

The Role of Customer Experience and Word of Mouth to Customer Loyalty in Bali, Indonesia

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ABSTRACT

ABSTRACT: *In this study, the type of research used is explanatory research with a quantitative approach. This research was conducted at the Bali Classic Store location, a fashion business for Balinese traditional clothing in Karangasem Regency, Bali. The technique used in this research is data collection by distributing questionnaires to Bali Classic Store Business customers. The population in this study is the consumers of the Bali Classic Store. Determination of the sample in this study using the Simple Random Sampling technique with a sample of 67 customers of the Bali Classic Store in Karangasem. The data analysis technique used is a multiple linear regression quantitative technique. The results of this study indicate that simultaneously experiential marketing and word of mouth have a positive and significant (significant) effect on customer loyalty. Partially experiential marketing has a positive and significant (significant) effect on customer loyalty and word of mouth has a positive and significant effect on customer loyalty at the Bali Classic Store.*

Keyword - *Customer Loyalty, Experiential Marketing, Word of Mouth.*

I. INTRODUCTION

The problem of the development of business competition in Indonesia is one of the most interesting phenomena to observe, especially with the progress in the economic field which has increasingly opened up opportunities for entrepreneurs to compete in attracting local consumers. At this time, the business in the field of Balinese traditional clothing is increasingly mushrooming. The issuance of the Bali Governor's Regulation Number 79 of 2018 concerning the Day of Using Balinese Traditional Clothing, which is recommended every Thursday for all employees to wear Balinese traditional clothes and makes interest in Balinese traditional clothing increasing in Bali, especially in the Karangasem area.

To attract customers to visit and shop, Balinese traditional clothing fashion entrepreneurs are required to be able to provide products, prices, and services that are different from other Balinese traditional clothing fashion stores. As a type of business that has been engaged in Balinese traditional clothing fashion for quite a long time, this Bali Classic Store cannot be separated from what is called increasingly fierce business competition. Increasing competitors is a negative impact on the company because competitors are increasingly updating in terms of fashion and products offered, competitors are competing in developing their products, always following trends and fast in product updates but not abandoning Balinese traditional principles.

Customer loyalty is an important part that must be realized by marketers, so that customer loyalty is used as a goal rather than a marketing practice. Olson in Yusfita (2018) states that customer loyalty is a behavioral impulse to make repeated purchases and build customer loyalty to a product or service produced by the business entity that takes a long time through the repeated purchase process. At the same time, one of the factors that are considered to affect customer loyalty is Experiential Marketing where customers are involved and gain experience from the practice of consuming products or services. In this regard, it is believed that Experiential Marketing can create customer loyalty and an instrument in winning the competition.

With the existence of increasingly fierce competition in the type of Balinese traditional clothing fashion business, the Bali Classic Store as one of the stores that provide traditional Balinese fashion in the Karangasem area creates an image by providing the most affordable prices among other competitors and providing quality high/premium product. The self-image is carried out by the Bali Classic Store to build a positive image in the eyes

of the community as a seller of Balinese traditional clothing that has the most affordable prices and has high/premium product quality so that customers get an unusual experience when consuming or using the products offered.

This proves that today's marketers are not only aggressively promoting, but also providing unique advantages and experiences in the minds of consumers. Consumers will be impressed and will always remember the business. A product must be able to evoke sensations and experiences that will foster consumer interest in making repeat purchases after getting satisfaction in a culinary business or product, so that experience needs to be a concern for business people in satisfying their consumers and winning the competition. Providing experiences by presenting unique products and services that are following the lifestyle and hobbies of the customer, will be automatically stored in the customer's memory.

Kertajaya (2006) argues that to create an extraordinary customer experience two things must be considered. The first is to make an attractive customer experience promise proposition so that customers want to come and the second is to present the reality of a customer experience that matches the promise. And also argues that currently, many customers do not only need high-quality services or products, but also positive experiences, which are emotionally very touching and memorable. Experiences give their memories to consumers, if consumers get positive memories, they will be loyal and will tell their experiences to others.

Griffin (2005) argues that loyal customers are people who make repeat purchases regularly, buy lines between products and services, refer to others, and show immunity to the pull of competitors. Customer loyalty has become a central idea in marketing, a product that has a well-known and quality brand will be easier to market and has been trusted by consumers, they will assess the product. Truly loyal consumers will make repeat purchases and are not interested in other products even though there are changes that occur in the preferred product, and the existence of other product offerings that are superior to that product.

Customer loyalty can happen because of word of mouth. One of them is the word-of-mouth marketing to implement marketing communications. Hasan (2010) argues that word of mouth, namely a consumer move that provides information to other consumers from a person (can be personally or brand a product or service). Sernovitz (2009) argues that word of mouth is a conversation that leads to a good conversation. Someone will ask others about the quality of an item or service before choosing to buy it from word-of-mouth marketers, it can make public curiosity grow because it is based on empathy, the power of word of mouth can stop consumer complaints before they occur.

Shirsavar et.al (2012) argue that the program of word of mouth is the most important informal way of communication between consumers. This is referred to as informal communication shown to other consumers regarding ownership, and characteristics of certain goods, services, and or sellers. There are several reasons for the power of word of mouth, first, word of mouth is more reliable than commercial sources of information controlled by companies such as (advertising, and sponsorship), because in everyday life we discuss with friends, Ana's Ana family.

Empirical evidence shows that customer experience has a positive effect on customer satisfaction and loyalty at KFC Kawi Malang customers (Azhari, 2015). A study conducted by Sari (2015) concluded that product quality and consumer satisfaction affect the loyalty of Sophie Martin's customers in Surakarta. Furthermore, Oliviana's findings (2017) state that brand image and WOM (word of mouth) affect consumer loyalty at RM. Dahsyat Wanea.

Another study by Alita Khoiriati (2021) succeeded in proving that Experiential Marketing partially has a significant effect on customer loyalty of Asyifa Swalayan. Meanwhile, Rachmedo Wira Septiawan (2021) argues that Experiential Marketing aspects of feeling, thinking, and acting have a significant influence on customer loyalty, except for the sense and relate aspects which have no significant effect on customer loyalty at Chocolate Classic Malang. Research on the Effect of Word of Mouth on Customer Loyalty has been conducted by Ilinda Enggi Hapsari (2019), namely Word of Mouth has a significant effect on consumer loyalty (Y) GO-JEK in Yogyakarta.

This research was conducted to re-examine the experiential marketing and word of mouth variables as determinants of consumer loyalty which still causes problems. This research is different from previous research, that this research was conducted in a different place, namely the Bali Classic Store which focuses on selling traditional

clothing for religious ceremonies in Bali as potential consumers. The relationship between Experiential Marketing and Word of Mouth on customer loyalty can be seen that the formation of customer loyalty will be achieved if the elements contained in Experiential Marketing and Word of Mouth are carried out properly and appropriately.

II. LITERATURE REVIEW AND HYPOTHESIS

A. Customer Loyalty

Yusfita (2018), states that Customer Loyalty is a behavioral impulse to make repeated purchases and build customer loyalty to a product or service produced by the business entity that takes a long time through the repeated purchase process. According to Tjiptono in Rizal (2016), customer loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude toward long-term purchases. Hurriyati in Rizal (2016), also states that consumer loyalty is a consumer commitment to persist deeply to re-subscribe or re-purchase products/services consistently in the future. Puspita (2019),

The following are four important types of marketing that companies use to increase loyalty and retention, including 1) interacting with customers, 2) developing loyalty programs, 3) Personalizing marketing, and 4) Creating institutional bonds. Puspita (2019) states that customer loyalty is more directed at consumer behavior in making decisions to use services continuously for the services that have been selected. Loyal customers are people who make repeat purchases regularly, people who buy between product and service lines, refer to others, and show immunity to the pull of competitors.

Furthermore, Rizal (2016), divides loyalty into four types, namely 1) without loyalty, which means that some consumers do not develop loyalty to certain products or services because they think there is no difference in the place of providers of certain goods or services. 2) weak loyalty, namely low attachment combined with high repeat purchases produces weak loyalty, 3) hidden loyalty, namely a relatively high level of preference combined with low repeat purchases, shows hidden loyalty and premium loyalty, which occurs when there is a high level of attachment and a high level of repeat purchases.

Rizal (2016) explains that the measurement of customer loyalty variables can be divided into several indicators, namely 1) Repeat Purchase, namely if consumers need a product or service, they will buy the product at the company, 2) Retention, namely consumers will not be affected by the services offered. Offered by other parties, 3) Referrals, namely if the product for service is good, consumers will promote it to others, and if it is bad the consumer is silent and notifies the company.

2.1 *The Effect of Experiential Marketing on Customer Loyalty Classic Balinese Store in Karangasem, Bali-Indonesia*

Experiential Marketing is a form of marketing development that is expected to link the world of academia and practice. Schmitt in Septiawan (2021), defines Experiential Marketing as a marketing concept that aims to provide a unique experience to consumers and create a positive impression of the product or service, thus consumers will have a positive perception of the product or service that is embedded in their minds.

Andreani in Prasetyo (2020) defines Experiential Marketing as more than just providing information and opportunities for customers to experience the benefits derived from the product or service itself, but also evoking emotions and feelings that have an impact on marketing, especially sellers. Meanwhile, according to Schmitt in Sofiani (2021), Experiential Marketing is a condition in which marketers design their marketing concepts through product and service offerings by including elements of emotional stimulation, so that later it is expected to be able to produce various separate experiences for consumers.

Can be concluded that Experiential Marketing is a way for marketers to design their marketing concepts through product and service offerings to provide information and opportunities for customers to create a perceived experience of the benefits of using the products or services provided. The benefits of Experiential Marketing revealed by Prasetyo (2020) are 1) to revive a brand that is experiencing a decline, 2) To differentiate one product from competing products, 3) to create the image and identity of a company, 4) to promote innovation, 5.) to include trial, purchase, and most importantly brand loyal consumers.

Empirical evidence shows that experiential marketing partially has a significant effect on Asyifa Swalayan Customer Loyalty. Employee service to customers is good enough but not maximal enough in providing services and it is also recommended that Asyifa Swalayan continue to be active in conducting promotions to attract customers in a wider range. Rachmedo Wira Septiawan (2021) states that Experiential Marketing has a significant influence on customer satisfaction, then customer satisfaction has a significant influence on customer loyalty at Chocolate Classic Malang. Customer Satisfaction is proven to be an Intervening variable (intermediary) that can influence the indirect relationship of the experiential marketing variable to the customer loyalty variable. Sofiani, Dessy Natalia, and Felicia Tandi (2021) have also succeeded in proving that simultaneously the dimensions of the Experiential Marketing variable have a significant effect on the variable. Guest loyalty. Andrean Luckyansyah (2020), the results of the study show that Customer Experience, Word of Mouth, and Product Quality simultaneously affect the customer loyalty of Pempek Palembang business, Check Wanda Dalung Permai, Badung, Bali. Ahmad Prasetyo (2020) also succeeded in showing that experiential marketing has a positive and significant effect on Brand Image.

Hypothesis 1: Experiential marketing has a positive effect on customer loyalty at St Bali Classic Store.

2.2 *Effect of Word of Mouth on Customer Loyalty Classic Balinese Store*

Kotler and Keller in Prasetyo (2020), Word of Mouth (WOM) or word of mouth communication is a communication process in the form of providing recommendations, both individually and in groups for a product or service that aims to provide personal information. Word of mouth communication greatly affects other people. Word of Mouth is a recommendation from parties who have used the product or service more than once. Ronny and Sunandar in Hapsari (2019), word of mouth communication (Word of Mouth Communication) can be measured by the following indicators: The willingness of customers to talk about positive things about the company's service quality to others, recommendations for company services to others, encouragement to friends/relatives to make purchases of company services.

Word of mouth Communications (WOM) or word of mouth communication is a communication process in the form of providing recommendations either individually or in groups for a product or service that aims to provide personal information. Personal communication channels in the form of word of mouth (Word of Mouth) can be an effective promotion method because they are generally conveyed from consumers by consumers and to consumers, so that satisfied consumers or customers can become advertising media for companies.

Naila (2020), explains that WOM (Word of Mouth) is divided into two types, namely 1), Organic Word of Mouth, is a Word of Mouth that occurs naturally when a person is satisfied with a product when he/she began to spread and enthusiastically transmit joy to others. There are several things to consider to increase success, namely 1) Amplified Word of Mouth. Prasetyo (2020), three basic reasons encourage people to do Word of Mouth, namely: 1) People like the products they consume. Because they like it, consumers will be interested in discussing the product. This is the reason for them to talk about the products they consume, 2) People feel good when they can talk to each other.

Talks about word of mouth are not only limited to features of the product but more to emotional issues. When doing word of mouth, people can look smarter, Ana helps others, and fees important mouth communication makes people feel connected in a group. Talking about the products used in the group will make people feel in the same group. It is the desire to be part of this group that drives people to word of mouth. Joesyiana (2018) states that there are five basic dimensions or indicators of Word of Mouth known as 5T, namely: Talkers (speakers), Topics, Tools, TalkPartsPart, and Tracking,

Kiki Fatmala (2018) succeeded in proving that word of mouth has a positive and significant effect on Customer Loyalty at Nesa Medika Farma Somoroto Pharmacy. Dian Arini Puspita Anggraini (2020) by showing that the word of mouth consists of three indicators, namely providing recommendations, invitations to use, providing information positively, and having an effect on Customer Loyalty. Khusn, and Naila Fitriatul's (2020) research results show that there is a significant positive influence on purchasing decisions for Kfoodcourt Kudus consumers. Research conducted by Nadiyah Yusufita and Edy Yulianto (2018) shows that word of mouth has a significant and positive effect on customer loyalty.

Hypothesis 2: Word of Mouth has a positive effect on customer loyalty Classic Balinese Store

2.3 Conceptual framework

Based on the background description, and previous theoretical studies, it can be explained a direct relationship between experiential marketing and World of Mouth variables on customer loyalty at the Karangasem Bali Classic Store in Bali

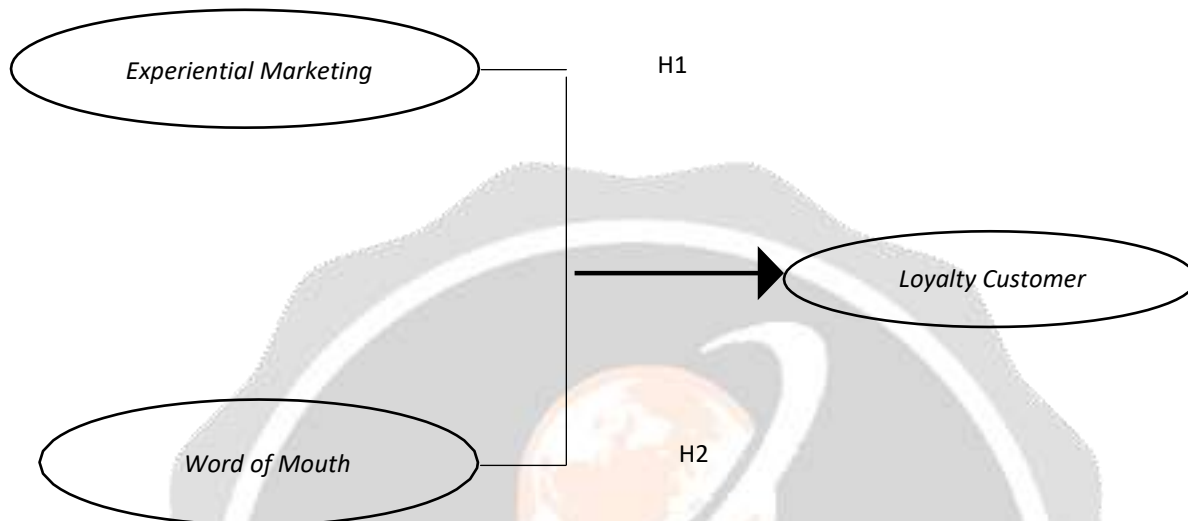


Figure 1 Research Concept Framework

III. RESEARCH METHODS

The type of research used in this research is explanatory (explanation) with a quantitative approach. Singarimbun and Effendi (2008), stated, that explanatory research is research that highlights the relationship between research variables and tests hypotheses that have been formulated previously. By taking a sample from one population, this study uses a questionnaire as a data collection tool. This study aims to link experiential marketing and word-of-mouth variables with customer loyalty and to test the formulation of the hypothesis which will then be interpreted.

The population for this research is the customers of the Bali Classic Karangasem Store, meaning that people who come to the Karangasem Bali Classic Store more than once. The sample used in this study is part of the customers of Taman Indie Resto. Sampling in this study was determined using the Slovin formula with an error rate of $10\alpha = 510$, $Z\alpha/2 = 1.96$, and an error rate of 10%, so the sample (n) was 67 people.

This research uses a validity test and a reliability test. According to Ghozali (2021), validity is a measure that shows the levels of validity (validity) of a measuring instrument. Testing the validity of measuring each question item or question in the questionnaire is carried out using item analysis, which is to correlate the score of each item with the total score. According to Ghozali (2021) reliability is a measure of the consistency of scores achieved by the same person on different occasions, whose main idea is the extent to which the measurement results can be trusted. Testing the reliability of the instrument by doing a score correlation between items in the research instrument.

The data analysis used in this research is descriptive analysis and multiple linear regression analysis. Descriptive analysis is the analysis used to describe the characteristics of respondents and the distribution of items for each variable. Data is collected, edited, and tabulated in tables. Then the discussion of data in numbers and percentages. Multiple regression analysis was used as a statistical analysis tool because this study was designed to examine the variables that influence the independent variable on the dependent variable, where more than one variable was used in this study.

IV. RESULT AND DISCUSSION

4.1 Result

After distributing the questionnaires and conducting data screening, 67 questionnaires were returned and ready to be used in the next stage. The results of this study indicate that the instrument used has been tested for validity and reliability. This can be seen from all the indicators used to obtain a Pearson correlation value greater than the minimum requirement of 0.30. Likewise, Cronbach's Alpha values obtained are greater than 0.60 for all constructs namely experiential marketing, word of mouth, and customer loyalty.

4.2 Determination Test

The results of the determination test through the R-square value obtained a correlation coefficient of 0.684 in the relationship between experiential marketing and World of mouth variables on customer loyalty at the Karangasem Bali Classic Store. This means that the increase in customer loyalty can be influenced by 68.4% by experiential marketing and World of mouth, while the remaining 31.6% is determined or explained by other variables not included in this study.

Table 1. Hypothesis Test Results

Variable	Coefficient	t-test	Value	Description	Hypothesis testing
Experiential Marketing	0.461	4.247	0.000	Significant	Received
Word of Mouth	0.454	4.119	0.000	Significant	Received

4.3 Discussion

4.3.1 Effect of Experiential Marketing on Customer Loyalty Classic Balinese Store Karangasem- Bali

In table 1, it can be explained that the t value of the experiential marketing variable is 4.247, and the positive coefficient is 0.61 with sig. =0.000. It can be concluded that Ho is rejected and Ha is accepted. This means that the experiential marketing variable partially has a positive and significant effect on customer loyalty. Bali Store Classic Karangasem. From the results of previous research, the results of this study are following the theory put forward by Schmitt in Prasetya (2015) which states that Experiential Marketing is a way to create experiences that will be felt by customers when using products or services through the five senses (sense). , affective experience (feel), the experience of thinking (think), customer experience related to the physical body such as behavior and lifestyle (act), and create experiences related to social conditions, lifestyle, and culture (relates). Experiential Marketing is a marketing strategy that emphasizes the elements of sense, feel, think, and act and relate to giving the impression and real customer experience of the brand/product/service to increase sales and loyalty. This study is also in line with the results of research by Lispentia and Trijumansyah (2017), and Manengky, et al. (2019) which state that partially the research used in the experiential marketing variable research has a fairly good and positive influence on customer loyalty. Act and relate to giving the impression and real customer experience of the brand/product/service to increase sales and loyalty. This study is also in line with the results of research by Lispentia and Trijumansyah (2017), and Manengky, et al. (2019) which state that partially the research used in the experiential marketing variable research has a fairly good and positive influence on customer loyalty. Act and relate to giving the impression and real customer experience of the brand/product/service to increase sales and loyalty. This study is also in line with the results of research by Lispentia and Trijumansyah (2017), and Manengky, et al. (2019) which state that partially the research used in the experiential marketing variable research has a fairly good and positive influence on customer loyalty.

4.3.2 Effect of Word of Mouth on Customer Loyalty Classic Balinese Store Karangasem - Bali.

In table 1, it can be explained that the t value of the World of mouth variable is 4.119 with a positive coefficient of 0.454 and a significance of = 0.000. It can be concluded that Ho is rejected and Ha is accepted. This

means that the variable World of mouth partially has a positive and significant effect on customer loyalty at the Bali Classic Store. This means that word of mouth has a strong influence on making consumers reach the stage of being loyal and then deciding to repurchase. Word of mouth is considered more effective for products that fall into the shopping or special goods category. This research is in line with research conducted by Kiki Fatmala (2018), Dian Arini Puspita Anggraini (2020), Naila Fithratul (20and 20), Irlanda Enggi Hapsari (2,019) and Ases Nela (2,019).

V. CONCLUSION

Based on the results of the data analysis conducted, several conclusions can be drawn in this study, that experiential marketing and word of mouth have a positive and significant influence on customer loyalty. Experiential marketing and word of mouth are considered to play an important role in increasing customer loyalty at the Karangasem Bali Classic Store-Bali. Thus, to increase customer loyalty at the Bali Classic Store in Karangasem, the following suggestions can be submitted, namely, 1) In carrying out Experiential Marketing is good but needs to be further improved, especially in providing products, you must continue to update in terms of fashion and trends so that customers are satisfied with the what. What we offer, with it will create high loyalty to customers. 2) In the process of creating Word of Mouth, the seller or owner should always suggest/emphasize that the customer informs that the Bali Classic Store sells traditional Balinese clothes that have premium quality and low prices. 3) Customer loyalty is good but needs to be improved, especially by providing/providing new products (following the trend), having premium quality but at affordable prices, friendly service to customers, and always doing promotions in the marketing process both from Word of Mouth or social media and always accept criticism and suggestions from online and offline customers so that customers feel comfortable shopping at the Bali Classic Store. Then it will automatically create high loyalty to customers.

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