# The Effect of Experiential Marketing and Experiential Value on Customer Loyalty of Coffee Shops in Mataram City Through Satisfaction as a Mediation Variable

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## Abstract

There are many things that can influence customer's loyalty. This study aims to analyze and determine the significance of the influence of experiential marketing and experiential value variables on loyalty and mediated by satisfaction at a coffee shop in Mataram. The type of research used is associative research. The population in this study were visitors of coffee shop in Mataram. The number of samples is 180 people and data analysis using SEM (Structural Equation Modeling)-PLS. The results showed that experiential marketing and experiential value had a direct effect on loyalty and had a significant effect through satisfaction. Experiential Value and Experiential Marketing Variables on Loyalty are quite often studied but there are only a few mediated by satisfaction. Therefore, future researchers can test this further by considering various other factors and also with different research areas.

**Keywords:** Experiential Marketing; Experiential Value; Customer Satisfaction; Customer Loyalty

## Introduction

Coffee shop is one of the cafe concepts that are now starting to be widely available in Indonesia. In Mataram, there are also many coffee shops that have sprung up, including Acibara, Rota, Cinta, Koi, Living Coffee, Kopjal, HarmosBrew, Nyamannya Kafe and many more. The tight competition between several coffee shops has made business people look for ways to attract customers. Coffee shop owners are competing to create a cafe with a very unique and certainly interesting concept. The cafe and restaurant business is not only related to competition of food, beverage, and location. However, it also leads to the concept of the exterior and interior of the room so that it gives rise to a characteristic and uniqueness of cafes and restaurants that can be easily remembered by consumers. Therefore, in the face of increasingly fierce competition, many cafe and restaurant businesses make several innovations and creations to attract customers.

Customer's loyalty is a positive attitude of customers towards the company providing goods or services, this positive attitude is reflected in the behavior of customers who are satisfied and repurchase

products or services from the company, which in turn invites people around them to participate in using the products or services of the same company (Anwardin, et al., 2021). The company will find it difficult to develop and maintain its existence, if it is not able to retain their customers (Agustina, et al., 2017). For companies to retain customers and their loyalty will provide benefits including; the relationship between the company and consumers becomes harmonious, there is a great opportunity for customers to recommend the company's products/brands to others, this will encourage the creation of new consumers and even new customers for the brand.

Research conducted by Chao (2015) and Imbug et al (2018) resulted in the finding that Experiential Marketing has a direct effect on consumer loyalty. In contrast to the research conducted by Widowati & Tsabita (2017) and Nurrochmat et al. (2017) which stated that the direct experiential effect on consumer loyalty did not get significant results. While the research of Widowati and Putra (2018) and Rahayu (2018) resulted in the finding that the direct effect of Experiential Marketing on consumer loyalty gave significant results, but the coefficient of direct influence was lower when compared to the total indirect effect mediated by satisfaction. Research conducted by Musa & Kassim (2013), Jin et al (2013), Wulandari & Sari (2016), and Lin (2019) resulted in the finding that experiential value has a direct effect on consumer loyalty. Meanwhile, research by Rezaei & Valae (2017) and Datta & Vasantha (2013) found that the direct effect of experiential value on consumer loyalty gave significant results, but the coefficient of direct influence was lower when compared to the total indirect effect mediated by satisfaction

## Literature Review

### The Effect of Experiential Marketing On Experiential Value

Schmitt (1999) explains that experiential marketing can produce experiential value which consists of emotional and functional value. The same thing was also expressed by Barlow & Maul (2000) in Jahromi (2015) that experiential marketing is a core element for creating and delivering experiential value in a marketing approach. The results of this study are supported by research conducted by Nigam (2012) which stated that experiential marketing is a core element for creating and delivering experiential value in a marketing approach. In line with research (Maghnati, Ling & Nasermoadeli 2012; Wulandari & Sari 2016) which also found a positive relationship between experiential marketing and experiential value in the smartphone industry.

*H1: Experiential marketing has a positive and significant effect on the experiential value of Coffee Shop in Mataram*

### The Effect of Experiential Marketing On Consumer Loyalty

The concept of experiential marketing is a physical and psychological touch that can give customers a win for the services they get during their interactions with the company. When the application of experiential marketing touches the customer's feelings, the customer has a special experience when dealing with the company's services. The experience gained by customers when interacting with company's services is a consideration for customers to continue to prioritize company's services compared to services of other companies (Kusumawati, 2011). Several studies have shown that experiential marketing has a significant influence on consumer loyalty, including researches (Widowati & Tsabita, 2017; Imbung, Ambad & Bujang 2018) which shows that Experiential Marketing has a significant effect on customer loyalty.

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*H2: Experiential Marketing has a positive effect on Consumer Loyalty of Coffee Shop Customers in Mataram*

## The Effect of Experiential Marketing On Consumer Satisfaction

Experiential marketing is a marketing technique that is carried out by a company with the aim not of getting people to buy the product but how to provide experiences to consumers when buying the product which will impact the consumer's satisfaction with the place (Andreani, 2007). Experiential marketing does not only offer features and benefits of a product to win the hearts of consumers, but also must be able to provide a good sensation and experience which will then become the for customer satisfaction. Research by Widowati & Tsabita (2017), Setiawan (2018), and Rahayu (2018) showed that experiential marketing has an effect on customer satisfaction.

*H3: Experiential marketing has a positive effect on coffee shop's consumer satisfaction in Mataram*

## The Effect of Experiential Value On Consumer Loyalty

Musa & Kassim (2013) explained that experiential value through positive experiences felt by consumers will be the competitive advantage of marketers, so that consumers will feel at home and result in loyalty. The positive experience felt by consumers is what will make it memorable in the minds of consumers. So that will make consumers feel more satisfied and will eventually become loyal. Researches by Musa & Kassim (2013), Wulandari & Sari (2016), and Jin, Line & Goh (2013) stated that Experiential Value has a significant effect on customer loyalty.

*H4: Experiential Value has a positive and significant effect on coffee shop's consumer loyalty Caffe Shop in Mataram*

## The Effect of Experiential Value On Consumer Satisfaction

Wulandari & Sari (2016) explained that the main factor determining customer satisfaction is the customer's perception of service quality. If the service received by the customer is below the expected service, the customer will be disappointed. Successful companies add benefits to their offerings so that customers are not only satisfied but will be surprised and very satisfied. Customers will be very satisfied if they get an experience that exceeds their expectations (Kotler, 2009: 50). In line with research conducted by Rezaei & Valaei (2017) which stated that experiential value has a positive effect on customer satisfaction, with the acceptance of the hypothesis of emotional value and functional value indicators. Research conducted by (Datta 2013 and Lin 2019) found that experiential value had a positive effect on customer satisfaction.

*H5: Experiential Value has a positive and significant effect on coffee shop's consumer satisfaction in Mataram.*

## The Effect of Consumer Satisfaction On Consumer Loyalty

Basically, the goal of business is to create satisfied customers. Because satisfied consumers can create a harmonious relationship between the company and consumers and can provide a good basis for repeat purchases, so that loyalty and word of mouth can be created that are profitable for the company. Customers who achieve satisfaction will create strong emotional bonds and long-term commitment to the company's brand, in other words, these customers will be loyal to companies that have made them satisfied (Tjiptono, 2015). Researches by Bricci (2015), Ibojo & Odunlami (2015) and Kishada & Wahab (2015) stated that customer satisfaction has a significant effect on customer loyalty.

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*H6: Consumer satisfaction has a positive effect on Coffee Shop's Consumer Loyalty in Mataram.*

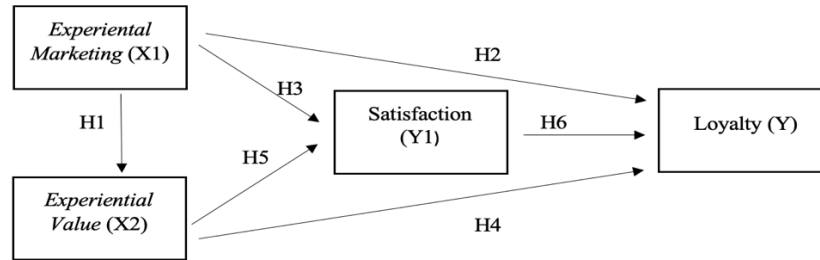Based on the explanation above, the empirical model in this study is presented in the following figure:



**Figure 1. Conceptual Framework**

## Research Methods

This research is a quantitative (assosiative) research. The population of this study is visitors to the coffee shop in Mataram. The number of samples is 180 samples. The sampling technique used is purposive sampling with the sample criteria being coffee shop visitors in the last 3-4 months and aged over 18 years. Data analysis used was SEM (Structural Equation Modeling) based on covariance, namely PLS (partial least square) with WarpPLS. The PLS model contains two measurement elements, namely the tool structure model or called the inner model and the measurement model or called the outer model. Inner model describes the relationship between latent variables in a model. The outer model describes the relationship between variables.

## Results and Discussions

This study collected responses from 180 respondents. Characteristics of respondents vary widely, the results are as follows: female respondents 56%; male respondents 44%; respondents age between 25-35 years 42%; and students 34%. Complete data can be seen in table 1.

Table 1. Characteristics of Respondents

| Variable | Description | Sum | % |
|---|---|---|---|
| Gender | Male | 80 | 44% |
| | Female | 100 | 56% |
| Age | 18 | 62 | 35% |
| | 25-35 | 76 | 42% |
| | >35 | 42 | 23% |
| Occupation | Private employees | 21 | 12% |
| | Entrepreneurs | 45 | 25% |
| | Civil Servants | 37 | 21% |
| | Temporary employees | 9 | 5% |
| | Students | 61 | 34% |
| | Unemployed | 7 | 4% |

## Measurement Model (Outer Model)

The measurement model (outer model) was used to test the construct validity and instrument reliability. According to Abdillah, Willy and Jogiyanto (2015), the outer model or measurement model describes the relationship between groups of indicators and their latent variables. Based on the AVE value and communality, all indicators of this research variable were declared to meet the requirements of

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convergent validity. Where the AVE and communality of all variables above the cut-off value of 0.5. Items are declared to meet the requirements of convergent validity if the AVE and communality values are > 0.5 and the outer loading is > 0.6. (Hair et al., 2013)

Table 2. Outer Loading of Experiential Marketing Variable (X1)

| Variables | *Outer Loading* | P value | Description |
|---|---|---|---|
| Experiential Marketing (X1) | (0,540) | <0,001 | Valid |
| | (0,627) | <0,001 | Valid |
| | (0,597) | <0,001 | Valid |
| | (0,710) | <0,001 | Valid |
| | (0,736) | <0,001 | Valid |
| | (0,792) | <0,001 | Valid |
| | (0,760) | <0,001 | Valid |
| | (0,759) | <0,001 | Valid |
| | (0,646) | <0,001 | Valid |
| | (0,702) | <0,001 | Valid |
| | (0,653) | <0,001 | Valid |
| | (0,609) | <0,001 | Valid |
| | (0,692) | <0,001 | Valid |
| | | | |
| Experiential Value (X2) | (0,575) | <0,001 | Valid |
| | (0,790) | <0,001 | Valid |
| | (0,646) | <0,001 | Valid |
| | (0,764) | <0,001 | Valid |
| | (0,559) | <0,001 | Valid |
| | (0,783) | <0,001 | Valid |
| | (0,732) | <0,001 | Valid |
| | (0,819) | <0,001 | Valid |
| | (0,727) | <0,001 | Valid |
| | (0,842) | <0,001 | Valid |
| | | | |
| Loyalty (Y) | (0,752) | <0,001 | Valid |
| | (0,832) | <0,001 | Valid |
| | (0,742) | <0,001 | Valid |
| | (0,817) | <0,001 | Valid |
| | (0,729) | <0,001 | Valid |
| | (0,820) | <0,001 | Valid |
| | (0,867) | <0,001 | Valid |
| | | | |
| Satisfaction (Y1) | (0,647) | <0,001 | Valid |
| | (0,729) | <0,001 | Valid |
| | (0,678) | <0,001 | Valid |
| | (0,800) | <0,001 | Valid |
| | (0,745) | <0,001 | Valid |
| | (0,767) | <0,001 | Valid |
| | (0,708) | <0,001 | Valid |
| | (0,750) | <0,001 | Valid |
| | (0,704) | <0,001 | Valid |
| | (0,745) | <0,001 | Valid |
| | (0,720) | <0,001 | Valid |
| | (0,825) | <0,001 | Valid |

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**Composite Reliability**

Table 3. Composite Reliability and Cronbach'ss Alpha

| No. | Variable | *Composite Reliability* | *Cronbach's Alpha* | Description |
|-----|----------|------------------------|--------------------|-------------|
| 1. | (X1) | 0,918 | 0,903 | Reliable |
| 2. | (X2) | 0,918 | 0,900 | Reliable |
| 3. | (Y) | 0,923 | 0,903 | Reliable |
| 4. | (Y1) | 0,934 | 0,923 | Reliable |

The table above shows that the composite reliability value for all constructs is above 0.7 which indicates that the constructs in the estimated model meet the discriminant validity criteria. The recommended cronbachs alpha value is above 0.6, and as it seen on the table above that the cronbachs alpha value for all constructs is above 0.6. Therefore, all variables/constructs meet the reliability requirements. Likewise, the composite reliability value produced by all variables is very good, which is above 0.70. So it can be concluded that all construct indicators are reliable or meet the reliability test.

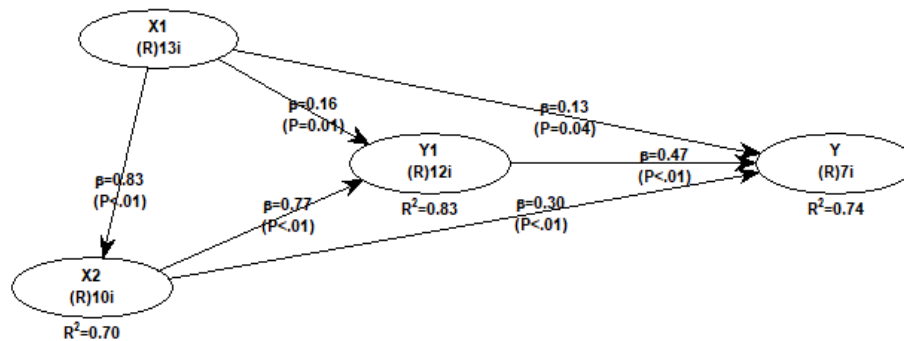**Evaluation of the Structural Model (Inner Model)**



Figure 2. Structural Model (Inner Model)

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variable and the dependent variable in the Path Coefficient table at the WarpPLS output.

**Hypothesis Test Results in Path Coefficients**

Tabel 4. *Path Coefficients*

| No | Influence Between Variables | β (beta) | P values | Sig 5% | Desc. |
|----|-----------------------------|----------|----------|--------|-------|
| A. | *Direct Effects* | | | | |
| 1. | (*Experiential marketing -> Experiential value*) | 0,834 | 0,001 | < 0,05 | Sig |
| 2. | (*Experiential marketing ->Loyalty*) | 0,127 | 0,041 | < 0,05 | Sig |
| 3. | (*Experiential marketing ->Satisfaction*) | 0,161 | 0,013 | < 0,05 | Sig |
| 4. | (*Experiential value ->Loyalty*) | 0,303 | 0,001 | < 0,05 | Sig |
| 5. | (*Experiential value ->Satisfaction*) | 5,133 | 0,001 | < 0,05 | Sig |
| 6. | (Satisfaction ->Loyalty) | 0,467 | 0,001 | < 0,05 | Sig |
| B. | *Indirect Effects* | | | | |
| 7. | (*Experiential marketing ->Satisfaction ->Loyalty*) | 0,327 | 0,001 | < 0,05 | Sig |
| 8. | (*Experiential value -> Satisfaction ->Loyalty*) | 0,360 | 0,001 | < 0,05 | Sig |

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Hypothesis test results for H1 with coefficients value of 0.834 shows a positive direction by a significance value (P value) of 0.001 or <0.05 which means the influence is significant. So, it can be stated that Experiential Marketing (X1) has a significant positive effect on Experiential Value (X2). Hypothesis test results for H2 with coefficients value of 0.127 shows a positive direction by the significance (P value) of 0.041 or <0.05, which means it is significant. So, it can be stated that Experiential Marketing (X1) has a significant positive effect on Loyalty (Y). Hypothesis test results for H3 with coefficients value of 0.161 shows a positive direction by the significance (P value) of 0.013 or <0.05 which means it is significant. So, it can be stated that Experiential Marketing (X1) has a significant positive effect on Satisfaction (Y1).

Hypothesis test results H4 with coefficients value of 0.303 shows a positive direction by a significance value (P-value) of 0.001 or <0.05, which means it is significant. So, it can be stated that Experiential Value (X2) has a significant positive effect on Loyalty (Y). Hypothesis test results H5 with coefficients value of 5.133 has a positive direction by a significance value (P-value) of 0.001 or <0.05, which means it is significant. So, it can be stated that Experiential Value (X2) has a significant positive effect on Satisfaction (Y1).

Hypothesis test results H6 with coefficients value of 0.467 has a positive direction by significance value (P-value) of 0.001 or <0.05, which means it is significant. So, it can be stated that satisfaction (Y1) has a significant positive effect on loyalty (Y). Hypothesis test results H7 with coefficients value of 0.327 by showing a significance value (P value) of 0.001 or <0.05, which means it is significant. So, it can be stated that Experiential Marketing (X1) indirectly has a significant effect on Loyalty (Y) through Satisfaction (Y1). Hypothesis test results H8 with coefficients value of 0.360 by showing a significance value (P-value) of 0.001 or <0.05, which means significant. So, it can be stated that Experiential Value (X2) indirectly has a significant effect on Loyalty (Y) through Satisfaction (Y1).

### Discussion

The results of data analysis shows that the Experiential Marketing variable has an effect on the experiential value of consumers. And according to descriptive analysis, products and services offered by coffee shops in Mataram are in very good, the food served tastes good, it feels good when consumers are in the coffee shop, and it becomes a place for gathering with closest freinds and relatives, and the surroundings are quite clean. That experiential marketing felt by customers is able to be a driving factor for Experiential Value where customers feel that what is offered by the coffee shop provides long-term value in the minds of consumers.

The results of data analysis shows that the Experiential Marketing variable have an effect on consumer loyalty at the coffee shop in Mataram. And in a descriptive manner, namely the better category of Experiential Marketing perceived by customers tends to increase Loyalty. This indicates that a coffee shop that provides a personal experience created through the five senses, feelings, behavior, thoughts, and relationships can increase customer loyalty which is characterized by repeat visits, saying positive things about the coffee shop, recommending to others who needs information about culinary, and invite family or friends to choose a coffee shop to meet the needs in the culinary field.

The results of data analysis shows that the Experiential Marketing variable has an effect on consumer satisfaction. And in a descriptive manner, it can be seen that the Experiential Marketing category of coffee shop customers in Mataram is getting better, and results in a higher level of satisfaction. This indicates that the five Experiential Marketing indicators provided by the coffee shop such as personal experiences created through the five senses, feelings, behavior, thoughts, and relationships are able to increase consumer satisfaction which is characterized by consumer assessments

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of product quality that can meet their expectations, and the food offered taste good as expected. Consumers are satisfied with the service of employees at the coffee shop, the prices of the products offered are in accordance with the quality, consumer can feel the benefits provided exceed the costs they pay.

The results of data analysis shows that the Experiential Value variable affect consumer loyalty. This means that the better the Experiential Value created through consumption activities, the higher customer loyalty. The influence given by the Experiential Value variable on the high level of consumer loyalty at the Coffee Shop in Mataram is that the coffee shop provides a variety of food and beverages, the entertainment displayed at the coffee shop attracts attention so that consumers feel comfortable to enjoy the atmosphere longer while in the Coffee Shop. It is proven that the majority of respondents (consumers) spend leisure time at the coffee shop while consuming products from the coffee shop which they think can make them feel better. From several indicators of this Experiential Value variable, it has an influence on the level of customer loyalty. The results of the research description of the customer loyalty variable show that on average, most have very high loyalty, this can be seen in consumer satisfaction by inviting family or friends to choose a coffee shop to meet their needs in the culinary field, always use coffee shop products/services, always visit coffee shop without considering the price and without considering its competitors.

The results of data analysis shows that the Experiential Value variable has a significant positive effect on consumer satisfaction at the coffee shop in Mataram. In data description, it is seen that the good category of Experiential Value created through consumption activities will make customer satisfaction higher. The availability of various choices of food variants will have an impact on increasing customer satisfaction which is indicated by the feelings of customers who are satisfied with employee services, consumers are satisfied with the friendliness and dexterity of employees. In addition, the level of consumer satisfaction is also seen in the price of the product provided is in accordance with the quality of the product obtained. The coffee shop also provides satisfaction so that the benefits exceed the costs.

The results of data analysis shows that the Satisfaction variable affect consumer loyalty at the coffee shop in Mataram. Descriptively, the category shows that the higher the satisfaction felt by consumers, the higher customer loyalty. The influence given by the Satisfaction variable on consumer loyalty at the Coffee Shop in Mataram is the feeling of customers who are satisfied with employee services, consumers are satisfied with the friendliness and agility of employees. In addition, the level of consumer satisfaction is also seen in the price of the product provided is in accordance with the quality of the product obtained. The coffee shop also provides satisfaction with so that the benefits exceed the costs. From here, the level of consumer loyalty is very high, it can be seen that consumers make return visits without considering the price and without paying attention to their competitors and consumers also show loyalty to the coffee shop, namely by always using the product/service, and saying positive things to others by recommending it to people who need information about culinary. In addition, consumers who are satisfied with the products and services of a caffe shop show more loyalty by inviting family, relatives and friends to choose a coffee shop to meet their needs in the culinary field.

The results of data analysis shows that the Experiential Marketing variable indirectly affect Loyalty through customer satisfaction at the Coffee Shop in Mataram. Descriptively, it is seen that satisfaction is a mediating/intervening variable that has a positive impact on the influence of Experiential Marketing variables on customer loyalty. The positive impact indirectly through the satisfaction variable is the very high quality of coffee shop products and services obtained by consumers through service satisfaction (employee service, employee friendliness, and cleanliness of the place that is always maintained) and quality products (food, beverages, place) thus triggering the effect of experiential marketing on customer loyalty. The descriptive results of the experiential marketing variable show a very good category and the descriptive customer loyalty variable shows a very high category too

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The results of data analysis shows that the Experiential Value variable indirectly affect Loyalty through customer satisfaction at the Coffee Shop in Mataram. And descriptively, namely the category of satisfaction is a mediating/intervening variable that has a positive impact on the influence of the Experiential Value variable on customer loyalty. The existence of Experiential Value triggers consumer satisfaction and affects customer loyalty. With the existence of communicative employee services by providing fast service and attractive food presentation, the availability of various choices of food variants, this will have an impact on increasing customer satisfaction as indicated by the feelings of customers who are satisfied with employee's services. The price of the product given is in accordance with the quality of the product obtained. The coffee shop also provides satisfaction by providing benefits that exceed the costs. Thus, the satisfaction obtained by these consumers makes consumers loyal, which is indicated by consumers making return visits without considering the price and without paying attention to their competitors and consumers also showing loyalty to the coffee shop, namely by always using products/services, and saying positive things to people others by recommending to people who need information about culinary. In addition, consumers who are satisfied with the products and services of a coffee shop show more loyalty by inviting family, relatives and friends to choose a coffee shop to meet their needs in the culinary field.

## Conclusions

This research has a theoretical impact of the relationship between the four variables, namely Experiential Marketing, Experiential Value, Satisfaction, Loyalty where customer satisfaction is able to mediate the relationship between Experiential Marketing and Experiential Value to Customer Loyalty. This is in line with the results of research conducted by Rahayu (2018); Widowati and Tsabita (2017); and Setiawan (2018) which showed that Experiential Marketing indirectly has a significant effect on loyalty through consumer satisfaction. In addition, researches conducted by (Fernaldi & Sukresna 2016; Yuliviona & Abdullah 2019; and Wijaksono 2019) stated that experiential value on loyalty mediated by tourist satisfaction has a significant influence.

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