

The Influence Of Customer Value, Experiential Marketing On Customer Loyalty With Customer Satisfaction As An Intervening Variable

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Abstract:

Background: The aim of this research is to analyze the influence of customer value, experiential marketing on customer loyalty with customer satisfaction as an intervening variable (study of Gojek service users in the Special Region of Yogyakarta). The research sample consisted of 150 respondents selected based on nonprobability sampling, with a purposive sampling technique. Data collection was carried out through the use of a questionnaire. The data analysis method used is Structural Equation Modeling (SEM) with processing using the AMOS version 24 program. The results of this research show that customer value has a positive and significant effect on customer satisfaction. Experiential marketing has a positive and significant effect on customer satisfaction. Customer value has a positive and significant effect on customer loyalty. Experiential marketing has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction is able to partially mediate the influence of customer value on customer loyalty. And customer satisfaction is able to partially mediate the influence of experiential marketing on customer loyalty.

Key Words: *Customer Value, Experiential Marketing, Customer Satisfaction, Customer Loyalty*

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I. Introduction

The new digital era triggered by technological developments has had a significant impact on various sectors. Rapid developments in computer technology, telecommunications, information, transportation, and other technological fields have changed the company's strategy in providing value to customers. The existence of online technology applications on smartphones has resulted in striking changes in various aspects, including daily life, social dynamics, economic aspects, and the transportation sector is no exception. Transportation is one of the important sectors in people's mobility in Indonesia. With population growth, the need for transportation services is increasing. Gojek is one of the online transportation service applications in the Special Region of Yogyakarta. Based on survey data from the Institute for Development of Economics and Finance (INDEF) 2022, Gojek is the main choice of the Indonesian people for online motorcycle taxi services with 82.6% of respondents using its application. This figure is higher than the Grab application as its competitor which is in second place as an online motorcycle taxi service used by 57.3% of respondents. Meanwhile, Maxim is used by 19.6% of respondents, and InDriver is only used by 4.9% of respondents. PT. Gojek Indonesia emerged as one of the companies that provides innovative solutions in the form of online motorcycle taxi services through its easy-to-use application. By involving motorcycle and car taxi fleets, Gojek can provide fast and efficient transportation access to the community. Based on the survey results where the number of Gojek users is high, the researcher wants to know and analyze how Gojek's marketing strategy is to create good customer value and experience so that customers feel satisfied and become loyal to the company. How strong is the influence of customer value and experiential marketing on customer satisfaction and loyalty. This study aims to determine the influence of customer value and experiential marketing on customer loyalty with customer satisfaction as an intervening variable (a study of Gojek consumers in Yogyakarta). It is hoped that this study can help online transportation service companies such as Gojek to create positive value and experience for customers so that they can have loyal customers for their services.

II. Literature Review And Hypothesis Development

Expectancy Disconfirmation Theory

Expectancy Disconfirmation Theory (EDT), this theory is a theory formulated by Olivier in 1980. According to Oliver in Hossain et al., (2020) the Expectancy Disconfirmation Theory is a theory commonly used to explain how satisfaction or dissatisfaction is formed. The EDT theory is a theoretical model that explains that a sense of satisfaction or dissatisfaction is obtained after purchasing a product and then comparing expectations with the actual performance of the product. The Expectancy Disconfirmation Theory (EDT) is used to measure customer satisfaction from the difference between expectations and customer experiences in the product or service perceived. This theoretical model consists of four elements, namely:

- a. Expectations, this refers to as customer anticipation about the performance of products and services before they use them. The Expectancy Disconfirmation Theory (EDT) is able to define several customer behaviors in the purchasing process. First, customers have initial expectations according to their previous experiences with using certain products or services, the expectations of this type of customer who makes repeat purchases of certain businesses are said to be closer to reality. Second, new customers who have no previous experience of product or service performance and for the first time they buy from a certain type of business, the initial expectations of this type of customer consist of feedback they receive from other customers, advertising, and mass media .
- b. Perceived performance, shows the customer experience after using a product or service that can be better or even worse than customer expectations. Both types of customers who have direct experience or do not have direct experience will use the purchased product or service offered for a while and can realize the actual quality of the product or service presented.
- c. Disconfirmation, is the difference between the customer's initial expectations and the perceived performance after using the product or service. If performance is better than expected, positive disconfirmation occurs. Conversely, if performance is worse than expected, negative disconfirmation occurs.
- d. Satisfaction, when the actual performance of a product or service cannot meet customer expectations, negative disconfirmation will occur and lead to customer dissatisfaction. Conversely, positive disconfirmation will lead to customer satisfaction if the performance of the product or service is able to meet customer expectations. Next is when there is no difference between expectations and actual performance, meaning that the actual performance perceived is the same as expectations, then simple confirmation will occur.

Expectancy Disconfirmation Theory (EDT) helps companies understand the extent to which their products or services meet customer expectations, and how these perceptions affect customer satisfaction levels. By understanding these dynamics, companies can take steps to improve their products or services to better meet customer expectations, thereby increasing customer satisfaction and loyalty.

Customer Loyalty

According to Kotler & Keller (2016) , that loyalty is a commitment held firmly by customers to repurchase or subscribe to a product or service that is liked in the future, even though there are influences and efforts that have the potential to cause behavioral changes. Customers who are loyal to a company tend to make repeat purchases of products or services from a company even though there are various choices or other alternatives offered by other competitors in the market. To deepen customer loyalty, companies can build interest and enthusiasm by remembering customer preferences and sending appropriate discount coupons (Kotler & Keller, 2016) . Customer loyalty is measured by three indicators, Zeithaml in Abadi et al., (2020) , namely: telling positive things about the product consumed, recommending to someone for the product that has been consumed to a friend, repurchase intention to the product that has been consumed.

Customer satisfaction

According to Kotler & Keller (2016) stated that customer satisfaction is an expression of feelings of pleasure or disappointment that arise as a result of a comparison between the performance or characteristics perceived from a product or service with the expectations formed by the buyer. Customer satisfaction is one of the factors that quite influences customer loyalty. Customer satisfaction reflects a person's assessment of the perceived product performance in relation to expectations (Kotler & Keller, 2016) . Customer satisfaction indicators are measured using the Azizah indicator in Abadi et al. (2020) as adjusted to the context of the research object, including: Pleasure, which shows how satisfied customers are with their experience using the company's services; the right choice, which is measured by the feelings that arise when choosing a company as a partner, whether it is appropriate or not; Suitability of expectations, which is measured by how the company can meet customer expectations.

Customer Value

Kotler & Keller (2016) said that value is a combination of quality, service, and price (qsp) , also called the "three elements of customer value". Value increases as quality and service increase, and vice versa decreases

as price decreases. Customer value reflects a company's ability to create and increase value in products and services, especially in the context of the services they provide to customers or in the service aspects of their business (Johnson in Abadi et al., 2020). Basically, customer value consists of 4 indicators, namely: service , quality , image , price .

Experiential Marketing

The concept of experiential marketing is closely related to the consumer experience when using goods and services. The definition of marketing according to Kotler & Keller (2016) is to identify and fulfill human and social needs. Marketing is a series of social activities that allow individuals and groups to fulfill their needs and desires by creating and exchanging mutually beneficial products and values with others. According to Schmitt in Abadi et al. (2020) , Experiential Modules (SEMs) describe five customer experience indicators that are the basis of experiential marketing . The five indicators include sense, feel, think, act, and relate.

The Influence of Customer Value on Customer Satisfaction

Based on the results of previous research conducted by Cahyono et al., (2023) showed that customer value has a significant influence on customer satisfaction, this is supported by research conducted by Antikasari et al., (2021) , Darmianti & Prabawani, (2019) , Hasfar et al., (2020) , which proves that customer value has a positive and significant effect on customer satisfaction. Furthermore, Abadi et al., (2020) stated that customer value has a positive and significant effect on customer satisfaction.

H1: Customer value has a positive and significant effect on customer satisfaction.

The Influence of Experiential Marketing on Customer Satisfaction

Based on the results of previous research conducted by Widowati & Tsabita, (2017) that experiential marketing has a positive and significant effect on customer satisfaction. The results of this study also support the research of Yeh et al., (2019) , Karuniatama et al., (2020) , Muhammad & Artanti, (2016) , Fatmawati & Amanati, (2023) , which states that experiential marketing has a significant positive effect on customer satisfaction. Abadi et al.'s research (2020) , also states that experiential marketing has a positive and significant effect on customer satisfaction.

H2: Experiential marketing has a positive and significant effect on customer satisfaction.

The Influence of Customer Value on Customer Loyalty

Based on the results of previous research conducted by Agistia & Nurcaya, (2019) stated that customer value has a positive and significant effect on customer loyalty. Previous research conducted by Antikasari et al., (2021) explained that customer value has a positive and significant effect on customer loyalty. Strengthened by research by A badi et al., (2020) also stated that customer value has a positive effect on customer loyalty.

H3: Customer value has a positive and significant effect on customer loyalty.

The Influence of Experiential Marketing on Customer Loyalty

The results of previous research conducted by Widowati & Tsabita, (2017) , shows that experiential marketing has a positive and significant effect on customer loyalty. The results of research conducted by Fatmawati & Amanati, (2023) also show that experiential marketing has a positive and significant effect on customer loyalty. Supported by research by Abadi et al., (2020) , also states that experiential marketing has a positive and significant effect on customer loyalty.

H4: Experiential marketing has a positive and significant effect on customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of previous studies conducted by several previous studies by Zaid & Patwayati, (2021) , Rizan et al., (2020) , Lie et al., (2019) , Fatmawati & Amanati, (2023) , Karuniatama et al., (2020) which explained that customer satisfaction has a positive and significant effect on customer loyalty. Previous studies conducted by Antikasari et al., (2021) , Darmianti & Prabawani, (2019) , Hasfar et al., (2020) , Widowati & Tsabita, (2017) , and HA, (2021) , also stated that customer satisfaction has a positive and significant effect on customer loyalty. Based on the results of research conducted by Antikasari et al., (2021) , Darmianti & Prabawani, (2019) , Hasfar et al., (2020) , Widowati & Tsabita, (2017) , and HA, (2021) , customer satisfaction has a positive and significant effect on customer loyalty.

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

The Influence of Customer Value on Customer Loyalty Through Customer Satisfaction

Based on previous research conducted by Antikasari et al., (2021) , the results of the study showed that customer value has a positive and significant indirect effect on customer loyalty through customer satisfaction.

The results of the next study by Abadi et al., (2020) also showed that customer value has an effect on customer loyalty through customer satisfaction. The meaning of this finding is that customer value indirectly has an effect on customer loyalty through customer satisfaction in users of the Gojek online transportation service application
H6: Customer satisfaction mediates the effect of customer value on customer loyalty .

The Influence of Experiential Marketing on Customer Loyalty Through Customer Satisfaction

Based on previous research conducted by Widowati & Tsabita, (2017) stated that customer satisfaction positively and significantly mediates the influence of experiential marketing on customer loyalty. Strengthened by the results of research conducted by Fatmawati & Amanati, (2023) and Karuniatama et al., (2020) showed that customer satisfaction positively and significantly mediates the influence of experiential marketing on customer loyalty. Furthermore, research conducted by Abadi et al., (2020) also showed that experiential marketing influences customer loyalty through customer satisfaction. The meaning of this finding is that experiential marketing indirectly influences customer loyalty through customer satisfaction in users of the Gojek online transportation service application.

H7: Customer satisfaction mediates the effect of experiential marketing on customer loyalty.

Research Model

Based on the literature review and hypothesis, the research model is presented in Figure 1 below:

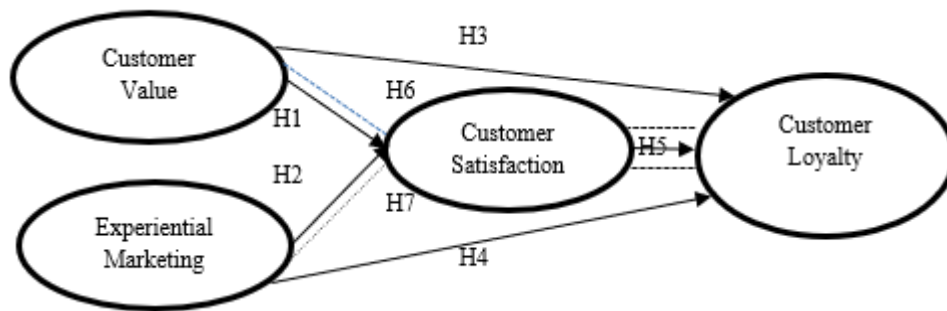


Figure 1. Research Model

III. Materials And Methods

Questionnaire Design and Data Collection Procedure.

The object of the study is the online transportation service Gojek with the research subjects being Gojek service users. The type of data used is primary data, namely data obtained directly through the distribution of questionnaires. The research data was obtained by distributing questionnaires online via WhatsApp and Instagram, to Gojek consumers in the Special Region of Yogyakarta via the Google Form link from October 15 to October 22, 2023.

The sampling technique is based on nonprobability sampling, with purposive sampling technique . The criteria selected as respondents are customers aged at least 17 years who are domiciled in the Special Region of Yogyakarta and have used the online transportation service Gojek more than 2 times in the last 6 months. The data collection technique in this study used a survey method by distributing questionnaires. The distribution of questionnaires was carried out by distributing forms in the form of google forms via social media. The measurement scale of this study used a 5-point Likert scale . Of the 150 respondents, 49.3% were male and 50.7% were female. Respondents were aged between 17 and 30 years, predominantly aged 21 to 24 years. Based on occupation, 67.3% of respondents were students and college students, 18.7% were private employees, and the rest were entrepreneurs.

The following are indicators of each variable studied.

Table 1. Operational Definition of Research Variables

No	Variables	Definition	Indicator	Source
1.	Customer Value	Customer value refers to a company's ability to create and enhance value in goods and services, especially in terms of the services they provide to customers or the service aspects of their business. (Johnson and Weinstein in McFarlane, 2013).	a. Service b. Quality . c. Image . d. Price	Jhonson & Weinstein (2004)
2.	Experiential Marketing	A process in which marketers offer goods and services to	a. Sense b. Feeling	Schmitt (1999)

No	Variables	Definition	Indicator	Source
		customers by manipulating their emotions to produce various experiences for customers (Schmitt 1999).	c. Think d. Act e. Related	
3.	Customer satisfaction	Customer satisfaction is something that customers can feel by comparing their perceptions with the performance of a product or service (Tjptono, 2014).	a. Happiness b. Right Choice c. Conformity of Expectations	The Last Supper (2012)
4.	Customer Loyalty	Customer loyalty is a person who buys, especially those who buy regularly and repeatedly, and a customer is someone who continually comes to the same place to satisfy his needs and desires by having a product or service and paying for both (Hasan, 2008).	a. Telling positive things about the product consumed b. Recommended to someone for product has been consumed by a friend c. Repurchase intention to the product that has been consumed	Zeithaml et al. (1996)

IV. Result

Instrument Quality Test

Validity and Reliability Test Results

According to (Ghozali, 2017) an instrument can be said to be valid if the estimate value is > 0.5 . The following is presented in table 1 the results of the validity test that has been carried out:

Table 2. Validity Test

Variables	Indicator	Estimate	Limit	Information
Customer Value (NP)	NP 1	0.854	>0.5	Valid
	NP 2	0.779		Valid
	NP 3	0.803		Valid
	NP 4	0.781		Valid
Experiential Marketing (EM)	EM1	0.810	>0.5	Valid
	EM2	0.821		Valid
	EM3	0.768		Valid
	EM4	0.846		Valid
	EM 5	0.761		Valid
Customer satisfaction (KP)	KP 1	0.836	>0.5	Valid
	KP 2	0.908		Valid
	KP 3	0.833		Valid
Customer Loyalty (LP)	LP 1	0.861	>0.5	Valid
	LP 2	0.872		Valid
	LP 3	0.829		Valid

Based on the results of the validity test above, it shows that all indicators are declared valid because the estimate value is >0.5 . Furthermore, according to Ghozali, (2017) the test results can be said to be reliable if the CR value is >0.7 . The following are the results of the reliability test that has been carried out:

Table 3. Reliability Test

Variables	CR	Limit	Information
Customer Value	0.763	> 0.7	Reliable
Experiential Marketing	0.800		Reliable
Customer satisfaction	0.775		Reliable
Customer Loyalty	0.719		Reliable

Based on the results of the reliability test in Table 3, it shows that the *Construct Reliability* (CR) value for all variables as a whole is above 0.7, so all variables are declared reliable.

Goodness of fit criteria

The goodness of fit criteria needs to be adjusted to the assumptions that are in accordance with the Structural Equation Modeling (SEM) criteria. Determining the goodness of fit criteria to be used aims to evaluate and understand the extent to which the model is influential. The results of the goodness of fit test are shown below

Table 4. Goodness of fit test

Goodness of fit index	Cut off value	Model Results	Information
Chi-Square	106.394	145,005	
Significance of Probability	≥ 0.05	0,000	Not Fit
CMIN/DF	≤ 2.00	1,726	Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.888	Marginal Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	0.840	Marginal Fit
Road Mean Square Error of Approximation (RMSEA)	0.05 – 0.08	0.070	Fit
Tucker-Lewis Index (TLI)	≥ 0.90	0.947	Fit
CFI	≥ 0.90	0.958	Fit
NFI	≥ 0.90	0.906	Fit

Supported by Ghozali's statement, (2017) which states that if there are one or two goodness of fit criteria that have been met, then the overall model can be said to be good (good fit) . The model in this study has been declared to meet the criteria, so no model modifications will be made and the next analysis can be continued.

Hypothesis Test Results

Hypothesis testing is done using AMOS (Analysis of Moment Structure) to analyze the relationships in the structural model. To assess whether the hypothesis is acceptable, the criteria used are if the results of the hypothesis test show a positive direction then the estimate value must be positive and significant if the Critical Ratio (CR) value is > 1.96 and Probability (P) < 0.05 then the exogenous variable has an effect on the endogenous variable (Ghozali, 2017) . In addition, if the CR value is marked with three stars (***) it means it is very low, which is < 0.001. The following are the results of the direct influence hypothesis test in this study:

Table 5. Results of Direct Influence Test

No	Hypothesis	Estimate	SE	CR	P	Results
H1	Customer Value → Customer Satisfaction	0.382	0.108	3,536	***	Positive and Significant
H2	Experiential Marketing → Customer Satisfaction	0.377	0.115	3,279	.001	Positive and Significant
H3	Customer Value → Customer Loyalty	0.208	0.097	2,138	.033	Positive and Significant
H4	Experiential Marketing → Customer Loyalty	0.205	0.102	2,003	.045	Positive and Significant
H5	Customer Satisfaction → Customer Loyalty	0.555	0.091	6,088	***	Positive and Significant

Based on table 5 above, testing the hypothesis of direct influence between variables can be explained as follows:

The Influence of Customer Value on Customer Satisfaction

Hypothesis testing 1, obtained the Estimate value has a direction that shows positive results with a value of 0.382. The Critical Ratio (CR) value is 3.536 or > 1.96 and the probability value is (***) or < 0.05. These results indicate that there is a positive and significant direction between the customer value and customer satisfaction variables. Therefore, it can be concluded that hypothesis 1 in this study is accepted.

The Influence of Experiential Marketing on Customer Satisfaction

Hypothesis testing 2, obtained the Estimate value has a direction that shows positive results with a value of 0.377. The Critical Ratio (CR) value is 3.279 or > 1.96 and the probability value is 0.001 or < 0.05. These results indicate that there is a positive and significant direction between experiential marketing variables and customer satisfaction. Therefore, it can be concluded that hypothesis 2 in this study is accepted .

The Influence of Customer Value on Customer Loyalty

Hypothesis testing 3, obtained the Estimate value has a direction that shows positive results with a value of 0.208. The Critical Ratio (CR) value is 2.138 or > 1.96 and the probability value is 0.033 or < 0.05. These results indicate that there is a positive and significant direction between the customer value and customer loyalty variables. Therefore, it can be concluded that hypothesis 3 in this study is accepted .

The Influence of Experiential Marketing on Customer Loyalty

Hypothesis testing 4, obtained the Estimate value has a direction that shows positive results with a value of 0.205. The Critical Ratio (CR) value is 2.003 or > 1.96 and the probability value is 0.045 or < 0.05. These results indicate that there is a positive and significant direction between experiential marketing variables and customer loyalty. Therefore, it can be concluded that hypothesis 4 in this study is accepted .

The Influence of Customer Satisfaction on Customer Loyalty

Hypothesis 5 testing, obtained the Estimate value has a direction that shows positive results with a value of 0.555. The Critical Ratio (CR) value is 6.088 or > 1.96 and the probability value is (***) or < 0.05. These results indicate that there is a positive and significant direction between the variables of customer satisfaction and customer loyalty. Therefore, it can be concluded that hypothesis 5 in this study is accepted .

The following presents the results of the indirect influence hypothesis test in this study, to test hypothesis 6 and hypothesis 7:

Table 6. Results of Indirect Effect Hypothesis Testing

No.	Hypothesis	Standardized Direct Effect	Standardized Indirect Effect	Results
H6	Customer Value → Customer Satisfaction → Customer Loyalty	0.174	0.177	Partial mediation
H7	Experiential Marketing → Customer Satisfaction → Customer Loyalty	0.159	0.163	Partial mediation

The indirect effect hypothesis test is conducted to determine whether the intervening variable is able to mediate the influence between variables, which can be seen from the comparison of the standardized direct effect and standardized indirect effect values . If the standardized direct effect value is > from the standardized indirect effect , it is stated that it cannot mediate the relationship between variables indirectly. Conversely, if the standardized direct effect value is < from the standardized indirect effect , it is stated that it can mediate the relationship between variables indirectly (Bahri & Zamzam, 2015) . Based on table 5, the results of the indirect effect test can be explained as follows:

The Influence of Customer Value on Customer Loyalty through Customer Satisfaction

Hypothesis 6 testing, obtained the standardized direct effects value of 0.174 and the standardized indirect effects value of 0.177. These results indicate that the value of the direct effect is smaller than the value of the indirect effect, so it can be concluded that this hypothesis 6 customer satisfaction is able to mediate the influence of customer value on customer loyalty. Thus, it means that hypothesis 6 can be accepted.

The Influence of Experiential Marketing on Customer Loyalty through Customer Satisfaction

In testing hypothesis 7, the standardized direct effects value was obtained as 0.159 and the standardized indirect effects value was obtained as 0.163. These results indicate that the direct effect value is smaller than the indirect effect value, so it can be concluded that in hypothesis 7, customer satisfaction is able to mediate the effect of experiential marketing on customer loyalty. Thus, it means that hypothesis 7 can be accepted.

V. Discussion

Direct Influence Between Customer Value and Customer Satisfaction

The results of this study indicate that there is a positive and significant influence of customer value on customer satisfaction. This shows that the higher the customer value, the higher the level of customer satisfaction. Customer value is considered a crucial factor in achieving customer satisfaction levels, and also as a form of company communication with its customers, which in turn can increase customer satisfaction levels. Research respondents felt that Gojek had succeeded in providing customer value indicators according to consumer expectations, both in terms of service, quality, image , and price offered. The match between consumer expectations, such as affordable prices comparable to service quality, is a factor that contributes to customer satisfaction. The results of this study are in line with previous studies conducted by Abadi et al., (2020) , Darmianti & Prabawani, (2019) and Hasfar et al., (2020) which stated that customer value has a positive and significant influence on customer satisfaction. Thus, the results of this study strengthen the understanding of the important role of customer value in shaping customer satisfaction.

Direct Influence Between Experiential Marketing and Customer Satisfaction

The results of this study indicate that there is a positive and significant influence of experiential marketing on customer satisfaction. One of the key factors in forming and increasing customer satisfaction is through the implementation of experiential marketing . Experiential marketing implemented by Gojek has the potential to provide convenience and attract consumer attention, including providing high-quality services through the application. In this platform, various types of services are offered to facilitate consumers, create positive experiences, and arouse consumer feelings so as to create satisfaction. The results of this study also received support from previous research conducted by Abadi et al., (2020) , Fatmawati & Amanati, (2023) , and

Karuniatama et al., (2020) who stated that experiential marketing has a positive and significant influence on customer satisfaction.

Direct Influence Between Customer Value and Customer Loyalty

The results of this study indicate that there is a positive and significant influence of customer value on customer loyalty. This shows that the higher the value given to customers, the stronger the attachment and loyalty generated. In other words, the higher the value perceived by customers towards Gojek services, the greater the likelihood that they will remain loyal to the company. This finding shows the importance of managing and increasing customer value as a strategy to obtain and maintain customer loyalty. In other words, when customers are able to feel the value provided by Gojek services, they tend to be more loyal and committed to the company. The results of this study also received support from previous research conducted by Abadi et al., (2020) , Agistia & Nurcaya, (2019) , and Antikasari et al., (2021) who stated that customer value has a positive and significant influence on customer loyalty.

Direct Influence Between Experiential Marketing and Customer Loyalty

The results of this study indicate that there is a positive and significant influence of customer value on customer loyalty. These results indicate that the higher the level of experiential marketing , the higher the level of customer loyalty. In the marketing concept, it is important for us to have the ability to provide and improve experiences that can touch and attract consumers, both through the products and services provided. This is an important basis in efforts to create loyal customers. Improving customer experience through responsive and friendly customer service is Gojek's key to building strong relationships with customers. By prioritizing responsive and friendly customer service, Gojek can build a positive image in the eyes of customers, increase loyalty, and differentiate itself from competitors. Responsibility and concern for customer needs can be key factors in building long-term relationships. The results of this study also received support from previous research conducted by Abadi et al., (2020) , Widowati & Tsabita, (2017) , and Fatmawati & Amanati, (2023) who stated that experiential marketing has a positive and significant influence on customer loyalty.

Direct Influence Between Customer Satisfaction and Customer Loyalty

The results of this study indicate that there is a positive and significant influence of customer satisfaction on customer loyalty. These results indicate that the higher the level of customer satisfaction, the stronger the relationship with customer loyalty. If customers are satisfied with the Gojek service they receive, the tendency to make repeat purchases also increases, which will ultimately contribute to increasing customer loyalty. Customer loyalty tends to be high when a product is considered to provide the highest satisfaction, so that customers do not want to switch to other brands. Fulfilling customer expectations is the key to forming solid loyalty. When customer expectations are met, this can create a strong bond between them and the company. As a result, customers are more likely to use the company's products or services repeatedly, and they may even be willing to recommend them to others. In this context, satisfaction and fulfillment of expectations are the main factors in building long-term relationships with customers. The results of this study also received support from previous research conducted by Abadi et al., (2020) , Zaid & Patwayati, (2021) , and (Rizan et al., (2020) which stated that customer satisfaction has a positive and significant effect on customer loyalty.

The Influence of Customer Value on Customer Loyalty through Customer Satisfaction as a Mediating Variable

The results of the hypothesis 6 test show that customer satisfaction is able to mediate the influence of customer value on customer loyalty partially. These results indicate that the better the customer value created, the more it will directly affect the increase in customer satisfaction and indirectly it will also increase customer loyalty. The higher the value perceived by customers, the more it will directly increase the level of customer satisfaction. In addition, this influence is also indirect, where increasing customer value contributes to increasing customer loyalty through increasing customer satisfaction. This confirms that efforts to create and increase customer value are a very effective strategy in promoting customer satisfaction and, ultimately, have a positive impact on increasing the level of customer loyalty. By focusing on increasing the value provided to customers, the Gojek company can strengthen relationships with customers, increase their positive value for the service, and in the long term, build strong, sustainable loyalty. The results of this study also received support from previous research conducted by Abadi et al., (2020) and Antikasari et al., (2021) who stated that customer satisfaction is able to mediate the influence of customer value on customer loyalty.

The Influence of Experiential Marketing on Customer Loyalty through Customer Satisfaction as a Mediating Variable

The results of the hypothesis 7 test show that customer satisfaction is able to mediate the influence of experiential marketing on customer loyalty partially. These results indicate that the better the experiential marketing created, the more it will directly affect the increase in customer satisfaction and indirectly it will also increase customer loyalty. Thus, it can be recognized that the experience given to customers through various aspects of experiential marketing, such as direct interaction, visual sensations, or emotional elements, has an important role in forming positive perceptions of Gojek customers. In line with the increase in customer satisfaction, the overall relationship between customers and brands becomes closer, creating a solid foundation for the development of long-term customer loyalty. The results of this study also received support from previous research conducted by Abadi et al., (2020), Fatmawati & Amanati, (2023), and Karuniatama et al., (2020) who stated that customer satisfaction is able to mediate the influence of experiential marketing on customer loyalty.

VI. Conclusion

Based on the results of research and data analysis regarding the influence of customer value and experiential marketing on customer loyalty through customer satisfaction as an intervening variable on Gojek consumers in the Special Region of Yogyakarta using Structural Equation Modeling (SEM) and processed with AMOS 24 software, the following conclusions can be drawn:

Customer value has a positive and significant effect on customer satisfaction.

The results of the study show that Gojek has succeeded in creating positive customer value, which results in satisfaction for consumers who use Gojek services. In other words, the better the customer value provided, the higher the customer satisfaction will be.

Experiential marketing has a positive and significant effect on customer satisfaction.

The results of the study show that Gojek has succeeded in creating a unique experience for people who have used its services. This experience provides satisfaction to consumers who use Gojek services. In other words, the higher the customer experience felt, the higher the customer satisfaction will be.

Customer value has a positive and significant effect on customer loyalty.

The results of the study show that Gojek has succeeded in creating positive value for customers, which ultimately results in loyalty from consumers who use Gojek services. In other words, the higher the customer value provided by Gojek, the higher the level of customer loyalty will be.

Experiential marketing has a positive and significant effect on customer loyalty.

The results of the study show that Gojek has succeeded in creating an experience that is able to touch and attract the hearts of consumers who use its services. When the Gojek company implements an experience-based marketing strategy that provides a positive and memorable experience for customers, this increases the level of consumer loyalty to the services provided. In other words, the higher the customer experience felt, the higher the customer satisfaction will be.

Customer satisfaction has a positive and significant effect on customer loyalty.

The results of the study show that customer satisfaction felt by consumers using Gojek services is very high. In this context, when customers are satisfied with Gojek's services, they are more likely to remain loyal and continue their business relationship with the company. This indicates that the level of customer satisfaction has a strong and meaningful impact on the level of customer loyalty. In other words, the higher the level of customer satisfaction, the more likely it is that customers will remain loyal and make repeat purchases from the company.

Customer value has a significant effect on customer loyalty through customer satisfaction as an intervening variable.

The results of the study indicate that customer satisfaction can partially mediate the influence of customer value on customer loyalty. In other words, the influence of customer value on Gojek customer loyalty appears when customers have felt satisfied. Satisfactory service and added value felt by customers can be the key to building long-term loyalty.

Experiential marketing has a significant influence on customer loyalty through customer satisfaction as an intervening variable.

The results of the study indicate that customer satisfaction can partially mediate the influence of experiential marketing on customer loyalty. In other words, the experience provided has a positive impact on

customer satisfaction, and this satisfaction then mediates the relationship between experiential marketing and customer loyalty. Therefore, creating a positive and satisfying experience for customers through experiential marketing strategies is considered the key to building and maintaining customer loyalty.

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