

## Experiential Marketing Strategy in increasing MSME OnlineShop Customer Loyalty : Overley Visualization Bibliometric Analysis

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A R Q I C L E I N F O

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A B S T R A K

The purpose of this research Explaining progress in the field of online shop by MSME actors is now a necessity that plays an important role in all circles of society. In the mindset of an increasingly modern society due to the many globalization competitions shown by the world, the creation of marketing strategies is rapid. This type of research uses bibliometrics using the VosViewer application. Application of experiential marketing through angles online shop conducted by MSMEs is very good and can be felt by consumer. The value of influence satisfaction on consumer loyalty is considered low which can also be due to the fact that new consumers are low loyal to one sales product in the UMKM online business means only old consumers who remain loyal to the product or service process offered. As a basic online shop MSME actor, it is mandatory to classify which ones are consumers who are already at the loyal level or are still in a satisfied state .

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## **INTRODUCTION**

Process business is process creation mark, that is process create something Which beneficial for people man. Key success business is trust And experience. Trust come from honesty And not quite enough answer. Whereas competence through ability produce And communicate, especially in era moment This, all something Which can seen in Internet, as well as learning (on line) And shopping (on line store) done by para perpetrator MSMEs (Saputra, 2020 ; Прохоров, 2018; Hidayat & Ramadhani, 2019) . Progress in field shopping on line moment This Already become need Which hold role important in all circles public. In mind public Which the more modern consequence many competition globalization Which showed world, creation strategy marketing really fast. Progress technology can seen in Lots market as center trading Which comfortable And efficient Which Empower competitive And become receptacle for industry marketing Which quality (Tulungen et al., 2022 ; Gufron & Ummah, 2020) . In era globalization, Lots model business Which develop based on strategy experiential marketing Which appropriate for customer. Perpetrator MSMEs united For compete with offer product or service quality tall.

Competition between customer very fast For find product We with quality Which more tall in accordance standard And desire consumer. No only For consumer offline normal, but Also For consumer on line, now has become view all circles public, especially consumer considered like product Which quality And in accordance with the standard. In here, consumer usually must give level image brand, brand, quality product Which recommended For make decision purchase .

Determination decision purchase to product demand para whisper must think about strategy And innovation. Viewed on Competition industry demand para perpetrator business proactive/innovative to the product For maintain And increase ability compete (Widiyanti, 2022; MAHENDRA, 2022) . Draft marketing Which form consumer become loyal with approach emotion And flavor, And give explanation information Which maximum to something product as well as service from company interpreted as experiential marketing (Fitriyani, 2019) ; Ramadhani, 2022) . Experience buy product And service is something mark alone for consumer. Experience Which felt customer really unique And give impact Which different in process marketing so that need is known experiential marketing And How implementation in world industry (Hassenzahl, 2018 ; Maghfiroh, 2020) . para consumer That Alone Also faced by a number of choice alternative And liberate For choose in accordance with need Which they want.

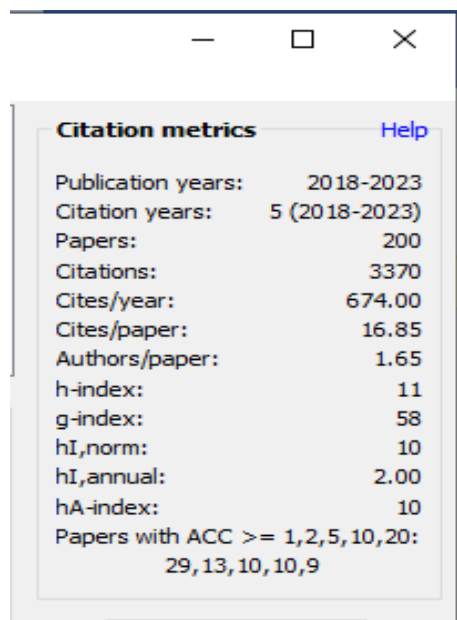
In study This explain that experiential marketing something draft marketing Which aim For form customers Which loyal with touch emotion they And give something feeling Which positive to product And service (Zainal et al., 2022) ; (Setyawibowo, 2020) ; (Tehuayo & Darso, 2022) . Loyalty customer is Wrong One objective from system marketing For make

an effort get customer Which loyal or loyal on product or service Which used. Loyalty customer is something commitment Which held by customer For buy or support return product Which preferred in Century front, although many influence product Which will make customer switch (Kotler et al., 2018) . Loyalty customer in study This is loyalty perpetrator online shop. With thereby, problem Which be measured in study This is loyalty consumer to service company online shop . Indicator loyalty customer Which used in study This is No easy reassured by competitor other, image brand Which Good, will pay price Which tall, efficiency time And quality. Based on problem in on, researcher want to develop renewal strategy experiential marketing For increase loyalty customer online shop in Indonesian .

## METHODOLOGY

This research uses a type of bibliometric research . In this research, it means that the research aims to describe all research variables by seeking sources from Scopus and Google Scholar through the Publish or Perish application. Then the scope will be various descriptive regarding the latest in this research using the VosViewer application. This means that this study explains the position of the variables studied and the relationship between variables. This study was also designed using the relationship between experiential marketing variables and onlineshop customer loyalty.

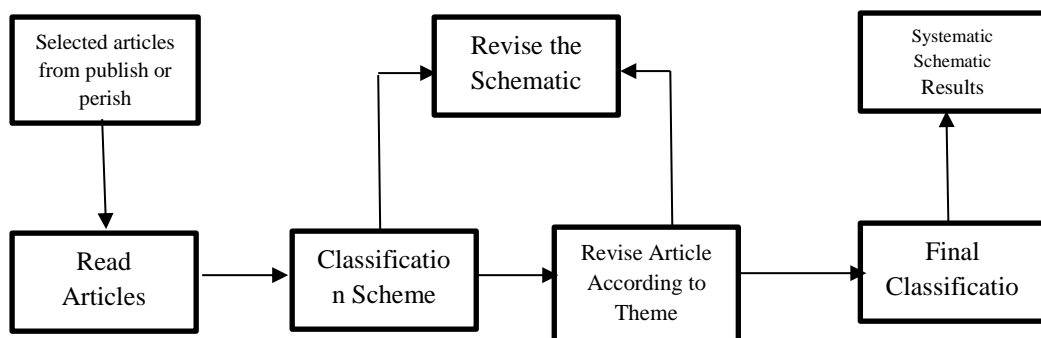
The research scheme using publish or perish can be seen in Figure 1 below.



**Figure 1.** Results of Article Search Schemes from Scopus and Google Scholar

Source: Publish or Perish

As can be seen in the image above, in this research there are more than 200 articles from 2018-2023 regarding experiential marketing that increases customer loyalty. Furthermore, the articles were filtered according to the theme of this research. The following is the framework for determining the articles in this study.



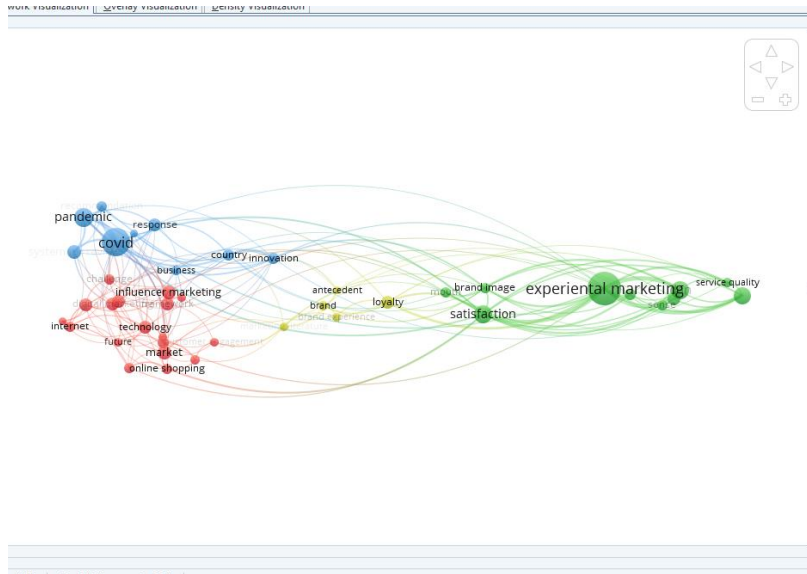
**Figure 2.** The systematic process of Classification of Studies

Source: (Banaeianjahromi & Smolander, 2016)

From this it can be concluded that the researcher divided the research into various categories. The first is the classification based on the journal search category from publish or perish. Then, another classification is based on the research title. The three classifications of the research results are in accordance with the research topic. Last is the research year in question. So that it can be converted into a schematic output like the picture above. After everything has been classified in detail, followed by bibliometric data analysis using the VosViewer application.

## RESEARCH RESULTS AND DISCUSSION

The results of research using bibliometrics show significant results regarding updates regarding experiential marketing to increase customer loyalty. Here is a schematic from Vosviewer.



**Figure 3.** The results of the Experiential Marketing Scheme in increasing loyalty online shop customers  
 Source: Vosviewer

It can be explained that the image above has various kinds of color clusters that connect between variables. There are 4 clusters in the image. The following is an explanatory table regarding various keywords in the cluster content.

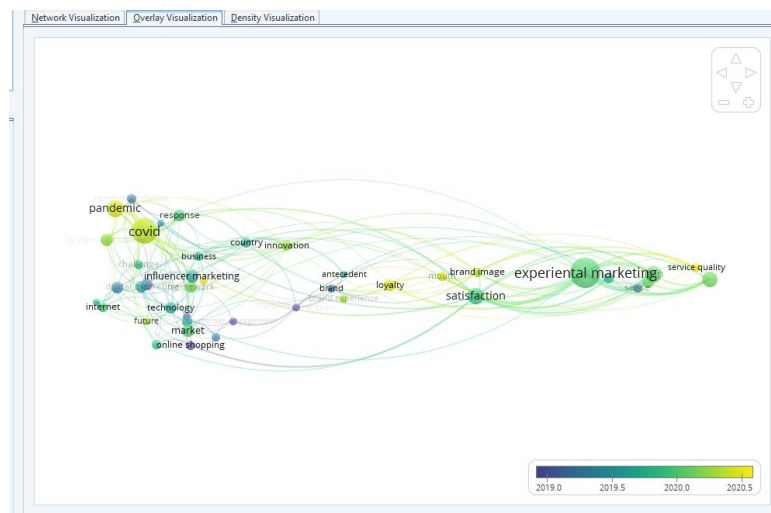
Table. 1 Cluster of bibliometric analysis of experiential marketing

Clusters 1	Clusters 2	Clusters 3	Clusters 4
Artificial Intelligence	Brand Image	business	Antecedents
Challenge	Customer Loyalty	China	Brands
Customer Engagement	Experiential Marketing	Country	BrandExperience
Digital Marketing	Experiential Marketing Technology	Covid	Loyalty
E-Commerce	Mouth	Innovations	Marketing Literature
firm	Satisfaction	Pandemic	
Frameworks	Sense	Recommendations	
Implications	Service Quality	Response	
Influencer Marketing		Systematic Review	
Internet			
Market			
Online Marketing			
Online Shopping			
Surveys			
Technology			
Thing			

Source: Processed by Researchers (2023)

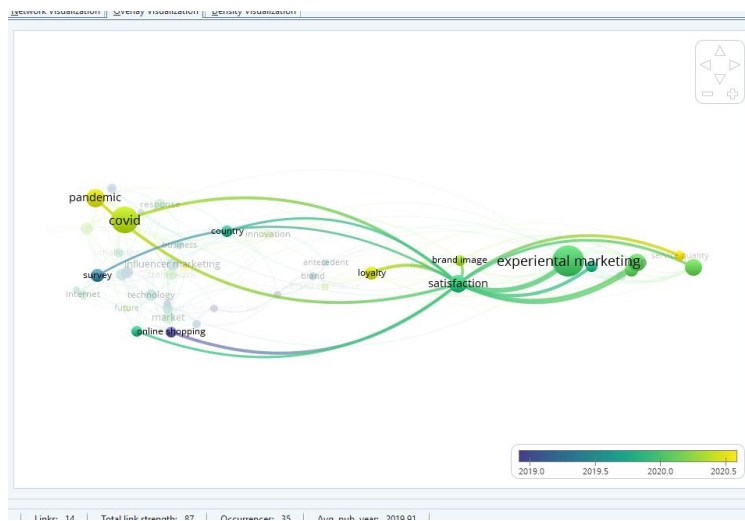
After doing the classification by the researcher so that a description of the various clusters is obtained which contains various *keywords* variable . As in Cluster 1, it shows red, which explains that there is Artificial Intelligence , Challenge , Customer Engagement , Digital Marketing , E-Commers , Firm , Framework , Implication , Influencer Marketing , Internet , Market, Online Marketing , Online Shopping, Survey , Technology , Thing . So the researcher decided to take online shopping which can be used as a reference object by researchers to look for research updates. Cluster 2 shows green color, namely there are keywords Brand Image, Customer Loyalty , experiential marketing, Experiential Marketing Technology , Mouth , Satisfaction , Sense , Service Quality . Therefore, the researcher chose the Experiential Marketing keywords as the main indicators chosen in this study. Cluster 3 is shown in blue which explains that there are keywords Business, China, Covid, Innovation, Pandemic, Recommendation, Response, Systematic Review. So the researchers decided on business keywords which became the big theme of this research. Finally, cluster 4 shows yellow, which explains about antecedents , brands , brand experiences , loyalty, marketing literature . So the researcher decided that Loyalty was used as a *novelty* in this study. So it can be concluded that all clusters have interrelationships between variables by choosing onlineshop as the object.

Before the data analysis was carried out, it was tested first regarding which clusters had the most up-to-date information in this study. It can be concluded in the bibliometric figure below seen in research research from 2019-2020.



**Figure 4.** Results of the Vosviewer Experiential Marketing Visualization Overlay Scheme and Loyalty  
Source: Vosviewer

From the picture above it is concluded that, there are several color clusters which are classified according to the year of research research. It can be seen in the purple and blue color clusters, namely keywords that have been widely used in 2019. Green and yellow color clusters are keywords that are mostly used in 2020. This bibliometric analysis can be concluded that the farther out the keywords and the brighter the color clusters on the bubbles, the is a *novelty* of research research. Because in this category there are still few who do the research. In previous research related to experiential marketing, it only focused on customer satisfaction, so that the researcher wanted to expand research research by continuing towards loyalty. Like the following Vosviewer Visualization Overlay image.



**Figure 5.** Vosviewer Experiential Visualization Overlay Results Marketing and Loyalty through Satisfaction

The results of this study indicate that the level of satisfaction affects brand image, pandemic, covid, surveys, experiential marketing, online shopping and loyalty. The focus of this research is that all customer categories, if given experience in online shopping, have not achieved maximum loyalty but only more satisfaction. So that researchers provide *novelty* in this study using the Vosviewer visualization overlay with a maximum level of satisfaction which can become consumer loyalty. The results of this study are in accordance with previous research from Eru, 2022 entitled *Online Game Experiences: The Perspective of Experiential Marketing*. The results of this study are in line with previous research conducted Fitriyani, 2019, the results of this study show that customers have loyalty which is classified as good by proving a decision in purchasing. It is proven that customers do not want to leave online shopping with a focus on offline shopping centers. The results of this study indicate the significance of experiential marketing related to increasing customer loyalty to digital transformation through purchasing games online. Therefore it can be concluded that all online shopping centers have not

proven that their customer loyalty levels are high. The solution is to increase the capacity of the quality of the products/services sold by providing various choices, especially promotions to customers. This is because there are many competitors in the online shop field who are tempting by providing sloping prices or looking at previous customer recommendations/testimonials.

Experiential marketing is a form of marketing development to build relationships with consumers based on experience that can be formed through The five dimensions of senses, feel, think, act and relate to product or service consumed (Kartika & Andalas, 2021) . Consumer satisfaction is behavior, assessment and emotional responses discussed by consumers afterwards process of buying or consuming and derived from a comparison of their impressions of the actual performance of a product and its expectations and Evaluate the experience after consuming a product or service (Harris, 2018) . Loyalty , namely retaining customers means increasing finances performance and maintain eligibility company, so if the company has satisfied and loyal customers, it will Be a very valuable asset for the company.

Satisfaction is what every business wants to achieve. variable satisfaction has three indicators that reflect the variables perceived product quality, perceived service quality, and perceived price fairness (Afendi, 2021 ; (Rohmawati et al., 2021) . The three indicators have different contribution values. The perceived price fairness indicator means that the majority of society as a whole is satisfied with the products or services provided by basic online MSME business actors . Satisfaction that valued in this case is not only a matter of price but as a whole means everything that is sacrificed by consumers to get products or services according to the expectations of both consumers in terms of time, price, and distance traveled by consumers to get Products and Services (Utami & Istiyanto, 2020) ; (Yusendra, 2020) ; (Suwandi, 2023) . Satisfied consumers are not always loyal but loyal customers are certainly satisfied with the product or service. One of the reasons if not all customers are loyal is the number of similar basic online MSMEs who do not have variety and different consumers are currently easily bored with one place, very few consumers remain loyal and do not want to try other products or services. If one of the online MSME actors raises prices, consumers will move to other products or services that are more skewed so that they will not get loyal customers .

## CONCLUSIONS AND RECOMMENDATIONS

Experiential marketing application can be deduced through angles online shop conducted by MSMEs is very good and can be felt by consumer. There are two dimensions of experiential marketing that score low and those are nuances and think about dimensions. The influence of customer satisfaction on customer loyalty in the MSME business onlineshop is also important but the value generated is very low. This is because seen from a research angle that is rarely researched with similar businesses. The value of influence satisfaction on consumer loyalty is considered low which can also be due to the fact that new consumers are low loyal to one sales product in the UMKM online business means only old consumers who remain loyal to the product or service process offered. Implementation of the five dimensions that reflect experiential marketing is very influential on the sustainability of consumer satisfaction, by classifying which ones are consumers who are already at a loyal level or are still in a satisfied state.

## ADVANCED RESEARCH

For further research, it provides hope in developing this research by adding various research objects and variables such as E-Wom, Service Quality, Purchase Intention and so on in order to obtain more classification values in a study.

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