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MARKETING | RESEARCH ARTICLE

The Effect of Experiential Marketing and Emotional Marketing on Customer Satisfaction

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Abstract: This study aims to determine the effect of Experiential Marketing and Emotional Marketing variables on Customer Satisfaction at Aqila Ramlan Tailor Textile Mamuju Sewing Business. The research method used quantitative methods with primary data using a questionnaire. Respondents in the study were all customers who made purchases of Aqila Ramlan Tailor Textile Mamuju Sewing Business; the sample used an accidental sampling technique with a sample size of 30 respondents. The formula in this study uses multiple linear regression, validity test, reliability test, multiple linear regression, t-test, and F test. This study's results indicate that experiential and emotional marketing positively and significantly affect customer satisfaction at Aqila Ramlan Tailor Textile Mamuju Sewing Business. Experiential Marketing and Emotional Marketing simultaneously impact substantially purchasing decisions at the Aqila Ramlan Tailor Textile Mamuju Sewing Business.

Keywords: Experiential Marketing, Emotional Marketing, Customer Satisfaction.

JEL Classification Code: M31, L81, C83

1. INTRODUCTION

Competition in the business world today is getting tougher every day because each company has unique product demands, attractiveness, and the ability to attract consumers by providing defense and strategies to enter the current market. A company must get or implement the right plan to survive and win the competition toward the company's desired goals. In today's millennial era, many young people are starting to learn to sew. There are many reasons for learning to sew, including the love of fashion. A tailor is a worker who can create clothing. Sewing products can usually be in clothes, curtains, mats, sheets, and clothes. Sewing connects fabrics for sewn objects such as flags, tents, shoes, bags, and book covers, Rifaldi (2020). The sewing process can be done by hand or with a sewing machine. One of the many sewing activities is clothes because being a reliable tailor is not easy. Still, there are several procedures for making designs in advance, namely making patterns. There are procedures for cutting good and correct fabrics so that the resulting fabric fits the body according to the customer's desired taste.

The survival of the clothing sewing business amid the progress of the convection business can be caused by several factors, including the fact that the sewing service business has an excellent opportunity to attract customers. This is because people often like clothing models in a shop, but none of the sizes fit their body size. Besides, many people do not want to wear market clothes. Therefore, they compete to find tailor services to work on clothes according to their wishes. Listening to customer requests is the primary key that must be done in the tailoring business because from there, the stitching model desired by the customer will be found, which is then done by the tailor; the tailor serves with his reliability in terms of sewing and design, even though there is no joint management and development, the tailor can develop his quality individually, and complaints from customers are regular. Rifaldi (2020).

Many people, including large, middle, and low-class, need stitching services. This tailoring business does not only run at a particular time but can also be done at any time. Although people can



find various styles of clothes and types of fabrics in shops, people are more likely to come to tailors to make their clothes; they believe that tailors can help and meet their needs, that is, they can determine the type of fabric and style and size of their clothes according to their desired taste based on their body size. Aqila Ramlan Tailor Textile Sewing Business is one of the clothing sewing places in Mamuju Regency, West Sulawesi which is located on Andi Makkasau Street, Karema Village, Mamuju District, Mamuju Regency, which has developed quite rapidly until now.

Based on preliminary observations at the Aqila Ramlan Tailor Textile Mamuju Sewing Business, in achieving customer satisfaction, customers will be influenced by several considerations of a product and service they use, in terms of experiential marketing, which is less applied to the Aqila Ramlan Tailor Textile Sewing Business, such as the atmosphere or condition of the business premises which is less comfortable for customers who are waiting. Some customers have used this sewing service several times, saying that although the stitching results are pretty neat, the timeliness of the completion of customer goods still sometimes exceeds the previously specified day, especially during religious holidays such as holidays or other big so that it can provide a poor purchasing experience for Aqila Tailor Textile Sewing Business. Furthermore, in terms of emotional marketing, based on the information of customers who say that employees are less responsive if given advice or input related to customer desires, they do not provide guarantees or guarantees for product results that are not to customer expectations. The lack of delivery of information (advertising) on social media only relies on word of mouth so unsatisfied customers can quickly move to a sewing place. Based on the phenomena previously described by the author, he is interested in conducting research by taking the title *The Effect of Experiential Marketing and Emotional Marketing on Customer Satisfaction (Case Study at Aqila Ramlan Tailor Textile Mamuju Sewing Business)*.

2. LITERATURE REVIEW

In everyday life, marketing can be interpreted as distributing goods or services to sellers or buyers using legal tender, and it is considered to have a selling value equivalent to goods or services. According to Alma, B. (2021: 1), Marketing is an activity or process carried out by someone not only offering goods or selling but also using various methods so that a sale and purchase agreement occurs between consumers and producers. Meanwhile, according to Warnadi and Triyono. Wulandari et al. (2023) say marketing includes activities to identify consumer needs, marketing research, product development, pricing distribution, and promotion. Kotler and Armstrong (2019) also express a similar opinion, saying that marketing is a social and managerial process in which individuals or organizations get what they need and want by creating and exchanging value with others.

Marketing activities certainly have a purpose. The purpose marketing is an activity carried out by someone in the form of understanding market share demand, maintaining the good name of the business or company, and all consumer, producer, and partner requests so that, in the process, it can meet the needs according to the desired demand. Supriyanto and Ernawati in Assidiq et al. (2023) argue that marketing generally aims to meet needs, wants, and expectations. Meanwhile, according to Firmansyah (2019), marketing is an organizational function and a series of processes to create, communicate, and provide value to customers and manage customer relationships to benefit the organization and stakeholders. Marketing strategy plays a vital role in achieving a company's desired goals. Marketing strategy is a picture or realization of a company's efforts to achieve the goals it has aspired to. According to consumers Gugup Kismono in Assidiq et al. (2023), marketing strategy is a procedure for the work process to meet market share needs, which consists of everything that can influence purchasing decisions.

According to Kertajaya in Yanto (2022), experiential marketing is a marketing concept that aims to form loyal customers by touching customer emotions and creating positive experiences and a positive feeling towards their services and products. Furthermore, according to Rianti & Oetomo (2017), experiential marketing is a marketing approach that involves consumer emotions and feelings by creating unforgettable positive experiences so that consumers consume and are fanatical about specific products. According to Schmitt in Maulidiyah (2023), experiential marketing is a way to get customers to create experiences through the five senses, create affective experiences, create creative thinking experiences, create customer experiences with behavior and lifestyle and with other

experiences as a result of interactions with others (act), create experiences that are connected to social, lifestyle, and cultural conditions which are the development of sensations, feelings, cognitions and actions (relate). According to Schmitt in Yanto (2022: 20), experiential marketing indicators are:

- a. Sense is created to provide aesthetic pleasure by stimulating the five human senses.
 - Sight is what consumers see through their sense of sight so that they can judge from their own eyes' perspective.
 - Sound, what consumers hear through the sense of hearing, is what is desired or not.
 - Touch is something consumers feel through their sense of touch.
 - Taste is something consumers feel is related to the sense of taste.
 - Odor is what consumers perceive through the sense of smell to judge whether the object is liked or not.
- b. Feel
 - Feelings, what consumers feel from the consumed attributes.
 - Moods are a subset of feelings considered less intense than emotions and often occur without a specific event as a stimulus.
 - A consumer's mental emotion is an intense feeling directed towards an object caused by a specific event.
- c. Think about consumer involvement in consumer services:
 - Location or place of business
 - Forms of service provided
 - Guaranteed products
- d. Act
 - Behavior, namely the processes and activities when a person is related to the search, selection, purchase, use, and evaluation of products and services to meet their needs.
 - Lifestyle is a person's behavior in spending his money and allocating his time.
 - Consumer interest in the place
- e. Relate, Sense, Feel, Think, Act, and Relate Engagement. Namely, the overall relationship of variables that create experiences based on the stimulus given to all aspects of the consumer, such as consumer interest and selection of a comfortable place.

According to Robinette in Nareswawari (2019), Emotional marketing is a technique used by companies to build sustainable relationships that make customers feel valued. Emotional marketing leads to rarely imitating strategies and provides a strong competitive advantage. Furthermore, according to Kartajaya (2010), emotional marketing is a way for marketers to win increasingly fierce competition by using an emotional approach. A rational approach is insufficient; therefore, an emotional marketing strategy is needed. Meanwhile, Sharman in Wungkana et al. (2022) states that emotional Marketing is one of the new approaches in the world of marketing, which seeks to create a relationship between companies and consumers, which is then expected to be one of the primary keys in stimulating consumers and generating loyalty to a brand. According to Robinette in Nereswari (2019), emotional marketing indicators, namely:

- a. Product, in the form of an affordable product offered at a competitive price so that all groups can enjoy the products offered.
- b. Money, namely the price of the product offered, is affordable and competitive. Competitive prices and product quality cost to enter the current market. It is not enough to have the power of emotion to overcome inferior or unreasonable prices. In the end, prices and products are easy to imitate.

- c. Equity, Trust: when a brand or product that is marketed gains customers' trust, it can be the foundation for the company to be better and have a positive impact. Besides, the relationship between the company and consumers is getting closer.
- d. Experience is directly related to the customer, which is the attitude of consumers shown for the product or service provided by the company. This consumer attitude can affect the sustainability of a company.
- e. Energy, products, and services needed by consumers can be easily obtained or easily accessed and provide comfort and effectiveness for consumers. Consumers need this convenience to get or use the products or services provided.

2.1. Customer Satisfaction

According to Kotler and Keller (2018), Satisfaction is a person's pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. Oliver in Rosmana (2018) states that satisfaction is a consumer assessment of the features of a product or service that successfully fulfills needs at a pleasant level, either below or above expectations. Tjiptono (2015) states that customer satisfaction is central to modern marketing thought and practice; competition can be won if companies create and retain consumers. According to Fahtira (2020), factors that affect customer satisfaction:

- a. Service Quality: Customers are satisfied with good service based on what is expected from company employees or employees.
- b. Product Quality: Customers will feel satisfied after buying and using good-quality products.
- c. Price: Usually, low prices are an essential source of satisfaction. However, the price factor usually does not guarantee a good quality product.
- d. Situational factors consist of possibilities that can affect service performance beyond the service provider's control.
- e. Personal/emotional factors, satisfaction is not due to product quality, but self-esteem or social value that satisfies customers with certain product brands.

According to Tjiptono (2016), there are several indicators of the customer satisfaction variable:

- a. Expectation match
All consumers always want expectations that match the product they will buy.
- b. Repurchase intention
This situation usually occurs when a consumer is satisfied with the services and products of a company.
- c. Willingness to recommend
A company will usually try to ask their regular customers to recommend their goods or products, both their new and old products.
- d. Creating purchasing decisions for the same company
Suppose a consumer is satisfied with a company's product. In that case, a consumer will look for other products in that company because consumers have considered the company's products to be good and what consumers want.
- e. Creating a brand image
The public can recognize a company's brand if the brand name's product can satisfy all consumers.

3. RESEARCH METHOD AND MATERIALS

This research was conducted at the Aqila Ramlan Tailor Textile Mamuju sewing business, Jalan Andi Makkasau Street, Karema Village, Mamuju District, Mamuju Regency. Qualitative data is data in the form of numbers or summarized qualitative data. Quantitative data in this study are the

population and research samples, questionnaire calculations, and research results. Quantitative data is obtained in numbers and poured into a frequency distribution table for respondents.

According to Sugiyono (2019), Population is a generalization area consisting of objects or subjects with specific quantities and characteristics set by researchers to study and then draw conclusions. Determining the population is the main thing in a study because the population can provide information or data useful for research. The population in this study is all customers of the Aqila Ramlan Tailor Textile Mamuju sewing business. According to Sugiyono (2019), The sample is part of the number and characteristics possessed by the population. Roscoe in Sugiyono (2019) provides suggestions on sample sizes for research, such as: If the research will perform multivariate analysis (correlation or multiple regression, for example), then the number of sample members is at least 10 times the number of variables studied, for example, there are three research variables (independent + dependent), then the number of sample members = $10 \times 3 = 30$. Therefore, due to limited knowledge about the size of the population, the sample withdrawal was carried out using accidental sampling, namely taking samples by chance, namely whoever happened to meet the researchers at the Aqila Ramlan Tailor Textile Mamuju sewing business with a sample size of 30 respondents. Analysis using multiple linear regression formulas, as quoted by Husain Umar (2011), namely:

$$Y = a + b X_{11} + b X_{22} + e$$

Description:

- Y = Customer Satisfaction
- a = Alpha (constant)
- b - b_{13} = Regression Coefficient
- X₁ = Experiential Marketing
- X₂ = Emotional Marketing
- e = Standard Error

This study used quantitative data analysis using multiple linear regression methods to prove the hypothesis that has been put forward. Quantitative analysis is an analysis that uses data expressed in a numerical form where these data are variables that are considered to have an effect on customer satisfaction at the Aqila Ramlan Tailor Textile Mamuju sewing business, Jalan Andi Makkasau Street, Karema Village, Mamuju District, Mamuju Regency.

4. RESULTS AND DISCUSSION

4.1. Validity test results

Based on the product moment table for the degree of freedom (df) = N - 2, where the number N (sample) is 30 - 2 = 28, the rateable value is 0.361.

Table 1. Validity Testing Results

No.		The value	Value	Description
1	X1.1	0,749	0,361	Valid
2	X1.2	0,777	0,361	Valid
3	X1.3	0,729	0,361	Valid
4	X1.4	0,807	0,361	Valid
5	X1.5	0,870	0,361	Valid
6	X2.1	0,866	0,361	Valid
7	X2.2	0,700	0,361	Valid
8	X2.3	0,785	0,361	Valid
9	X2.4	0,780	0,361	Valid
10	X2.5	0,590	0,361	Valid
11	Y.1	0,869	0,361	Valid
12	Y.2	0,897	0,361	Valid
13	Y.3	0,786	0,361	Valid

No.		The value	Value	Description
14	Y.4	0,824	0,361	Valid
15	Y.5	0,696	0,361	Valid
16	Y.6	0,665	0,361	Valid

Based on the table 1, it can be seen that the value of all s in the experiential marketing, emotional marketing, and customer satisfaction variables is declared feasible or valid, where the rcount> table value of 0.361.

4.2. Reliability Test

The reliability test is carried out by measuring a questionnaire, an indicator of the variable. A questionnaire is said to be reliable or reliable if a person's answer to a is consistent or stable over time. The indicator for the reliability test is Cronbach Alpha, a variable that is said to be reliable if it provides a Cronbach Alpha value> 0.60.

Table 2. Reliability Test Results

Variables	Cronbach's alpha	Figures	Ket.
Experiential Marketing (X1)	0,839	0,60	Reliable
Emotional Marketing (X2)	0,787		Reliable
Customer Satisfaction (Y)	0,879		Reliable

Based on table 2, it can be seen that the Cronbach alpha value of all variables tested is above 0.60. So, it can be concluded that all variables in this study are declared reliable.

4.3. Multiple Linear Regression Analysis Results

Table 3. Multiple Linear Regression Analysis Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.678	1.974		1.356	.186
	Experiental_Marketing	.557	.154	.502	3.626	.001
	Emotional_Marketing	.551	.168	.454	3.280	.003

a. Dependent Variable: Customer Satisfaction

Based on the results obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = a + b X_{11} + b X_{22} + e$$

$$Y = 2.678 + 0.557 (X1) + 0.551 (X2) + e$$

Based on the table 3, it can be concluded as follows:

- a. The constant value or state, when the customer satisfaction variable has not received intervention from the experiential marketing and emotional marketing variables, is 2.678. This means that the value of customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business, if it has not changed or when it is constant, is 2.678.
- b. The regression coefficient value of the experiential marketing variable shows a positive direction of 0.557. Suppose experiential marketing is included in customer satisfaction. In that case, customer satisfaction will increase, or every unit increase in experiential marketing variables will increase customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business by 0.557, assuming other variables are constant.
- c. The regression coefficient value of the emotional marketing variable shows a positive direction of 0.551. This means that if emotional marketing is included in customer satisfaction, customer

satisfaction will increase, or every one unit increase in emotional marketing variables will increase customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business by 0.551, assuming other variables are constant.

4.4. t-Test Results (Partial Test Results)

Partial hypothesis testing is intended to determine whether the independent variable partially affects the dependent variable; if the significance value is <0.05 or $\text{count} \geq \text{table}$, then H_a is accepted. Vice versa, if $\text{sig} > 0.05$ or $\text{count} < \text{table}$, then H_0 is accepted. Ttabel: $t (\alpha/2; n - k - 1) = t (0.05/2; 30 - 3 - 1) = 2.052$

Table 4. Partial t-Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.678	1.974		1.356	.186
	Experiental_Marketing	.557	.154	.502	3.626	.001
	Emotional_Marketing	.551	.168	.454	3.280	.003

a. Dependent Variable: Customer Satisfaction

4.5. f-Test

To discover the truth of this hypothesis, this study used the F-test tool to test the variables simultaneously on the team member performance variable by comparing the Fcount and Ftable values.

Table 5. The results of the f-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.359	2	105.679	68.194	.000b
	Residuals	41.841	27	1.550		
	Total	253.200	29			

a. Dependent Variable: Customer Satisfaction
 b. Predictors: (Constant), Emotional_Marketing, Experiental_Marketing

Based on table 5 simultaneously shows the results of the experiential marketing and emotional marketing variables on customer satisfaction, showing the Fcount value of $68.194 > F_{\text{table}} 3.354$, meaning that there is a simultaneous or joint influence and the significant value of $0.000 < 0.05$ means that there is a considerable influence. Based on the data analysis, it can be concluded that experiential marketing and emotional marketing simultaneously affect customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business. Thus, H_0 is rejected, and H_a is accepted.

5. CONCLUSION

Based on the research findings, it can be concluded that Experiential Marketing has a positive and significant effect on customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business. Similarly, emotional marketing also positively and significantly impacts customer satisfaction. Moreover, both Experiential Marketing and Emotional Marketing simultaneously considerably affect customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business. In light of these conclusions, it is recommended that Aqilah Ramlan Tailor Textile Mamuju Sewing Business continue to enhance experiential marketing by aligning service commitments with customer expectations and improving the neatness of stitching to match customer preferences. Additionally, the business should strengthen emotional marketing by increasing its presence on social media platforms to provide active information on available products and services. For future research, it is

advised to explore other variables that may also influence customer satisfaction at Aqilah Ramlan Tailor Textile Mamuju Sewing Business, which were not included in this study.

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