

The Impact of Experiential Marketing Dimensions on Customer Satisfaction and the Word of Mouth Emergence

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ABSTRACT

This study aims to see the effect of (1) the effect of sense experience on customer satisfaction, (2) the effect of feel experience on customer satisfaction, (3) the effect of think experience on customer satisfaction, (4) the impact of act insight on consumer loyalty, (5) the effect of related experience on customer satisfaction, and (6) the effect of customer satisfaction on word of mouth. This research uses quantitative techniques, using measurable investigations to precisely test the relationship between research factors. The inspection strategy used in this research is a non-probability testing technique (purposive inspection). The sample size in this study was 130 people. The results of this study indicate that (1) Sense experience fundamentally affects consumer loyalty; (2) Feel experience has a significant effect on customer satisfaction; (3) Think experience fundamentally affects consumer loyalty; (4) Act experience essentially affects consumer loyalty; (5) Relate experience fundamentally affects consumer loyalty; and (6) Consumer loyalty fundamentally affects verbal. Variable sense insight, feel insight, think insight, act insight, and relate insight with a critical worth of $0.00 < 0.05$, and variable Consumer loyalty with a huge worth of $0.00 < 0.05$. The author suggests that promotional activities through word of mouth can continue to be improved in the future.

Keywords: Customer Loyalty; Customer Satisfaction; Experiential Marketing; Promotional Strategy; Word of Mouth

INTRODUCTION

Marketing activities continue to develop and undergo many changes, from conventional marketing concepts to modern marketing concepts. This development is due to the many competitions in innovation in creating a product as well as the way it is sold. Developments in the dynamic and competitive business world require companies to change their orientation towards how they release products, maintain their products, attract consumers, and deal with competitors so that customers are satisfied with the products offered. The most important thing that companies need to do and pay attention to is customer satisfaction to be able to retain customers. Porter (2008) states that success in competition will be fulfilled if the company is able to create satisfaction and retain customers. The condition that should be met by an organization to find success in contest is to attempt to accomplish the objective of making customer satisfaction. There are various ways that business people market goods or services to consumers to achieve customer satisfaction. Starting from advertising, innovations to products or services, giving lucky draws, promotions, providing good service, providing criticism and suggestions for a product or service, and many others that can create an attractive impression so that customers feel satisfied and are able to distinguish a product or service from others. The success of a company in cultivating a substantial customer base hinges on its capacity to consistently deliver customer satisfaction. When customers are content and loyal, they naturally become advocates for the company, endorsing its offerings through word of mouth. This positive cycle not only fosters customer loyalty but also facilitates new customer acquisition, thereby driving the company's organic growth. In essence, customer satisfaction is not merely about retaining existing clientele; it serves as a pivotal catalyst for expanding the customer network and augmenting overall business prosperity. According to David and David (2016), keeping up with all current clients will commonly be more productive than client turnover, on the grounds that the expense of drawing in new clients can be more prominent than the expense of keeping a current client. Customer satisfaction is a multifaceted concept observed across various contexts and strongly correlated with the perceived quality of goods and services (Aqila et al., 2022).

One business that is experiencing rapid development is the Wedding Organizer (WO) business. WO is an organization that provides wedding reception services to the bride-to-be and her family as clients. WO provides services by helping clients to choose providers of wedding reception needs, such as building providers, catering, wedding themes, bridal, entertainment, documentation, and other complementary needs such as hosts, bridal cars, and lodging. By using WO services, clients will be greatly helped in organizing wedding receptions because clients do not need to take care of all the needs of the wedding reception themselves so they can enjoy the event. The development of the wedding industry is also happening in Padang City. This is inseparable from the demand that occurs by prospective brides who increase every year. It is slowly evident that this industry has created its own ecosystem with a variety of equipment or vendor needs from before, during, to after the wedding event takes place.

CV Bunga Wedding Planner is one of the service companies engaged in the wedding organizer business that provides services aimed at helping prospective brides who want to hold a wedding reception in Padang City. Its business activities start from wedding planning to the realization of the wedding event. CV Bunga Wedding Planner has been running for 5 years and has contributed a lot to the development of the art of wedding organizing in Padang City, Padang City. In addition, its commitment to consumers is a pillar for the company to continue to grow and develop. The company strives to realize this commitment by implementing the best work practices effectively and efficiently,

empowering the surrounding community, developing various decoration arts, and always making continuous improvements. CV Bunga Wedding Planner currently does not only offer wedding organizer services, but offers a wide range of decorative flowers for decoration, congratulations, birthdays, new years, Christmas, Valentine's Day, childbirth, visiting the sick, Mother's Day, and so on such as roses, tulips, lily flowers, chrysanthemums, orchids, night flowers, and others.

Based on information obtained from a brief interview with the deputy head of CV Bunga Wedding Planner, in the last five years, competition in the industry has become increasingly competitive due to the emergence of several new competitors, possible changes in strategy from old players in the industry, plagiarism of decoration designs, and psychological games against leaders and employees between companies. The company's revenue is also relatively stable, but not as significant as expected by the company. The working system of wedding companies in Padang City, especially CV Bunga Wedding Planner, is also not the same as in big cities. This company certainly provides tents, chairs, aisles, traditional clothes, and others but CV Bunga Wedding Planner does not provide the committees that organize the wedding ceremony or often called Wedding Planner. Generally, in Padang city, the committee is family members or close relatives of the bride and groom.

Garbarino and Johnson (1999) expressed that general fulfillment depends on the buy and experience of consuming labor and products. Experience can be made by making administrations that give extraordinary encounters to clients, with the backing of a decent showcasing program. This great and vital experience will make good sentiments or sensations of fulfillment with the brand. So, customer satisfaction can be formed if customers feel comfortable in their relationship with the company and what they get is in accordance with the desired expectations. The experience itself according to Schmitt (2019) is known as experiential, and in marketing it is known as experiential marketing. Thus, experiential marketing provided in CV Bunga Wedding Planner services to consumers can affect customer satisfaction. This is in accordance with research conducted by Syachadi and Widyastuti (2021) which conclude that (1) the experiential marketing dimension seen from the sense experience dimension is a dimension that affects customer satisfaction, (2) customer satisfaction affects repurchase intention, WOM intention, and WPM intention and customer satisfaction has no effect on Complaint intention, and (3) customer satisfaction is a mediating variable between experiential marketing dimensions and behavioral intention.

This research seeks to examine the influence of various factors on customer satisfaction, including (1) sensory experiences, (2) emotional experiences, (3) cognitive experiences, (4) behavioral insights on consumer loyalty, (5) relational experiences, and (6) the correlation between customer satisfaction and word-of-mouth communication.

LITERATURE REVIEW

Word of Mouth

According to Lupiyoadi (2013), word-of-mouth communication is considered a form of promotion where informal recommendations about a product's quality are exchanged. Building on the insights of these experts, it can be concluded that word-of-mouth communication is indeed a marketing activity that involves sharing information about a product or service from one consumer to another to discuss, endorse, and encourage others to purchase or engage with a brand. This type of consumer-driven communication plays a significant role in marketing as it relies on personal experiences and recommendations to influence purchasing decisions. Word-of-mouth marketing

leverages the credibility and trust associated with peer recommendations, making it a powerful tool for brand promotion and customer acquisition. When customers share positive experiences or advocate for a brand through word-of-mouth, it generates organic publicity and can contribute to the growth and success of businesses. Therefore, fostering positive word-of-mouth communication should be a key aspect of any comprehensive marketing strategy aimed at building brand awareness and fostering customer loyalty. Sumardy and Melone (2011) stated that verbal exchange is a showcasing movement done by a brand so customers discuss, advance, and offer their image to other people. As indicated by Sernovitz (2015), verbal exchange is a discussion that normally happens between individuals. According to Rosen (2021), there are three reasons that make word of mouth so important: noise, skepticism, and connectivity. Sernovitz (2015) outlines five components necessary for verbal exchange to spread, including talkers, subjects, tools, partaking, and tracking. The consumer will have a positive attitude toward a brand when they have positive feelings about it. For instance, the consumer might have a favorable brand experience with the brand (Wijaya & Anjasari, 2022).

Consumer Satisfaction

Consumer loyalty has become a central concept in marketing theory and practice, representing a fundamental goal for business activities. In the face of escalating market competition, producers are under pressure to address consumer needs and desires by expanding their product ranges. This expansion of options empowers consumers, enhancing their purchasing power and emphasizing the importance of prioritizing customer satisfaction as a core business objective. As a result, manufacturers are increasingly realizing that the key to competitive success lies in providing exceptional value and ensuring high levels of customer satisfaction. This strategic approach not only helps in retaining existing customers but also contributes to attracting new ones, ultimately driving business growth and resilience in a dynamic market environment. This strategic approach involves consistently providing high-quality products and services at competitive prices to cultivate loyalty and trust among consumers. Ultimately, companies that prioritize customer satisfaction are better positioned to thrive and gain a competitive edge in the marketplace amidst growing competition. According to Tjiptono (2018), buyer fulfillment or disappointment as a customer reaction to the assessment of seen disparities (disconfirmation) between introductory pre-buy assumptions (or other execution standards) and the genuine exhibition of the item seen after the utilization or utilization of the item concerned. According to Kumala et al. (2013), satisfaction is a function of performance impressions and expectations. According to Schiffman and Kanuk (2019), customer fulfillment is a singular's view of the exhibition of an item or administration related with the assumptions for these purchasers. Customer satisfaction may be described as the cumulative consequence of a customer's (Yusof et al., 2023).

Experiential Marketing

According to Kumala et al. (2013), experiential showcasing is derived from two words, "experiential" and "marketing." "Experiential" originates from "experience," which refers to a personal encounter. Schmitt (2019) defines experience as private events that occur due to certain emotions (e.g., as induced by marketing efforts before purchase). Experiences involve the whole being. Meanwhile, marketing refers to the process of promoting products or services. According to Kertajaya (2016), experiential marketing is a marketing concept aimed at cultivating loyal customers by engaging their emotions through creating positive experiences and sentiments towards their services and products. The concept of experiential marketing, as elucidated by Kumala et al. (2013), combines the principles of experiential engagement with traditional marketing strategies. The term "experiential" is rooted in the notion of "experience," referring to personal

encounters or events that individuals undergo. Schmitt (2019) further defines experiences as intimate occurrences triggered by various stimuli, including marketing efforts before and after a purchase. These experiences are comprehensive, engaging the entire being of an individual—encompassing cognitive, emotional, and sensory dimensions. In the realm of marketing, Experiential Marketing seeks to create immersive and memorable experiences for customers. Unlike conventional marketing approaches that focus solely on product features or benefits, Experiential Marketing aims to establish deeper connections by evoking specific emotions and responses tied to the brand or product. This strategy leverages the power of sensory engagement, storytelling, and interactive elements to leave a lasting impression on consumers. By immersing customers in meaningful experiences, Experiential Marketing fosters stronger brand loyalty, increases engagement, and drives customer advocacy through positive word-of-mouth. Ultimately, it aligns with the modern consumer's desire for authentic and meaningful interactions with brands, highlighting the significance of experiential engagement in contemporary marketing strategies.

RESEARCH METHOD

This research is exploratory research because it aims to gain an understanding of the phenomenon under study and complement knowledge through further theory development and hypothesis testing (Sekaran & Bougie, 2006). This examination was led utilizing quantitative techniques, utilizing measurable investigation to test the connection between research factors exactly. The examining strategy utilized in this study is a non-likelihood testing technique (purposive inspecting), which is an examining procedure that does not give equivalent open doors to every individual from the populace to be chosen as an example part (Sugiyono, 2019). The example size in this study was 130 individuals. The information utilized in this examination is essential information. The information assortment strategy utilized a survey. The examination strategy utilized is a way of investigation utilizing Factual Item and Administration Arrangements (SPSS).

RESULTS

Model I Path Coefficient

Different straight relapse examination was utilized in this review fully intent on deciding if there is an impact of the free factor on the reliant variable.

Table1. Regression Effect of X1 X2 X3 X4 and X5 on Y1

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.066	3.097		5.833	0.000
	X1	0.524	0.073	0.013	7.150	0.000
	X2	0.306	0.045	0.142	6.680	0.000
	X3	0.429	0.059	0.046	7.173	0.000
	X4	0.541	0.183	0.266	2.953	0.004
	X5	0.536	0.166	0.280	3.230	0.002

a. Dependent Variable: Y1

Source: Data Processed, 2024

In view of Table 1, it is gotten that the importance worth of the experiential promoting variable (sense insight, feel insight, think insight, act insight, and relate insight) < 0.05, so experiential showcasing essentially affects consumer loyalty.

Table 2. Results of R Square Y1 (Consumer Satisfaction)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.862 ^a	0.743	0.146	1.62029

a. Predictors: (Constant), X5, X4, X1, X2, X3

Source: Data Processed, 2024

The R2 (R Square) esteem contained in the Model Synopsis table is 0.743 which implies that the commitment of the X1, X2, X3, X4, and X5 factors to Y1 is 74.3% and the leftover 25.7% is the commitment of different factors excluded from the review.

Model II Path Coefficient

Various straight relapse examinations is as yet utilized in additional exploration to get the way coefficient of model two, this is fully intent on knowing whether there is an impact of the autonomous variable experiential advertising and the mediating variable consumer loyalty on the reliant variable verbal.

Table 3. Regression Effect of Y1 on Y2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.974	2.494		12.017	0.000
	Y1	0.486	0.099	0.399	4.926	0.000

a. Dependent Variable: Y2

Source: Data Processed, 2024

In light of Table 3, it is acquired that the importance worth of the three factors, in particular consumer loyalty (X1) = 0.000 <0.05. This implies that consumer loyalty essentially affects verbal.

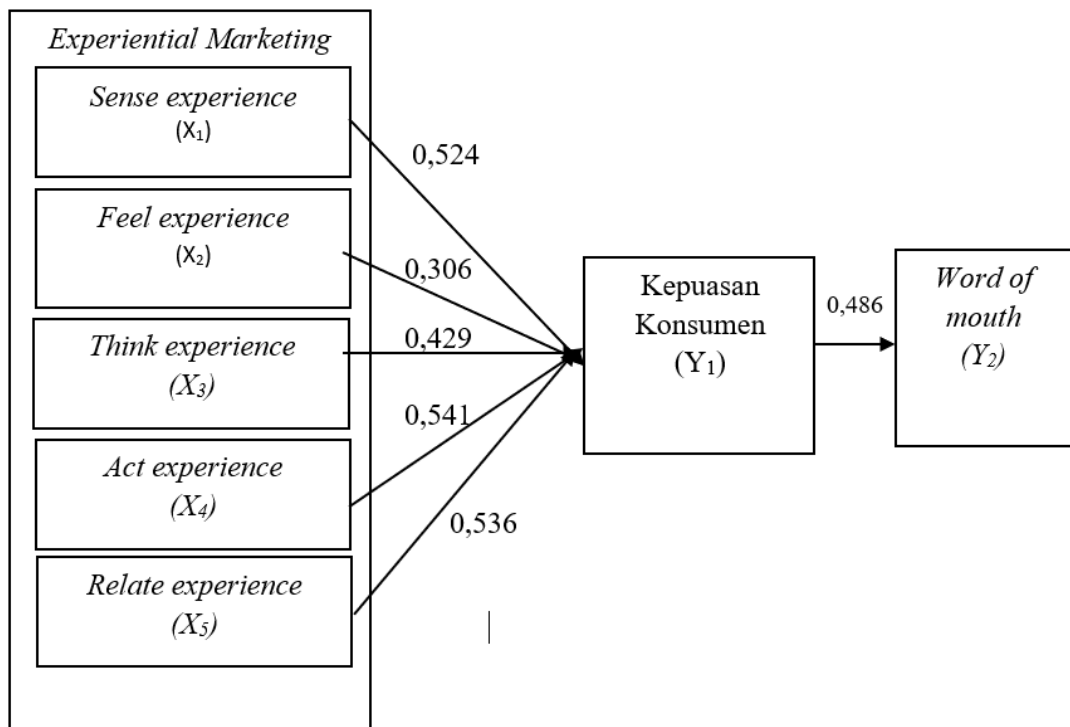
Hypothesis Test Results

From the two-way investigation models, the creators got an examination of the speculation results for this review. Examination of the impact of Sense Insight (X1) on Consumer loyalty (Y1); From the investigation of the factors over, the worth of the sense experience variable (X1) = 0.000 <0.05 is acquired. This implies that sense experience essentially affects consumer loyalty. Examination of the impact of Feel Insight (X2) on Consumer loyalty (Y2). From the investigation of the factors over that the variable worth of feel insight (X2) = 0.000 <0.05 is acquired. This implies that vibe experience fundamentally affects consumer loyalty. Investigation of the impact of Think Insight (X3) on Consumer loyalty (Y2). From the examination of the factors over that the variable worth of think insight (X2) = 0.000 <0.05. This implies that think experience essentially affects consumer loyalty. Investigation of the impact of Act Insight (X4) on Consumer loyalty (Y2). From the investigation of the factors over that the variable worth of act insight (X2) = 0.004 <0.05 is acquired. This implies that act experience altogether affects consumer loyalty. Examination of the impact of Relate Insight (X5) on Consumer loyalty (Y2). From the examination of the factors above, it is acquired that the worth of the relate experience variable (X2) = 0.002 <0.05. This implies that relate experience essentially affects consumer loyalty. Investigation of the impact of Consumer loyalty (Y1) on Verbal (Y2). From the investigation of the factors over that the variable worth of consumer loyalty (Y1) = 0.000 <0.05 is gotten. This implies that consumer loyalty essentially affects verbal.

Direct and Indirect Effect Test

Aside from utilizing more than one autonomous variable (X), this concentrate additionally utilizes interceding factors. The interceding variable is a moderate variable (intercession), its capability is to intervene the connection between the autonomous variable and the reliant variable. To test the impact of interceding factors, the way examination technique is utilized. Way examination is an expansion of relapse investigation to assess the causal connection between factors that have been recently resolved in light of hypothesis (Ghozali, 2018). Coming up next is a way examination to test the connection between experiential marketing and customer satisfaction on word of mouth and whether the relationship between experiential marketing and customer satisfaction on word of mouth is mediated by customer satisfaction with the picture below.

Figure 1. Path Analysis Model



F Test Results

The rules for testing the speculation utilizing the F measurement is on the off chance that the critical worth of $F < 0.05$, the elective theory is acknowledged, which expresses that all autonomous factors all the while and essentially influence the reliant variable (Ghozali, 2018). The aftereffects of the F test examination should be visible in the table underneath.

Table 4. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.256	5	14.251	15.428	0.000 ^b
	Residual	325.544	124	2.625		
	Total	396.800	129			
a. Dependent Variable: Y1						
b. Predictors: (Constant), X5, X4, X1, X2, X3						

Source: Data Processed, 2024

Based on the results of the F test in Table 4, the F value of 15.428 is greater than the table value of 2.85 with a significance level of 0.000 or <0.05 , so simultaneously experiential marketing variables (sense experience, feel experience, think experience, act experience, and relate experience) have a significant effect on word of mouth.

DISCUSSION

The Impact of Sense Experience on Customer Satisfaction

Investigation of the impact of Sense Insight (X1) on Consumer Loyalty (Y1). From the examination of the factors over, the worth of the sense experience variable (X1) = 0.000 <0.05 is acquired. This implies that sense experience altogether affects consumer loyalty. Sense is the substantial and recognizable parts of an item that can be caught by the five human detects, which incorporate sight, sound, smell, taste, and contact (Saputri, 2019). As per Alkilani et al. (2013), the connection among sense and consumer loyalty, specifically, sense (five detects) can affect consumer loyalty so purchasers feel fulfilled and cheerful in utilizing the item or administration since sense (five detects) is an innate part and is tracked down in buyers. This is likewise upheld by Vargo and Lusch in Alkilani et al. (2013) expressing that purchasers' tactile encounters permit shoppers to foster experiential rationale to decide their worth decisions as per the labor and products advertised. The worth evaluation of a brand comprises of social, profound, mental, social, and emblematic qualities. As such, experiential rationale permits customers to join profound and sane components in the mind to help themselves in shaping tactile encounters of a brand.

The Impact of Feel Experience on Customer Satisfaction

From the examination of the factors above, it is acquired that the worth of the vibe experience variable (X2) = 0.000 <0.05 . This implies that vibe experience fundamentally affects consumer loyalty. Feel relates to the deepest feelings or moods and emotions of consumers (Andriani & Nalurita, 2021). Feel is the root that in many ways influences all behavior because feelings are related to emotions. The relationship between feel and customer satisfaction, namely, feel can have an influence on customer satisfaction so that consumers feel satisfied and happy in using a product or service (Aulia et al., 2023). This is likewise as per Yang and He (2011) making sense of that profound encounters incorporate sentiments and mind-sets fully intent on making viable encounters that reach from little sure temperaments connected to a brand areas of strength of happiness and fulfillment. Alkilani et al. (2013) assert that emotionally attached customers tend to invest more, compared to customers who do not have affective commitment. In essence, if a company's marketing strategy can create positive feelings consistently to consumers, then the company can create customer satisfaction (Schmitt, 2019).

The Impact of Think Experience on Customer Satisfaction

From the examination of the factors over, the variable worth of think insight (X2) = 0.000 <0.05 . This implies that think experience fundamentally affects consumer loyalty. Believe is a sort of involvement that shows the manner in which buyers think (Rahmasari & Astuti, 2013). The motivation behind think advertising is to urge clients to utilize inventive and intensive reasoning. Schmitt in Naufaldy and Sukresna (2017) reasoned that think advertising draws in focalized and disparate buyer thoroughly considering shock, interest and incitement and figure experience will be communicated by giving motivation, high innovation, and the embodiment of shock. Petrick et al. in Lee et al. (2020) make sense of that organizations can change the experience when customers use items or administrations to cause them to accomplish the most elevated fulfillment.

The Impact of Relate Experience on Customer Satisfaction

Act relates to a person's actual behavior and lifestyle. This relates to how to make people do things and express their lifestyle (Andriani & Nalurita, 2021). The relationship between act (habit) and customer satisfaction is that act (habit) can create an influence on customer satisfaction so that consumers feel satisfied and happy in using a product or service. In accordance with Schmitt (2019) explains that the act experience is designed to create experiences that involve physical experiences, lifestyle, and consumer behavior patterns, as well as experiences as a result of social interactions with others. If act marketing can influence consumer lifestyle and behavior, it will emphatically affect buyer fulfillment, on the grounds that these shoppers feel that the items or administrations offered are as per their way of life.

The Impact of Relate Experience on Customer Satisfaction

From the analysis of the variables above, it is obtained that the value of the related experience variable (X_2) = 0.002 < 0.05. This means that the related experience has a significant effect on customer satisfaction. Relate Experience is a kind of involvement that is utilized to impact buyers and joins all viewpoints, sense, feel, think, and act and spotlights on making good discernments according to clients. Relate showcasing is one method for shaping or make a client local area with correspondence (Kotler et al., 2022). Relate promoting joins parts of sense, feel, think, and act fully intent on connecting people with what is past themselves and executing connections between others and other gatherings so they can feel glad and acknowledged locally. Araci et al. (2017) stated that organizations can make relate between their shoppers with direct contact, both phone and actual contact, being acknowledged as a component of the gathering or turning into a part so customers become cheerful or feel free to back. Alternately, on the off chance that this does not occur as in purchasers feel disregarded.

The Impact of Customer Satisfaction on Word of Mouth

From the analysis of the variables above, the value of the customer satisfaction variable (Y_1) = 0.000 < 0.05 is obtained. This means that customer satisfaction has a significant effect on word of mouth. Harsasi (2006) explains that consumers who are dissatisfied with a service or product used or consumed will have a greater negative impact on the company because these consumers will tell the experience of dissatisfaction to more people than if the consumer is satisfied with a service or product they use or consume. Ranaweera and Prabu in Joesyiana (2018) assert that satisfaction and positive word of mouth have a strong relationship, consumers who are dissatisfied will produce more negative word of mouth and consumers who are satisfied will spread positive word of mouth.

CONCLUSION

In view of the consequences of speculation testing and conversation depicted in the past sections, the accompanying ends can be drawn: the worth of the sense experience variable (X_1) = 0.000 < 0.05. This implies that the sense experience fundamentally affects consumer loyalty, the vibe experience variable (X_2) = 0.000 < 0.05. This implies that vibe experience altogether affects consumer loyalty, variable think insight (X_2) = 0.000 < 0.05. This implies that think experience fundamentally affects consumer loyalty, variable demonstration experience (X_2) = 0.004 < 0.05. This implies that act experience essentially affects consumer loyalty, the relate experience variable (X_2) = 0.002 < 0.05. This implies that the relate experience fundamentally affects consumer loyalty and the variable consumer loyalty (Y_1) = 0.000 < 0.05. This implies that consumer loyalty essentially affects verbal. The author hopes that to improve experiential marketing, it

must pay attention to the sense experience, feel experience, think experience, act experience, and relate experience because it can increase customer satisfaction which will result in increased consumer confidence and promotional activities through word of mouth can continue to be improved in the future because this will increase consumer trust and loyalty.

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The authors declared no potential conflicts of interest.

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