were obtained:

1. The Experiential Marketing variable shows a t-count of 4.180, which is greater than the t-table value of 1.983, with a significance value of 0.000, less than 0.05. These results indicate that Experiential Marketing has a positive influence on Purchase Decision. Therefore, the second hypothesis (H2) stating that Experiential Marketing affects Purchase Decision is accepted.
2. The Perceived Value variable shows a t-count of 2.458, which exceeds the t-table value of 1.983, with a significance value of 0.016, also below 0.05. This means that Perceived Value has a positive impact on Purchase Decision. Thus, the third hypothesis (H3) proposing that Perceived Value influences Purchase Decision is accepted.

Discussion

The Influence of Experiential Marketing and Perceived Value on Purchase Decision

The results of this study show that experiential marketing and perceived value have a strong influence on purchase decision. This finding supports the Experiential Value Theory by Mathwick, Malhotra, & Rigdon (2001). (2001), which explains that customer value comes not only from product benefits but also from the experience during usage. In this case, Spotify Premium gives users an ad-free, personalized, and easy listening experience. Meanwhile, perceived value helps users decide whether the price they pay is worth the benefits they get. This finding supports the first hypothesis: experiential marketing and perceived value simultaneously influence purchase decision.

The Influence of Experiential Marketing on Purchase Decision

This finding is in line with Schmitt's (1999) theory, which states that customer experience through senses, emotions, thoughts, actions, and relationships can affect behavior. For Generation Z users, an attractive app design, smooth features, and personalized playlists create a good user experience when using Spotify Premium. This experience helps build emotional connection and satisfaction, which later leads to the decision to subscribe. So, this result supports the second hypothesis: experiential marketing has a positive influence on purchase decision.

The Influence of Perceived Value on Purchase Decision

This result is supported by Zeithaml's (1988) theory, which says that perceived value is the customer's judgment of what they receive compared to what they give. For Spotify users, this value comes from features like offline listening, better sound quality, and exclusive content. When users feel that the benefits are worth the price, they are more likely to subscribe. Based on the results, the third hypothesis is supported: perceived value has a positive influence on purchase decision.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Experiential marketing and perceived value together have a significant and positive effect on the purchase decision of Spotify Premium users from Generation Z in Manado. This means that both variables, when combined, can encourage users to subscribe.
2. Experiential marketing (X1) has a significant and positive influence on purchase decision (Y). This means that user experiences such as convenience, emotional connection, and app appearance can influence their decision to make a purchase.
3. Perceived value (X2) has a significant and positive effect on purchase decision. When users feel that the benefits they receive from Spotify Premium are worth the price they pay, they are more likely to subscribe.

Recommendation

1. Spotify should continue improving user experience by strengthening aspects of experiential marketing such as personalization, app appearance, and emotional engagement. Features like personalized playlists, easy app navigation, and interactive content can help create a stronger emotional connection between users and the platform. These improvements are important to increase user interest in subscribing, especially among Generation Z.
2. The marketing and product development teams are advised to highlight the main benefits of Spotify Premium more clearly so that users can better understand its value. Key features such as ad-free listening, offline access, and high-quality audio should be clearly promoted. Offering bundle packages, student discounts, or longer trial periods can also be effective strategies to attract users and encourage them to subscribe.
3. Future research should consider adding other variables that were not included in this study, such as brand image, peer influence, or pricing strategies. This will help provide a more complete understanding of the factors that influence purchase decisions. Researchers are also encouraged to study different age groups or conduct similar research in other areas to see if behavior patterns vary based on demographic or location.

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