
THE EFFECTS OF EXPERIMENTAL MARKETING AND EXPERIENTIAL VALUE ON CUSTOMER LOYALTY WITH THE MEDIATION OF CUSTOMER SATISFACTION

Abdul Fuad Amirul Adha, Astrid Puspaningrum, Mintarti Rahayu
Faculty of Economics and Business, Universitas Brawijaya, Indonesia
Email: fuad1493@gmail.com, astrid@ub.ac.id

ABSTRACT

KEYWORDS

experiential marketing;
experiential value;
customer satisfaction
customer loyalty; santri
farm

This research focuses on the role of Experiential Marketing and Experiential Value in increasing Customer Loyalty through Customer Satisfaction in consumers of Santri Farm Kudus. The purpose of this study is to explain and analyze the effect of Experiential Marketing and Experiential Value on Customer Loyalty both directly and indirectly through Customer Satisfaction mediation. This type of research is explanatory research with a quantitative approach. The population in this study were consumers who had enjoyed and purchases Santri Farm products. Data was collected by distributing questionnaires to 160 respondents who met the criteria. Data analysis used Structural Equation Modelling Partial Least Square (SEM-PLS) with Smart PLS Software. The results of this study show that Experiential Marketing has no significant effect on Customer Loyalty. Experiential Value has a significant effect on Customer Loyalty. Customer satisfaction memiliki pengaruh yang signifikan terhadap Customer Loyalty. The results also show that Customer Satisfaction partially mediates the effect of Experiential Marketing and Experiential Value on Customer Loyalty.

INTRODUCTION

The growth of the tourism industry in Indonesia shows an increase in both quantity and quality. Ecotourism is booming and showing better competitiveness year after year. To present an advantage in the market, ecotourism must provide high quality services to satisfy the expectations and needs of visitors. one of the cities in Central Java is currently the focus of the government in the tourism sector, namely Kudus Regency which is a city that has many tourist attractions, such as natural tourism, artificial tourism and religious tourism. However, the majority of tourists visit Kudus for pilgrimages to Sunan Kudus and Sunan Muria.

Kudus Santri Farm is the only vegetable and fruit-producing leisure farm in Kudus, Central Java, which is managed by the Islamic Boarding School. Santri Farm was founded in 2017 and is a business line of the Nashrul Ummah Kudus Islamic Boarding School. Islamic boarding students are given full scholarships and business skills. The first products produced were limited to vegetables, namely mustard greens, watercress and pokcoy. Then developed by adding a collection of fruit plants such as cherry tomatoes, melons, guavas, avocados.

Loyalty issues arise because there are many similar competitors who provide leisure farms and provide hydroponic plants such as vegetables. There are 6 greenhouses in Kudus including: (1) Denny Greenhouse, (2) Mulia Farm, (3) Lagoon Greenhouse Farm, (4) Greenhouse Prigen Farm, (5) Santoso Agro, and (6) Madani Farm

The five greenhouses are owned by individuals except for Santoso Agro which is owned by PT Djarum. The greenhouse locations are all in the Kudus City, while the Santri Farm is located in the highlands on the slopes of Mount Muria which is about 25 km from the city center. Several competitor greenhouses started as a hobby and then learned from Santri Farm, then opened their own greenhouse. The emergence of this competitor affects the loyalty of Santri Farm customers. One of the reasons customers switch is because of the location that is close to their business. This distance ultimately

affects the loyalty of customers who have partnered for about a year.

Theory of planned behavior (TPB) is a theory that was developed from the theory of reasoned action (TRA) or can be called a theory of reasoned action (Ajzen et al., 2018). Theory of reasoned action (TRA) is the most basic theory of human behavior and influences interest in behavior. This theory has been widely applied in several fields, including in the field of marketing, in this theory there are two variables that determine consumer behavior, namely attitude toward behavior and subjective norms.

Based on research conducted by Lee et al. (2013) experiential marketing has a positive effect on customer loyalty. The results of the study revealed that association experience in the experiential marketing dimension influences "attitude loyalty" and "behavior loyalty in the customer loyalty dimension. In research conducted by Dumat et al (2018) explains that experiential marketing has a positive and significant effect on customer loyalty. The atmosphere and service makes consumers feel comfortable when they are at Van Ommen Coffee Manado. For visitors, the quality of coffee that is maintained creates loyalty to Van Ommen Cafe Manado. In line with the research findings conducted by Gunawan et al (2022) explaining that there is a significant influence between experiential marketing and customer loyalty for Uniqlo customers in South Jakarta.

Another variable that can affect Customer Loyalty is experiential value. Maghnati et al. (2013) added that experiential value can be created through experience in consuming a product or service. According to Wong and Tsal (2010), experiential value means the experience that consumers have after using a product. Experiential value is based on existing interactions including direct use or appreciation of the products and services used by consumers. So it is concluded that experiential value is a marketing concept based on value on consumer experience. Rashid (2021) in his research explains that experiential value has a positive effect on customer loyalty in the coffee shop industry.

Karadeniz et al (2013) in their research explained that experiential marketing and service quality can create visitor satisfaction. Research conducted by Karuniatama (2020) shows that experiential marketing has a positive and significant effect on customer satisfaction and loyalty.

Rosanti (2014) in his research stated that experiential value has a positive relationship with consumer satisfaction. The higher the customer value, the higher the visitor satisfaction, and vice versa. Furthermore, Chang et al. (2020) examined the experiential value of repurchase intention at medical cosmetology clinics. The results of his research show that service quality, experiential value has a positive effect on repurchase intention. One indicator of satisfaction is repurchase or repurchase intention.

Research conducted by Shah et al. (2018), with experiential marketing and experiential value variables, states that experiential value mediates the relationship between experiential marketing and customer satisfaction. Research with the same variables was conducted by Lin (2019) with experiential marketing variables, experience value and customer satisfaction in Ecotourism. The results of data analysis show that there is a positive relationship between experiential marketing, experience value and customer satisfaction.

These results differ from research conducted by Chang (2020) in his research which states that experiential marketing does not have a direct effect on loyalty to coffee shop consumers in Taipei City. This study explains that loyalty can be obtained by providing information to assist consumers in purchasing decisions. According to Shah et al. (2018) the experiential marketing variable has no significant effect on fast food consumer satisfaction in Pakistan, but this relationship is mediated by experiential value. The results of research from Noegroho et al. (2013) explain that experiential marketing has no direct effect on customer loyalty. Hsu et al. (2021) state that the experiential value variable has no significant effect on the loyalty of Food Festival visitors.

Various theories and empirical studies have become the background for conducting research on the effect of experiential marketing and experiential value on customer loyalty with visitor satisfaction as a mediating variable. As for the objectives of this study with respect to the problems formulated above are as follows: (1) to find out and analyze the effect of experiential marketing on customer loyalty, (2) to know and analyze the effect of experiential value on customer loyalty, (3) to know and analyze the effect of experiential marketing on customer satisfaction, (4) to know and analyze the influence of experiential value on customer satisfaction, (5) to know and analyze the influence of experiential value on customer loyalty, (6) to know and analyze the role of customer satisfaction in

mediating the influence of experiential marketing on customer loyalty, and (7) to find out and analyze the effect of the role of customer satisfaction in mediating the influence of experiential value on customers loyalty.

RESEARCH METHODS

The type of research used in this research is explanatory research. In this study, researchers will collect data through questionnaires to obtain valid and reliable data.

Data analysis method

Descriptive Statistical Analysis

The purpose of descriptive analysis is to provide a descriptive explanation of the characteristics of the respondents from the variables studied. The characteristics of the respondents are the diversity of respondents seen from various aspects with the aim of knowing the conditions of the respondents and their relation to the objectives and problems of this study. While the results of descriptive statistical analysis are useful for explaining the answers to the questionnaires filled out by respondents.

Inferential Statistical Analysis

The data analysis technique used in this study is Partial Least Square (PLS). Partial Least Square (PLS) is a variant-based Structural Equation Modeling (SEM) model. This technique is used to examine the logical causal relationship between one variable and another in non-experimental conditions. This analysis technique also aims to answer the problem formulation and test the problem hypothesis that has been formulated.

The parameter estimates that can be obtained with the PLS-SEM technique can be categorized into three. The first is the weight estimate (estimated weight score) which is used to find the score of the latent variable. Then the second category is the path estimate, which is used to link latent variables and between variables along with the indicator blocks included in it. The last category is related to means and parameter locations for each indicator as well as latent variables. The model evaluation of the SEM-PLS technique is carried out by assessing the outer and inner models.

Hypothesis test

Hypothesis testing is carried out based on the results of testing the Inner Model (structural model) which includes the output r-square, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected by considering the significance value between constructs, t-statistics, and p-values. Testing the research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are t-statistics > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive

Mediation Test

The mediation test is basically used to test the intervention of the mediating variable whether it has partial mediation, full mediation or not at all. Referring to the method of Hair et al., (2010), there are four steps, namely:

- a) Examine the effect of independent variables on the dependent variable by involving mediating variables.
- b) Examine the effect of independent variables on the dependent without involving mediating variables.
- c) Examine the effect of the independent variables on the mediating variables in the model.
- d) Examine the effect of the mediating variable on the dependent variable in the model.

After examining the four influences above, the following intervention criteria can be obtained from the mediating variables:

- 1) If the effect of (c) and (d) is significant while the effect of (a) is not significant, it can be stated as perfect mediation.
- 2) If the influence of (c), (d), and (a) is significant, then it can be said to be partial mediation.
- 3) If the effects (c), (d), and (a) are significant, but the path coefficient (standardized) for the effect (a) is almost the same as the path coefficient for the effect (b), then mediation is not proven in the model.
- 4) If either effect (c) and (d) is not significant, then mediation is not proven in the model.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive statistical analysis in this study described the results of the answers from 160 respondents to the questionnaires distributed. The variables used in this study are: Experiential Marketing (X1), Experiential Value (X2), Customer satisfaction (Z) and Customer Loyalty (Y). Descriptive statistical analysis contains the frequency distribution of the average value of the respondents' answers to the question items in the questionnaire that represent each variable. As for the measurement of each item of each variable, the average of the questionnaire statement items is used.

Experiential Marketing Variable Frequency Distribution (X1)

Table 1. Experiential Marketing Variable Frequency Distribution (X1)

Items	Percentage of Respondents' Answers										Amount		Means	
	STS		TS		N		S		SS		N	%		
	F	%	F	%	F	%	F	%	F	%				
EM 1	0	0	1	0.63	38	23.8	80	50	41	25.6	160	100	4.05	
EM 2	0	0	2	1.25	35	21.9	83	51.88	40	25	160	100	4.14	
EM 3	0	0	11	6.88	40	25	69	43.13	40	25	160	100	3.95	
EM 4	0	0	4	2.5	29	18.1	88	55	39	24.4	160	100	4.31	
EM 5	0	0	5	3.13	36	22.5	81	50.63	38	23.8	160	100	4.08	
Total Average												160	100	4.10

Source: Processed data, 2023

Based on table 1, it is known that of the 160 respondents, the majority of respondents answered that they agreed to each of the questionnaire statements given. This shows that Santri Farm is able to provide good quality tourism for visitors.

The highest percentage of respondents responsible for experiential marketing in this study is found in the fourth item (EM4) regarding Santri Farm tourism employees who are communicative to visitors. This is shown in table 5.6 in the fourth item (EM4) the number of respondents who answered agreed was 55%. This explains that respondents fully agree that Santri Farm employees are very communicative when serving visitors. Employees also tell visitors how to cultivate hydroponics, so that almost every week the millennial farming community visits to learn how to grow plants hydroponically.

The perception of visitors that is still low is found in the third item (EM3), namely regarding the strategic location of the Santri Farm, with the percentage of respondents who agree only by 43%. This shows that the location of the Santri Farm which is in the mountains is indeed quite far from the city of Kudus, so that some respondents consider the location to be less strategic.

Frequency Distribution of Experiential Value Variable (X2)

Table 2. Frequency Distribution of Experiential Value Variable (X2)

Items	Percentage of Respondents' Answers										Amount		Means	
	STS		TS		N		S		SS		N	%		
	F	%	F	%	F	%	F	%	F	%				
ev 1	0	0	6	3.75	33	20.6	74	46.25	47	29.4	100	160	4.01	
EV 2	0	0	9	5.63	37	23.1	66	41.25	48	30.0	100	160	3.96	
EV 3	0	0	4	2.5	22	13.8	85	53.13	49	30.6	100	160	4.12	
ev 4	0	0	5	3.13	35	21.9	76	47.50	44	27.5	100	160	4.02	
Total Average												160	100	4.03

Source: Processed data, 2023

Based on table 2, it is known that of the 160 respondents, the majority of respondents answered that they agreed to each of the questionnaire statements given. This answer illustrates that respondents believe that Santri Farm offers high experience value for visitors. The highest percentage of answers was obtained in the third item (EV3), which was 53.13%. On this item, the respondent agrees with the statement which states that the price paid is in accordance with the service obtained. When compared to the greenhouses in the city, of course visiting the Santri Farm costs more. However, attractive views,

a variety of fruits and vegetables, communicative employees are not owned by other greenhouses. So that respondents agree that the price offered is in accordance with the service obtained.

The lowest percentage of answers is found in the second item (EV2), namely Santri Farm tourism can give a feeling of happiness when visiting, this is in accordance with the respondent's personality, which shows the percentage of respondents who agree with this statement is 41.25%. It can be concluded that for some respondents the level of happiness cannot be measured from visiting a tour, but there are several other factors that can influence it. For some other respondents, they thought that this tour could give them a feeling of happiness when visiting, so they thought that this tour had its own charm to gather with family and colleagues.

Frequency Distribution of Customer Satisfaction Variable (Z)

Table 3. Frequency Distribution of Customer Satisfaction Variable (Z)

Items	Percentage of Respondents' Answers										Amount		Means
	STS		TS		N		S		SS		N	%	
	F	%	F	%	F	%	F	%	F	%			
CS 1	0	0	0	0	11	6.88	116	72.50	33	20.6	100	160	4.30
CS 2	0	0	3	1.88	17	10.6	106	66.25	34	21.3	100	160	4.07
CS 3	0	0	1	0.63	25	15.6	108	67.5	26	16.3	100	160	4.01
CS 4	0	0	3	1.88	26	16.3	101	63.13	30	18.8	100	160	3.89
CS 5	0	0	6	3.75	25	15.6	103	64.38	26	16.3	100	160	4.08
Total average												4.07	

Source: Processed data, 2023

Based on table 3 it is known that of the 160 existing respondents, the majority of respondents agreed to the questionnaire statements given. These results illustrate that respondents have high satisfaction with Santri Farm. The highest percentage of answers is obtained in the first item (CS1), which is 72.50%. In the first item, the respondents agree with the statement which states that they are satisfied with the price offered at the Santri Farm. This shows that the price given by Santri Farm is in accordance with what visitors want.

Price is important because most of the customers who come to the Santri Farm are entrepreneurs. The raw materials for his business are obtained from Santri Farm, so price is an important factor to support the visitor's business. The second highest percentage of answers is the respondent who chooses to agree with the quality of Santri Farm products. Even though both come from hydroponic cultivation, the quality of Santri Farm's vegetables and fruits are known to have a sweet taste because they are grown in the mountains. This certainly makes customers satisfied because they can keep their business profitable without compromising quality.

The lowest percentage of answers is found in the fourth item (CS4) which agrees with the statement "I am satisfied with the decision to choose Santri Farm because of the eco-based tourism image" of 63.13%. This implies that the respondent visited the Santri farm for sightseeing and shopping because it is famous for its hydroponics. However, the respondents did not realize that the Santri Farm was an eco-based tourism.

Frequency Distribution of Customer Loyalty Variable (Y)

Table 4. Frequency Distribution of Customer Loyalty (Y) Variables

Items	Percentage of Respondents' Answers										Amount		Means
	STS		TS		N		S		SS		N	%	
	F	%	F	%	F	%	F	%	F	%			
CL 1	0	0	1	0.63	24	15	95	59.38	40	25	100	160	4.08
CL 2	0	0	1	0.63	10	6.25	113	70.63	36	22.5	100	160	4.15
CL 3	1	0.6	2	1.25	24	15	87	54.38	46	28.8	100	160	4.05
CL 4	0	0	1	0.63	22	13.8	97	60.63	40	25	100	160	4.10
Total average												4.09	

Source: Processed data, 2023

Based on table 4 it is known that the item with the highest score is the second item (CL2) from the attitudinal loyalty indicator, namely "I will be a loyal Santri Farm customer" with an agreeing

percentage of 70.63%. On this item, respondents agree with the statement which states that respondents will become loyal customers of Santri Farm even though there are competitors who offer lower prices.

The lowest percentage of answers is found in the third item (CL3), with an agreeing percentage of 54.38% with the behavioral loyalty indicator, namely "I would recommend Santri Farm to others". This shows that the majority of respondents are from entrepreneurs, feel no need to recommend which suppliers to support their business.

Outer Model or Measurement Models

Outer Model also known as a measurement model used to specify the relationship between latent variables and their indicators. The outer model test consists of convergent validity test, discriminant validity test and composite reliability test and Cronbach alpha.

Convergent Validity Testing

Convergent validity in this study was evaluated using two criteria, namely the standard value of the loading factor for each indicator with a value Average Variety Extracted (AVE). If the AVE value is > 0.5 then it is used as a determinant of convergent validity. So if AVE <0.5 then the results are said to be convergently invalid. The results of convergent validity testing are shown in table 5

Based on Table 5, it is known that all statement items for the Experiential Marketing (X1), Experiential Value (X2), Customer Satisfaction (Z) and Customer Loyalty (Y) variables have a loading factor value of more than 0.5 so that it can be interpreted that all statement items used are valid. The items in this research questionnaire can clearly describe the variables studied.

Table 5. Convergent Validity Test Results

Variable	Items	AVE	Loading factor	Information
<i>Experiential Marketing</i>	EM1 (X1.1)	0.646	0.818	Valid
	EM2 (X1.2)		0.797	Valid
	EM3 (X1.3)		0.796	Valid
	EM4 (X1.4)		0.793	Valid
	EM5 (X1.5)		0.816	Valid
<i>Experiential Value</i>	EV1 (X2.1)	0.529	0.715	Valid
	EV2 (X2.2)		0.721	Valid
	EV3 (X2.3)		0.725	Valid
	EV4 (X2.4)		0.748	Valid
<i>Customer Satisfaction</i>	CS1 (Z1.1)	0.657	0.824	Valid
	CS2 (Z1.2)		0.842	Valid
	CS3 (Z1.3)		0.828	Valid
	CS4 (Z1.4)		0.802	Valid
	CS5 (Z1.5)		0.754	Valid
Customer Loyalty	CL1 (Y1.1)	0.598	0.788	Valid
	CL2 (Y1.2)		0.767	Valid
	CL3 (Y2.1)		0.752	Valid
	CL4 (Y2.2)		0.785	Valid

Source: Processed data, 2023

Discriminant Validity Testing

Discriminant validity in this study were evaluated using the Fornell-Lacker criteria. A construct is said to be valid by comparing the root value of AVE with the correlation value between latent variables. The AVE root value must be greater than the correlation between latent variables. The results of the discriminant validity test are shown in Table 6.

Table 6. Fornell-Larcker Criterion Discriminant Validity Test Results

	X1 (EM)	X2 (EV)	Y (CL)	Z(CS)
X1 (EM)	0.804			
X2 (EV)	0.003	0.727		
Y (CL)	0.310	0.493	0.773	
Z (CS)	0.393	0.471	0.678	0.811

Source: Processed data (2023)

Based on Table 6 it can be seen that all the roots of the AVE (Fornell-Larcker Criterion) for each

construct are greater than the correlation with other variables. This means that the requirements for discriminant validity in this model have been met.

Composite Reliability Testing and Cronbach Alpha

Composite reliability and Cronbach Alpha is a reliability assessment between indicator blocks contained in the research model, where Cronbach alpha is used to strengthen this reliability test.

Table 7. Composite reliability and Cronbach Alpha values

	<i>Composite reliability</i>	<i>Cronbach Alpha</i>
<i>Experiential marketing (X1)</i>	0.901	0.864
<i>Experiential values (X2)</i>	0.818	0.703
<i>Customer satisfaction (Z)</i>	0.856	0.775
<i>Customer loyalty (Y)</i>	0.905	0.869

Source: Processed data (2023)

In table 7 the data and measurement results that have been carried out show that the composite Reliability and Cronbach Alpha values are greater than 0.6. This means that the measurement instruments for all latent variables in this study are reliable and feasible to use.

Structural Model Testing (Inner Model)

Structural Model Testing (Inner Model) aims to describe the relationship between latent variables based on substantive theory. The design of the Structural Model (Inner Model) of the relationship between latent variables is based on the formulation of the problem or research hypothesis. Evaluation of the structural model is carried out by several parameters which include the determinant coefficient (R-Square or R²), Predictive Relevance (Q-Square or Q²) and Goodness of Fit (GoF).

Structural Model Evaluation through R-Square (R²)

The coefficient of determination R-Square shows a way to assess how much an endogenous construct can be explained by an exogenous construct. In the R-Square it can be seen how much the independent variable contributes to the dependent variable and its mediation. The value of the coefficient of determination (R-Square) is expected to be between 0 and 1. The coefficient of determination is used to measure the accuracy of predictions (estimation).

Table 8. Determinant Coefficient Value or R-Square (R²)

Variable	R Square (R²)	R Square Adjusted
Y1 Customer Loyalty	0.508	0.498
Z1 Customer Satisfaction	0.375	0.367

Source: Processed data (2023)

In general, an R² value of 0.75 is considered to have a large estimation accuracy, an R² of 0.50 has a moderate estimation accuracy, and an R² value of 0.25 has a low estimation accuracy (Joseph F Hair et al., 2017, p. 211).

Based on Table 5.13, the following information can be seen:

1. Estimation accuracy of the R² model Customer Loyalty (Y) is 0.508. Based on this value, it has a large prediction accuracy. In other words, X1 Experiential Marketing (X1), Experiential Value (X2) and Customer Satisfaction (Z) affect 50.8% while the remaining 49.2% are influenced by other factors outside the research model.
2. Accuracy of estimation model R² Customer satisfaction (Z) is 0.375. Based on this value, it has a large prediction accuracy. In other words, Experiential Marketing (X1), Experiential Value (X2) affects 37.5% while the remaining 62.5% is influenced by other factors outside the research model.

Structural Model Evaluation through Predictive Relevance (Q²)

In addition to evaluating the magnitude of the R² value as a criterion of predictive accuracy, you can use the Stone-Geisser Q² value. The Q² value was obtained using the blindfolding procedure. As a relative measure of predictive relevance, a value of 0.02 is considered to have little predictive relevance, 0.15 to have moderate predictive relevance, and 0.35 to have great predictive relevance (Hair et al., 2017).

Table 9. Predictive relevance (Q2)

Latent Variable	SSO	SSE	Q ² (=1-SSE/SSO)
X1 Experiential Marketing	800	800	
X2 Experiential Value	640	640	
Y Customer Loyalty	640	452,911	0.292
Z Customer Satisfaction	800	608,869	0.239

Source: Processed data (2023)

Based on the test results in the table above, the following information can be obtained:

1. Q2 value predictive relevance for constructive models Variable *Customer Loyalty* (Y) is influenced by Experiential Marketing (X1), Experiential Value (X2) and Customer Satisfaction (Z) of 0.292 and classified as moderate predictive relevance.
2. Q2 value predictive relevance for constructive models Variable Z1 Customer Satisfaction is influenced by Experiential Marketing (X1), Experiential Value (X2) of 0.239 and classified as moderate predictive relevance.

Goodness of Fit (GoF) test

The next evaluation of the structural model is to measure the Goodness of Fit (GoF) index which is one of the indices for modeling the PLS path. Index measurement at this stage produces the validity of a variable from exogenous variables and endogenous variables. The Goodness of Fit (GoF) index in the book (Ghozali & Latan, 2015) has three assessment categories, namely 1) 0.1 for low GoF values, 2) 0.25 for medium GoF values, and 3) 0.36 for high GoF values. Below is the formula for the Goodness of Fit (GoF) index, namely:

$$GoF = \sqrt{AVE \times R \text{ Square}}$$

Table 10. Calculation of the Gof test value

AVE average	R squared mean	Gof	Information
0.608	0.442	0.518	High

Source: Processed data (2023)

Based on the results of the calculation of the Gof test values in the table above, the following information can be obtained:

1. The GoF value of the research model is 0.518 belonging to the high category
2. Based on these results, it can be decided which service research model to use.

effect size (f2)

Effect size used to evaluate value R² of all endogenous variables using f². The difference between f² and R² is that f² is more specific for each exogenous variable. In general, a value of 0.02 is considered to have a small affect size, 0.15 has a moderate affect size and 0.35 has a large affect size (Hair et al., 2017). Table 11 shows the affect size value of f².

Table 11. Affect Size Value of f2

Latent Variable	Y Customer Loyalty	Z Customer Satisfaction
X1 Experiential Marketing	0.018	0.245
X2 Experiential Value	0.092	0.352
Z Customer Satisfaction	0.345	

Source: Processed data (2023)

Based on the test results in the table above, the following information can be obtained:

- 1) F2 value affect size for the constructive model Variable *Experiential Marketing* (X1) affects the Customer Loyalty variable (Y) by 0.018 and belongs to has a small predictive value.
- 2) F2 value affect size for the constructive model Variable *Experiential Marketing* (X1) affects the Customer Satisfaction variable (Z) by 0.245 and belongs to has a moderate predictive value.
- 3) F2 value affect size for the constructive model Variable *Experiential Value* (X2) affects the Customer Loyalty variable (Y) by 0.092 and belongs to has a small predictive value.
- 4) F2 value affect size for the constructive model Variable *Experiential Value* (X2) affects the Customer Satisfaction variable (Z) by 0.352 and belongs to has a large predictive value.
- 5) F2 value affect size for the constructive model Variable *Customer Satisfaction* (Z) affects the Customer Loyalty variable (Y) by 0.345 and belongs to has a moderate predictive value

Hypothesis test

Hypothesis testing shows the coefficient of each variable and its statistical significance. In this assessment, hypothesis testing was carried out to determine the effect of experiential marketing and experiential value on customer loyalty, either directly or indirectly through mediation of customer satisfaction. Statistical testing in PLS is carried out using the resampling/bootstrapping method.

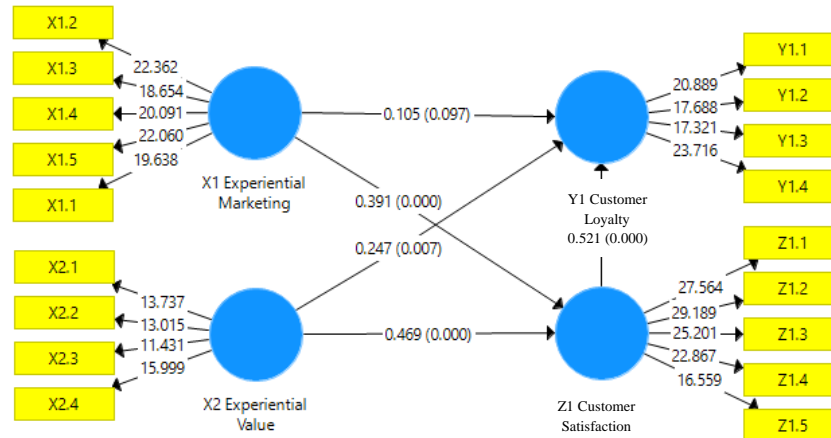


Figure 1. Bootstrapping Test Results

Source: Processed data (2023)

The bootstrapping method is a method for conducting statistical tests that are used to see the t-test value with a critical number of t-statistics $>$ t-table (1.96) with a significance level of 0.05 (5%). This is a condition for the proposed hypothesis to be accepted.

Structural model coefficient analysis is used to test the hypothesis by knowing which relationships have a significant effect. If the p-value $<$ a (0.05) then the relationship is significant, otherwise if the p-value $>$ a (0.05) then the relationship is not significant (Hair et al., 2017).

Table 12. Hypothesis test for the direct influence of the research model

hypothesis	Path Coefficient	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Information
H1	X1 -> Y	0.105	1,663	0.097	Rejected
H2	X2 -> Y	0.247	2,699	0.007	Accepted
H3	X1 -> Z	0.391	5,915	0.000	Accepted
H4	X2 -> Z	0.469	6,59	0.000	Accepted
H5	Z -> Y	0.521	5,403	0.000	Accepted

Source: Processed data (2023)

Based on Table 12. the results of hypothesis testing can be explained as follows:

H1: Experiential marketing has a positive and significant effect on customer loyalty

Based on the analysis from Table 12, it is known that the effect of experiential marketing on customer loyalty has an Original Sample (O) value of 0.105 and P Values 0.097 greater than 0.05. Based on these values, it can be seen that there is no significant positive effect. This means that the experiential marketing variable does not have a positive and significant effect on customer loyalty. Then H1 is rejected and H0 is accepted.

H2: Experiential value has a positive and significant effect on customer loyalty

Based on Table 12. it is known that the effect *experiential values* towards customer loyalty has an Original Sample (O) value of 0.247 and P Values 0.007 smaller than the significance value of 0.05. Based on these values, it can be seen that the experiential value variable has a significant positive effect on customer loyalty. Then H2 is accepted and H0 is rejected.

H3: Experiential marketing has a positive and significant effect on customer satisfaction

Based on Table 12. it is known that the effect *experiential marketing* on customer satisfaction has an Original Sample (O) value of 0.391 and P Values 0.000 smaller than the significance value of 0.05. Based on these values, it can be seen that the experiential marketing variable has a significant positive effect on customer satisfaction. Then H3 is accepted and H0 is rejected.

H4: Experiential value has a positive and significant effect on customer satisfaction

Based on Table 12. it is known that the effect *experiential values* on customer satisfaction has an

Original Sample (O) value of 0.469 and P Values 0.000 smaller than the significance value of 0.05. Based on these values, it can be seen that the experiential value variable has a significant positive effect on customer satisfaction. So H4 is accepted and H0 is rejected.

H5: Customer satisfaction has a positive and significant effect on customer loyalty

Based on Table 12, it is known that the effect *customer satisfaction* towards customer loyalty has an Original Sample (O) value of 0.521 and P Values 0.000 smaller than the significance value of 0.05. Based on these values, it can be seen that the variable customer satisfaction has a significant positive effect on customer loyalty. Then H5 is accepted and H0 is rejected. Furthermore, Table 13 contains information on the hypothesis testing of the indirect effect of the research model.

H6: There is a positive and significant influence between experiential marketing on customer loyalty through customer satisfaction

Testing hypothesis 6 aims to see the mediating role of customer satisfaction in the effect of experiential marketing on customer loyalty. In the previous test it was stated that the direct effect on each path of the relationship (testing H1 and H5) showed significant results. Based on Table 13, it can be seen that there is an indirect effect between the variable customer satisfaction on the effect of experiential marketing on customer loyalty with an Original Sample (O) value of 0.204 and P Values 0.000 smaller than 0.05. So it can be concluded that H6 indicates an influence *experiential marketing* towards customer loyalty through customer satisfaction as mediation otherwise accepted.

Table 13. Hypothesis test for the indirect effect of the research model

hypothesis	Path Coefficient	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Information
H6	X1-> Z-> Y	0.204	4,848	0.000	Accepted
H7	X2-> Z-> Y	0.245	4,002	0.000	Accepted

Source: Processed data (2023)

H7: There is a positive and significant influence between experiential value on customer loyalty through customer satisfaction

Testing hypothesis 7 aims to see the mediating role of customer satisfaction in the effect of experiential value on customer loyalty. In the previous test it was stated that the direct effect on each path of the relationship (testing H2 and H5) showed significant results. Based on Table 13, it can be seen that there is an indirect effect between the customer satisfaction variables on the effect of experiential value on customer loyalty with an Original Sample (O) value of 0.245 and P Values 0.000 smaller than 0.05. So it can be concluded that H7 shows an influence *experiential values* towards customer loyalty through customer satisfaction as mediation otherwise accepted.

Mediation Testing

Mediation test was conducted to determine the role of mediating variables *customer satisfaction* on the effect of experiential marketing and experiential value on customer loyalty. This test can find out whether the mediating variable is full mediation or partial mediation. The mediation test is carried out using calculations through the SmartPLS program using bootstrapping.

The mediating role of customer satisfaction on the influence of experiential marketing on customer loyalty

On influence *experiential marketing* on customer loyalty through customer satisfaction is calculated through the SmartPLS program. The mediation test procedure is carried out in 2 steps, namely: 1) estimating the direct effect of experiential marketing on customer loyalty, then 2) estimating the indirect effect using the triangle PLS model, namely experiential marketing and customer loyalty. The value of each coefficient can be seen as follows.



Figure 2. Path Analysis of the Mediation Role of Customer Satisfaction in the Influence of Experiential Marketing on Customer Loyalty

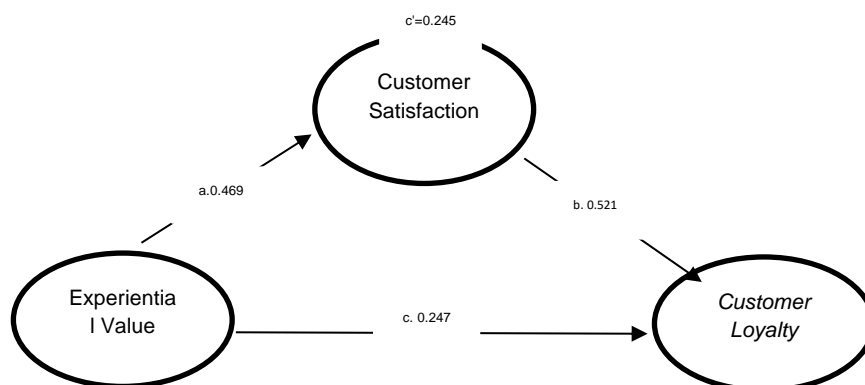
Source: Processed Data, 2023

In Figure 2 it is known that the coefficient value on the indirect effect is (0.204). Hair et al. (2010) states that if (a), (b), (c') is significant then it is declared as a partial mediation variable. In Figure 2 the coefficient value for the indirect effect (c') is 0.204, the direct effect (c) is 0.105 and (a) is 0.391 and (b) is 0.521 meaning that the variable customer satisfaction can provide a partial mediating role in the influence of experiential marketing on customer loyalty. Experiential marketing is able to influence customer loyalty directly without going through customer satisfaction and indirectly through customer satisfaction.

The Role of Mediation of Customer Satisfaction on the Influence of Experiential Value on Customer Loyalty

The effect of Experiential Value on customer loyalty through customer satisfaction is calculated through the SmartPLS program. The mediation testing procedure is carried out in two steps, namely: 1) estimating the direct effect on experiential value on customer loyalty, and 2) estimating the indirect effect using the triangle PLS model, namely Experiential Value and customer loyalty. The value of each coefficient can be seen as follows.

Figure 3. Path Analysis of the Mediation Role of Customer Satisfaction on the Influence of Experiential Value on Customer Loyalty



Source: Processed Data, 2023

In the figure it is known that the coefficient value on the indirect effect is (0.245). According to Hair et al. (2010), if (a), (b), (c') is significant then it is declared as a partial mediation variable. In figure 5. the value of the coefficient on *indirect effect* (c') 0.245, direct effect (c) 0.247 and (a) 0.469 and (b) 0.521 meaning that the variable customer satisfaction can provide a mediating role in part on the effect of experiential value on customer loyalty. Experiential value is able to influence customer loyalty directly without going through customer satisfaction and indirectly through customer satisfaction.

Discussion

Based on the results of the data, all the hypothesized answers obtained have their respective significant levels, and will be described in the analysis regarding the influence between variables according to the following hypothesis:

The Effect of Experiential Marketing on Customer Loyalty

Based on table 1, it is known that of the 160 respondents, the majority of respondents answered that they agreed to each of the questionnaire statements given. This shows that Santri Farm is able to provide good quality tourism for visitors. The highest percentage of respondents responsible for experiential marketing in this study is found in the fourth item (EM4) regarding Santri Farm tourism employees who are communicative to visitors. This is shown in table 1 in the fourth item (EM4) the number of respondents who answered agreed was 55%. This explains that respondents fully agree that Santri Farm employees are very communicative when serving visitors. The low value of visitor answers is found in the third item (EM3), namely regarding the strategic location of the Santri Farm, with the percentage of respondents who agreed only by 43%. This shows that the location of the Santri Farm which is in the mountains is indeed quite far from the city of Kudus, so that some respondents consider the location to be less strategic.

Based on the results of this study it is known that experiential marketing does not have a significant positive effect on customer loyalty. It is seen from Original Sample value (O) of 0.105 and P Values 0.097 greater than 0.05 so it can be concluded that hypothesis 1 is rejected. The rejected hypothesis indicates that the experiential marketing owned by Santri Farm does not yet have the ability to provide good benefits. The existence of similar competitors located in the city of Kudus makes visitors unable to be loyal because the experiential marketing dimension is almost owned by a similar Greenhouse. Experiential marketing does not necessarily make its customers loyal, because before customers can be loyal, customers first get a sense of satisfaction in accordance with their wishes and even more. This is in accordance with research conducted by Chang (2021), Noegroho et al (2013) which explains that experiential marketing has no significant positive effect on customer loyalty.

Santri Farm was formed on the basis of a commitment to provide an environment-based leisure farm. This is what makes respondents happy with the Act (action) given by employees to visitors. Therefore, the Santri Farm should always make visitors not forget the experiences they had while at the Santri Farm. Apart from that, it should also increase other experiential marketing dimensions so that visitors can be interested in traveling and shopping at the Santri Farm.

Effect of Experiential Value on Customer Loyalty

Based on the results of this study, it is known that experiential value has a significant positive effect on customer loyalty. This can be seen from the value of the Original Sample (O) of 0.247 and P Values 0.007 smaller than 0.05, so it can be concluded that hypothesis 2 is accepted. The accepted hypothesis indicates that experiential value is able to make loyal visitors. If the perceived value of the product matches predictions or even exceeds it, visitors will make repeat purchases and become loyal customers.

Santri Farm should compete to provide experiential value for customers because customers definitely want maximum value. The greater the value given compared to the price, the greater the value obtained for the Santri farm. This is in line with research conducted by Rashid (2021) explaining that experiential value has a positive effect on customer loyalty in the coffee shop industry. In the research of Prebensen et al (2016) states that experience value is an effective predictor of tourist satisfaction. Experiential value aims to create an attachment to visitors in order to meet their needs and preferences.

Based on table 2, it is known that of the 160 respondents, the majority of respondents answered that they agreed to each of the questionnaire statements given. This answer illustrates that respondents believe that Santri Farm offers high experience value for visitors. The highest percentage of answers was obtained in the third item (EV3), which was 53.13%. On this item, the respondent agrees with the statement which states that the price paid is in accordance with the service obtained. When compared to the greenhouses in the city, of course visiting the Santri Farm costs more. However, attractive views, a variety of fruits and vegetables, communicative employees are not owned by other greenhouses. So that respondents agree that the price offered is in accordance with the service obtained.

The lowest percentage of answers is found in the second item (EV2), namely Santri Farm tours

can give a feeling of happiness when visiting. The percentage of respondents who agreed with this statement was 41.25%. It can be concluded that for some respondents the feeling of happiness is not only measured by visiting a tour, but there are several other factors that can influence it. For some other respondents, they thought that this tour could give them a feeling of happiness when visiting, so they thought that this tour had its own charm to gather with family and colleagues.

The Effect of Experiential Marketing on Customer Satisfaction

Based on table 3, it is known that there were 160 respondents, the majority of respondents agreed to the questionnaire statements given. These results illustrate that respondents have high satisfaction with Santri Farm. The highest percentage of answers is obtained in the first item (CS1), which is 72.50%. In the first item, the respondents agree with the statement which states that they are satisfied with the price offered at the Santri Farm. This shows that the price given by Santri Farm is in accordance with what visitors want.

Price is important because most of the customers who come to the Santri Farm are entrepreneurs. The raw materials for his business are obtained from Santri Farm, so price is an important factor to support the visitor's business. The second highest percentage of answers is the respondent who chooses to agree with the quality of Santri Farm products. Even though both come from hydroponic cultivation, the quality of Santri Farm's vegetables and fruits are known to have a sweet taste because they are grown in the mountains. This certainly makes customers satisfied because they can keep their business profitable without compromising quality.

The lowest percentage of answers is found in the fourth item (CS4) which agrees with the statement "I am satisfied with the decision to choose Santri Farm because of the eco-based tourism image" of 63.13%. This implies that the respondent visited the Santri farm for sightseeing and shopping because it is famous for its hydroponics. However, the respondents did not realize that the Santri Farm was an eco-based tourism.

Based on the research results it is known that experiential marketing has significant positive effect on customer satisfaction. This is evidenced by the value of the Original Sample (O) of 0.391 and P Values 0.000 smaller than 0.05, so hypothesis 3 is accepted. The accepted hypothesis indicates that the experience felt by visitors is able to create satisfaction.

The results of this study are in accordance with Karadeniz et al (2013) which explain that experiential marketing and service quality can create visitor satisfaction. Research conducted by Karuniatama (2020) shows that experiential marketing has a positive and significant effect on customer satisfaction and loyalty, Experiential marketing involving sensory experience, feeling experience, thinking experience, action experience and relate experience will create positive memories and build visitor confidence so that in the end they feel satisfied with the products and services obtained.

The Effect of Experiential Value on Customer Satisfaction

Based on Table 12 it is known that the effect *experiential values* on customer satisfaction has an Original Sample (O) value of 0.469 and P Values 0.000 smaller than the significance value of 0.05. Based on these values, it can be seen that the experiential value variable has a significant positive effect on customer satisfaction so that hypothesis 4 is accepted. The accepted hypothesis shows that high experiential value to consumers is able to provide satisfaction to Santri Farm.

Customers judge goods based on price, good or bad goods, uses, and money spent. Value is considered as a trade-off between price and quality received or benefits and sacrifices felt by consumers. A product or service is said to have value if the quality or benefits are relatively greater than the price paid when issued to obtain it. According to Wu and Liang (2009), experiential value is a consumer assessment in terms of service efficiency, service excellence, aesthetics and pleasure. According to Maghnati et al. (2012), states that experiential value can be created through experience in consuming a product or service.

The results of this study are in line with Chang et al (2020) who examined service quality, experiential value on repurchase intention at medical cosmetology clinics. The results of his research show that service quality, experiential value has a positive effect on repurchase intention. Rosanti et al (2014) conducted research by examining the effect of experiential value on customer satisfaction. The result is that there is a significant influence on customer satisfaction as indicated by a probability value (sig) of 0.000.

The Effect of Customer Satisfaction on Customer Loyalty

Kotler and Keller (2016) define customer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing the expected performance (outcome) of a product or service. If the results received by the customer are in line with expectations, the customer will be satisfied. If the results received by the customer exceed expectations, the customer will be very satisfied. However, if the results received by the customer are not as expected, the customer will be dissatisfied.

Based on Table 12 it is known that the effect *customer satisfaction* towards customer loyalty has an Original Sample (O) value of 0.521 and P Values 0.000 smaller than the significance value of 0.05. Based on these values, it can be seen that the variable customer satisfaction has a significant positive effect on customer loyalty so that Hypothesis 5 is accepted. If the hypothesis is accepted, it means that visitor satisfaction can create customer loyalty. These results are in line with research conducted by Putra (2019) and Hasfar (2020) which state that customer satisfaction has a positive and significant effect on customer loyalty.

The Effect of Customer Satisfaction Mediation on Experiential Marketing Relations with Customer Loyalty

In Figure 3 it is known that the coefficient value on the indirect effect is (0.204). Hair et al. (2010) states that if (a), (b), (c') is significant then it is declared as a partial mediation variable. In Figure 5 the coefficient value for the indirect effect (c') is 0.204, the direct effect (c) is 0.105 and (a) is 0.391 and (b) is 0.521 meaning that the variable customer satisfaction can provide a partial mediating role in the influence of experiential marketing on customer loyalty. Experiential marketing is able to influence customer loyalty directly without going through customer satisfaction and indirectly through customer satisfaction.

The results of research conducted by Soliha et al (2020) explain that visitor satisfaction perfectly mediates the effect of experiential marketing on cafe customer loyalty in Semarang. Consumers go through the satisfaction stage first and then become loyal to goods and services. Experiential marketing has a positive and significant effect on customer loyalty through customer satisfaction (Abadi et al (2020)

The Effect of Customer Satisfaction Mediation on the Relationship of Experiential value to Customer Loyalty

In the figure it is known that the coefficient value on the indirect effect is (0.245). According to Hair et al. (2010), if (a), (b), (c') is significant then it is declared as a partial mediation variable. In figure 5. the value of the coefficient on *indirect effect* (c') 0.245, direct effect (c) 0.247 and (a) 0.469 and (b) 0.521 meaning that the variable customer satisfaction can provide a mediating role in part on the effect of experiential value on customer loyalty. Experiential value is able to influence customer loyalty directly without going through customer satisfaction and indirectly through customer satisfaction.

According to research by Zainurrafiqi et al (2022) states that customer satisfaction is proven to be a mediator between experiential value and customer loyalty. Based on customer value theory, experiential value can increase customer satisfaction and loyalty.

CONCLUSION

Based on the results of the analysis and discussion in the previous chapter, it can be concluded as follows: (1) experiential marketing has not been able to increase customer loyalty. It can be concluded that even though the company has implemented experiential marketing well, it is not certain that these visitors will make Santri Farm the main choice for tourism. This is because visitors need to be convinced both physically and emotionally, (2) experiential value can increase customer loyalty. This shows that the higher the perceived product value and is in accordance with predictions or even exceeds it, the visitor will become a loyal customer of Santri Farm, (3) experiential marketing is able to increase customer satisfaction. It can be concluded that the better the experience given to visitors, the positive feelings will appear. The positive feeling in question is that expectations exceed visitor perceptions regarding the experience provided by Santri Farm, (4) experiential value can increase customer satisfaction. It can be concluded that the form of positive feelings from Santri Farm visitors in this case is customer satisfaction can be generated from the assessment given to visitors as a whole, (5) customer satisfaction is able to improve customer loyalty. This means that when visitors feel satisfied

and positive feelings arise for their experience, loyalty will arise which is shown in the form of attitude and behavior such as becoming a major customer and making repeated transactions, (6) experiential marketing is able to increase customer loyalty by increasing customer satisfaction. This indicates that some Santri Farm visitors who give positive ratings will not necessarily have a desire to return or recommend to others, and (7) experiential value can increase customer loyalty by increasing customer satisfaction. This creates a feeling of satisfaction for visitors because the visitor's assessment of the Santri Farm is in line with even exceeding their expectations.

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