

The Impact of Experiential Marketing, Brand Ambassador, and Product Quality on Scarlett Whitening Customer Loyalty

Fijri Aulia Rahma^{1*}, Audita Nuvriasari²
Mercu Buana University Yogyakarta

Corresponding Author: Fijri Aulia Rahma fijriaulia19@gmail.com

ARTICLE INFO

Keywords: Experiential Marketing, Brand Ambassador, Product Quality, Customer Loyalty

Received : 13, June

Revised : 27, June

Accepted: 18, July

©2024 Rahma, Nuvriasari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study examines the impact of Experiential Marketing, Brand Ambassador, and Product Quality on Customer Loyalty of Scarlett Whitening. A sample of 100 respondents was selected using purposive sampling and questionnaires. This research uses explanatory quantitative research methods. The findings of this study demonstrate that: (1) Experiential Marketing does not have a significant impact on Customer Loyalty for Scarlett Whitening, (2) Brand Ambassador has a significant and positive impact on Customer Loyalty for Scarlett Whitening, (3) Product Quality has a significant and positive impact on Customer Loyalty for Scarlett Whitening.

INTRODUCTION

Indonesia's beauty business is still developing and growing at a rapid pace every year. This is supported by consumer lifestyle changes that pay more attention to appearance. Beauty and body care products can be fulfilled through e-commerce media. The total value of online transactions of the second quarter of 2022 in the category of beauty care products reached more than Rs. 210 billion (Joan, 2022). Body care became the highest-selling product with a market share of 11.32%.

According to the Central Statistical Agency (BPS) data for 2021, the cosmetic industry has grown to 9.61% of the total. The rise in the quantity of businesses operating in Indonesia's cosmetics sector is also supported by the increased quality of local skincare and cosmetic products (Bisnis, 2023). The rapid growth of the beauty industry prompts entrepreneurs to compete in terms of product quality and consumer satisfaction (Mutia, 2022).

According to a survey conducted by Populix (2022) using 500 female respondents, 54% of respondents chose local cosmetic brands over foreign cosmetics brands. Respondents prefer local cosmetic brands over international ones due to affordable prices (79%), and the quality of local products competing with international ones (63%).

The quality of the products offered by local brands is sufficiently competitive with international brands to create customer loyalty. Customer loyalty is defined as how often consumers make purchases and recommend them to others (Sasongko, 2021). Customer loyalty is the commitment of a customer to a particular brand in which the customer is used to buying a product and often interacts faithfully following the offer of that brand (Rifa'i, 2019). Several elements that impact client loyalty are experiential marketing (Arismunandar *et al.*, 2019; Hendayana & Solichati, 2021), brand ambassadors (Amiroh *et al.*, 2023; Maulida & Kamila, 2021) and product quality (Nafiah & Trihudiyatmanto, 2021; Rahmawati & Sentana, 2021).

Experiential marketing identifies and fulfills consumer needs through profitable communication, adding value to the brand experience through in-person interaction (Smilansky, 2017). Businesses need to be able to create targeted marketing plans in order to provide customers a positive experience and encourage them to buy the items on sale again (Yacub *et al.*, 2022).

An approach using experiential marketing can cultivate sensations and experiences that will keep customers loyal (Yacub *et al.*, 2022). Previous research supports the positive and significant influence of experiential marketing on customer loyalty, indicating that effective application of this strategy can lead to loyal customers (Hendayana & Solichati 2021; Morasa., *et al.* 2022; dan Arismunandar., *et al.* 2019). But it was also discovered in other earlier research that experiential marketing had no appreciable impact on customer loyalty (Karuniatama *et al.*, 2020; Nafiah & Trihudiyatmanto, 2021). This means that improved experiential marketing will not increase customer loyalty directly (Yani *et al.*, 2023). The discrepancies in the findings suggest that there are gaps in research that need further loyalty research by researchers to test experiential marketing effect on customer loyalty.

In addition to experiential marketing, another factor that can affect customer loyalty is the use of the right brand ambassador. Brand ambassadors are someone who has a passion in terms of persuading customer to make purchases or use a product of a particular brand (Firmansyah, 2019). The brand ambassador serves as a liaison in product promotions, introducing the product or service's identity to consumers (Probosini et al., 2021). A brand ambassador is a representative who meets customer needs and expectations, fostering a favorable perception of the brand and influence for the company (Kurniawan & Bidari, 2023).

Brand ambassadors significantly impact customer loyalty as they are often used as a reference when making purchases (Amalia & Achmad, 2023). This is corroborated by other studies that found brand ambassadors significantly and favorably impact consumer loyalty, it states that consumers are more loyal to the products given when they have a stronger brand ambassador (Amiroh *et al.*, 2023; Chukwu & Pius, 2021; Maulida & Kamila, 2021). However, other studies show different results there is no discernible impact of the brand ambassador variable on consumer loyalty (Rompas *et al.*, 2023; Syafarina & Aisyah, 2022).

The quality of a company's products has an impact on customer loyalty, which are designed to meet their needs and preferences (Rohmah *et al.*, 2023). The company prioritizes product quality to enhance competitiveness, ensure customer satisfaction, and foster loyalty to the product (Grace *et al.*, 2021). Product quality significantly impacts customer loyalty by ensuring satisfaction, being acceptable to customers, and surviving market competition (Kristianto & Baktiono, 2020). This is corroborated by other studies that discovered that consumer loyalty is positively and significantly impacted by product quality (Mahanani & Alam, 2022; Nafiah & Trihudiyatmanto, 2021; Rahmawati & Sentana, 2021). Still, some studies have demonstrated that consumer loyalty is not much impacted by the quality of the product (Morasa et al., 2022).

Based on previous exposures related to factors affecting customer loyalty, this research took the object of study that consumers have used or bought local beauty products of the brand Scarlett Whitening. The research identified a gap in previous studies, necessitating further investigation into factors influencing customer loyalty. Customer loyalty has become one of the important factors that companies need to give attention to and maintain as it can help companies compete in the market. Thus, this study's objective is to research the impact of Experiential Marketing, Brand Ambassadors and Product Quality on Scarlett Whitening Customer Loyalty.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty covers how much consumers tend to choose and reuse the same company's product or service repeatedly and then recommend it to others (Baihaqqy, 2023; Wolok, 2023). Customer loyalty is measured through indicators as follows (Baihaqqy, 2023):

- a. Loyal customers tend to show resilience to competitors and are not quickly influenced by the attractiveness of further comparable businesses.
- b. Making cross-purchase purchases of products and services indicates a want to acquire more than the company offers. Customers who have trusted the company in one aspect tend to trust in the other.
- c. Loyal customers will work hard and voluntarily make recommendations about the product or service they use to others.
- d. The frequency of re-purchase of the same product or service reflects the level of customer loyalty.

Experiential Marketing

A marketing tactic called experiential marketing seeks to evoke positive emotions in consumers through unique product presentations (Febrini et al., 2019). Indicators loaded in experiential marketing are as follows (Kadafi & Novita, 2021; Karuniatama et al., 2020):

- a. Sense is the sensory experience that is created through various stimuli like vision, pronunciation, touch, hearing, and smell.
- b. The company manipulates internal emotions and feelings to create an affective experience, resulting in customer happiness and pride.
- c. Thinking is an experience that influences cognitive processes like customer perception, understanding, reasoning, and evaluation of a product or company.
- d. Act is a type of experience that aims to change behavior, lifestyle and interaction with customers.
- e. Relate aims to associate customers with the cultural values and social contexts reflected in the product brand.

Brand Ambassador

Among the tactics that brand ambassadors use is involves famous artists to increase consumer interest and decision-making in product marketing. Brand Ambassadors are a communication tool for businesses to engage with the community, which helps in increasing sales effectively (Purwati & Cahyanti, 2022). Indicators loaded in brand ambassador are as follows (Lea-Greenwood, 2012; Mistianingrum & Dermawan, 2022):

- a. The visibility characteristics of an ambassador indicate to what extent he is known or famous in the general public.
- b. Credibility refers to the level of consumer confidence in the expertise, abilities, and background of a brand representative.
- c. Attraction is an appearance of an unphysical nature that is attractive and can provide support for a product or advertisement.
- d. Power refers to the charismatic attraction that ambassadors possess with the aim of influencing consumers so that they tend to make purchases or use products.

Product Quality

The quality of the product is defined as the whole of the attributes and characteristics of the product that appear as a result of its ability to provide satisfaction according to the needs of the consumer (Hamdat et al., 2020). The quality of the product can be measured through several indicators which are as follows (Rahmawati & Sentana, 2021):

- a. Performance.
- b. Features.
- c. Conformance to specifications.
- d. Durability.
- e. Aesthetics.
- f. Perceived quality.

Based on the theoretical foundations that have been outlined, the thought framework of this study may be explained as follows:

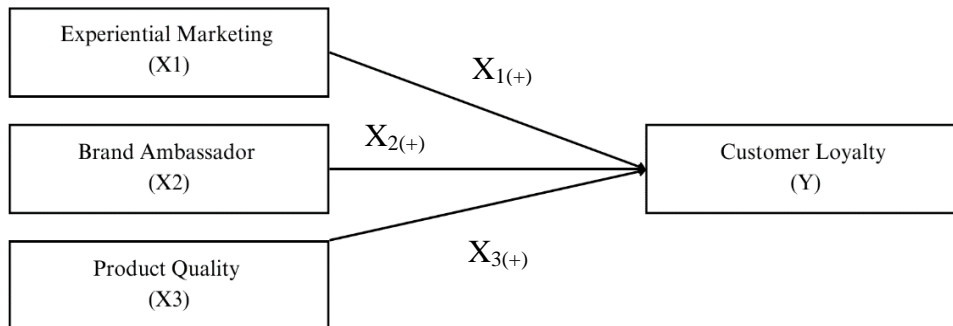


Figure 1. Research Thinking Framework

Using the previously mentioned conceptual framework, the following study hypothesis is established:

H1: Experiential Marketing has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

H2: Brand Ambassador has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

H3: Product Quality has a positive and significant impact on the Customer Loyalty of Scarlett Whitening.

METHODOLOGY

This research employs quantitative methods to test hypotheses, employing explanatory research to determine the position and relationship of variables being studied (Sugiyono, 2019). This study focuses on the entire consumer population who purchased and used the beauty product Scarlett Whitening, which is an uncertain, infinite population. This research uses non-probability sampling techniques (Sugiyono, 2019). Purposive sampling is the method of sampling that was employed in the present research (Priadana & Sunarsi, 2021). The Lemeshow formula was utilized to ascertain the sample count this case study (Riyanto & Hatmawan, 2020). Total sample in this study is 100

respondents located on the island of Java. Respondent data is gathered for this study using a questionnaire. The researchers distributed Google Forms online questionnaires to respondents using social media platforms like WhatsApp, Instagram and Twitter. Measurement of items in this questionnaire using a five-level likert scale with alternative answers very disagreeable (score 1) to very agreeable (score 5).

Tests for validity and reliability were performed on the data collection tools utilized in this research. Decision-taking in validity tests is that if r counts $\geq r$ table and is positive, then the indicator is stated as valid. The reliability test refers to the Cronbach Alpha (α) value where a variable is declared reliable when the Cranbach Alpha(α) values are > 0.7 (Riyanto & Hatmawan, 2020). The classical assumption test was used in this study to determine the existence of residual normality, autocorrelation, multicollinearity, and heterocadastisity in the regression model (Purnomo, 2016). This study included both descriptive and inferential statistical approaches for data analysis. Hypothesis testing is also used in this search to assess the validity of the hypothesis using sample data from the population (Nuryadi et al., 2017).

RESEARCH RESULT

Data Instrumen Test

Validity Test

IBM SPSS Statistic 29 was used to assess the questionnaire instrument's validity. Data is specified as valid when r values are counted $>$ table values. Validity test results are shown in Table 1.

Tabel 1. Validity Test Results

Statement	r count	r table	Information
Experiential Marketing			
X1.1	0,650	0,195	Valid
X1.2	0,670	0,195	Valid
X1.3	0,720	0,195	Valid
X1.4	0,756	0,195	Valid
X1.5	0,698	0,195	Valid
Brand Ambassador			
X2.1	0,795	0,195	Valid
X2.2	0,683	0,195	Valid
X2.3	0,737	0,195	Valid
X2.4	0,753	0,195	Valid
Product Quality			
X3.1	0,577	0,195	Valid
X3.2	0,669	0,195	Valid
X3.3	0,660	0,195	Valid
X3.4	0,599	0,195	Valid
X3.5	0,729	0,195	Valid
X3.6	0,706	0,195	Valid
Customer Loyalty			
Y1.1	0,728	0,195	Valid
Statement	r count	r table	Information
Y1.2	0,626	0,195	Valid
Y1.3	0,818	0,195	Valid
Y1.4	0,787	0,195	Valid

(Source: processed research data, 2024)

Table 1. indicates that all of the questionnaire's r count values are higher than the table's r value (0,195). This suggests that the full questionnaire is reliable and appropriate for use in this research.

Reliability Test

Cronbach Alpha questionnaire findings for reliability tests. The results are presented in Table 2.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Critical Value	Information
Experiential Marketing	0,736	0,70	Reliable
Brand Ambassador	0,729	0,70	Reliable
Product Quality	0,735	0,70	Reliable
Customer Loyalty	0,727	0,70	Reliable

(Source: processed research data, 2024)

Table 2. shows that the whole variable has a Cronbach Alpha value > 0.70. This suggests that the questionnaire as a whole is trustworthy and deserving of use in studies.

Classical Assumption Test

Normality Test

The normalcy test's outcomes of the data can be seen on the asymp sig values in the Kolmogorov-Smirnov results table found in Table 3.

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}		Mean	.0000000
		Std. Deviation	1.98586968
Most Extreme Differences	Absolute		.078
	Positive		.059
	Negative		-.078
Test Statistic			.078
Asymp. Sig. (2-tailed) ^c			.141
Monte Carlo Sig. (2-tailed) ^d	Sig.		.149
	99% Confidence Interval	Lower Bound	.140
		Upper Bound	.158
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1573343031.			

(Source: processed research data, 2024)

Table 3. suggests the Kolmogorov-Smirnov table's asymptotic significance value at 0.141 > 0.05, indicating that the study data is normally distributed.

Multicolinearity Test

VIF values < 10 and tolerance values > 0,10 indicate multicollinearity-free data. The outcomes of the multicollinearity test are presented in Table 4.

Table 4. Multicollinearity Test Result

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.995	1.217		1.640	.104		
	X1	.055	.033	.096	1.675	.097	.988	1.012
	X2	.222	.031	.409	7.055	<.001	.971	1.030
	X3	.342	.030	.668	11.569	<.001	.976	1.025
a. Dependent Variable: Y								

(Source: processed research data, 2024)

Table 4. shows VIF values of all independent variables < 10 (X1: 1,012; X2: 1,030; X3: 1,025) and tolerance values > 0,10 (X1: 0,988; X2: 0,971; X3: 0,976). It shows no occurrence of multicollinearity in the research.

Heteroscedastisity Test

Heteroscedastisity tested with the Glacier Test (SPSS). The findings are displayed in Table 5.

Table 5. Heteroscedastisity Test Result

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.676	2.324		.721	.472
	X1	.078	.063	.124	1.234	.220
	X2	.025	.060	.042	.416	.678
	X3	-.084	.057	-.150	-1.484	.141
a. Dependent Variable: ABS_RES						

(Source: processed research data, 2024)

Table 5. shows sig values > 0.05. This indicates the absence of heterocadasthesis or variance of residues of a constant nature.

Inferential Analysis

Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study to examine the impact of Experiential Marketing (X1), Brand Ambassador (X2), and Product Quality (X3) on Customer Loyalty (Y). The analysis was done with SPSS 29. Table 6. presents the findings.

Table 6. Multiple Linear Regression Analysis Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.995	1.217		1.640	.104
	X1	.055	.033	.096	1.675	.097
	X2	.222	.031	.409	7.055	<.001
	X3	.342	.030	.668	11.569	<.001

a. Dependent Variable: Y

(Source: processed research data, 2024)

The multiple linear regression equation is shown as follows:

$$Y = \alpha 1,995 + 0,055 X1 + 0,222 X2 + 0,342 X3 + e$$

The meaning of the constant value and the value of the standardized regression coefficient in the multiple linear regression equation is explained as follows:

1. The constant value (β) of 1,995 indicates that when all independent variables (Experiential Marketing (X1), Brand Ambassador (X2), and Product Quality (X3)) are equal to 0, then the constant variable customer loyalty (Y) score is 1,995.
2. The experiential marketing variable regression coefficient (X1) of 0.096 indicates that when increased by one unit then the evaluation of the experiential marketing variable will increase the customer loyalty variable evaluation score by 0.096
3. The brand ambassador variable regression coefficient (X2) of 0.409 indicates that when increased by one unit then the brand ambassador's variable rating score will increase the customer loyalty variable score by 0.409.
4. The product quality variable regression coefficient (X3) of 0.668 indicates that when increased by one unit then the product quality variant rating score will increase the customer loyalty variable rating score by 0.668.

Determination Coefficient Analysis (R²)

Determination coefficient analysis (R²) is performed to determine the percentage of change in independent variables that include experiential marketing (X1), brand ambassador (X2), and product quality (X3) to customer loyalty (Y). The results analysis is shown in Table 7.

Table 7. Determination Coefficient Analysis Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.678	.605
a. Predictors: (Constant), Experiential Marketing, Brand Ambassador, Kualitas Produk				
b. Dependent Variable: Y				

(Source: processed research data, 2024)

Table 7. shows the adjusted value of R² square is 0.678. It shows that the influence variables of experiential marketing, brand ambassadors, and product quality contributed 67.8% to customer loyalty. However, additional factors that have not been examined in this study have an impact on the remainder.

T-Test

This study uses the t test to test the partial influence of independent variables on dependent variables. The t test results are shown in the table 8.

Table 8. T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.995	1.217		1.640	.104
	X1	.055	.033	.096	1.675	.097
	X2	.222	.031	.409	7.055	<,001
	X3	.342	.030	.668	11.569	<,001
a. Dependent Variable: Y						

(Source: processed research data, 2024)

The following conclusions can be drawn from Table 8. T-test results:

1. Testing Hypothesis 1: The Impact of Experiential Marketing on Customer Loyalty

Based on the results of the t test, a t count value of 1,675 < 1,984 and a significance value of 0.097 > 0.05 was obtained. Thus, it can be concluded that Ho1 was accepted and Ha1 rejected, meaning that experiential marketing had no significant influence on the loyalty of Scarlett Whitening customers.
2. Testing Hypothesis 2: The Impact of Brand Ambassadors on Customer Loyalty

Based on the results of the t test, a t count value of 7,055 > 1,984 and a significance value of <,001 < 0,05 was obtained. Thus, it can be concluded that Ho2 was rejected and Ha2 accepted, meaning the brand ambassador had a positive and significant influence on the loyalty of Scarlett Whitening customers.

3. Testing Hypothesis 3: The Effect of Product Quality on Customer Loyalty

Based on the results of the t test, a t count value of $11,569 > 1,984$ and a significance value of $<,001 < 0,05$ was obtained. Thus, it can be concluded that H_{03} was rejected and H_{a3} accepted, meaning the quality of the product had a positive and significant influence on the loyalty of Scarlett Whitening customers.

DISCUSSION

The Impact of Experiential Marketing on Customer Loyalty

Based on the results of the hypothesis test one can conclude that experiential marketing has no significant influence on the customer loyalty of Scarlett Whitening. In this study, experiential marketing did not affect the loyalty of Scarlett Whitening customers because customers did not experience a different experience, either when buying Scarlett whitening products or buying other products. Scarlett Whitening customers pay more attention to other factors such as brand ambassadors and the quality of the products offered as a sign of their loyalty to the brand.

This research validates previous results by Karuniatama *et al.*, (2020) dan Nafiah & Trihudiyatmanto (2021) that stated that experiential marketing has no influence on customer loyalty.

The Impact of Brand Ambassadors on Customer Loyalty

Based on the test of the second hypothesis, it can be concluded that the brand ambassador has a positive and significant influence on the customer loyalty of Scarlett Whitening. This research validates previous results. the better the brand Ambassador used by Scarlett whitening in promoting its product, the more it will increase the customer's loyalty, and vice versa. It shows that brand ambassador is a factor that affects customer loyalty. Based on the results of descriptive analysis, on average respondents rated the brand ambassador used by Scarlett Whitening as having good popularity. The results of this study show that brand ambassadors that have high popularity, good credibility, and more attractive than another brand ambassadors can increase customer loyalty. It was done by Scarlett Whitening to increase sales effectively by involving famous South Korean artists like Song Jong Ki and EXO who were able to influence respondents positively.

This study supports previous studies by Amiroh *et al.*, (2023), Chukwu & Pius (2021) dan Maulida & Kamila (2021) which stated that brand ambassadors have a positive and significant influence on customer loyalty.

The Impact of Product Quality on Customer Loyalty

Based on the trial of hypothesis three, it can be concluded that the quality of the product has a positive and significant influence on the loyalty of Scarlett Whitening customers. The results of this study show that the better quality of products offered will increase customer loyalty to Scarlett whitening, and vice versa. Based on the results of the descriptive analysis, on average, respondents assessed the quality of the skincare product Scarlett Whitening has characteristics that

match the needs of customers. The results of the research showed that long-lasting service life, attractive packaging design, and overall product quality were able to influence respondents positively in making purchases and using skincare products, thereby increasing customer loyalty to Scarlett whitening.

This study supports previous studies conducted by Mahanani & Alam (2022), Nafiah & Trihudiyatmanto (2021) dan Rahmawati & Sentana (2021), which stated that product quality had a positive and significant influence on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Considering the results and explanations offered, the research can be used to reach the following conclusions:

1. Experiential marketing has no significant influence on the customer loyalty of Scarlett Whitening. This implies that customer loyalty to Scarlett Whitening skincare products is unaffected by experience marketing.
2. Brand ambassadors have a positive and significant impact on the loyalty of Scarlett Whitening customers. This shows that the better a brand ambassador is chosen, the more it will increase the customer loyalty.
3. Product quality has a positive and significant impact on the customer loyalty of Scarlett Whitening. This implies that the higher quality of goods provided, the eating will further increase the customers' loyalty.

ADVANCED RESEARCH

The following are the study's shortcomings and suggestions for further research:

1. Respondents are still limited to Scarlett Whitening's skincare users who are based in the Java region, so they cannot represent consumer behaviour generally on a national scale. It is anticipated that these restrictions will serve as a guide for other researchers who wish to sample more areas.
2. Only a few external elements are considered to be the ones that affect customer loyalty in this study, caused by the marketer's stimulus, namely experiential marketing, brand ambassador and product quality. For further research may consider other factors that come from internal consumers such as purchasing motivation and confidence or consumer confidence.

REFERENCES

- Amalia, M. M., & Achmad, G. N. (2023). The influence of instagram marketing, brand ambassador and brand image towards customer satisfaction and customer loyalty on scarlett whitening product. *KINERJA: Jurnal Ekonomi Dan Manajemen*, 20(1), 11–20.

- Amiroh, I., Sudarmiatin, S., & Winarno, A. (2023). The Effect of “Han So Hee” Brand Ambassador and E-Wom on Customer Loyalty with Purchase Decision as an Intervening Variable (Study on Consumers of Beauty Products Somethinc). *International Journal of Business and Quality Research*, 1(02), Article 02.
- Arismunandar, T. M., Hartoyo, H., & Krisnatuti, D. (2019). The Influence of Experiential Marketing on Customer Satisfaction and Loyalty of Corner Coffee Shop in Langsa. *Jurnal Manajemen Dan Agribisnis*, 16(1), 77–85. <https://doi.org/10.17358/jma.16.1.77>
- Baihaqqy, M. R. (2023). *Manajemen Pemasaran (Marketing Mix dan Loyalitas)*. Penerbit Amerta Media.
- Chukwu, G. C., & Pius, E. E. (2021). Brand Ambassador and Consumer Purchase Decision in Rivers State. *Middle European Scientific Bulletin*, 12, 262–280.
- Febrini, I. Y., Pa, R. W., & Anwar, M. (2019). PENGARUH EXPERIENTIAL MARKETING TERHADAP KEPUASAN KONSUMEN DAN MINAT BELI ULANG DI WARUNG KOPI KLOTOK, KALIURANG, YOGYAKARTA. *Jurnal Manajemen Bisnis*, 10(1), Article 1.
- Grace, E., Girsang, R. M., Simatupang, S., Candra, V., & Sidabutar, N. (2021). PRODUCT QUALITY AND CUSTOMER SATISFACTION AND THEIR EFFECT ON CONSUMER LOYALTY. *International Journal of Social Science*, 1(2), 69–78. <https://doi.org/10.53625/ijss.v1i2.138>
- Hendayana, Y., & Solichati, U. (2021). PENGARUH EXPERIENTIAL MARKETING DAN KEPERCAYAAN TERHADAP LOYALITAS KONSUMEN PENGGUNA MARKETPLACE SHOPEE DI KOTA BEKASI.

Jurnal MANAJERIAL, 20(2), 233–241.
<https://doi.org/10.17509/manajerial.v20i2.29998>

Kadafi, M. A., & Novita, S. (2021). Pengaruh experiential marketing dan kepuasan pelanggan terhadap loyalitas pelanggan. *Jurnal Manajemen*, 13(3), 544–553.

Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Ritel Di Indonesia. *WIDYAKALA: JOURNAL OF PEMBANGUNAN JAYA UNIVERSITY*, 7(1), 28. <https://doi.org/10.36262/widyakala.v7i1.277>

Kristianto, A. W., & Baktiono, A. (2020). The Influence of Product Quality, Service Quality, and Location on Loyalty Customers of Lontong Balap Pak Gendut Surabaya. *Journal of World Conference (JWC)*, 2(3), Article 3. <https://doi.org/10.29138/prd.v2i3.235>

Kurniawan, I., & Bidari, L. N. (2023). The influence of brand ambassador and brand image on skincare products on purchase interest. *Enrichment: Journal of Management*, 13(2), Article 2. <https://doi.org/10.35335/enrichment.v13i2.1414>

Mahanani, E., & Alam, I. K. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga terhadap Loyalitas Pelanggan D'besto Cabang Darmaga Caringin Bogor, Jawa Barat. *Jurnal Akuntansi dan Manajemen*, 19(01), 11–21. <https://doi.org/10.36406/jam.v19i01.550>

Maulida, C. N., & Kamila, A. D. (2021). PENGARUH K-POP BRAND AMBASSADOR TERHADAP LOYALITAS KONSUMEN: Studi Pada Pengguna Shopee. *KINESIK*, 8(2), 137–145. <https://doi.org/10.22487/ejk.v8i2.154>

- Mistianingrum, D., & Dermawan, R. (2022). Pengaruh Brand Ambassador dan Tagline Iklan Terhadap Brand Awareness Pada Produk Mie Sedaap di Hypermart Lippo Plaza Sidoarjo. *Management Studies and Entrepreneurship Journal (MSEJ)*, 3(4), 2292–2301.
- Morasa, A. A., Wenas, R. S., & Tielung, M. V. J. (2022). PENGARUH EXPERIENTIAL MARKETING, CITRA MEREK DAN KUALITAS PRODUK TERHADAP LOYALITAS PELANGGAN PADA KOPI JANJI JIWA JILID 57 17 AGUSTUS MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(4), 1901–1911.
- Nafiah, K. L., & Trihudiyatmanto, M. (2021). MEMBANGUN LOYALITAS PELANGGAN MELALUI KEPUASAN YANG DIPENGARUHI OLEH KUALITAS PRODUK, BRAND IMAGE DAN EXPERIENTIAL MARKETING. *EKOBIS : Jurnal Ilmu Manajemen dan Akuntansi*, 9(1), 61–73.
<https://doi.org/10.36596/ekobis.v9i1.487>
- Probosini, D. A., Hidayat, N., & Yusuf, M. (2021). Pengaruh Promosi, Brand Ambassador terhadap Keputusan Pembelian Pengguna Market Place X dengan Brand Image sebagai Variabel Intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan - JBMK*, 2(2), Article 2.
- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 11(1), Article 1.
<https://doi.org/10.46367/iqtishaduna.v11i1.526>
- Rahmawati, R., & Sentana, I. P. E. (2021). The Effect of Product Quality on Customer Loyalty with the Mediation of Customer Satisfaction. *International Journal of Managerial Studies and Research*, 9(2), 22–32.
<https://doi.org/10.20431/2349-0349.0902004>

- Rohmah, H. M., Sunaryo, & Suryadi, N. (2023). The Effect of Product Quality and Distinctiveness on Consumer Loyalty Mediated by Consumer Satisfaction. *International Journal of Science and Society*, 5(2), Article 2. <https://doi.org/10.54783/ij soc.v5i2.709>
- Syafarina, D., & Aisyah, M. (2022). PENGARUH BRAND AMBASSADOR DAN IKLAN MEDIA SOSIAL TERHADAP KEPERCAYAAN DAN LOYALITAS PELANGGAN LAZADA DI MASA COVID-19. *Jurnal Ilmiah Manajemen Ubhara*, 4(2), 86–96.
- Yacub, R., Saleh, K., & Putra, M. (2022). The Effect of Experiential Marketing and Emotional Marketing on Customer Loyalty in “LGS” Showroom. *International Journal of Social Science and Business*, 6(1), 83–90. <https://doi.org/10.23887/ijssb.v6i1.44612>
- Yani, T. E., Kuswardani, D. C., Saddewisasi, W.-, Hartoto, W. E., & Utaminingsh, A.-. (2023). Experiential Marketing To Build Customer Loyalty Through Customer Satisfaction In Higher Education. *International Journal of Artificial Intelligence Research*, 6(1.2), Article 1.2. <https://doi.org/10.29099/ijair.v6i1.2.773>