

# SYNERGIZING EXPERIENCE AND SERVICE: THEIR INFLUENCE ON CUSTOMER LOYALTY

Rini Astuti<sup>1</sup>

<sup>1</sup>Universitas Winaya Mukti, [rienastuty01@gmail.com](mailto:rienastuty01@gmail.com)

## Abstract

This study aims to evaluate the influence of experiential marketing and service quality on customer loyalty. A descriptive quantitative approach was employed, using Caravan 101 restaurant as the unit of analysis and its customers as the unit of observation. The research population consisted of 5,894 customers recorded in 2018. Using the Slovin formula, a sample of 98 respondents was selected. Data were analyzed through multiple linear regression. The results indicate that experiential marketing has a partially positive and significant effect on customer loyalty, while service quality also exerts a significantly positive influence. Furthermore, when considered simultaneously, both experiential marketing and service quality demonstrate a strong and significant impact on customer loyalty.

## Keywords

*Experiential Marketing, Service Quality, Customer Loyalty*

## Abstrak

Penelitian ini bertujuan untuk mengevaluasi pengaruh pemasaran pengalaman (experiential marketing) dan kualitas layanan terhadap loyalitas pelanggan. Pendekatan yang digunakan adalah metode deskriptif kuantitatif, dengan unit analisis berupa restoran Caravan 101 dan unit observasi adalah para pelanggannya. Populasi dalam penelitian ini terdiri dari 5.894 pelanggan Caravan 101 pada tahun 2018. Melalui rumus Slovin, ditentukan sampel sebanyak 98 responden. Data yang terkumpul dianalisis menggunakan teknik regresi linier berganda. Hasil analisis menunjukkan bahwa pemasaran pengalaman berpengaruh positif dan signifikan secara parsial terhadap loyalitas pelanggan, sedangkan kualitas layanan juga memberikan pengaruh positif yang signifikan. Secara simultan, pemasaran pengalaman dan kualitas layanan terbukti memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan.

## Kata Kunci

*Experiential Marketing, Kualitas Layanan, Loyalitas Pelanggan*

## INTRODUCTION

In the face of increasing competition in the business landscape, companies are striving not only to retain their existing customers but also to attract new ones. This is particularly important because loyal customers contribute significantly to a company's revenue and play a vital role in ensuring long-term

sustainability. For those who enjoy Chinese cuisine from the comfort of their homes, "Caravan 101" offers a tempting selection of traditional dishes. Situated at the end of BKR Street No. 101 in Kota Bandung, this restaurant is known for its specialties such as Capcai, Khau Bak, Tin Chicken, and Shrimp Tauco.



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However, findings based on the experiential marketing approach reveal that Rumah Makan Caravan 101 has not been successful in delivering a memorable dining experience. Customers frequently give low ratings due to issues such as limited seating capacity, poor ventilation, and inadequate parking facilities. These shortcomings hinder overall satisfaction and prevent the creation of lasting positive impressions that could otherwise enhance customer loyalty (Mukminin & Latifah, 2020).

Similarly, the service quality at Caravan 101 is considered lacking. Common complaints include slow employee responsiveness, insufficient information about vegetarian menu options, and a shortage of staff to adequately serve dine-in customers. These service failures contribute to customer dissatisfaction and a decline in brand loyalty. To prevent customer attrition, it is crucial for businesses to cultivate strong customer loyalty. Loyalty stems from customer awareness and appreciation, not coercion. Companies that successfully foster customer loyalty are more resilient and better positioned to thrive in competitive markets. Experiential marketing and service quality are key factors that significantly influence this loyalty (Ameen et al., 2021).

Experiential marketing is a strategic approach aimed at building customer loyalty by evoking emotional responses and fostering positive perceptions of a company's products or services. Rather than merely promoting features or benefits, this strategy focuses on delivering experiences that engage consumers on sensory, emotional, and intellectual levels. By tapping into the emotional appeal of a product, companies can create lasting and memorable interactions with their customers (Zulki Zulkifli Noor, 2020). This method not only enhances customer satisfaction but also encourages repeat purchases and fosters loyalty. Moreover, satisfied customers often share their positive experiences with others, contributing to word-of-mouth promotion and new customer acquisition.

Unlike traditional marketing, experiential marketing goes beyond simply conveying information — it aims to connect with customers through immersive and meaningful experiences. An initial interview revealed that Caravan 101 experienced a decline in dine-in customer numbers, which in turn affected overall sales. To better understand this issue, data on dine-in customer counts and corresponding sales figures from 2014 to 2018 are presented in Table 1.

**Table 1. Test Validity**

No.	Year	Number of Subscribers (/ BON)	Sales Data
1.	2018	6323	£ 553,542,700
2.	2019	6229	£ 517,600,200
3.	2020	5985	£ 515,752,100
4.	2021	5924	£ 505,245,000
5.	2022	5894	£ 496,736,200

Kotler and Keller (2016) assert that loyal customers demonstrate a consistent commitment to purchasing or supporting their preferred products and services, regardless of external influences or competing marketing efforts. In a similar vein, Yusrianti et al. (2017) describe loyalty as a pattern of repeat purchases resulting from a deliberate decision-making process. Mickelsson and Lipkin (2015) further define customer loyalty as behavior tied to a specific brand, which includes a willingness to renew engagement with the brand and recommend it through positive word-of-mouth.

From these perspectives, customer loyalty can be understood as a customer's consistent behavior marked by confidence, commitment, and emotional attachment to a brand. Managing customer loyalty remains a crucial challenge for businesses, as it not only strengthens a brand's image but also fosters long-term customer relationships. Loyal customers tend to continue purchasing the same brand, even when faced with numerous alternatives. Although loyalty-driven profits may fluctuate due to competition—both in terms of product quality and brand perception—loyal customers often become valuable contributors to a company's development by offering feedback and suggestions for improvement. Over time, these customers place less emphasis on price, focusing instead on the trust and quality they associate with the brand.

According to Afthanorhan et al. (2019), the concept of customer loyalty encompasses several dimensions: Brand Loyalty (Generic Loyalty): Refers to a consumer's tendency to repeatedly purchase a particular brand based on

psychological attachment. Repeat Purchases vs. Brand Loyalty: While repeat purchase behavior indicates consistent buying, brand loyalty involves a deeper psychological commitment to a brand beyond habitual purchasing.

**Market Dominance and Promotion:** Repeat purchases can also arise when a company dominates the market and continuously uses promotional strategies to persuade customers to favor its brand over competitors. The development of customer loyalty is thus influenced by a combination of psychological attachment, behavioral patterns, and purchasing consistency. Companies must respond effectively to customer needs, preferences, and concerns in order to cultivate lasting satisfaction. Ultimately, organizations that prioritize customer satisfaction are better positioned to achieve strong customer loyalty (Noor, 2020).

### **Experiential Marketing**

According to Beyond and Mollen & Wilson (2010), experiential marketing involves the creation of personalized experiences triggered by specific stimuli, often delivered through marketing efforts both before and after a product or service is purchased. Zulki Zulkifli Noor (2020) further defines it as a private and subjective experience that emerges in response to these marketing stimuli. In essence, experiential marketing refers to the emotionally engaging experiences crafted by a company to influence how consumers feel and connect with its products or services.

Zulki Zulkifli Noor (2020) identifies five key dimensions for measuring experiential marketing:

#### **Sense (Sensory Experience)**

Sense Experience refers to marketing strategies that engage the five human senses—sight, sound, touch, taste, and smell—to create impactful brand experiences. These sensory cues help distinguish a brand, attract customer interest, and enhance perceived value, ultimately influencing purchasing behavior.

#### **Feel (Affective Experience)**

Feel Experience targets consumers' emotions through a variety of touchpoints, including advertisements, packaging, product design, websites, co-branding, and customer service. The objective is to stimulate emotional responses that influence perception and purchasing decisions. Emotional marketing can deepen consumer connection and build brand affinity.

#### **Think (Cognitive/Creative Experience)**

Think Experience encourages intellectual engagement and creativity. This dimension involves marketing activities that challenge consumers' thinking, present novel ideas, and provoke curiosity. Forward-thinking messaging, technological innovation, and surprising elements are commonly used to stimulate thought and reinforce brand identity.

#### **Act (Physical Experience and Lifestyle Integration)**

Act Experience relates to the physical and behavioral interaction between customers and the brand. It reflects the customer's lifestyle, habits, and social behavior, aiming to align the brand with consumer identity. This strategy can reinforce behavioral patterns or inspire new trends that consumers adopt as part of their lifestyle.

Each of these experiential elements plays a vital role in shaping how consumers

perceive a brand, influencing not only their immediate purchase decisions but also their long-term loyalty and advocacy.

According to Limakrisna and Yoserizal (2016), experience has become a critical component in the new economy, transcending all industry sectors. In today's competitive market, delivering exceptional experiences serves as a key differentiator for businesses. For example, airlines no longer compete solely on price or safety, but also on the overall customer experience during the flight. Sanders argued that we have entered the "experience economy," where consumers increasingly seek memorable and emotionally engaging moments.

However, Lippman, president of corporate sales and marketing at Emap USA, offered a contrasting view. While acknowledging the importance of experience, he contended that marketing itself is not a new phenomenon—it has existed since ancient times. What has evolved, according to Lippman, is the medium and methods used. With the rise of digital platforms like the internet and cable television, marketers now have more tools at their disposal. He emphasized that traditional marketing principles still hold value but are now presented in new, more dynamic forms.

Foroudi (2019) also highlighted that experience is a powerful tool in differentiating products and services. As technology advances and markets mature, it becomes increasingly difficult to distinguish offerings based purely on features or quality. In saturated markets, where multiple brands offer similar core benefits, experiential differentiation becomes crucial.

To address this challenge, Joshi and Garg (2022) suggest two main strategies: competing on operational excellence or competing through unique positioning and delivery. Marketers must seek the most effective means of differentiation—whether by improving service quality and operational efficiency or by crafting distinctive experiences. Leveraging modern technology, for instance, can facilitate seamless checkout processes, giving consumers greater control and convenience.

Emotional connections have become a central aim of marketing. Rather than relying solely on functional benefits, marketers now tap into aesthetics and sentiment to build deeper relationships with customers. As features, quality, and brand image become normalized expectations, emotional engagement through consistent, meaningful experiences plays a vital role in anchoring a brand in consumers' minds.

Experiential marketing thus contributes significantly to building brand equity. It fosters emotional ties between customers and brands, aligning products with specific lifestyles and values within a broader social context. Widiyanto et al. (2021) emphasize that a successful experiential marketing strategy may include a combination of public relations, special events, sponsorships, advertising, and digital engagement. The internet, in particular, has become a powerful channel for delivering immersive brand experiences through live streams, virtual seminars, and interactive content.

Additionally, point-of-sale environments can serve as impactful touchpoints for experiential marketing, offering customers sensory and emotional

cues that reinforce brand loyalty. Sanders once noted that experiential marketing, when extended into digital spaces like streaming media or live events, can meaningfully influence consumer behavior. This view is supported by Wijoyo et al. (2021), who argue that such strategies effectively deepen customer attachment and promote long-term brand loyalty.

### **Service quality**

According to Exposito and Sanchis-Llopis (2018), service quality represents the overall value that customers derive from various features of a product. In contrast, Nur Fiqhi Utami and Mutiarin (2017) define service quality as a dynamic condition that encompasses products, services, individuals, processes, and environmental settings—each playing a role in meeting or exceeding customer expectations. From these definitions, it can be concluded that service quality refers to a comprehensive condition involving various components that collectively fulfill customer needs and deliver value.

Hariadi et al. (2022) identify several key dimensions that influence service quality, which include:

### **Informational Services**

These refer to essential supporting materials provided to customers, such as directions to the service location, product usage guidelines, delivery schedules, pricing details, warning notices, terms of service, change notifications, documentation, reservation confirmations, billing statements, receipts, and tickets.

### **Consultation Services**

Consultation includes advisory services in various formats, such as audits, personal counseling, as well as technical and management consultations, all of

which assist customers in making informed decisions.

### **Order Taking**

This component includes processes related to service access, such as membership or program applications, order entry systems, and reservation mechanisms for tables, seating, venues, professional appointments, or limited-access events.

### **Hospitality Services**

These involve creating a welcoming and secure atmosphere for customers, typically through transportation assistance, safety provisions, and other supportive services that enhance comfort.

### **Caretaking**

Caretaking involves protecting and monitoring customers' personal belongings or purchased goods during their service experience, ensuring items are safe and properly handled.

### **Customer Service Operations**

These include handling special customer requests prior to service delivery, responding to feedback (complaints, compliments, and suggestions), and resolving problems related to product defects or service failures. It also encompasses assistance with warranties, technical support, and conflict resolution, whether the issue originates from products, employees, or other customers. In some cases, restitution—such as compensation, indemnification, or refunds—may be required to resolve disputes.

### **Billing Services**

Clear and transparent billing is an essential aspect of service quality, ensuring

customers receive accurate invoices for all individual transactions.

## **RESEARCH METHODS**

The research was conducted at Caravan 101 restaurant which is situated at Jl. BKR Street No. 38 Kota Bandung. The research was scheduled from April 2019 to July 2019. According to (Bungin, 2011) definition of quantitative descriptive research, it is a research method based on positivist philosophy, which is used to investigate a population or a specific sample. The collection of data is done through research instruments, followed by quantitative analysis or statistical testing of the hypothesis that has been set. The population for this study consisted of 5894 subscribers who ate at Caravan 101 in 2018. The sample size for this research was 98 respondents.

### **Multiple Linear Regression Analysis**

In Ghozali's work on statistical analysis in 2016, it was noted that regression analysis is a tool utilized to ascertain the correlation between multiple variables. It also reveals the directionality of the relationship between the dependent variable and independent variables. In the specific case of this study, multiple linear regression analysis was employed to examine the impact of experiential marketing and customer satisfaction on customer loyalty towards Restaurant Caravan 101. The statistical analysis was conducted using the formula and SPSS version 23.

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

Information :

Y = Loyalty Services (dependent variables)

X1 = Experiential Marketing (independent variables)

- $X_2$  = Quality of Service (independent variables)  
 $\alpha$  = constant  
 $\beta_1$  = Coefficient for variable experiential marketing  
 $\beta_2$  = Coefficient for the variable quality of service  
 $e$  = The percentage of errors (10%)

## RESULTS AND DISCUSSION

### Validity test

The customer Caravan 101 underwent a validity test, utilizing a degree of freedom (df) of 28 based on an alpha of 5%. The

$r_{table}$  value (two-tailed test) is 0.361. The Pearson Correlation values were used to calculate the  $r_{hitung}$  value for the validity test. The results of the variables in this study indicate successful validation.

**Table 2. Results of Test Validity Factor Analysis**  
*Experiential Marketing*

Statement	Score $r_{hitung}$	Score $r_{table}$	Information
<b><i>Experiential Marketing (X1)</i></b>			
Caravan 101 restaurant has the aroma of cooking that can improve your appetite	.766	0.361	valid
Caravan 101 restaurant has an attractive room design	0.719	0.361	valid
Caravan 101 restaurant has been known by the public at large	.736	0.361	valid
Caravan 101 restaurant is one of the best choices for customers who favor the taste, service, and price	0,794	0.361	valid

Source: Research Findings, 2019 (processed data)

After examining Table 2, with a calculated degree of freedom of 28 ( $30-2=28$ ), the results indicated that the statement regarding the Experiential Marketing variable (X1) was deemed invalid. This was due to  $r_{hitung}$  being greater than  $r_{table}$ .

**Table 3. Results Test Validity Factor Analysis**  
*Service quality*

Statement	value $r_{hitung}$	value $r_{table}$	Information
Caravan 101 restaurant can prepare food according to your message	0.919	0.361	valid

Caravan 101 restaurant has an employee who continues to provide aid quickly to you when needed	.680	0.361	valid
Caravan 101 restaurant has prioritized hygiene and hygienic food is sold to customers	.881	0.361	valid
Caravan 101 restaurant has served you with courtesy	0.876	0.361	valid

Source: Research Findings, 2019 (processed data)

Upon analyzing Table 4.5, it can be observed that the degree of freedom used is 28 ( $30-2 = 28$ ). The variable expression for Quality of Service (X2) showed a rhitung value greater than rtabel. As a result, it can be concluded that all statements regarding the service quality variables are invalid based on the data analyzed.

### Reliability Test

In order to determine the reliability of a measuring instrument, it must consistently produce the same results when used to measure the same symptoms at different times. The most common method for testing reliability is through the use of Cronbach's Alpha. As stated by Ghazali (2013: 48), the reliability test method of choice is often Cronbach's Alpha. When making decisions regarding a reliability test, it is important to consider the following:

- 1) *Cronbach's Alpha*  $< 0.6$  = Bad reliability
- 2) *Cronbach's Alpha* 0.6 to 0.79 = Reliability accepted
- 3) *Cronbach's Alpha* 0.8 = Good reliability

Reliability test results of the variables used in the study are:

**Table 4. Test Reliability Experiential Marketing**

### Reliability Statistics

Cronbach's Alpha	N of Items
.728	4

Source: data processing, 2019

Upon examination of Table 4.7, which uses a degree of freedom of 28, it was found that all of the statements regarding Experiential Marketing had Cronbach's Alpha values exceeding 0.6, indicating a high level of reliability.

**Table 5. Test Reliability Quality Service**

Cronbach's Alpha	N of Items
.854	4

Source: data processing 2019

According to the information presented in Table 4.8, the degree of freedom utilized ( $30-2 = 28$ ) resulted in Cronbach's Alpha values exceeding 0.6, proving that all statements regarding the Quality of Service are reliable.

**Table 6. Test Reliability Customer Loyalty**

Cronbach's Alpha	N of Items
.838	3



Source: Research Findings, 2019

After analyzing the table and calculating the degree of freedom (which is 28 since there are 30 data points and 2

### Regression Analysis

The test results of multiple regression analysis are shown in Table 7:

**Table 7. Results of Multiple Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.812	.609		2.975	.004
Experiential_Marketing	.178	.062	.240	2.886	.005
Kualitas_Pelayanan	.419	.062	.565	6.776	.000

a. Dependent Variable: Loyalitas\_Pelanggan

Source: Research Findings, 2019 (processed data)

Based 4.12.di table above, multiple linear regression equation as follows:

$$\text{LoyalitasPelanggan} = 1,812 + 0,419\text{KualiPelaya} + 0,178\text{ExperienMarket} + e \quad (1)$$

Explanation of multiple linear regression analysis above are:

1. If the Experiential Marketing and Service Quality are both zero or non-existent, then the Customer Loyalty value in the company is 1.812. This constant of 1.812 is crucial in determining the worth of Customer Loyalty.
2. When the X1 variable is assigned a coefficient of 0.178 with a positive sign, it signifies that Experiential Marketing and Customer Loyalty have a direct correlation. In simpler terms, an increase in Experiential Marketing by 1% will lead to an increase in Customer Loyalty by 0.178 units. Thus, a higher emphasis on Experiential

variables), it is apparent that the Cronbach's Alpha values are above 0.6. This indicates that the point statements can be trusted as reliable indicators of Customer Loyalty.

Marketing is likely to result in higher levels of Customer Loyalty within a company.

3. When the X2 value is 0.419, it indicates a positive correlation between service quality and customer loyalty. This means that if the quality of service were to improve by 1%, customer loyalty would increase by 0.419 units. In other words, the higher the quality of service, the greater the customer loyalty towards the company.

The restaurant called "Caravan 101" offers an array of classic Chinese dishes for those who want to satisfy their craving from the comfort of their own home. Meanwhile, the company is facing increased competition in the business world, which makes it important to keep current clients loyal and attract potential new ones. The reason for this is that enterprise clients are a vital source of income that directly affects the company's long-term survival. With its location at BKR Street No. 101 in Kota Bandung, this spot proudly serves a diverse selection of menu options. Among their standout dishes are the delightful Capchai, Khau Bak, Tin Chicken, and Shrimp Taucho.

The insufficient implementation of Experiential Marketing at Rumah Makan Caravan 101 has led to unsatisfactory dining experiences for their customers, as evidenced by their continued poor ratings. This is caused by various factors such as

limited seating capacity, poor ventilation, and inadequate parking facilities, all of which hinder customer satisfaction during visits. Consequently, patrons fail to form a lasting positive impression that can increase their loyalty towards the establishment according to Mukminin and Latifah's (2020) research findings.

Caravan 101 is not up to par when it comes to providing quality services. Some common issues pertaining to their services include tardy employee response times, inadequate explanations of vegetarian menu options, and understaffing for in-house dining services. These problems often lead customers to feel dissatisfied with the company, potentially causing them to look elsewhere for better options. To maintain customers and avoid losing them to competitors, building customer loyalty is crucial. This loyalty, which arises from a customer's awareness rather than through force, is essential for businesses to flourish and withstand threats from their rivals. Several elements can impact customer loyalty, including experiential marketing and service standards (Ameen et al., 2021).

By eluding to emotional responses and creating positive feelings towards their merchandise, Experiential Marketing strives to secure loyal customers. Companies accomplish this by fabricating products and services that include a sensory, emotional, and intellectual connection with consumers. This unique approach allows for customers to have unforgettable experiences with their products, further heightening customer satisfaction. In fact, this satisfaction can lead to repeat business, as well as warrant new business opportunities. Ultimately, by valuing the emotional connection between

product and customer, Experiential Marketing proves to be a strong marketing strategy.

Despite external influences and marketing tactics, customers who display loyalty are steadfast in their dedication to purchasing or endorsing their favored products or services, according to Kotler & Keller's (2016) research. On the other hand, Yusrianti et al. (2017) assert that loyalty manifests in habitual purchasing behavior stemming from a deliberate choice-making process. Renewing a contract and spreading good word-of-mouth about a brand are behaviors typically linked to customer loyalty, according to (Mickelsson & Lipkin, 2015). This study defines this phenomenon as a customer's affinity for a particular brand.

Customers who demonstrate commitment, confidence, and allegiance towards a brand's products can be considered loyal. The challenge of managing customer loyalty arises as it can enhance a product's positive image. Despite the availability of various alternatives, loyal customers tend to remain attached to the brand and continue purchasing the same product. However, the profit derived from their loyalty may decrease due to the influence of competitors and perception. Loyal consumers are valuable assets to a company and may provide ideas to improve product quality. Price is of little concern to them as they believe in the product and the company's quality. According to (Afthanorhan et al., 2019), the concept of customer loyalty encompasses.

The evergreen notion of experiential marketing isn't novel, as Lippman affirms since it's been put to use

for ages now. This is evident from the long-established bazaars, where it's common practice. As an instance, a vender of mangoes makes sure to offer small bites or samples of the fruit to potential customers. The interested patrons, having savored the mango, engage in haggling over the price before purchasing. If it appeals to their taste buds and pockets, they're likely to buy the mango. The prospective buyer's experience is evident in this scenario, as they are drawn by the sight of fresh and mature mangoes and the pleasing taste, leading to their inclination towards a purchase decision that falls within their budget. In a clever move to attract buyers, the seller offers a bonus mango when 10 mangoes are bought at once. This traditional practice has been followed for generations by the Javanese and Madurese community in Indonesia.

Today, price breaks and quantity discounts for purchasing larger volumes of certain goods continue to be utilized. Numerous product brands now follow this approach to advertise their wares, such as Indo Mie (you receive one additional pack

for every five packs of the same flavor bought), Baygon & Hit (20% bonus granted for higher quantities), Pantene (buy any 200ml pack and receive one additional pack of the same product, amounting to 100ml), and Clear (for each 200ml pack purchased, you're gifted an additional 50 ml bonus pack). To keep customers invested in their products, a technique is utilized that emphasizes brand awareness and loyalty. Offering complimentary bonuses or product samples, whether directly or indirectly, is a common method for introducing new products to consumers. Companies like Nestle, Unilever, and Sunsilk have employed this strategy with the release of Nescafe Ice, Dove liquid soap, and Sunsilk Hair Nourisher. Customers are encouraged to try these products through the provision of samples, which can lead to a more direct and memorable experience. Marketers aim to influence customers into making purchases through experiential marketing, which instills brand perception and awareness of the new product.

## CONCLUSION

According to the results of the study, the impact of Experiential Marketing (X1) and Quality of Service (X2) on Customer Loyalty (Y) is demonstrated by the equation  $\text{Customer Loyalty} = 1.812 + 0.178 + 0.419 \text{ Experiential Marketing Services Quality} + e$ . This implies that Experiential Marketing and service quality, in unison, have a positive influence on customer loyalty. The results of the t-test revealed that partial Experiential Marketing has a favorable and significant effect on Customer Loyalty in Caravan 101 with a tcount of 2.886, exceeding ttable 1.985. The t-test outcomes also indicate that the Quality of Service partially has a positive and significant impact on Customer Loyalty in Caravan 101, with tcount of 6.776 greater than t table 1.985. Additionally, the F-test results revealed that Experiential Marketing and Service Quality concurrently affect the Customer Loyalty in Caravan 101, with Fhitung 50.808 values greater than Ftable amounting to 3.09.

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