THE EFFECT OF PROMOTIONAL MIX, TRUST, AND EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF AN ONLINE STORE (A Study on Customers of Blossom Multimedia in Malang)

Alexius Christian Setiawan
Drs. Sunaryo, SE, MSi, Ph.D,CMA.
Faculty of Economics and Business
Brawijaya University
Malang

ABSTRACT

This research aimed to determine the influence of the promotion mix, trust, experiential marketing on Online Store customer's loyalty in Malang. In today's highly competitive market, retaining customers and maintaining their loyalty is crucial for a business. Looking for a marketing strategy that is suitable for increasing customers loyalty is the obligation of companies. The purpose of this research was to analyze the influence of the promotion mix, trust, and experiential marketing, on customer loyalty of an Online Store in Malang. This research adopted a quantitative approach using 5-point Likert scale online questionnaires. Respondents in this research were millennials generation with ages between 19-37 years, domiciled in Malang, using applications of their own volition, and using applications to order product online. Samples were taken as many as 101 respondents from Blossom Multimedia customers in Malang. Analyzed using Multiple Linear Regression Analysis, results indicated a positive and significant influence of promotion mix, trust, and experiential marketing on customer loyalty.

Keywords: Promotion Mix, Experiential Marketing , Trust, Customer Loyalty

ABSTRAK

Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari bauran promosi, kepercayaan, dan pengalaman pemasaran terhadap loyalitas pelanggan Toko Online di Malang. Di pasar yang sangat kompetitif saat ini, mempertahankan pelanggan dan mempertahankan loyalitas mereka dianggap sangat penting dan krusial dalam sebuah bisnis. Mencari sebuah strategi pemasaran yang cocok meningkatkan loyalitas pelanggan adalah kewajiban perusahaan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari bauran promosi, kepercayaan, dan pengalaman pemasaran apakah berpengaruh positif dan signifikan terhadap loyalitas pelanggan Toko Online di Malang. Penelitian ini mengadopsi pendekatan kuantitatif dengan menyebarkan kuesioner secara online digunakan di penelitian ini dengan Skala Likert 5-point. Kriteria responden pada penelitian ini diantaranya yaitu Generasi Millenial dengan usia antara 19-37 tahun, berdomisili di Malang, menggunakan aplikasi atas kemauan sendiri, dan menggunakan aplikasi setidaknya dua kali dalam sebulan. Sampel diambil sebanyak 101 responden dari Kustomer Blossom Multimedia. Analisis data dalam penelitian ini menggunakan Analisis Regresi Linear Berganda, hasil menunjukkan pengaruh positif dan signifikan dari bauran promosi, kepercayaan dan pengalaman pemasaran pada loyalitas pelanggan.

Kata Kunci: Bauran Promosi, Pengalaman Pemasaran, Kepercayaan, Loyalitas Pelanggan

INTRODUCTION

Blossom Multimedia is an electronic store based in Malang, which focused on computer parts and accessories and it has been steadily growing bigger since 2002. According to Ivan Budianto Kurniawan, owner of Blossom Multimedia, there are currently two physical stores and a big online community in almost every social media platform including Facebook, Instagram, and Youtube. It also has established an Instagram account with 25.000 followers and also accounts on online shopping website such as Tokopedia, with a *recommended seller* title. From here we can see that Blossom Multimedia did a market penetration in two different model which is traditional market (physical store) and modern market (online store).

Blossom Multimedia offers a lot of computer components. Blossom Multimedia also works with Razer, one of the most renowned computer parts producer, giving Blossom the ability to sell their products on a cheaper price than the other shops. To purchase products from Blossom Multimedia online, customer can order from Instagram account, Tokopedia, and mobile phone application.

Blossom Multimedia has created an application to make it easier for the customers to order or even simulate how they want to buy their computer, so they know how much it will cost them because the price of all the components are stated so the customer can use it for the computer building simulation.

Blossom Multimedia has its own mobile phone application that offers seamless and beneficial shopping experience, which is called Blossomzones. With Blossomzones, customers would enjoy the services offered and they can also order through from the application. Blossomzones was created to allow easy order and buying decision of their customer. In the application, customer can do a computer building simulation and determine what kind of computer parts that they will be using including the price of the parts that have been chosen. The order can also be done through the Blossomzones application, which can be downloaded from the Google Play Store and App Store.

Blossom Multimedia has been expanding the business since they opened a physical store in Malang in 2002. Nowadays, Blossom Multimedia is one of the biggest computer parts online store and the most renowned computer store in Malang with their two physical stores located in Malang Town Square and Candi Bajang Ratu Blimbing. Blossom Multimedia also offers multiple easy and valid payment methods such as OVO, GoPay, Dana, Direct Transfer and Credit Card.

Blossom Multimedia have to develop and strengthen the company's competitiveness by having a good reputation in the market, because in the online business market reputation is vital to customer because they have to trust the business if they are going to make a purchase. The company's reputation can be in the form of attractive promotions, trust, and the customers' experience.

On the other hand, online business demands the seller to act fast to face the competition that moves rapidly and full of uncertainty. Therefore, several attempts have been made by the company to maintain customer loyalty. Creating new creative ideas such as providing various types of discounts or promotions is one way for customers to continue to provide trust and continue to use their services.

Based on the previous research, customer loyalty to a brand is an important factor for the company to stay on top of their other competitors. Giddens (2002) argues that customers who are loyal to a brand tend to have characteristics like tend to make repeat purchases, willing to pay more, recommend the brand to others, committing to the brand and always following information related to the brand. When customers are making a purchase transaction with the company, they would want a remarkable experience. So, it can be concluded that the experience of customers is one of the main factors to create customer loyalty.

Customer experience is the most important thing for the company because it can find out how consumers perceived the company or product. By doing so, the company knows how to acquire

customer loyalty. Research by **Schmitt (1999) states that** *experiential marketing* is a business used by companies or marketers to package products so they can offer emotional experiences to touch the sensitive sides of the consumers.

Experiential marketing is one of the efforts that has plenty of useful benefits for companies that acquire customer loyalty for a product. The experiential marketing variables can end up with a good perspective on a product and impact the form of the emergence of the value of experience in a product, both goods, and services. The main purpose of experiential marketing is to build relationships so that consumers respond to product offerings based on emotional and rational response levels (Wachid Fz, 2011).

Experiential marketing can be applied by creating a product that will provide an unforgettable experience for customers to support a suitable marketing program. Consumers' positive experience can build a company image and raise their interest to be loyal customers. Previous research from Gita Sugiyarti and Hendar (2017) show that experiential marketing has a positive association between experiential marketing and brand loyalty.

One of the cities in Indonesia that has considerable potential for Blossom Multimedia is Malang, Malang is one of the student cities in Indonesia with many colleges, which become the main interest for thousands of students from both inside and outside Malang. Other than students also a lot of companies and offices with employees in Malang. There are a lot of potential customer for Blossom Multimedia because students and office workers need electronic devices, such as laptops and personal computer to study and work.

Research by Ade Permata Surya (2019) mentions that promotion has a significant positive effect on customer loyalty. Companies can make various efforts to attract consumers' communication, visually, and behavior. For example, current various types of promotions are carried out by companies to attract interest and strengthen the loyalty of their customers. Promotions made are usually in the form of cashback and discounted prices for buying the whole computer set. In line with the research above, Blossom Multimedia used promotion with both offline and online. The offline advertisement is in the form of banners, flyers, and in exhibitions in public places such as malls. Meanwhile, the online advertisement is in the form of Youtube advertisement, Facebook posts, Instagram pictures, etc.

To attract consumers interest in buying products from Blossom Multimedia, effective promotion is needed at a competitive price compared to the prices offered by competitors. An attractive promotion will affect the customer's preference. Therefore, companies will continue to be motivated to create attractive promotions to attract more customers. By doing so, customers will tend to compare the prices offered by competitors.

Improving reputation and maintaining the good name of the company is done so that the company's goal can be achieved by using the public relations strategy. Public relation is a communication effort made by the company to influence the judgment and views of the company from its own consumers. Public relation also means communication between the technician from the store with the customers.

Another factor that can be considered for decision-making in online business orders is trust. The variable of trust has a strong impact on the effectiveness and efficiency of relationship marketing. Customers can obtain a trust in a brand through information about the company. Therefore, trust is closely related to customer loyalty. Research by Roshana Gul (2014) mentions that there is a significant and positive relationship between trust and customer loyalty. Customer loyalty is the main goal that is pursued from modern marketing. Ali Hasan (2008) states that customer loyalty is a customer who repurchases an item or service but has a commitment and a positive attitude towards the service company, for example, by recommending others to buy or use.

Customers build a service expectation from several sources, such as word of mouth information, past experience, and advertising. Customers will feel satisfied if the experience they get is more than what they expected. If they feel as expected, repeated purchases will occur. That way, it can be said that consumer loyalty has been earned. This research discussed whether some promotion mix, experiential marketing, and trust techniques and dimensions affect Blossom Multimedia customers loyalty. Based on this explanation, the researchers were interested in

conducting a research entitled**: "The Effect of Promotional Mix, Trust, and E**

xperiential Marketing Towards Customer Loyalty of an Online Store: A Study on the Customers of Blossom Multimedia."

LITERATURE REVIEW

Promotion Mix

Promotion is defined as one of the priority components of marketing activities that inform consumers that the company is launching new products that tempt consumers to purchase (Hermawan A 2012).

It can be concluded that promotion is an important factor that focuses on the marketing field to attract customers' interest in the products. In that case, the company must be creative in its promotional activities. In the promotion mix method, there are various communication devices used for promotional activities. The main purpose of this method is to convey information about the product to its target costumers effectively. Promotion mix is a part of the marketing mix.

Accorindg to Kotler and Armstrong (2001), there are five dimensions and indicators of the promotion mix:

1. Advertising
2. Direct Marketing
3. Public Relations
4. Sales Promotion

Experiential Marketing

Research by **Schmitt (1999) states that** *experiential marketing* is a business used by companies or marketers, to package products so they can offer emotional experiences to touch the hearts and feelings of prospective consumers. Furthermore, Chandra (2008) emphasize that experiential marketing is a marketing strategy wrapped in activities to provide an experience that can leave an impression on the hearts of consumers.

Experiential marketing can be very useful for a company that wants to enhance a brand in downward stage, differentiate their products from competing products, create an image and identity for a company, and increase innovation and persuade customers to try and buy products (Maghnati et al., 2012).

In a study by Kustini (2011), she tested experiential marketing's relationship towards customer loyalty. Her findings determined that experiential marketing is a positive and significant variable contributing to loyalty. In addition, Sugiyarti and Hendar (2017) explore the relationship between experiential marketing and customer loyalty. They assume that a positive association exists between experiential marketing and trust.

According to Schmitt (1999), experiences modules that will be managed in experiential marketing include sense, feel, think, act, and relate. Below is the details of the five indicators according to Schmitt as cited in Kustini (2007):

1. Sense
2. Feel
3. Think
4. Act
5. Relate

Trust

Morgan and Hunt (1994) define trust as confidence that one party has on another because of the other party's honesty and reliability. Trust is the certainty of consumers when their thoughts are clarified by repeatedly remembering from market participants. Trust can encourage the intention to buy or use a product by eliminating doubts. Trust depends on several factors between individuals and organizations, such as competence, integrity, honesty, and kindness. Building trust can be difficult in online situations, and companies apply strict regulations to their online business partners compared to other partners.

According to Kotler and Keller (2012), trust is the willingness of companies to depend on business partners. Buyers worry that they will not get the right quality product or service delivered to the right place at the right time. From this definition, it can be concluded that trust is the result of achieved expectations by companies to customers. If all of the customers' expectations are fulfilled, the customer will maintain a relationship with the company in the future (Moorman et al., 1992).

According to Gefen and Straub (2004), there are three dimensions or indicators of the concept of trust:

1. Integrity
2. Benevolence
3. Ability

Hypothesis

H_1: Promotion Mix (X_1) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang

H_2: Trust (X_2) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang

H_3: Experiential Marketing (X_3) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang.

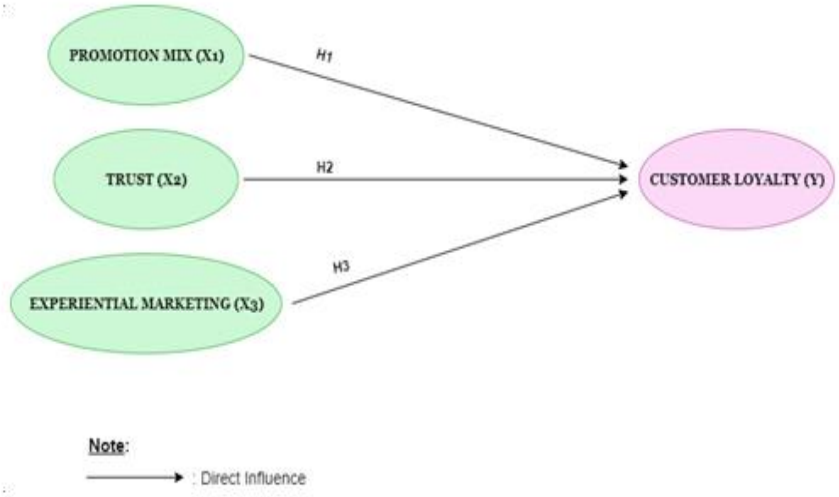


Figure 1: Research Framework

RESEARCH METHOD

The research method that used was explanatory research with quantitative approach. In this Research, the independent variables are Promotion Mix (X_1),Trust (X_2) and Experiential Marketing (X_3). While the dependent variable is the Customer Loyalty (Y). The research location took place in Malang city because it is an education city/student city, where many universities and schools are established in Malang. There are thousands of students in Malang, and it is potential for electronic online shop such as Blossom Multimedia.

The population in this study were all users or customers of Blossom Multimedia that have made online order in Malang.

In multivariate research that included multiple regression analysis, the sample size must be at least 10 times the number of variables in the research and a maximum of
500. In this research, the number of variables studied were three independent variables and one dependent variable, so the minimum sample size is 10 x 4 variables = 40 respondents.However, to strengthen

the results of this research, the number of respondents was 100 people.

RESEARCH RESULTS AND DISCUSSION

Table 1. Regression Results

Variable Bound	Variables	Unstandardized Coefficients	Standardized Coefficients (Beta)	t	Sig.	Result
Y	(Constant)	7.860		4.708	0.000	
	X1	0.276	0.380	3.672	0.000	Significant
	X2	0.241	0.260	2.526	0.013	Significant
	X3	0.140	0.229	2.367	0.020	Significant
R : 0.788						
R Square : 0.621						
Adjusted R Square : 0,609						
F count : 52.477				F table : 2.699		
Sig. F : 0.000				t Table : 1.985		

The regression model used is standardized regression because the data used in this study are interval data measured using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group. In standardized regression, the variable size or answer size has been equated. The regression equation obtained based on Table 1 is as follows:

$Y = 0.380\ X_1 + 0.260\ X_2 + 0.229\ X_3$

In this study, 100 people were taken as respondents. Instrument test of the study consist of validity and reliability tests, the results obtained were validity tests with a significance value greater than r table, which means that each *item* variable is valid so that it is concluded that these *items* can be used to measure research variables. Followed by a reliability test using Cronbach's alpha, where each variable was found to be reliable because the value of Cronbach's alpha was greater than 0.6.

The classical assumption test is the next test. The classic assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. Starting from the normality test, it can be seen in the table Normality Test Results where the test is carried out using the method Kolmogorov-Smirnof, with a significant value where the value is greater than 0.05, which means that unstandardized is normally distributed.

The second test is the multicollinearity test with a value tolerance of each variable greater than 0.1 and a VIF value greater than 10. It can be concluded that there is no multicollinearity between the independent variables. The third test is the heteroscedasticity test with the results of the diagram scatterplot not forming a certain pattern, so there is no heteroscedasticity. It can be concluded that there

is a homogeneous (constant) variety, or in other words, there are no heteroscedasticity symptoms.

The Influence of Promotion Mix (X_1) on Customer Loyalty (Y)

According to the results of testing Hypothesis 1 (H1) about the promotion mix that affects customer loyalty, it can be concluded that customer loyalty will increase if the company adopts the promotion mix approach correctly. After doing research, it is proven that when consumers feel that the online store is easier and more convenient, it makes the customers happy and keeps using it because it is beneficial and make customers loyal. Furthermore, giving a good image in the view of customers is also very important because it can cause a sense of loyalty.

So, it can be concluded that the Promotion Mix has a positive and significant influence on Customer Loyalty.

The Influence of Trust (X2) on Customer Loyalty (Y)

According to the results of Hypothesis 2 (H2) regarding trust effect on customer loyalty, it can be concluded that customers will have more loyalty if they have trust in the products or services they are using. After conducting the research, it is proven that customers believe that the company that they are using will always look after their images.

So, it can be concluded that Trust has a significant influence on Customer Loyalty.

The Influence of Experiential Marketing (X3) on Customer Loyalty (Y)

Based on the results of testing Hypothesis 3 (H_3) regarding experiential marketing effect on customer loyalty, it can be concluded that if customers have a good experience when using the products or services, they will become loyal customers. After conducting the research, it is proven that in the experience of the customers shopping online, if it is easier, simple, and convenient then it is likely that they will become loyal customers who will always use the Blossom Multimedia online application.

So, it can be concluded that Experiential Marketing has a significant influence on Customer Loyalty.

CONCLUSION & SUGGESTIONS

Conclusions

The simultaneous effect (jointly) of each independent variable on Customer Loyalty was carried out using the F-test from the results of multiple linear regression analysis. The value of F count is 52.477. While the F table ($\alpha = 0.05$; db regression = 3: db residual = 96) is 2.699. Because F count> F table, namely 52.477> 2.699 or the value of Sig. F (0.000) $<\alpha = 0.05$ then the regression analysis model is good. It means that the independent variables have a significant effect simultaneously on Customer Loyalty. So, it can be concluded that the testing of the hypothesis can be accepted.

2. To determine the effect of individual (partial) independent variables (Promotion Mix (X_1), Trust (X_2), and Experiential Marketing (X_3)) on Customer Loyalty, it was carried out by testing the t-test. Based on the test results, it is found that there are three variables that have a significant influence on Customer Loyalty with Promotion Mix (X_1) being the most influential with a significant of 3.672, and Trust (X_2) being the second most influential with a significant of 2.526 , and the least influential is Experiential Marketing (X_3) with a significant of 2.367.

3. Based on the results of the t-test, it was found that the Promotion Mix variable had the t-value and the largest beta coefficient. So that the Promotion Mix variable has the strongest influence compared to other variables, the Promotion Mix variable has a dominant influence on Customer Loyalty.

Suggestions

1. According to the research, in order to increase customer's loyalty, it is expected that the company to always pay attention towards the independent variables, customer loyalty especially on the promotion mix part, trust and experiential marketing.

2. It is expected that the company can maintain and improve the quality of the promotion mix because the it has the most dominant influence on customer loyalty. And then the company can to pay attention towards trust and experiential marketing.

REFERENCES

Agus, Hermawan. (2012). *Komunikasi Pemasaran*. Jakarta. Penerbit Erlangga.

Andreas et al. (2017). The Effect of Customer Trust, Brand Image, And Service Quality on Customer Loyalty of Airlines E-Ticket Service (Study on Traveloka).

Andreani, Fransisca. (2007). Experiential Marketing (Sebuah Pendekatan Pemasaran). *Jurnal Manajemen Pemasaran*, 2(1), 1-8.

Auh, S., and Johnson, M. D. (2005). Compability Effects in Evaluation of Satisfaction and Loyalty. *Journal of Economic Psychology*, 26(1), 35-57.

Ayudya et al. (2017). An Analysis on Customer Satisfaction, Trust, and Loyalty Towards Online Shop (A Case Study of Tokopedia.com). *Indonesian Journal of Business and Entrepreneurship*, 3(2), 101-110.

Bernarto, Innocentius, Patricia. (2017). Pengaruh Perceived Value, Costumer Satisfaction dan Trust terhadap Costumer Loyalty Restoran XYZ di Tanggerang. *Journal of Business and Entrepreneur*, 1(1), 36-49.

Bhaskar, P. Dhani and Kumar, D. Prasanna. (2016). Customer Loyalty on E-Commerce. *International Journal of Management Research & Review*, 6(12), 1661-1668.

Boddewyn, J.J. and Leardi, M. (1989). Sales Promotion Practice, Regulation and Self-Regulation Around the World. *International Journal of Advertising*, 8(4), 363-374.

Burke, Johnson & Christensen Larry. (2000). *Educational Research Quantitative and Qualitative Approaches*, 2nd Edition. The University of Michigan.

Chandra, Handi. (2008). *Marketing untuk Orang Awam*. Palembang. Maxicom.

Chao, Dr. Ren-Fang. (2015). The Impact of Experimental Marketing on Customer Loyalty for Fitness Clubs: Using Brand Image and Satisf action as the Mediating Variables. *The Journal of International Management Studies*, 10(2), 52-60.

Chelliah, John and Clarke, Elizabeth. (2011). Collaborative Teaching and Learning: Overcoming the Digital Divide.

Chen, S.-C., & Lin, C.-P. (2014). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Journal of Technological Forecasting & Social Change xxx (2014)*, 1-11.

Chitty, B, Luck, E, Barker, N, Sassenberg, A, Shimp, T A & Andrews, J.C. (2018). *Integrated Marketing Communications*, 5th Edition. Cengage Learning Australia Pty Limited. South Melbourne, Victoria, Australia.

Dharmesta and Irawan. (2007). The Effect of Marketing Mix on Loyalty Through Customer Satisfaction in PT.Merck Tbk Cabang Medan

Dick, A.S. and Basu, K. (1994). Customer loyalty: Toward An Integrated Conceptual Framework. *Journal of Academy of Marketing Science*, 22(2), 99-113.

Djaslim, Saladin dan Herry, Achmad Buchory. (2010). *Manajemen Pemasaran Ringkasan Praktis, Teori, Aplikasi, dan Tanya Jawab*. Bandung. Linda Karya.

Durianto, Darmadi, Sugiarto, L. J. Budiman. (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta. PT Gramedia Pustaka Utama.

Elia et al. (2016). Enhancing Brand Experience Along with Emotional Attachment Towards Trust and Brand Loyalty. *Management and Entrepreneurship Journal*, 18(1), 33-44.

Fazal et al. (2017). Determinants of Personal Factors in Influencig the Buying Behavior of Consumers in Sales Promotion: A Case of Fashion Industry. *The Journal of Young Consumers*, 18(4), 408-424.

Gefen, D. dan Straub, D.W. (2004). Consumer Trust in B2C e-Commerce and the Importance of SocialPresence: Experiments in e-Products and e-Services. Omega: *The International Journal of Management Science*, 32(6), 407-424.

Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*, 25(5), 395-410.

Ghazali, Imam. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPPS*, 4th Edition. Semarang. Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*, 8th Edition. Semarang. Badan Penerbit Universitas Diponegoro.

Giddens, Nancy and Hofmann, A. (2002). *Brand Loyalty*. Missouri Value Added Development Center. University of Missouri.

Goswami, Ananya and Dutta, Sraboni. (2016). Gender Differences in Technology Usage-A Literature Review.

Gounaris, Spiros & Stathakopoulos, Vlasis. (2004). Antecedents and Consequences of Brand Loyalty: An Empirical Study. *Journal of Brand Management*, 11.

Griffin, Jill. (2012). *Customer Loyalty*. Jakarta. Penerbit Erlangga.

Gujarati, Damodar N. (2004). *Basic Econometrics*. Jakarta. Penerbit Erlangga.

Gul, Roshana. (2014). The Relationship between Reputation, Customer Satisfaction, Trust, and Loyalty. *Journal of Public Administration and Governance*, 4(3), 368-387.

Gurusinga, I. F., Fauzi A., and Sembiring, B. K. F. (2019). The Effect of Relationship Marketing and Promotion Mix on Loyalty with Customer Satisfaction As An Intervening Variable (Digital Marketing Study of Bank Tabungan Pensiunan Negara). *International Journal of Research and Review*, 6(11), 55-60.

Hasan, Ali. (2008). *Marketing*. Yogyakarta. Media Utama.

Hayati, Nur. (2011). The Effect Of Customer Satisfaction, Customer Trust On Customer Loyalty Of The Card Users Of PT. Indosat Tbk

Hsu et al. (2007). Knowledge Sharing Behavior in Virtual Communities: The Relationship between Trust, Self-Efficicacy, and Outcome Expectations.

Kassim, Norizan and Abdullah. (2018). Customer Loyalty in e-Commerce Settings: An Empirical Study.

Khisada, Zeyad and Wahab, Norailis. (2013). Factors Affecting Customer Loyalty in Islamic Banking: Evidence From Malaysia Banks. International Journal of Business and Social Science.

Kotler, Philip and Amstrong, G. (2001). *Principles Marketing*. Prentice Hall Int. Inc., 9th Edition. Engelwood Cliffs.

Kotler, Philip and Amstrong, G. (2006). *Principles Marketing*, 12th Edition. Volume 2. Jakarta.

Kotler, Philip and Amstrong, G. (2012). *Principles of Marketing*, 14th Edition. New Jersey. Prentice-Hall Published.

Kotler, Philip and Keller, K., L. (2006). *Marketing Management*, 12th Edition. 1. New Jersey. Indeks.

Kotler, Philip and Keller, K., L. (2012). *Marketing Management*, 14th Edition. Pearson Education, New Jersey. Prentice Hall.

Kotler, Philip and Keller, K., L. (2016). *Marketing Management*, 15th Edition. Canada. Pearson Education, Inc.

Kustini, Nuruni I. (2011). Experiential Marketing, Emotional Branding and Brand Trust and Their Effect on Loyalty on Honda Motorcycle Product. *Journal of Economic, Business, and Accountancy Ventura*, 14(1), 19-28.

Lam, S.Y., Shankar, V., Erramilli, M.K. and Murthy, B. (2004). Customer Value, Satisfaction, Loyalty, and Switching Cost: An Illustration from A Business-to-Business Service Context. *Journal of the Academy of Marketing Science*, 32(3), 293-311.

Leninkumar, Vithya. (2017). The Relationship Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). 450-465.

Lovelock, Christopher and Jochen, Wirtz. (2004). *Services* Marketing, 7th Edition. Prentice Hall. New Jersey.

Lupiyoadi, R. (2014). *Manajemen Pemasaran Jasa*, Edisi 3. Jakarta. Salemba Empat.

Maghnati, Farshad., Kwek Choon Ling and Amir Nasermoadeli. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *Journal of International Business Research*, 5(11).

McAllister, Daniel. (1995). Affect and Cognition-Based Trust Formations for Interpersonal Cooperation in Organizations.

Moorman, C., Zaltman, G and Deshpande R. (1992). Relationships Between Providers and Users of Marketing Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(3), 314-329.

Morissan. (2007). *Periklanan Komunikasi Pemasaran Terpadu.* Jakarta: Ramdina Prakarsa.

Morgan, R. M & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. The *Journal of Marketing*, 58(3), 20-38.

Mullins, John W & Walker Jr, Orville C. (2013). *Marketing Management A Strategic Decision-*

Making Approach, 8th Edition. Singapore: McGraw-Hill Education.

Ndubisi, Nelson Oly. (2007). Relationship Marketing and Customer Loyalty. *Journal of Marketing Intelligence and Planning*, 25(1), 98-106.

Nema, G., et al. (2012).Impact of Sales Promotion Techniques on Consumer Buying Decision with Respect to Personal Care Products Among College Teachers of Indore. *Arash a journal of ISMDR*, 2(1), 29-35.

Nugroho. (2005). *Strategi Jitu Memilih Metode Statistik Penelitian Dengan SPSS*. Yogyakarta.

Oliver, Richard L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 63, 33-44.

Pourdehghan, Adel. (2015). The Impact of Marketing Mix Elements on Brand Loyalty: A Case Study of Mobile Phone Industry. *The journal of Marketing and Branding Research*, 2, 44-63.

Ranaweera, Chatura . and Prabhu, Jaideep. (2003). The Influence of Satisfaction, Trust and Switching Barriers on Customer Retention in a Continuous Purchasing Setting.

Rizvi, S., & Zaidi, S. (2012). Short-Term and Long-Term Impact of Sales Promotion on Organizations' Profitability: A Comparative Study between Convenience and Shopping Goods. *International Journal of Business and Management*, 7.

Robbins, Stephen P. (1994). Essentials of Organizational Behavior 4th Edition. Englewood Cliffs: Prentice Hall.

Schmitt, Bernd H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: The Free Press.

Schmitt, Bernd H. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1/3), 53-67.

Sekaran, Uma and Bougie, Roger. (2010). *Research Methods for Business: A skill Building* Approach, 5th Edition. London. John Wiley & Sons, Inc.

Shirin, A. and G. Puth. (2011). Customer Satisfaction, Brand Trust and Variety Seeking as Determinants of Brand Loyalty. *African Journal of Business Management*, 5(30), 11899 – 11915.

Sobari, Nurdin. (2018). The Influence Experiential Marketing and Customer Value to Loyalty Moslem Tourists.

Statista. (2019). Indonesia: Number of Internet Users 2017-2023. Retrieved from <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>

Stone, Bob and Jacobs. (2007). *Successful Direct Marketing Methods*, 8th Edition. McGraw Hill Education, New York.

Sugiyarti and Hendar. (2017). Experiential Marketing Creative Antecedence for Success of Brand Loyalty (A Study on the Users of Perfume for Body in Indonesia)

Sugiyono. (2001). *Metode Penelitian*. Bandung. Alfabeta.

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung. Alfabeta.

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung. Alfabeta.

Surya, Ade, Permata. (2019). Customer Loyalty from Perspective of Marketing Mix Strategy and Customer Satisfaction (A Study from Grab Online Transportation in Era of Industrial Revolution 4.0). *Jurnal Ilmiah Manajemen*, 9(3), 394-406.

Suryani and Hendryadi. (2015). *Metode Riset Kuantitatif Teori dan Aplikasi Pada Penelitian Bidang Manajemen dan Ekonomi Islam.*

Tjan, Sylvia. (2015). The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center.

Tjiptono, Fandy. (2014). *Pemasaran Jasa, Prinsip, Penerapan, dan Penelitian*. Yogyakarta

Tonder, Estelle and Petzer, Johannes. (2018) The Interrelationships Between Relationship Marketing Constructs and Customer Engagement Dimensions.

Wachid Fz. 2011. *Inilah Konsep Experiential Marketing*, *https://marketing.co.id/inilah-konsep-experiential-marketing/*>

Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertising among Chinese consumer. *Journal of International Direct Marketing*, 3(1), 52-66.

Wu, Mei-Ying and Tseng, Li-Hsia. (2015). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1).

Yap, Bee Wah, Ramayah, T., Nushazelin, Wan, Shahidan, Wan. (2012). Satisfaction and Trust on Customer Loyalty: A PLS Approach. *Business Strategy Series*, 13(4), 154-167.