

The Effect of Experiential Marketing, Service Quality and Corporate Image on Customer Loyalty Expands with Customer Satisfaction as Intervening Variables at PT. Permodalan Nasional Madani Regional Solo

Sapta Irwanto^{1*}, A. Dewantoro Marsono²

Graduate School, Perbanas Institute, Jakarta Indonesia

Corresponding Author: Sapta Irwanto sapta.irwanto@gmail.com

ARTICLE INFO

Keywords: Customer Loyalty, Customer Satisfaction, Intervening Variables

Received : 2 July

Revised : 18 July

Accepted: 18 August

©2023 Irwanto, Marsono: 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 aims to examine the effect of experiential marketing, service quality, corporate image on customer loyalty through customer satisfaction Mekaar PT. Solo Regional Civil National Capital. This study uses a quantitative approach with Structural Equation Modeling (SEM) using the PLS program. and IBM Statistics SPSS 26.0. The unit of analysis used is customer Mekaar of PT. Permodalan Nasional Madani Solo Regional. The sample consists of 120 respondents. The data collection technique was carried out using a questionnaire distributed online. The results showed that customer satisfaction can mediate the effect of experiential marketing, service quality, and corporate image on customer loyalty of customer Mekaar of PT. Permodalan Nasional Madani Solo Regional

INTRODUCTION

PNM Fostering the Prosperous Family Economy (PNM Mekaar) is a capital loan service for underprivileged women who are MSME actors launched in 2015. Furthermore, to respond to the market, since the end of 2018, PNM Mekaar Syariah financing has begun to form through development in several branches starting from the aceh region, Padang, and West Nusa Tenggara. Until the end of 2022, PNM has recorded positive business performance, namely: (1) Total Number of accounts (Noa) of PNM Mekaar customers reaching 13,482,706 female customers; and (2) Total revenue from PNM Mekaar products in 2022 is IDR 11.09 trillion

Based on the data above, Mekaars National Number of accounts (Noa) has experienced significant growth, but not all of the contributions made by each Mekaar Region meet the targets set by management. The Solo region is one of the regions where the number of additional Noa from January to December 2021 tends to decrease. Following are the details per month regarding the addition of the number of Noa as follows:

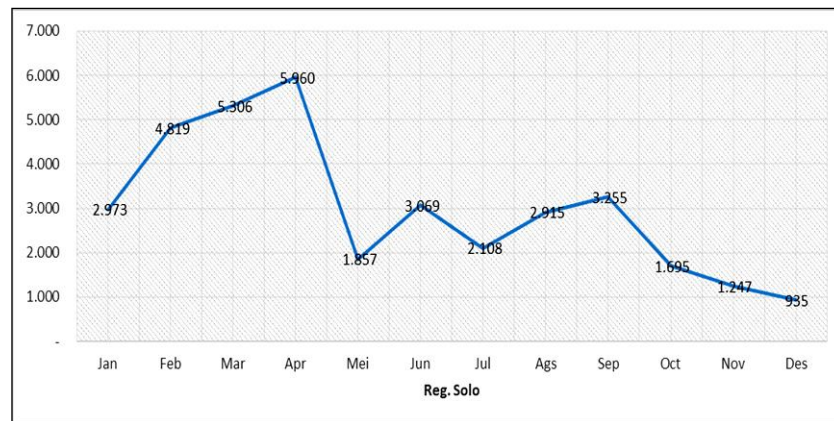


Figure 1. Increase in the Number of Noa Mekaar Per Month Solo Region

Based on Figure 1. the performance of increasing the number of Solo Regional Noa tends to decrease. With the addition of the number of Noas that are not in accordance with the targets set by the company and become a problem in the companys business, it is necessary to investigate the causes of the decrease in the number of Noas acquired each month and to improve strategies in order to improve business performance in the future. This data shows that there is a gap in business phenomena at PT. Solo Regional Civil National Capital.

The gap indicates a problem with customer satisfaction. For financial or financing institutions, customers are an important asset for business continuity. Therefore, various efforts are always made to develop the number of customers. In fact, existing customers continue to strive for high loyalty to the company.

The basic concept for influencing consumers or customers to stay with a companys products or services is consumer loyalty. Loyal consumers are defined as people who are interested in repurchasing products or services from certain companies, even loyal consumers will recommend products from these companies to others. Customer or customer loyalty depends on the customers experience in using products or services provided by financial institutions.

According to Kotler and Keller (2016), loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch. Customer loyalty is an attitude that drives behavior to purchase products or services from a company that includes aspects of feeling in it, especially those who buy regularly and repeatedly with high consistency, but not only repurchase goods and services, but also have commitment and positive attitude towards the company that offers the product/service. Customer loyalty occurs because of the satisfaction felt by customers for the services provided by the company.

One way that can be used by banks in realizing customer satisfaction and retaining customers is the relationship marketing strategy. Relationship marketing is something that has an impact on the customers decision-making process in using a product or service. Relationship marketing can be used as an important key in winning the tight competition in the banking industry. Relational marketing is related to the elements of experiential marketing, namely: sense, feel, act, think, and related.

Experiential marketing is a marketing concept that aims to form loyal customers by touching customer emotions by creating positive experiences and providing a positive feeling for their services and products (Kertajaya, 2013). It is closely related to the customer experience and is very different from traditional marketing systems that focus on the functions and benefits of a product. Experiential marketing is more than just providing information and opportunities for customers to experience the benefits of the product or service itself, but also evoking emotions and feelings that impact marketing, especially sales.

This is also in accordance with a number of studies which show a relationship between experiential marketing and customer satisfaction and loyalty. Widowati and Putra (2018) in their research proves that there is an influence of experiential marketing on consumer loyalty through customer satisfaction at Waroeng Special Sambal Yogyakarta. Likewise Hilmi's research (2019) which shows that experiential marketing has an effect on loyalty through customer satisfaction at PT BRI Syariah Malang Branch. However, different results are shown in Octaviana and Nugrahaningsih's (2018) research that experiential marketing has no effect on customer satisfaction.

Customer loyalty and satisfaction are also influenced by service quality. Service quality is interrelated with customer satisfaction, if the quality of service provided by the company is in accordance with what the customer wants, the customer will be satisfied. This is in accordance with the opinion of Nasution (2015) quoted by Octaviana and Nugrahaningsih (2018), that the essence of service quality lies in efforts to fulfill customer needs and desires and the accuracy of delivery to offset customer expectations.

PNM also focuses on service quality. Service is considered very important because it is an effort to maintain the good name and credibility of a company. This is in accordance with a number of previous studies which have proven that service quality affects customer satisfaction and loyalty. Research atmaja, et al.

(2022) proved that service quality affects customer satisfaction and loyalty of LPD Pakramen Presana Village in Karangasem. The same results were also shown in the research of Sigit and Soliha (2017) which concluded that service quality has an effect on customer satisfaction and loyalty at the BRI branch of the Batang Warungasem Unit. However, different results were shown in Octavias research (2019) which in his research concluded that service quality affects satisfaction but does not directly affect customer loyalty.

PNM as a non-bank financial institution must always maintain the trust of its customers by guaranteeing a level of liquidity and operating effectively and efficiently to achieve an adequate level of profitability (profit). This is also what causes financial institutions to be called trust institutions. Therefore, in order to maintain customer trust, the company must maintain a positive image. This is in accordance with what was stated by Kotler and Keller (2016) that corporate image is described as the overall impression made in the minds of the public (consumers) about an organization. From this opinion it can also be understood that corporate image is very closely related to satisfaction and loyalty.

This description is in line with a number of studies which conclude that corporate image influences satisfaction and loyalty. Sumartini and Yulianthinis research (2021) concluded that corporate image influences customer satisfaction and loyalty at the Sama Jaya Singaraja Car Repair Shop. The same results were shown in Mutmainnahs research (2017) which concluded that corporate image had a positive and significant effect on customer satisfaction and loyalty at PD BPR Bahteramas, Bombana Regency. However, different results are shown in the research of Lutfiyani and Soliha (2019) that corporate image has no effect on customer satisfaction KSPPS Bondho ben Tumoto Semarang

Based on these phenomena and research gaps, further research is needed on the effect of experiential marketing, service quality and corporate image on Mekaars customer loyalty with customer satisfaction as an intervening variable at PT Permodalan Nasional Madani Regional Solo. The research aims to test whether customer satisfaction can have an influence in mediating the effect of experiential marketing, service quality and corporate image on customer loyalty at PT. Solo Regional Civil National Capital.

Customer Loyalty

According to Kotler and Keller (2016) define loyalty as a deeply held commitment to rebuy or repurchase a preferred product or service in the future despite situations that could potentially influence the buyer to switch. according to Setiwati and Zulkaida (2017), the factors that influence customer loyalty to the products/services offered by the company are: (1) product/service characteristics; (2) opportunities for other products/services; (3) individual characteristics; and (4) the companys treatment of customers. Fredericks and Salter (Egan, 2014) state that there are five indicators of product loyalty, namely: (1) product value (brand value); (2) individual characteristics owned by customers; (3) switching barriers; (4) consumer satisfaction; and (5) market environment. Based on the above conception, it can be concluded that customer loyalty is an ongoing positive relationship between customers and businesses, which encourages repeat purchases and encourages existing customers to

continue to choose or use the products/services offered by the company over those offered by competitors even though they have similar benefits. .

Customer Satisfaction

Customer satisfaction is defined as an effort to fulfill something or make something adequate. Basically, customer satisfaction is a situation in which the needs, desires and expectations of customers can be fulfilled through the services or products consumed (Nasution, 2015). Zeithaml and Bitner cited by Tjiptono (2018) suggest that customer satisfaction is influenced by several factors, namely: (1) service quality, (2) product quality; (3) price; (4) situational and personal factors. Kotler and Keller (2016) mention five dimensions of customer satisfaction, namely: (1) remaining loyal; (2) buy the products offered; (3) recommend products; (4) willing to pay more; and (5) provide input. Based on the above conception, it can be concluded that customer satisfaction is a measurement that determines how happy customers are with the products, services, and capabilities of the company.

Experiential Marketing

according to Lupiyoadi (2013), experiential marketing is defined as the ability of a product/service provider to offer an emotional experience so that it touches the heart of the consumers feelings. Shaw explained that experiential marketing helps create experiences and emotions for customers (Dewi, 2013). Furthermore, Schmitt put forward five dimensions of experiential marketing, namely: (1) sense, (2) feel, (3) think, (4) act, and (5) relate. Based on the above conception, it can be concluded that experiential marketing is a marketing activity based on creating memorable and innovative customer experiences to create a deep emotional connection between customers and products/services.

Service Quality

Doming (Tjiptono, 2018) explains that quality is a predictable level of uniformity and dependability at low cost and in accordance with the market. according to Kotler (2017), there are two main factors that affect service quality, namely the expected service and the service received (perceived service). Kotler (2017) explains that the quality of a service can be seen from five dimensions, namely: (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangible. Based on the above conception, it can be concluded that service quality is a measure of how a company provides its services compared to the expectations of its customers.

Corporate Image

according to Bill Canton, image: the impression, the feeling, the conception which the public has of a company; a consciously created impression of an object, person or organization (Soemirat and ardianto, 2012). Tjiptono and Diana (2014) suggest that there are a number of factors that influence corporate image, namely: tangibles, reliability, responsiveness, assurance, and empathy. according to Harrison (Suwandi, 2017), the dimensions and indicators of the image of a company/company are as follows: (1) Personality, (2) Reputation, (3) Value, and (4) Corporate Identity. Based on the above conception, it can be concluded that corporate image is a self-image both personal, organizational and corporate that is deliberately formed to show personality or characteristics.

Based on some of the empirical research results above, the research hypothesis is as follows:

H1: The better the experiential marketing, the greater the customer satisfaction.

according to research conducted by Widowati and Putra (2018), which states that experiential marketing has a positive and significant effect on customer satisfaction. Thus, the better the experiential marketing, the greater the customer satisfaction.

H2: The better the service quality, the greater the customer satisfaction

according to research conducted by atmaja, et al. (2022); Octavia (2019), and Sigit and Soliha (2017) which state that service quality has a positive and significant effect on customer satisfaction. Thus, if the quality of service is getting better, it will increase customer satisfaction.

H3: The better the corporate image, the greater the customer satisfaction

according to research conducted by Sumartini and Yulianthini (2021), Lutfiyani and Soliha (2019), and Muthmainnah (2017) which states that corporate image has a positive and significant effect on customer satisfaction. Thus, if the companys image is getting better, it will further increase customer satisfaction.

H4: The greater the customer satisfaction, the higher the customer loyalty.

according to research conducted by Langie et al. (2022), Widowati and Putra (2018), atmaja, et al. (2022), Sigit and Soliha (2017), Sumartini and Yulianthini (2021), and others who state that customer satisfaction has a positive and significant effect on customer loyalty. Thus, if customer satisfaction is greater, it will further increase customer loyalty.

H5: The better the experiential marketing, the higher the customer loyalty

according to research conducted by Langie et al. (2022), Widowati and Putra (2018), which state that experiential marketing has a positive and significant effect on customer loyalty. Thus, the greater the experiential marketing, the greater the customer satisfaction.

H6: The better the service quality, the higher the customer loyalty

according to research conducted by atmaja et al. (2022), Sigit and Soliha (2017) which state that service quality has a positive and significant effect on customer loyalty. Thus, if the quality of service is getting better, it will further increase customer loyalty.

H7: The better the corporate image, the higher the customer loyalty

according to research conducted by Sumartini and Yulianthini (2021), Muthmainnah (2017) states that corporate image has a positive and significant effect on customer loyalty. Thus, if the companys image is getting better, it will further increase customer loyalty.

H8: The greater the customer satisfaction, the greater the effect of experiential marketing on customer loyalty

according to research conducted by Widowati and Putra (2018) which states that customer satisfaction can mediate the effect of experiential marketing on customer loyalty. Thus, the greater the customer satisfaction, the greater the effect of experiential marketing on customer loyalty.

H9: The greater the customer satisfaction, the greater the effect of service quality on customer loyalty

according to research conducted by atmaja, et al. (2022), Sigit and Soliha (2017) which state that customer satisfaction can mediate the effect of service quality on customer loyalty. Thus, the greater the customer satisfaction, the greater the effect of service quality on customer loyalty.

H10: The greater the customer satisfaction, the greater the influence of corporate image on customer loyalty

according to research conducted by Sumartini and Yulianthini (2021), Lutfiyani and Soliha (2019), and Muthmainnah (2017) which states that customer satisfaction can mediate the effect of corporate image on customer loyalty. Thus, the greater the customer satisfaction, the greater the influence of corporate image on customer loyalty.

The theoretical framework is the basis for the deductive research we use. It contains logic that is built, explained and elaborated on the relationship between variables that are considered relevant to answering research problems (Ghozali, 2016).

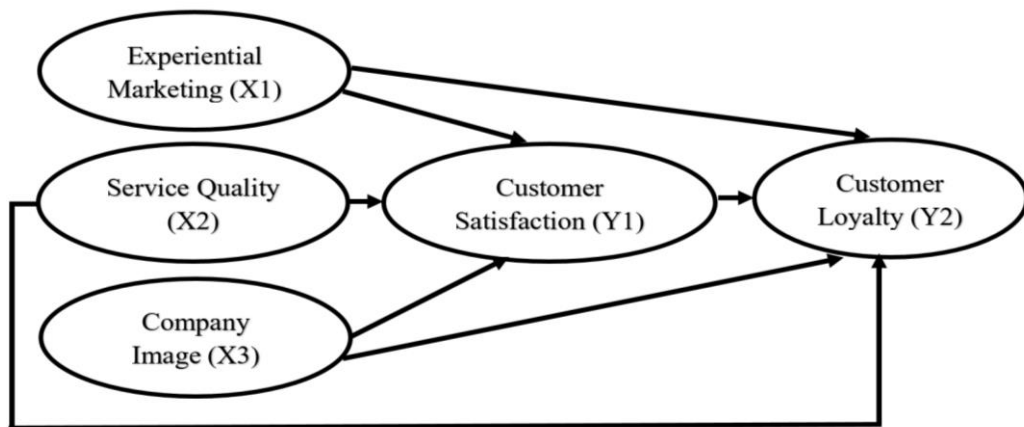


Figure 2. Research Model

LITERATURE REVIEW

Research atmaja, et al. (2022) proved that service quality affects customer satisfaction and loyalty of LPD Pakramen Presana Village in Karangasem. The same results were also shown in the research of Sigit and Soliha (2017) which concluded that service quality has an effect on customer satisfaction and loyalty at the BRI branch of the Batang Warungasem Unit. However, different results were shown in Octavias research (2019) which in his research concluded that service quality affects satisfaction but does not directly affect customer loyalty.

METHODOLOGY

The research method used in this study is a quantitative method with a descriptive approach. This research quantitatively describes the tendencies, behaviors, or opinions of a population by examining a sample of that population (Creswell, 2016).

The aim is to identify patterns of influence or relationships between variables on a particular subject, in particular to explore the effect of the independent variables on the dependent variable. The research was conducted at PNM Regional Solo, with a duration of one month for data collection and two months for data processing.

The population in this study were all customers of Mekaar PNM Regional Solo. Researchers distributed questionnaires to 120 employees, and received responses from all of them. The collected data is then processed by the researcher based on the responses given by the respondents.

The research method used in this research is survey research using a questionnaire as the main instrument. Researchers used the Structural Equation Modeling (SEM) data analysis technique (Hair et al., 2020).

RESEARCH RESULT

Outer Model Analysis Results (Model Measurement)

Outer Model analysis was carried out through a construct validity test consisting of (1) convergent validity test, and (2) discriminant test. The results show that all loading factor values are greater than 0.5, as shown in Figure 3.

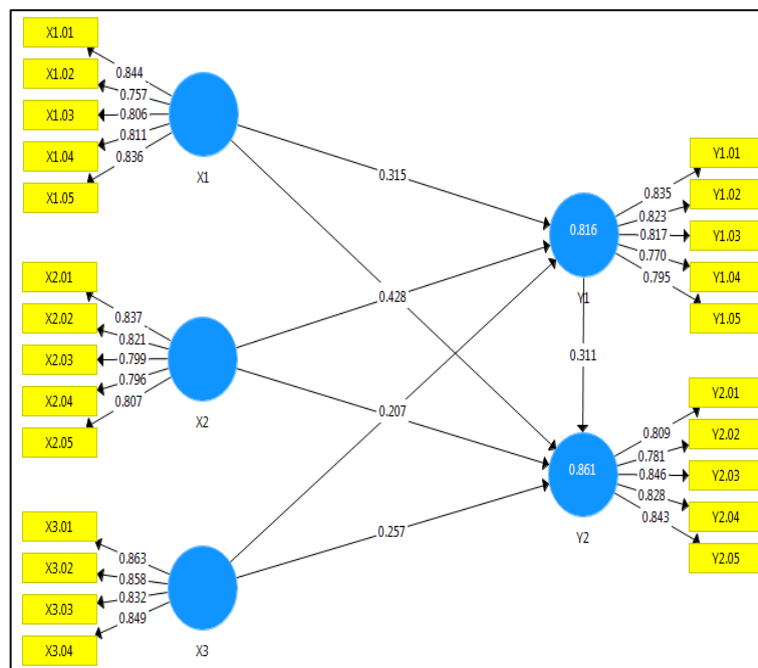


Figure 3. SEM-PLS Model Calculation Results

These results are reinforced by aVE values. aVE > Rule of Thumbs 0.5 value

Table 1. Construct Reliability and Validity (Based Score *aVE*)

Variabel Laten	aVE	Rule of Thumbs	Keterangan
Experiential Marketing (X1)	0,658	0,5	Support
Service Quality (X2)	0,659	0,5	Support
Company Image (X3)	0,723	0,5	Support
Customer Satisfaction (Y1)	0,654	0,5	Support
Customer Loyalty (Y2)	0,675	0,5	Support

Source: Results of Data Processing Using SmartPLS Ver. 4 (2023)

The results in Table 1. show that the *aVE* value of all latent variables is greater than 0.5 so it can be concluded that all indicators can be used to represent the latent variables built by each indicator.

Next is the discriminant test to test how far the latent construct really differs from the other constructs. a high value of discriminant validity indicates that a construct is unique and able to explain the phenomenon being measured. Discriminant validity test using Fornell-Larcker Criteria analysis.

Table 2. Discriminant Validity Test Results (*Fornell-Larcker Criterion*)

Variabel Laten	Experiential Marketing (X1)	Service Quality (X2)	Company Image (X3)	Customer Satisfaction (Y1)	Customer Loyalty (Y2)
X1	0,811				
X2	0,810	0,812			
X3	0,806	0,807	0,851		
Y1	0,805	0,806	0,807	0,808	
Y2	0,802	0,805	0,806	0,807	0,822

The results of the analysis using the SmartPLS software are shown in Table 2. It is found that the square root value of *aVE* for each construct is greater than the correlation value between constructs (latent variables) in the model. This indicates that the discriminant validity requirements of the model using the Fornell-Larcker Criteria are met.

Results of Structural Model Analysis

The next stage of structural model analysis. This analysis includes: Determinant Coefficient (*R*²), Direct Influence analysis, and Indirect (Mediation). Influence analysis. The *R*-Square value (*R*²) is a value that describes how much influence exogenous latent variables have on endogenous latent variables. The value of *R*² is in the range 0 - 1.

Table 3. Value of R2 (R-Square)

Variable	R-Square	R-Square adjusted	Model Indication
Y1 (Customer Satisfaction)	0,816	0,811	Substantial (Strong)
Y2 (Customer Loyalty)	0,861	0,856	Substantial (Strong)

The results are shown in Table 3. The R-Square value for the variable Customer Satisfaction (Y1) is 0.816 (greater than 0.75) which indicates that the model used is included in the substantial (strong) category. Thus the variable Customer Satisfaction (Y1) can be explained by the variable Experiential Marketing (X1), Service Quality (X2), and Corporate Image (X3) in a model of 81.6% which is included in the substantial (strong) category. Furthermore, the R-Square value for the Work Productivity variable (Y2) is 0.861 (greater than 0.75) which indicates that the model used is included in the substantial (strong) category. Thus, the Work Productivity variable can be explained by the Experiential Marketing (X1), Service Quality (X2), Corporate Image (X3) and Customer Satisfaction (Y1) variables in a model of 86.1% which is included in the substantial (strong) category.

The next analysis is the analysis of Direct Influence analysis, it is found that the overall path coefficient generated is positive. The highest path coefficient value is shown by the relationship between Service Quality (X2) and Customer Satisfaction (Y1) with a path coefficient value of 0.428. The lowest path coefficient value is indicated by a direct relationship between Corporate Image (X3) and Customer Satisfaction (Y1) of 0.207.

Table 4. shows that all paths show a positive relationship. That is, the relationship between exogenous latent variables and endogenous latent variables is positive (unidirectional) and acceptable. Table 4. also shows that all path coefficients are acceptable as shown from the results of the p-values of the seven paths which are all worth above 0.05. This shows that there is a positive and significant effect of the exogenous variables on the endogenous variables.

Table 4. Results of Direct Influence Analysis

Path (Jalur)	Original Sample (Path)	T-Statistics	P-Values	Keputusan
X1 -> Y1	0,315	3,904	0,000	Positif
X1 -> Y2	0,276	3,137	0,002	Positif
X2 -> Y1	0,428	6,204	0,000	Positif
X2 -> Y2	0,369	4,752	0,000	Positif
X3 -> Y1	0,207	2,558	0,011	Positif
X3 -> Y2	0,322	4,143	0,000	Positif
Y1 -> Y2	0,311	3,872	0,000	Positif

The next analysis is an indirect effect analysis based on the Path Diagram model that has been previously determined using the SmartPLS software.

Table 5. Results of Indirect Influence Analysis

<i>Path (Jalur)</i>	<i>Original Sample (Path)</i>	<i>T-Statistics</i>	<i>P-Values</i>	<i>Keputusan</i>
X1 -> Y1 -> Y2	0,098	2,365	0,018	Positif
X2 -> Y1 -> Y2	0,133	3,819	0,000	Positif
X3 -> Y1 -> Y2	0,064	2,211	0,027	Positif

Based on Table 5. above, the indirect path shows a positive relationship. That is, the relationship between exogenous latent variables and endogenous latent variables is positive (Unidirectional).

DISCUSSION

The Effect of Experiential Marketing on Customer Satisfaction

The test results using the SmartPLS software show that the better the Experiential Marketing, the greater the customer satisfaction of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Experiential Marketing on Customer Satisfaction (Widowati and Putra, 2018).

Brown (in Dwiastuti, et al., 2012), customer satisfaction is a condition where the needs, desires and expectations of customers for a product and service are in accordance with or fulfilled by the appearance of the product and service. Satisfied customers will consume these products continuously, encouraging customers to be loyal to a product or service. While experiential marketing is the process of identifying the needs and aspirations of customers, involving them through two-way communication that makes the brand more alive or meaningful and creates value for customers (Smilansky, 2009). From this understanding, it shows that the creation of customer satisfaction arises because of experiences that are in line with customer expectations for the use of products or services provided by the company. Thus, it can be assumed that experiential marketing has an effect on customer satisfaction.

Effect of Service Quality on Customer Satisfaction

The test results using the SmartPLS software show that the better the service quality, the greater PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Service Quality on Customer Satisfaction [atmaja, et al. (2022); Octavia (2019), and Sigit and Soliha (2017)].

Kotler (2017) argues that customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results). Meanwhile, service quality, according to Goetsh and Davis (Tjiptono, 2018) shows a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. From this understanding, a customer will feel satisfied due to perceived quality service because it is in accordance with what the customer is working on. On this basis, it can be assumed that service quality affects customer satisfaction.

Effect of Service Quality on Customer Satisfaction

The test results using the SmartPLS software show that the better the corporate image, the greater the customer satisfaction of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of corporate image on customer satisfaction [Sumartini and Yulianthini (2021), Lutfiyani and Soliha (2019), and Muthmainnah (2017)].

Financial institutions are companies whose activities are based on trust. For this reason, to maintain its credibility, it must continue to strive for a positive image to be appreciated by the public. The corporate image itself can be interpreted as a self-image both personal, organizational and corporate which is deliberately formed to show personality or characteristics (Suryanto, 2013). a good image of a financial institution will create a good impression on its customers. This is in line with the opinion put forward by Nasution (2015) that there is customer satisfaction because the needs, desires and expectations of customers can be fulfilled through the services or products used by them. On that basis, it can be assumed that corporate image influences customer satisfaction.

The Influence of Experiential Marketing on Customer Loyalty

The test results using the SmartPLS software show that the better the experiential marketing, the greater the customer loyalty of PT. Solo Regional Civil National Capital. These results are in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Experiential Marketing on Customer Loyalty [Langie et al. (2022), Widowati and Putra (2018)]

Tjiptono (in arman, 2022) explains that in a broad sense, customer loyalty can be interpreted as a consumers commitment to a brand, store, or supplier, based on a very positive attitude and reflected in consistent repeat purchases. While experiential marketing is the process of identifying the needs and aspirations of customers, involving them through two-way communication that makes the brand more alive or meaningful and creates value for customers (Smilansky, 2009). From this understanding it shows that the creation of loyalty is due to a deep impression on the customers experience of using the product or service provided by the company. Thus, it can be assumed that experiential marketing has an effect on customer loyalty.

Effect of Service Quality on Customer Loyalty

The test results using the SmartPLS software show that the better the service quality, the greater PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Service Quality on Customer Satisfaction [atmaja et al. (2022), Sigit and Soliha (2017)].

Kotler (2017) argues that customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results). Meanwhile, service quality, according to Goetsh and Davis (Tjiptono, 2018) shows a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. From this understanding, a customer will feel satisfied due to perceived quality service because it is in accordance with what the

customer is working on. On this basis, it can be assumed that service quality affects customer satisfaction.

The Effect of Corporate Image on Customer Loyalty

The test results using the SmartPLS software show that the better the corporate image, the greater the customer loyalty of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of corporate image on customer loyalty [Sumartini and Yulianthini (2021), Muthmainnah (2017)].

The corporate image itself can be interpreted as a self-image both personal, organizational and corporate which is deliberately formed to show personality or characteristics (Suryanto, 2013). a good image of a financial institution will create a good impression on its customers. That impression is the basis for customers to continue to want to use the products/services offered by the company. This is in accordance with the opinion of Fredericks and Salter (Egan, 2014) that loyalty occurs because customers are satisfied with the services provided by the company. On that basis, it can be assumed that customer satisfaction affects customer loyalty.

The Effect of Customer Satisfaction in Mediating Experiential Marketing on Customer Loyalty

The test results using the SmartPLS software show that the greater the customer satisfaction, the greater the effect of Experiential Marketing on customer loyalty of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Customer Satisfaction in dedicating the influence of Experiential Marketing to Customer Loyalty [Widowati and Putra (2018)].

Based on the framework of thinking that there is an influence of experiential marketing on customer satisfaction, and also its effect on customer loyalty, and loyalty is influenced by customer satisfaction, it can be assumed that customer satisfaction can mediate the effect of experiential marketing on customer loyalty. Loyalty is created because of the customers experience which is then emotionally embedded in the customers heart so that the customer will continue to use the product or service offered by the company. Furthermore, loyalty is getting stronger because customers are also satisfied with what they expect to be fulfilled.

The Effect of Customer Satisfaction in Mediating Service Quality on Customer Loyalty

The test results using the SmartPLS software show that the greater the customer satisfaction, the greater the influence of service quality on customer loyalty of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of customer satisfaction in mediating the effect of service quality on customer loyalty [atmaja, et al. (2022), Sigit and Soliha (2017)].

Based on the framework of thinking that there is an effect of service quality on customer satisfaction, and also its effect on customer loyalty, and loyalty is influenced by customer satisfaction, it can be surmised that customer satisfaction can mediate the effect of service quality on customer loyalty. Loyalty is created

because of services that are considered to be of high quality so that customers continue to hope to get these services. Furthermore, loyalty is getting stronger because customers are also satisfied with what they expect to be fulfilled.

The Effect of Customer Satisfaction in Mediating Corporate Image on Customer Loyalty

The test results using the SmartPLS software show that the greater the customer satisfaction, the greater the influence of corporate image on customer loyalty of PT. Solo Regional Civil National Capital. This result is in line with a number of studies that have been conducted by previous researchers which concluded that there is an effect of Customer Satisfaction in mediating the effect of Corporate Image on Customer Loyalty [Sumartini and Yulianthini (2021), Lutfiyani and Soliha (2019), and Muthmainnah (2017)].

Based on the framework of thinking that there is an influence of corporate image on customer satisfaction, and also its effect on customer loyalty, and loyalty is influenced by customer satisfaction, it can be assumed that customer satisfaction can mediate the effect of corporate image on customer loyalty. Loyalty is created because customers feel confident in the company's positive image, so that customers will not switch to other similar companies. In fact, customers will continue to try the products/services offered to them because customers believe in the positive image of the company so they will not be disappointed. Thus, it will continuously create stronger loyalty.

CONCLUSION AND RECOMMENDATION

Based on the results of the research and discussion that have been stated previously, it can be concluded that: (1) Experiential marketing has an effect on customer satisfaction at PT. Solo Regional Civil National Capital; (2) Service quality affects customer satisfaction at PT. Solo Regional Civil National Capital; (3) Corporate image influences PT. Madani National Capital, (4) Customer satisfaction affects customer loyalty at PT. Solo Regional Civil National Capital; (5) Experiential marketing influences customer loyalty of PT. Solo Regional Civil National Capital; (6) Service quality affects customer loyalty of PT. Solo Regional Civil National Capital; (7) Corporate image affects customer loyalty of PT. Solo Regional Civil National Capital; (8) Customer satisfaction can mediate the influence of experiential marketing significantly on customer loyalty of PT. Solo Regional Civil National Capital; (9) Customer satisfaction can significantly mediate the effect of service quality on customer loyalty of PT. Solo Regional Civil National Capital; and (10) Customer satisfaction can mediate the effect of corporate image significantly on customer loyalty of PT. Solo Regional Civil National Capital.

The results of the research conclusions state that there is an influence of experiential marketing, service quality, corporate image on customer loyalty which is mediated by customer satisfaction. Based on the research results, it is suggested: (1) In terms of increasing experiential marketing, PT. Solo Regional Mandiri National Capital should carry out a lot of various activities that can create a deep impression on its customers, such as: exhibitions, bazaars, and so on. (2) PT. Solo Regional Mandiri National Capital makes service quality better, for example by making it easier for customers in the process; (3) PT. Solo Regional Mandiri

National Capital is more intent on creating the companys image, for example by continuing to provide the best for both customers and society in general; (4) In an effort to increase customer satisfaction, PT. Solo Regional Mandiri National Capital provides convenience in service to customers; and (5) PT. Mandiri Regional Solo National Capital pays more attention to consumer needs so that they become more loyal, so that customers will convey their experience to others (word of the mouth).

ADVANCED RESEARCH

The limitations of this study include only using experiential marketing variables, service quality, corporate image, customer satisfaction, and customer loyalty. In addition, there are also limited research objects, only in the PNM Regional Solo which cannot fully represent the condition of Mekaars customers who are spread all over Indonesia.

as a recommendation for further research, the following suggestions can be given:

1. It is necessary to develop further research to examine the influence of other factors that have not been studied on customer satisfaction and customer loyalty.
2. It is hoped that there will be further research on the effect of experiential marketing, service quality, and corporate image on customer loyalty through customer satisfaction with different research methods, wider samples, and the use of different and more complete research instruments

Many other variables are thought to have an effect on customer loyalty, and these variables are very important to study for further, more in-depth research, because they have a direct or indirect relationship and can affect the sustainability of the company and can also influence the direction of company strategy and policies. In addition, it is deemed necessary to expand the scope of the research area which is not only limited to the scope of the head office but also all offices in Indonesia.

ACKNOWLEDGMENT

The author realizes that in the process of preparing this Journal article, he received a lot of guidance, input, support, advice and direction from various parties. Therefore, it is with great humility that I want to thank you.

REFERENCES

- Arman, 2022. *Introduksi Manajemen Pemasaran (Dasar dan Pengantar Manajemen Pemasaran)*. Pagar alam, Sumatera Selatan: Penerbit LD Media
- Atmaja, I P. D., dan Kawiana, I G. P., dan Sugianingrat, I.a. P. W. 2022. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Untuk Meningkatkan Loyalitas Nasabah. *Widya a.mrita: Jurnal Manajemen, Kewirausahaan dan Pariwisata*, 2(1)
- Creswell, W. J. 2016. *Research Design: Qualitative, Quantitative, and Mixed Methods approaches*. California: SaGE Publication, Inc.
- Dewi, S. P. 2013. Pengaruh Experiential Marketing Terhadap Pembentukan Loyalitas Pelanggan 7-Eleven, *Jurnal Ekonomi dan Bisnis, Universitas Islam Negeri Syarif Hidayatullah*. Jakarta
- Dwiastuti, R., dkk. 2012. *Ilmu Perilaku Konsumen*. Malang: UB Press
- Egan, E. 2014. *Marketing Communication*. London: Thomson Learning
- Ghozali, I. 2016. *aplikasi analisis Multivariate Dengan Program SPSS*, Semarang: Universitas Diponegoro.
- Hair, J. F. et al. 2020. *aPrimer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd Edition. California: SaGE Publication, Inc.
- Hilmi, D. a. 2019. Pengaruh Experiential Marketing Terhadap Loyalitas Melalui Kepuasan Nasabah (Studi Pada Nasabah PT BRI Syariah Cabang Malang). Skripsi. Malang: Universitas Islam Negeri (UIN) Maulana Malik Ibrahim Malang
- Kertajaya, H. 2013. *Syariah Marketing*. Bandung: Mizan Pustaka
- Kotler, P. 2017. *Manajemen Pemasaran*, Jakarta: Prenhalindo
- Kotler, P. dan Keller, K.L. 2016. *Manajemen Pemasaran*. Edisi 13. Jilid 1 dan 2. alih Bahasa: Bob Sabran. Jakarta: Erlangga
- Langie, K. V., Kindangen, P., dan Gunawan, E. M. (2022). The Effect of Experiential Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable at Ibox Manado Town Square. *Jurnal EMBa*, 10(4)
- Lupiyoadi, R. 2013. *Manajemen Pemasaran Jasa Berbasis Kompetensi*. Jakarta: Salemba Empat
- Lutfiyani, V. dan Soliha, E. 2019. Pengaruh Citra Perusahaan, Kepercayaan Dan Kualitas Layanan Terhadap Kepuasan (Studi pada KSPPS Bondho Ben Tumoto Semarang). *Proceeding Seminar Nasional dan Call for Papers 2019*.

- Mutmainnah. 2017. Pengaruh Kualitas Layanan Dan Citra Perusahaan Terhadap Kepuasan Dan Loyalitas Nasabah. *Jurfnal Manajemen dan Pemasaran Jasa*, 10(2)
- Nasution, M. N. 2015. *Manajemen Mutu Terpadu (Total Quality. Management)*. Jakarta: Ghalia Indonesia
- Octavia, R. 2019. Pengaruh Kualitas Pelayanan Dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Pt. Bank Index Lampung. *Jurnal Manajemen Pemasaran*, 13(1)
- Octaviana, R. a. dan Nugrahaningsih, H. (2018. Pengaruh Experiential Marketing Dan Kualitas Pelayanan Terhadap Minat Membeli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada PT. Meratus Line Jakarta)
- Octaviana, R. a. dan Nugrahaningsih, H. 2018. Pengaruh Experiential Marketing Dan Kualitas Pelayanan Terhadap Minat Membeli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Pt. Meratus Line Jakarta). *Media Manajemen Jasa*, 6(2)
- Setiwati, D. dan Zulkaida, a. 2017. Perbedaan Loyalitas Kerja Berdasarkan Orientasi Peran Gender Pada Karyawan di Bidang Non Tradisional, *Jurnal: Proccesing PESaT*, 2
- Sigit, K. N. dan Soliha, E. 2017. Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Nasabah. *Jurnal keuangan dan Perbankan*, 21(1)
- Smilansky, S. 2009. *Experiential Marketing: a Practical Guide to Interactive Brand Experiences*. London and Philadelphia: Kogan Pag
- Soemirat dan ardianto. 2012. *Dasar-Dasar Public Relations*. Bandung : PT. Remaja Rosdakarya
- Sumartini, N. K. a. dan Yulianthini, N. N. (2021. Pengaruh Citra Perusahaan, Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Bengkel Mobil Sama Jaya Singaraja. *BISMa: Jurnal Manajemen*, 7(1).
- Suryanto, 2013. *Membangun Citra Perusahaan dengan Metode Public Relations*. Jakarta: CV armico
- Suwandi. 2017. *Mengenal Corporate Social Responsibility (CSR) Teori dan Praktek*, Yogyakarta: Sekolah Pasca Sarjana Universitas Gadjah Mada
- Tjiptono, F. 2018. *Pemasaran (Esensi dan aplikasi)*. Yogyakarta : CV aNDI OFFSET.
- Tjiptono, F. dan Diana, a. 2014. *Pemasaran Esensi dan aplikasi*, Yogyakarta: CV aNDI OFFSET

Widowati Pa, R. dan Putra, W. P. 2018. The Effect of Experiential Marketing to Customer Loyalty Through Customer Satisfaction as Intervening Variable in Waroeng Special Sambal Yogyakarta. INCBaa 2018