

The Influence of Experiential Marketing, Electronic Word of Mouth, and Brand Image on Customer Loyalty for Everwhite Beauty Products

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ABSTRACT

This inquire about points to evaluate the impact of *Experiential Marketing, Electronic Word of Mouth, and Brand Image* on Client Dependability for Everwhite excellence items. The sampling technique used a questionnaire technique with the number of research samples was 100 respondents. Speculation test comes about demonstrate that *Experiential Marketing, Electronic Word of Mouth, and Brand Image* have a positive and critical impact on customer loyalty for Everwhite beauty products. These show that the stronger the *Experiential Marketing, Electronic Word of Mouth, and Brand Image*, the more client dependability for Everwhite beauty products will increase. The comes about of coefficient of assurance (r^2) test gotten an r square coefficient (r^2) esteem of 0.523, which suggests that *Experiential Marketing, Electronic Word of Mouth, and Brand Image* contribute to client dependability by 52.3%. Therefore, these there variables together will have a positive and noteworthy impact on client dependability for Everwhite magnificence items.

INTRODUCTION

The development of the beauty product business in Indonesia is currently growing rapidly. People, especially women, are increasingly aware of the importance of using beauty products as a daily necessity. The growing trend of using beauty products, as well as the demand for someone to look attractive in front of the general public, is one of the reasons the beauty industry is developing well. With market demand for beauty products continuing to increase, it causes beauty product manufacturers to compete fiercely with each other to create and offer products that can meet the expectations of potential consumers.

Client dependability could be a commitment held firmly by customers to purchase or prioritize a item within the shape of products or administrations reliably, this causes rehased buys of the same brand, indeed in spite of the fact that the client has situational or showcasing impact from competitors to supplant another brand. According to Oliver (2014). Ishaq (2014) clarifies that devotion may be a prepare, at the conclusion of the method, fulfillment has an impact on seen quality, which can have an affect on dependability and eagerly for certains behavior from a client. Client devotion has an critical part in a company, holding clients implies making strides monetary execution and keeping up the company's survival, usually the most reason for a company to pull in and hold clients.

Factors that influence customer loyalty include *Experiential Marketing*, *Electronic Word of Mouth*, and *Brand Image* (Fitri, 2020). *Experiential Marketing* or experience-based showcasing is the method of distinguishing and fulfilling client needs and goals beneficially, locks in them through two-way communications that will bring the brand identity to life and include esteem to target clients (Smilansky, 2009). According to Kertajaya (2010), *Experiential Marketing* is a marketing concept that aims to retain customers by touching their emotions by making positive encounters and positive feelings towards their services and items. *Experiential Marketing* is a communication method, especially to improve physical and emotional feelings (You-Ming, 2010).

Experiential Marketing is important for companies to create memorable experiences for customers so that they can become top of mind or top of mind in the minds of customers and add value to the product (Panjaitan, 2022). Through experiential marketing, companies can provide experiences to customers. Before a company has loyal customers, the company must be able to create customer satisfaction. Because customer satisfaction is the main goal of every company in running a business. Overall satisfaction can be generated by customers based on purchase and experience goods and services (Rosita, 2015).

Electronic Word of Mouth for marketers or companies to create trust between products and consumers. *Electronic Word of Mouth* This will happen when a customer feels very satisfied when using a product. *Electronic Word of Mouth* (e-WOM) sessions and customer loyalty is explained by Bothe (2014) in

Vanesa (2007) that customers who feel satisfied with the company's products or services become word-of-mouth enthusiastic advertisers.

Brand Image on customer loyalty is supported by the results of a previous study that explained that *Brand Image* has a significant impact on customer loyalty (Hapsari, 2019; Darma, 2018). The results of this research show that the better the brand image of a product/service, the more customer loyalty will increase, and conversely, the worse the brand image of a product/service, the more customer loyalty will decrease, and vice versa. Different research results were shown by Saputri (2014) who stated that *Brand Image* it does not significantly affect customer loyalty.

Everwhite sales are on average lower than other local skincare brands, with total sales of Rp. 1.05 billion in 2021, while the average sales of competing cosmetic products is IDR. 10.01 Billion (Kompas, 2021). The lack of optimal sales of Everwhite skincare can be caused by internal and external factors. Internal factors can be in the form of marketing mix programs designed by marketers such as product, price, place, and promotion. External factors can originate from consumer behavior as product users, one of which is consumer purchase and repurchase interest.

LITERATURE REVIEW

Customer loyalty

Deeply committed to purchasing and supporting a preferred product or service in the future, despite situational influences and marketing efforts that may encourage customers to switch, Kotler and Keller (2016). Customers make a strong commitment to purchase or favor a product as a good or service consistently, leading to repeat purchases of the same brand, even when the customer benefits from the influence situations or marketing from competitors to replace other brands Djuwanti (2019).

Experiential Marketing

A marketing concept that emphasizes the effectiveness of products and services in providing customers with emotional, unique, positive, and impressive experiences, also touching hearts and feelings, so that they are interested in using the company's products and services Mudjiarto (2016). The most important thing is to create loyal customers. Customers look for companies and brands that have a good image to make part of their lives. In this study, there were 6 indicators taken including, a) Sense / Sensory Experience, b) Feel / Affective Experience, c) Think / Creative Cognitive Experience, d) Act / Physical Experience and entitlement, e) Relate / Social Identity Experience.

Electronic Word of Mouth

Marketing communications include positive or negative statements made by prospects, customers, or former customers about a product or company Schiffman and Kanuk (2014). In this research, research indicators were

developed and divided into three dimensions studied by Goyette (2012). 1. Intensity: a) Recurrence of getting to data from social organizing destinations, b) Recurrence of interaction with social organizing location clients, c) number of audits composed by clients of social organizing locales. 2. Valence of Opinion: a) positive feedback from social network users b) suggestions from social media organizing clients. 3. Content: a) data on item varieties, b) quality data, and data with respect to the costs advertised.

Brand Image

Description of the customer and his associations and beliefs to a particular brand. A number of quantitative and qualitative techniques have been developed to help discover customer perceptions and associations with a particular brand, including multidimensional scaling, projection techniques, etc. so producers must be precise and careful in placing the *Brand Image* in the minds of customers to produce a positive response from customers and become a positive encouragement for customers Sengkey and Wenas (2015). Meanwhile, it deals with the external characteristics of products and services, including branding that meets the social or psychological needs of customers Kotler and Keller (2016). In this research, there are 3 indicators, including a) Company image, b) Customer image, and c) Product image.

Hypothesis

This study formulated three hypotheses, which were used as a basis for testing, as follows:

H1: *Experiential Marketing* has positive and significant effect on Customer Loyalty to Everwhite beauty products.

H2: *Electronic Word of Mouth* has positive and significant effect on customer loyalty to Everwhite beauty products.

H3: *Brand Image* has positive and significant effect on Customer Loyalty to Everwhite beauty products.

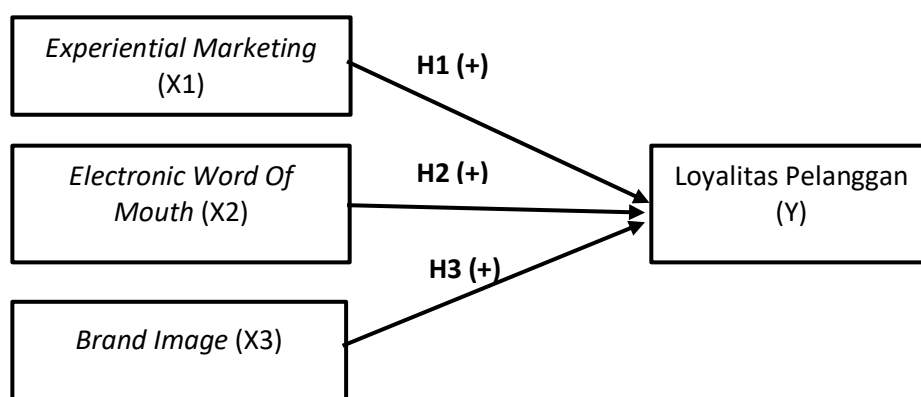


Figure 1 Research Framework

METHODOLOGY

Deliberate sampling was used as a method to select samples. The purpose of this research is to analyze the influence of Experiential Marketing, Electronic Word Of Mouth, and Brand Image on Customer Loyalty to Everwhite Beauty Products. Regular customers were the respondents, questionnaires were used to collect data for this research. Questionnaires are questions prepared by researchers to find out opinions or perceptions of research.

RESEARCH RESULT

Respondent Profile

The profile description of respondents who use Everwhite beauty products is as follows:

Table 1. Respondent Profile

| Information | Amount | Percentage |
|-------------------------|------------|-------------|
| Gender | | |
| Man | 42 | 42% |
| Woman | 58 | 58% |
| Total | 100 | 100% |
| Age | | |
| 17-21 | 6 | 6% |
| 22-26 | 31 | 31% |
| 27-30 | 27 | 27% |
| 31-36 | 28 | 28% |
| >35 | 8 | 8% |
| Total | 100 | 100% |
| Work | | |
| Student/Students | 13 | 13% |
| ASN | 15 | 15% |
| Businessman | 21 | 21% |
| Private sector employee | 51 | 51% |
| Total | 100 | 100% |
| Education | | |
| High School/Equivalent | 30 | 30% |
| Diploma (D1/D2/D3) | 19 | 19% |
| Bachelor degree | 43 | 43% |
| Bachelor s2 | 8 | 8% |
| Total | 100 | 100% |
| Income | | |
| <2,000,000 | 13 | 13% |
| 2,000,000 – 3,000,000 | 48 | 48% |

| | | |
|-----------------------|------------|-------------|
| 3,000,000 – 6,000,000 | 34 | 34% |
| >6,000,000 | 5 | 5% |
| Total | 100 | 100% |

Instrument Test

Validity Test

When an instrument is being tested for validity, it indicates that we are examining how well it measures the study variables. Measurement findings depend on the validity and accuracy of the instrument. The validity test of questionnaire gave the following results:

Table 2. Validity test results

| Variable | Question | r Count | Description |
|--|--|---|-------------|
| Experiential Marketing (X1) | Everwhite products have an appeal due to different product benefits compared to other brands | 0.825** | Valid |
| | Everwhite products are very suitable for various skin types | 0.878** | Valid |
| | Everwhite products offer very affordable prices compared to other similar products | 0.921** | Valid |
| | I feel more confident in my appearance while using Everwhite products | 0.868** | Valid |
| | Using Everwhite products is associated with a lifestyle that pays attention to the appearance and health of the skin | 0.879** | Valid |
| | Electronic Word Of Mouth (X2) | I easily recognized Everwhite products after reading online reviews | 0.856** |
| I got information about the benefits of Everwhite products after reading online reviews | | 0.919** | Valid |
| I am very willing to give a positive review after using Everwhite products | | 0.938** | Valid |
| I always read online reviews before purchasing Everwhite products | | 0.940** | Valid |
| I am very willing to share information about the advantages and disadvantages of Everwhite products through online reviews | | 0.861** | Valid |
| Brand Image (X3) | | The Everwhite brand has product | 0.890** |

| | | | |
|-----------------------------|--|---------|-------|
| | attributes in the form of attractive packaging compared to other brands | | |
| | The Everwhite brand has the advantage of better raw material content than other brands | 0.920** | Valid |
| | One of the strengths of the Everwhite brand is the brand ambassador (Korean artist/actor) who is used to promote Everwhite beauty products | 0.890** | Valid |
| | The uniqueness of Everwhite products is shown through the product aroma which is different from other brands | 0.915** | Valid |
| | Everwhite products have many benefits for skin care | 0.919** | Valid |
| Customer Loyalty (Y) | I am very willing to repurchase Everwhite products in the near future | 0.830** | Valid |
| | I am very interested in purchasing other Everwhite product variants besides the one I am currently purchasing | 0.908** | Valid |
| | I will always recommend Everwhite beauty products to others who need beauty products | 0.815** | Valid |
| | I am not interested in trying other beauty products even though they have more attractive offers | 0.873** | Valid |
| | I will regularly buy beauty products to meet my appearance needs | 0.886** | Valid |

In the validity test, the r table value was 0.201 with the resulting calculated r value was used as a comparison in stating the research instrument. This study used 100 respondents and all loadings were considered valid because they met the criteria.

Reliability Test

If an indicator is reliable, then it can be used to collect data confidently. Testing for reliability uses SPSS and Cronbach's Alpha theory. Tests of the study's reliability variables yielded the following results:

Table 3. Reliability test results

| Variable | Cronbach Alpha | Information |
|--------------------------------------|-----------------------|--------------------|
| <i>Experiential Marketing (X1)</i> | 0.923 | Reliable |
| <i>Electronic Word Of Mouth (X2)</i> | 0.943 | Reliable |
| <i>Brand Image (X3)</i> | 0.945 | Reliable |
| <i>Customer Loyalty (Y)</i> | 0.912 | Reliable |

In reliability testing, an instrument is considered reliable if the reliability coefficient is more than 0.6. Based on the data shown in Table 3.

Classic Assumption Test

Normality Test

Based on the results of checking normality using the Kolmogorov-Smirnov technique, this is the result achieved:

**Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residuals |
|--------------------------------|----------------|-----------------------------|
| N | | 100 |
| Normal Parameters ^a | Mean | .0000000 |
| | Std. Deviation | 2.66131084 |
| Most Extreme Differences | Absolute | .125 |
| | Positive | .125 |
| | Negative | -.096 |
| Kolmogorov-Smirnov Z | | 1,250 |
| Asymp. Sig. (2-tailed) | | ,088 |

a. Test distribution is Normal

b. Calculated from data

Based on Table 4 above, shows the results of the normality test using the One-Sample Kolmogorov-Smirnov Test with the criterion that if (value > $\alpha = 0.05$) then the data is normally distributed, conversely, if (value < $\alpha = 0.05$) then the data is not distributed normal. In the normality test in Table 4, the

Asymp value is shown. Sig. (2-tailed) is 0.88 where the value is $0.88 > \alpha = 0.05$ so it can be said that the data is normally distributed.

Multicollinearity Test

Multicollinearity test is used to check whether the regression model finds a correlation between independent variables. In a good regression model, there should be no correlation between the independent variables. In this study, a VIF value of <10 and a tolerance value of >0.1 were used.

Table 5. Multicollinearity Test Results

| Coefficients ^a | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|-------------------------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | Q | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 2,893 | 1,716 | | 1,687 | ,095 | |
| | Experiential Marketing | ,237 | .116 | ,230 | 2,050 | ,043 | ,383 |
| | Electronic Word Of Mouth | ,269 | ,129 | ,277 | 2,094 | ,039 | ,276 |
| | Brand Image | ,330 | ,151 | ,287 | 2,182 | ,032 | ,278 |

a. Dependent Variable: Consumer Loyalty

Heteroscedasticity Test

Based on the heteroscedasticity test results shown in Figure 1, it can be seen that it does not form a clear pattern and the points are distributed below and above zero on the Y axis. This may mean there is no heteroscedasticity. Therefore, it can be concluded that this research regression model is suitable for the purpose.

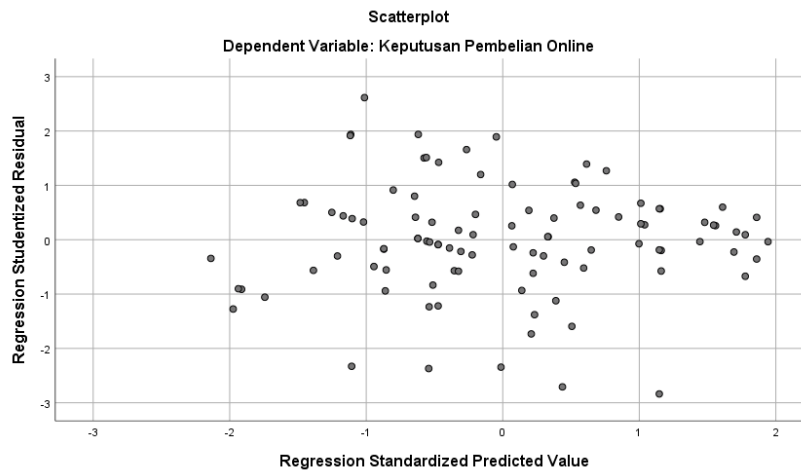


Figure 2 Heteroskedasticity Test Results

Hypothesis Testing

Multiple Linear Regression Analysis

The results of testing Multiple Linear Regression Analysis are as follows:

Table 6. Multiple Linear Regression test results

| Coefficients ^a | | | | | | |
|---------------------------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,893 | 1,716 | | 1,687 | ,095 |
| | Experiential Marketing | ,237 | ,116 | ,230 | 2,050 | ,043 |
| | Electronic Word Of Mouth | ,269 | ,129 | ,277 | 2,094 | ,039 |
| | Brand Image | ,330 | ,151 | ,287 | 2,182 | ,032 |

Based on the table on so model analysis regression linear multiple can be formulated as follows:

$$Y = 2,893 + 0.230X_1 + 0.277 X_2 + 0.287X_3 + e$$

The regression model equation shows that the direction of influence of the independent variable on the dependent variable is positive. This means that if the assessment score for each independent variable increases by one unit, the assessment score for the dependent variable will increase by the value of the beta coefficient.

Coefficient of Determination Test

Table 7 . Coefficient of Determination Test Results

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .733 ^a | .538 | .523 | 2,703 |

- a. Predictors: (Constant), Brand image, Experiential Marketing, Electronic Word Of Mouth
- b. Dependent Variable: Customer loyalty

Table 7 shows the results obtained by researchers are (R²) of 0.523, which means that the variables Experiential Marketing (X1), Electronic Word Of Mouth (X2), and Brand image (X3) contribute to Customer Loyalty by 52.3% while the rest 46.2% was influenced by other variables not examined in this study.

t Test Results

In this research, hypothesis testing with a t-test is used to determine the acceptability of a partial hypothesis, such as a dependent variable, by comparing the calculated t-value with a t-table as follows:

Table 8. t-Test

| Coefficients ^a | | |
|-----------------------------|---------------------------|--|
| Unstandardized Coefficients | Standardized Coefficients | |
| | | |

| Model | B | Std. Error | Beta | Q | Sig. |
|--------------------------------|-------|------------|------|-------|------|
| (Constant) | 2,893 | 1,716 | | 1,687 | ,095 |
| 1 Experiential Marketing | ,237 | ,116 | ,230 | 2,050 | ,043 |
| Electronic Word Of Mouth | ,269 | ,129 | ,277 | 2,094 | ,039 |
| Brand Image | ,330 | ,151 | ,287 | 2,182 | ,032 |

a. Dependent Variable: Customer Loyalty

Based on Table 9, shows that the t-test results are as follows:

Hypothesis 1

Based on test results, the t-value is 2.050 > t-table is 1.984 and the significance value is 0.043 < 0.05. These results show that Ho1 is rejected and Ha1 is accepted, meaning that *Experiential Marketing* has a positive and significant effect on customer loyalty.

Hypothesis 2

Based on test results, the t-value is 2,094 > t-table is 1,984 and the significance value is 0.039 < 0.05. These results show that Ho2 is rejected and Ha2 is accepted, meaning that *Electronic Word of Mouth* has a positive and significant effect on customer loyalty.

Hypothesis 3

Based on test results, the t-value is 2,182 > t-table is 1,984 and the significance value is 0.032 < 0.05. These results show that Ho3 is rejected and Ha3 is accepted, meaning that *Brand Image* has a positive and significant effect on customer loyalty.

DISCUSSION

The Influence of Experiential Marketing on Customer Loyalty for Everwhite Beauty Products

Shows that *Experiential Marketing* has a significant effect on customer loyalty for Everwhite beauty products. The application of *Experiential Marketing* will provide experience in the use or utilization of products through product quality strategies, product-added value, services, and other variables which will bring memories or deep impressions to customers so that in the end customers become loyal to the product (Wola, Massie & Saerang. 2021). *Experiential Marketing* tries to touch the emotional side of customers so that customers feel satisfied with the product, where satisfied customers will have high loyalty to a product. The research results are in line with Pratiwi (2023),

Karuniatama (2020), and Fitriansyah (2023) who concluded that *Experiential Marketing* has a positive and significant effect on customer loyalty.

The Influence of Electronic Word of Mouth on Customer Loyalty for Everwhite Beauty Products

Electronic Word Of Mouth has a significant effect on customer loyalty to Everwhite beauty products. *Electronic Word Of Mouth* has become the most influential communication channel (Wola, Massie & Saerang, 2021). A person's willingness to tell other people about their experiences and advantages of a product via the Internet or social media, which can be called *Electronic Word Of Mouth*, will form an effective and cheap promotional medium for producers because a potential customer will usually trust more what other people say. have ever used a product. The research results are in line with research by Jesslyn & Loisa (2019), Fadlurrahman (2022), and Ramadhana (2021) who in their research concluded that *Electronic Word Of Mouth* has a positive and significant effect on customer loyalty.

The Influence of Brand Image on Customer Loyalty for Everwhite Beauty Products

Brand Image can build the character of the product and provide a value proposition, then convey the character of the product to consumers in a unique way, meaning that the *Brand Image* has provided an emotional power that is more than the rational power possessed by the product (Salsabila & Utomo, 2023). The positive *Brand Image* of a beauty product will give a good impression to customers so that when they want to buy a beauty product, customers will always remember the product that has a positive *Brand Image* and then make a purchase. In this way, customer loyalty will be created towards the *Brand Image*.

CONCLUSIONS AND SUGGESTIONS

Based on the research results and conclusions, the author can make some suggestions as follows:

1. Based on the results of a descriptive analysis of *experiential marketing variables*, it shows that the lowest indicator in the statement instrument is use, Everwhite products are synonymous with a lifestyle that pays attention to appearance and skin health, shown with a value of 3.96 which indicates that the user agrees with the statement instrument that has been submitted. So the advice that can be given by researchers is to strive and manage so that *experiential marketing* in the market can provide better, safer products and prioritize product quality so that it can produce superior products.

2. Based on the results of a descriptive analysis of *experiential marketing variables*, it shows that the lowest indicator in the statement instrument is that users obtain information about the benefits of Everwhite products after reading online reviews with a value of 3.98 which indicates that the user agrees with the statement instrument that has been submitted. This proves that users obtain information from reading online reviews about Everwhite products. So the advice that researchers can give is to improve every Everwhite product and maintain the quality of every Everwhite product so that there are more positive reviews of Everwhite products.
3. Based on the results of descriptive analysis of the *brand image variable*, it shows that the lowest indicator in the statement instrument is that the Everwhite brand has the advantage of better raw material content with a value of 4.06, which indicates that the user agrees with the statement instrument that has been submitted. This proves that users trust Everwhite as a product compared to other beauty products. So the advice that can be given by researchers is that Everwhite products must maintain the quality and benefits of their products so that they can compete and survive amidst the onslaught of many beauty products that are emerging.

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