

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Effect of Experiential Marketing on Customer Loyalty: A Case Study of PT. Kansas Berkah Mandiri

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ABSTRACT

Customer loyalty is a critical element for business sustainability, especially in the service industry, where market competition is intense. One marketing approach considered effective at fostering loyalty is experiential marketing, which focuses on delivering meaningful, engaging experiences to customers. This study aims to examine the influence of experiential marketing on customer loyalty at PT Kansas Berkah Mandiri in 2025. A quantitative approach was employed, using a structured questionnaire distributed to 120 company customers. The data were analyzed using multiple linear regression to identify the effects of five experiential marketing dimensions: sense, feel, think, act, and relate. The results revealed that all five dimensions significantly and positively affect customer loyalty. These findings suggest that the company's efforts to create impactful customer experiences have strengthened loyalty. The study offers strategic insights for managers to enhance experience-based marketing efforts to retain customers in an increasingly competitive market landscape.

Keywords: Experiential Marketing, Customer Loyalty, Marketing Strategy, Customer Experience.

I. Introduction

In the ever-evolving digital era, the dynamics of business competition have become increasingly complex, no longer focused solely on product quality or competitive pricing. Companies are now required to create unique, relevant, and memorable experiences to build long-term customer relationships. This approach is known as experiential marketing, a promotional technique that aims to create emotional and interactive engagement between customers and brands (Prasetya et al., 2023). According to Schmitt (1999), experiential marketing consists of five main dimensions: perception (sensory experience), feeling (emotional experience), thinking (intellectual experience), acting (behavioral experience), and connecting (relational experience). These five dimensions aim to build a holistic customer experience that fosters positive perceptions and brand loyalty. This strategy is believed to provide greater personal and profound value than traditional marketing approaches. Several previous studies have demonstrated a strong relationship between experiential marketing and consumer loyalty.



Karuniatama et al. (2020) found that experiential marketing has a significant impact on retail customer loyalty in Indonesia. Similarly, Aqmarina and Aqwali (2023) revealed that experience-based and feeling-based marketing positively influence consumer loyalty, with customer satisfaction serving as a mediating factor in Tokopedia's e-commerce platform. PT Kansas Berkah Mandiri, as a company engaged in the provision of goods and services, faces the challenge of maintaining and enhancing customer loyalty amid increasingly intense competition. Although the company has implemented various marketing strategies, it must evaluate the effectiveness of experiential marketing in creating memorable customer experiences. This is crucial, as positive experiences can encourage repeat purchases and lead customers to recommend the company to others. Based on this background, the present study aims to examine the impact of experiential marketing on consumer loyalty at PT Kansas Berkah Mandiri in 2025. This research is expected to provide practical insights for companies in designing experience-based marketing strategies and to contribute to the academic literature in marketing, particularly within the Indonesian procurement industry.

II. Literature Review and Hypothesis Development

Management is a systematic process that involves a series of activities, such as planning, designing, implementing, supervising, and controlling, to achieve agreed-upon goals by utilizing human and other resources (Saputro, 2021). The main objective of management is to ensure that all organizational processes run effectively and efficiently to achieve predetermined goals. Marketing management is a branch of management science that focuses on planning, executing, and monitoring marketing strategies. According to Hamidah and Rangkuti (2023), promotion management is a stage that involves analyzing, designing, organizing, and controlling promotional programs to achieve profitable exchanges with target consumers. This view is reinforced by Setyaningsih (2021), who states that marketing management plays a key role in creating value through marketing mix activities to build long-term customer relationships. Experiential marketing is a modern marketing approach that emphasizes creating comprehensive, meaningful experiences for consumers. This concept has evolved in response to customers' need for emotional engagement and direct interaction with products or brands (Karuniatama, Barata, & Suyoto, 2020). Experiential marketing consists of five main dimensions:

- a. Sense: A sensory experience that engages the customer's five senses.
- b. Feel: An emotional experience that evokes customers' feelings.
- c. Think: A cognitive experience that stimulates creative thinking.
- d. Act: A behavioral experience that reflects customers' lifestyles and values.
- e. Relate: A relational experience that connects customers with communities or social groups.

According to Prasetya, Savitri, and Kurniawan (2023), experiential marketing can foster strong consumer loyalty by emphasizing emotional engagement and enjoyable experiences. This strategy is considered more effective than conventional approaches, as it provides added value through experiences rather than solely through products. Customer loyalty results from repeated positive experiences that encourage customers to make repeat purchases and recommend products or services to others. Fikry and Muflihah (2024) explain that loyalty emerges from satisfaction with the quality of service offered by a company, as well as from the emotional connection formed between customers and brands. Based on previous theoretical and empirical studies, there is a relationship between experiential marketing and consumer loyalty. A study by Karuniatama et al. (2020) indicates that experiential marketing has a significant impact on retail customer loyalty in Indonesia. Similarly, Aqmarina and Awali (2023) found that experiential marketing, mediated by customer satisfaction, increases customer loyalty on e-commerce platforms. However, only a few studies have specifically examined the simultaneous influence of all five dimensions of experiential marketing on customer loyalty in the context of goods and services procurement companies, such as PT Kansas Berkah Mandiri. Therefore, this study seeks to fill this gap by testing the impact of

experiential marketing on customer loyalty in a B2B environment. The hypothesis proposed in this study is as follows: Experiential marketing has a positive and significant effect on customer loyalty at PT Kansas Berkah Mandiri.

III. Research Method

This study employs a quantitative, survey-based approach. Quantitative techniques were chosen because they allow the objective, systematic assessment of relationships between variables through statistical analysis. The survey method was applied to collect primary data from participants through the distribution of questionnaires. The adopted research design is a descriptive-causal quantitative design, aimed at determining the influence of the independent variable (experiential marketing) on the dependent variable (customer loyalty). The research instrument consisted of an online questionnaire distributed via Google Forms, developed based on the parameters of each variable. The measurement used a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The population of this study includes all consumers of PT Kansas Berkah Mandiri. Since the exact population size is unknown, a non-probability sampling technique was used. The sampling was purposive, with specific criteria set for respondent eligibility:

- Having made at least one transaction with PT Kansas Berkah Mandiri.
- Being at least 18 years old.
- Willing to complete the questionnaire voluntarily.

The sample size was calculated using the Bernoulli formula with a 95% confidence level ($Z = 1.96$), a 10% margin of error, and equal probabilities of acceptance and rejection ($p = 0.5$, $q = 0.5$). Based on these calculations, the minimum required sample size was 96 respondents. However, to improve data accuracy, 120 respondents were ultimately included in this study. The collected data were analyzed using SPSS software for multiple linear regression. Prior to hypothesis testing, validity and reliability tests were conducted to ensure the suitability of the research instrument. Classical assumption tests were then performed, followed by the F-test (simultaneous), t-test (partial), and coefficient of determination (R^2) to measure the extent of the effect of the independent variable on the dependent variable.

IV. Results and Discussion

4.1. Validity Test

Table 1. Validity Test Result

Variable	Item	Correlation Value	P-Value	Cronbach's Alpha
Experiential Marketing (X)	X1	0.247	0.007	0.933
	X2	0.313	0.001	
	X3	0.245	0.007	
	X4	0.300	0.001	
	X5	0.263	0.004	
	X6	0.265	0.004	
	X7	0.287	0.001	
	X8	0.228	0.012	
	X9	0.251	0.006	
	X10	0.247	0.007	
	X11	0.690	0.000	
	X12	0.690	0.000	

Variable	Item	Correlation Value	P-Value	Cronbach's Alpha
	X13	0.620	0.000	
	X14	0.692	0.000	
	X15	0.684	0.000	
	X16	0.830	0.000	
	X17	0.778	0.000	
	X18	0.736	0.000	
	X19	0.668	0.000	
	X20	0.688	0.000	
	X21	0.698	0.000	
	X22	0.648	0.000	
	X23	0.713	0.000	
	X24	0.704	0.000	
	X25	0.845	0.000	
	X26	0.802	0.000	
	X27	0.744	0.000	
	X28	0.284	0.002	
	X29	0.697	0.000	
	X30	0.684	0.000	
	X31	0.678	0.000	
	X32	0.519	0.000	
X33	0.685	0.000		
Customer Loyalty (Y)	Y1	0.852	0.000	0.850
	Y2	0.860	0.000	
	Y3	0.870	0.000	
	Y4	0.743	0.000	

The validity test was conducted using SPSS version 25. All items of Experiential Marketing (X1–X33) and Customer Loyalty (Y1–Y4) showed correlation values greater than 0.196 with significance levels below 0.05, indicating that all items are valid.

4.2. Normality Test

Table 2. Normality Test

Model	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.051	120	.200*	.994	120	.897
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

The normality test was conducted using the Kolmogorov-Smirnov method. The results show a statistic value of 0.051 with a significance (p-value) of 0.200. Since the p-value > 0.05, the data are considered normally distributed.

4.3. Reliability Test

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.933	33

The reliability test results show that the Cronbach's Alpha value for the customer loyalty variable is 0.850. Since this value exceeds the minimum threshold of 0.70, the instrument is considered reliable for measuring the construct.

4.4. Simple Linear Regression

Table 4. Simple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.872	.415		2.101	.038
	Experiential Marketing	.142	.011	.775	13.304	.000

a. Dependent Variable: Customer Loyalty

The regression equation is: $Y = 0.872 + 0.142X$. These results indicate that experiential marketing positively affects customer loyalty. The constant value of 0.872 suggests that if experiential marketing ($X = 0$) does not exist, customer loyalty remains at 0.872. The regression coefficient of 0.142 shows that for every one-unit increase in experiential marketing, customer loyalty increases by 0.142 units. Thus, the stronger the positive experiences customers perceive, the higher their loyalty to the company.

4.5. t-Test

Table 5. t-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.872	.415		2.101	.038
	Experiential Marketing	.142	.011	.775	13.304	.000

a. Dependent Variable: Customer Loyalty

The results of the t-test show that experiential marketing has a significant effect on customer loyalty, with a t-value of 13.304 and a p-value of 0.000 ($p < 0.05$). This finding indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted, confirming that experiential marketing has a statistically significant impact on customer loyalty. The higher the level of experiential marketing, the greater the customer loyalty to the company.

4.6. Coefficient of Determination Test

Table 6. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.055 ^a	.003	-.071	1.37271
a. Predictors: (Constant), Experiential Marketing				
b. Dependent Variable: Customer Loyalty				

Based on the Model Summary table output, the R-square value is 0.600. This means that 60% of the variation in customer loyalty can be explained by experiential marketing, while factors outside the model explain the remaining 40%. This result indicates that experiential marketing makes a sufficiently substantial contribution to influencing customer loyalty.

4.7. Multicollinearity Test

Table 7. Multicollinearity Test Result

ANOVA ^a							
			Sum of Squares	df	Mean Square	F	Sig.
Customer Loyalty * Experiential Marketing	Between Groups	(Combined)	523.718	44	11.903	6.145	.000
		Linearity	401.387	1	401.387	207.223	.000
		Deviation from Linearity	122.331	43	2.845	1.469	.072
	Within Groups		145.274	75	1.937		
	Total		668.992	119			

The results of the linearity test between experiential marketing and customer loyalty show a significance value of 0.000 ($p < 0.05$), indicating a significant linear relationship. Meanwhile, the significance value for the Deviation from Linearity line is 0.072 ($p > 0.05$), indicating no significant deviation from linearity. In conclusion, the relationship between the two variables meets the linearity requirement and is suitable for further analysis using linear regression.

4.8. Heteroscedasticity Test

Table 8. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.180	.742		5.633	.000
	Experiential Marketing	-.021	.014	-.148	-1.500	.137
a. Dependent Variable: ABS_RES						

The heteroscedasticity test using the Glejser method was conducted by regressing the independent variable on the absolute value of the residuals. The test results show a significance value for the Experiential Marketing variable of 0.137 ($p > 0.05$), which indicates that this model does not exhibit heteroscedasticity.

Therefore, it can be concluded that the assumption of homoscedasticity holds, and the model can be used appropriately.

V. Conclusion

5.1. Conclusions

5.1.1. Experiential Marketing

Based on the descriptive analysis, the experiential marketing variable, comprising five dimensions (Sense, Feel, Think, Act, Relate), achieved an overall average score of 86%, placing it in the outstanding category.

- a. The dimension with the highest score was Act (87.33%), showing that PT Kansas Berkah Mandiri's services and products align with customers' lifestyles and encourage positive behavioral changes.
- b. The Think dimension (86.83%) indicates that the company's innovations and strategies can spark curiosity and attract customers' interest.
- c. The dimension with the lowest score was Sense (85.53%), although still within the outstanding category. This suggests that customers' sensory experiences can be further enhanced, particularly in aspects such as materials and equipment, which received the lowest indicator score of 80%.

5.1.2. Customer Loyalty

The descriptive analysis of customer loyalty showed an average score of 88%, indicating outstanding customer loyalty. This indicates that PT Kansas Berkah Mandiri's customers are loyal, willing to engage in repeat transactions, and willing to recommend the company's products or services to others, and remain committed despite competitors.

5.1.3. Instrument Validity and Reliability

All statement items for the experiential marketing (X1–X33) and customer loyalty (Y1–Y4) variables were found to be valid, with correlation coefficients above the critical value (0.196) and p-values < 0.05. Furthermore, Cronbach's Alpha values were 0.933 for experiential marketing and 0.850 for customer loyalty, indicating very high instrument reliability for both constructs.

5.1.4. Normality Test

The normality test using the Kolmogorov-Smirnov method yielded a p-value of 0.200 ($p > 0.05$), indicating that the data are typically distributed and suitable for parametric analysis.

5.1.5. The Influence of Experiential Marketing on Customer Loyalty

Simple linear regression analysis demonstrated that experiential marketing has a significant influence on customer loyalty.

- a. Regression equation: $Y = 0.872 + 0.142X$.
- b. A significance level of 0.000 ($p < 0.05$) with a t-value of 13.304 indicates that H_0 is rejected and H_1 is accepted.
- c. The coefficient of determination ($R^2 = 0.600$) shows that experiential marketing explains 60% of customer loyalty, while external factors beyond this study influence the remaining 40%.

5.2. Suggestions

For the company, although the Sense dimension was rated very good, several indicators, such as the quality of materials and equipment, still showed relatively lower scores, with 80% as the lowest. Therefore, the company is advised to improve the quality of materials and equipment used, as well as enhance visual and physical comfort in the service environment. This can be achieved by optimizing lighting, scents, and visual displays to better align with the company's brand identity. The Act dimension received the highest score (87.33%), indicating that PT Kansas Berkah Mandiri's products and services are well aligned with customers' lifestyles. To maintain this positive outcome, the company should continue innovating and developing solutions that remain relevant to lifestyle trends. In addition, actively providing customers with opportunities to participate in campaigns or corporate activities can help strengthen both emotional and behavioral engagement with the brand. The Relate dimension, although already included in the excellent category (86.67%), still offers opportunities for improvement. Companies can further strengthen customers' social connections by building customer communities or digital communication forums. Increasing two-way interactions through social media platforms or by organizing customer events will also enhance engagement and long-term attachment between customers and the company.

Customer loyalty, which already achieved a perfect average score of 88%, also needs to be consistently maintained and improved. To achieve this, the company is encouraged to develop customer retention strategies, such as implementing loyalty or reward programs for long-term customers. Moreover, transparent communication, quick responses to customer complaints, and consistent service quality should be prioritized to ensure that customer trust and satisfaction remain high. For future researchers, this study examined only one independent variable: experiential marketing. Therefore, further research is recommended to include additional factors, such as service quality, corporate image, and customer satisfaction, to understand their influence on customer loyalty better. Additionally, future studies can be conducted across different business entities or industrial sectors to generalize the results more broadly across various contexts.

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