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The Effects of Experiential Marketing and Store Atmosphere on Customer Loyalty of MSMEs in West Java

Putu Nina Madiawati*

Master of Business Administration, Department of Postgraduate Studies,
Faculty of Communication and Business, Telkom University
Jln. Telekomunikasi 1, Jawa Barat 40257, Indonesia
pninamad@telkomuniversity.ac.id

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ABSTRACT

The research explored the relationship between experiential marketing, store atmosphere, customer satisfaction, and customer loyalty, as well as strategies that businesses could use to enhance these factors and improve customer loyalty. The research focused on Micro, Small, and Medium Enterprises (MSMEs) in West Java, Indonesia, which owned physical stores. The research applied a causal quantitative method. Through a thorough analysis of existing research and empirical research of 384 respondents using Structural Equation Model Partial Least Square (SEM-PLS) methodology, the research provided valuable insights for MSMEs looking to increase customer loyalty and build a loyal customer base. The results show various contributions analyzing how customer loyalty is affected by experiential marketing and store atmosphere. It also implies how customer satisfaction mediates the relationships between those antecedents and customer loyalty. Providing recommendations and implications shows that the research can be a useful contribution to marketing and entrepreneurship topics. The research offers practical recommendations and implications for businesses, emphasizing the importance of implementing effective experiential marketing strategies and creating a welcoming store atmosphere to foster customer satisfaction and loyalty. By understanding the impact of these factors on customer loyalty, MSMEs can develop targeted strategies to improve customer experiences and build long-term customer relationships.

Keywords: experiential marketing, store atmosphere, customer loyalty, Micro, Small and Medium Enterprises (MSMEs)

INTRODUCTION

The culinary industry is going through significant changes to meet the increased demand for specialized products, as well as the foundations of globalization and sustainable urbanization (Savitri et al., 2022). West Java and some satellite cities in West Java are popular for their culinary products, making them popular tourist destinations. In addition, West Java has a complete infrastructure that helps this culinary tour to progress and flourish, including toll highways, hotels, and other services (Hasbi & Lestari, 2022). Experiential marketing is also a key innovation for comprehending this objective (Nurmalina & Yusuf, 2023).

The success of progressive transformation depends on Micro, Small and Medium Enterprises (MSMEs) adopting and implementing cutting-edge ideas, as they often serve as the backbone of most economies (Ullah et al., 2022). MSMEs have been changed into experiential marketing in this setting. MSMEs are also increasingly concerned about the advanced facilities, which combine the store atmosphere and proper setting to put their business concepts into practice (Dewi et al., 2022).

According to Rahmah and Jamiat (2022), experiential marketing is the process of locating and delighting clients who require profitable thinking,

*Corresponding Author

interacting with them in genuine two-way ways, bringing their personality to the fore, and enhancing both the target audience and their lives. Customers use experiential marketing to demand not only high-quality products but also emotional rewards in the form of enjoyable encounters (Yeh et al., 2019).

Several studies have connected experiential marketing and the physical aspect of a store's environment that are employed to create first impressions and draw customers (Yeh et al., 2019; Gunawan & Syahputra, 2020). The environment of a store should be designed to project a positive image that will attract customers and make them feel welcome while they purchase there (Alfin & Nurdin, 2017). If they like the place, they may not be devoted to other places and buy things elsewhere (Alfatih & Pradana, 2023).

According to Simanjuntak and Pradana (2022), the degree of customer satisfaction with the goods or services received can be positive or negative. After consumption, this emotion represents the customer's level of preference and may have an impact on his subsequent purchase choices (Yunitasari & Parahiyanti, 2022). If expectations are fulfilled, customers will be happy. However, if they are not, they will be disappointed and dissatisfied (Gunawan & Syahputra, 2020). Customers who gain information through product purchases and develop a positive opinion of the business may be loyal for a long time. According to Kotler and Keller (2016), customer loyalty is a steadfast commitment to continue utilizing or supporting a chosen good or service in the future, regardless of outside variables like market conditions (Alfatih & Pradana, 2023). A customer's contentment or discontent with a product or service is a good indicator of how satisfied they are with it (Pramesti & Wardhana, 2022). Following consumption, this emotion reflects the customers' degree of preference and may influence their subsequent purchase decisions (Amier & Pradana, 2022). In some professional circles, customers' perceptions of how well a product or service performed in relation to their standards are referred to as customer satisfaction. If the customer's hopes are fulfilled, they will be happy. If they are not, they will be disappointed and unhappy (Gunawan & Syahputra, 2020).

Experiential marketing and store atmosphere have been the focus of significant research in the field of marketing (Alfin & Nurdin, 2017). The impact of these factors on customer loyalty has been found to be significant, with previous studies showing that positive experiences and emotions associated with a brand can increase customer loyalty and ultimately drive sales (Izzudin et al., 2019; Neza & Pradana, 2021). Research has also shown that the physical environment of a store, including factors such as lighting, music, and layout, can influence customers' perceptions and behaviors (Widodo et al., 2023). Brands that prioritize experiential marketing and store atmosphere can create a competitive advantage by differentiating themselves from competitors and creating positive emotional connections with their customers (Pramesti & Wardhana, 2022). Therefore, the research can contribute to the literature on marketing as these factors should be carefully considered and optimized by marketers to build and maintain strong customer relationships.

As a result, seven hypotheses are constructed based on the previous build-up. They are visually depicted by the research model in Figure 1. The hypotheses can be seen as follows.

H1: There is a direct effect of experiential marketing on customer satisfaction of culinary MSMEs in West Java,

H2: There is a direct effect of store atmosphere on customer satisfaction of culinary MSMEs in West Java,

H3: There is a direct effect of customer satisfaction on customer loyalty of culinary MSMEs in West Java,

H4: There is a direct effect of experiential marketing on customer loyalty of culinary MSMEs in West Java,

H5: There is a direct effect of store atmosphere on customer loyalty of culinary MSMEs in West Java,

H6: There is an influence of experiential marketing through customer satisfaction to customer loyalty of culinary MSMEs in West Java,

H7: There is an influence of store atmosphere through customer satisfaction to customer loyalty of culinary MSMEs in West Java.

The research aims to expand the empirical literature on experiential marketing and store atmosphere effects on customer loyalty from the perspective of MSMEs in West Java, Indonesia. There have been several publications about experiential marketing and store atmosphere. Prior studies on customer behavior in actual stores mainly concentrate on the effects of specific store atmospheric cues on customer response and aid in measuring the effect of each store's environmental stimulus on customers' responses separately (Gunawan & Syahputra, 2020). According to recent studies, multiple shop environmental cues have a holistic impact on customers' experiences (Oktafani et al., 2022). In this sense, customers may combine a number of retail cues to create a good perception of the business's atmosphere (Simanjuntak & Pradana, 2022). The effects of various shop ambiance include music, color, fragrance, and layout (Gunawan & Syahputra, 2020). Hence, understanding the psychological processes involved in how a person perceives a challenging retail environment is essential, supported by aspects of marketing as well (Oktafani et al., 2022). However, most of them focus on corporate products or service industries. The research is among the few focusing on MSMEs, particularly Indonesian MSMEs.

METHODS

A causal quantitative method using path analysis is applied to analyze the quantified data. Quantitative research requires a field survey. Hence, the research surveys 384 respondents with experience purchasing culinary products in a physical shop in West Java. Afterward, online questionnaires are used and validated using phases of path analysis.

Next, Structural Equation Model Partial Least Square (SEM-PLS) methodology is used to examine the results further. The value of the path coefficient, R-square, and significance (p-value) of the variable are assessed in the structural model test (inner model). Then, these values are computed using SmartPLS 3.0 and features in the form of bootstrapping (Gusfei & Pradana, 2022).

An independent variable's capacity to signify a bound variable is measured by the R-square value. It can also be viewed as a coefficient that reflects the combined impact of exogenous latent variables on endogenous latent variables. R-square values fall between 0 and 1 or 0 and 100%. Therefore, the greater the value is, the better the model's acquired quality will be. The standards consist of 0,75 as high, 0,5 as medium, and 0,25 as low (Hair et al., 2019).

A standardized coefficient value, which means that the coefficient range is between -1 and +1, is what the SEM-PLS path analysis coefficient produces. Strong positive relationships are indicated by a path coefficient value near +1, whereas strong negative relationships are shown by a path coefficient value close to -1 (Zaman et al., 2021). The significance of the coefficient value is then assessed using a p-value value compared to a significance level value of 5% or 0,05, resulting in a t-value of 1,96 for the t-table (Hair et al., 2019).

RESULTS AND DISCUSSIONS

Sampling in the research applies a purposive sampling technique. It chooses samples that meet the research criteria so that they can give answers supporting the course of the research. The sampling population consists of individuals who have purchased culinary products in physical shops in West Java. Sample size as in other statistical methods produces a basis for estimating sampling errors. To test all hypotheses in the research using the Partial Least Square (PLS) method, the recommended minimum sample size ranges from 30 to 100 or more than 200 sample sizes (Ghozali, 2006). Therefore, the research uses Structural Equation Modeling (SEM) with a variant based called Partial Least Square (PLS) and SmartPLS version 3.0 as an analysis tool to test the hypothesis. The result of using PLS-SEM is the test carried out without a strong theoretical basis by ignoring some assumptions (non-parametric) and the accuracy parameters of the predicted models of coefficient determination (Ghozali & Latan, 2015). The use of PLS in the research is to predict the relationship between customer value and experiential marketing on customer satisfaction and customer loyalty. Based on Table 1, majority of respondents are female (61%), aged 30−39 years (39%), and post-graduate (49%). This information helps to understand the demographic characteristics of the respondents and provides insights into potential variations in the research findings based on gender and education levels. The sample size of 384 respondents is chosen to ensure adequate representation of the target population and provide sufficient statistical power for the analysis.

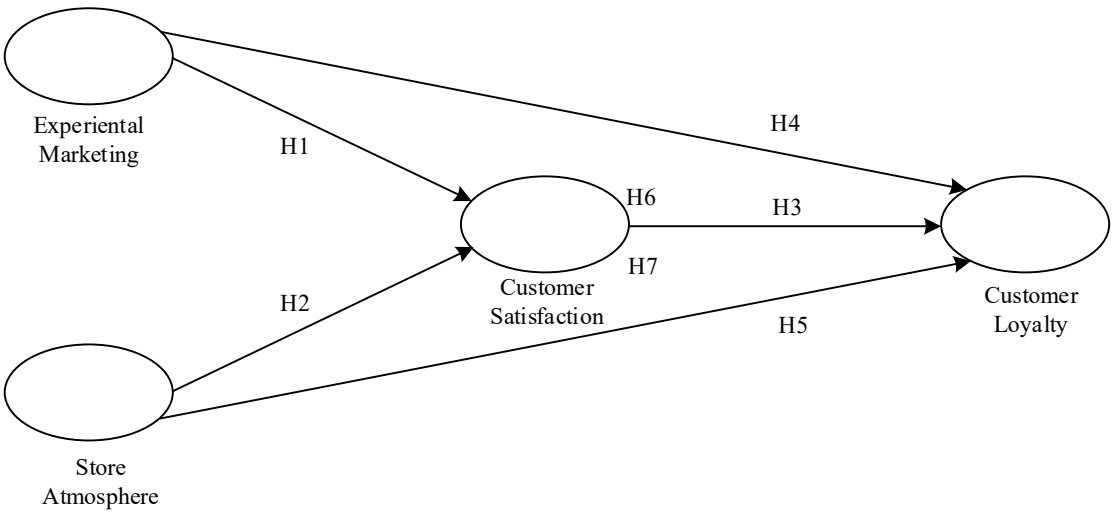

Figure 1 Research Model

Table 1 Respondents' Profiles

Variables	Categories	Frequency
Gender	Male	149
	Female	235
Education	High School	28
	Bachelor	169
	Post-Graduate	187
Age	< 20 Years Old	14
	20−29 Years Old	126
	30−39 Years Old	148
	40−49 Years Old	74
	> 50 Years Old	22

Using the SmartPLS statistical tool version 3.0, the results of PLS path analysis are described. Convergence validity is measured using the value of outer loadings and Average Variance Extracted (AVE). Then, the validity of discriminant validity is measured using cross-loading values. These measurements evaluate the results of the measurement model. The track analysis of the model's reliability is also tested using Cronbach's alpha and composite reliability values. An illustration of the outer model of the path analysis of customer satisfaction is shown in Figure 2.

Figure 2 and Table 2 provide an assessment of convergent validity. It evaluates whether the indicators used for each variable are indeed convergent. Convergent validity is gauged primarily through two key measures: the loading factor, which should be greater than 0,7 as recommended by Ghozali and Latan (2015), and the outer loading values, which should exceed 0,6, along with the Average Variance Extracted (AVE) values for each variable, which should surpass 0,5. In the research, the researcher observes highly favorable results with factor loadings ranging from 0,737 to 0,930. In summary, the information gathered from Table 2 suggests that all the indicators employed to measure each latent variable are valid and reliable measures of their respective latent constructs.

In general, the loading factor value in each indicator must be more than 0,7. However, there is a theory given by Willayat et al. (2022) that a loading factor of 0,6 can still be maintained for models in the development stage. So, it can be valid if it has an AVE value greater than 0,5. Table 3 shows the convergent validity testing using the AVE value with the results. AVE values for experiential marketing (X1), store atmosphere (X2), customer loyalty (Z), and customer satisfaction (Y) are 0,753, 0,813, 0,802, and 0,799, respectively. These values are greater than the critical point of 0,5. The latent variables used in the research have met the assumption of convergence validity.

Moreover, Figure 2 and Table 4 present the outcomes of the structural model in the research, including path coefficients, t-statistics, and p-values. This analysis supports seven hypotheses. According to Hair et al. (2010), a t-statistic greater than 1,96 indicates a significant result at the 5% level of significance. Based on the results generated by SmartPls Ver. 3.0, the researcher can confidently conclude the hypothesis testing. Furthermore, the path coefficient results demonstrate the influence of store atmosphere and experiential marketing on customer satisfaction and customer loyalty, with t-statistic values exceeding 1,96.

The direct effects in the path analysis diagram are shown through an arrow connecting two constructs. Table 4 shows the results of the direct effect hypothesis test. The p-value and t-statistical value

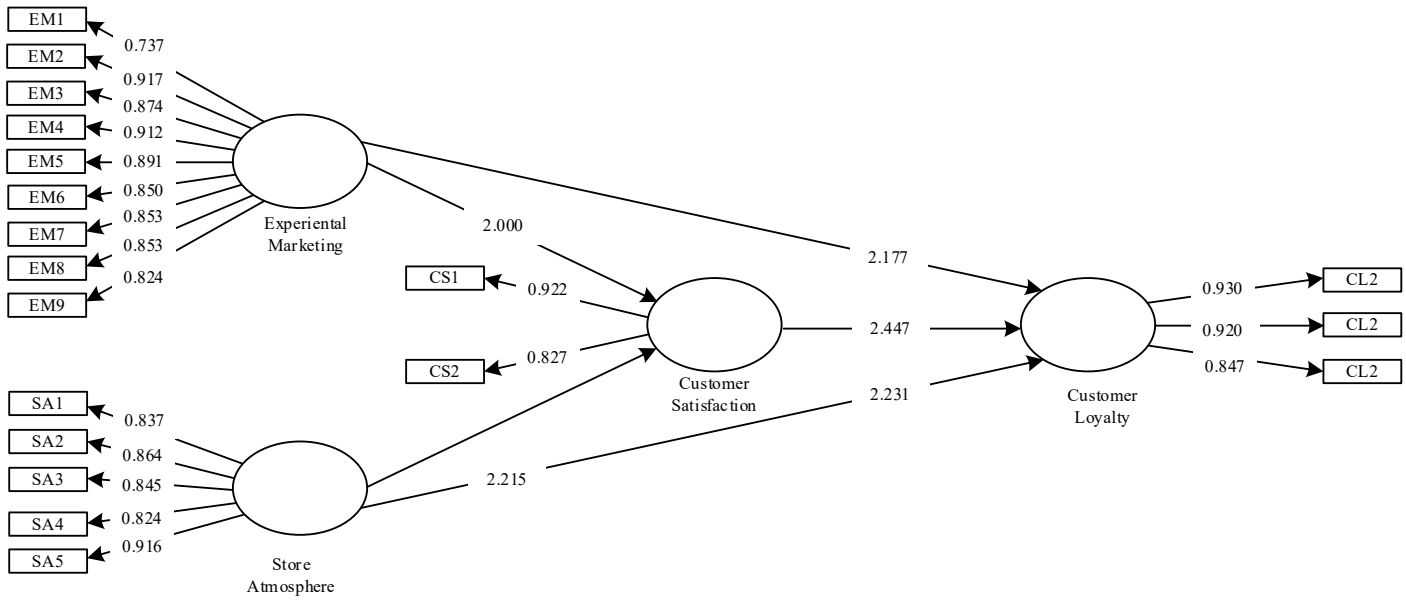

Figure 2 Path Analysis in the Research

from experiential marketing to customer satisfaction of culinary MSMEs is 0,000 and 7,506. The real obtained p-value is less than 0,05, and the statistical t-value is more than 1,96. Thus, H1 is accepted. There is a direct effect of experiential marketing on customer satisfaction of culinary MSMEs in West Java. In addition, a path coefficient value of 0,680 is also obtained. It is a positive value, so the influence of experiential marketing on customer satisfaction of culinary MSMEs is positive. The results support previous research by Alkilani et al. (2013) that the experiential marketing has significant effect on customer satisfaction. This result underscores the importance of experiential marketing strategies for culinary MSMEs in West Java in enhancing customer satisfaction.

Next, the p-value and t-statistical value from the store atmosphere on customer satisfaction are 0,001 and 3,426. The real p-value obtained is approximately less than 0,05, and the statistical t-value is more than 1,96. Thus, H2 is accepted. It can be concluded that there is a direct effect on the store atmosphere on customer satisfaction of culinary MSMEs in West Java. In addition, a path coefficient value of 0,315 is also obtained, which is a positive value. So, the influence of store atmosphere on customer satisfaction in culinary MSMEs is also positive. These findings support the results of research by Anderson and Sin (2020) proving a significant influence between store atmosphere on costumer satisfaction. It means that a better store atmosphere increases customer satisfaction.

Based on the result, the p-value and t-value statistics of customer satisfaction to customer loyalty of culinary MSMEs are 0,000 and 3,544. The real obtained p-value is less than 0,05, and the statistical t-value is more than 1,96. Thus, H3 is also accepted. There is a direct effect of customer satisfaction on customer loyalty. In addition, a path coefficient value of 0,447 is also obtained, showing that the influence of

Table 2 The Results of Factor Loadings

Variables	Indicators	Statements	Factor Loading	Verdict
Experiential Marketing (EM)	EM1	Interest in the product	0,737	Valid
	EM2	Environment	0,917	Valid
	EM3	Product satisfaction	0,874	Valid
	EM4	Conformity	0,912	Valid
	EM5	Reputation	0,891	Valid
	EM6	Image	0,850	Valid
	EM7	Consumer relationship	0,853	Valid
	EM8	Recomendation	0,853	Valid
	EM9	Enthusiasm	0,824	Valid
Store Atmosphere (SA)	SA1	Store exterior	0,837	Valid
	SA2	Attractiveness of exterior design	0,864	Valid
	SA3	General interior	0,845	Valid
	SA4	Store layout	0,824	Valid
	SA5	Interior display	0,916	Valid
Customer Loyalty (CL)	CL1	Repeat purchase	0,930	Valid
	CL2	Referring to others	0,920	Valid
	CL3	Immunity	0,847	Valid
Customer Satisfaction (CS)	CS1	According to expectations	0,922	Valid
	CS2	Ease of acquisition	0,827	Valid

Table 3 The Results of AVE and P-values

Variables	AVE	P-Values	Verdict
Experiential Marketing (X1)	0,753		Valid
Store Atmosphere (X2)	0,813	> 0,5	Valid
Customer Loyalty (Z)	0,802		Valid
Customer Satisfaction (Y)	0,799		Valid

(Source: Processed Data with SMART PLS 3.0, 2022)

customer satisfaction on customer loyalty is positive. The results support previous research by Abadi et al. (2020) that customer satisfaction has a positive and significant effect on customer loyalty. In light of these findings, it is clear that nurturing and enhancing customer satisfaction should be a central focus for culinary MSMEs seeking to cultivate and maintain customer loyalty, ultimately contributing to their long-term success and sustainability.

Information can be obtained that the p-value and t-statistical value from experiential marketing to customer loyalty are 0,026 and 2,226. The real obtained p-value is less than 0,05, and the statistical t-value is more than 1,96. Thus, H4 is accepted. There is a direct experiential marketing to customer loyalty of culinary MSMEs in West Java. In addition, a path coefficient value of 0,317 shows that the influence of experiential marketing on customer loyalty of culinary MSMEs is positive. This result supports the results of earlier studies of experiential marketing on consumer loyalty (Kusumawati, 2011; Öztürk, 2015). Previous studies have found a positive association between experiential marketing and consumer loyalty.

The p-value and t-statistical value of the store atmosphere to customer loyalty are 0,020 and 2,334. The real obtained p-value is less than 0,05, and the statistical t-value is more than 1,96. Hence, H5 is accepted. There is a direct effect of the store atmosphere on customer loyalty. In addition, the path coefficient value of 0,231 suggests the positive influence of store atmosphere on customer loyalty of culinary MSMEs. The results support previous research by Yuani (2021) that the store atmosphere has a significant effect on customer loyalty. The store atmosphere created by the company can elicit a response from visitors, which can be in the form of enjoying the taste of the store, spending a longer time in the store, exploring the goods in the store, seeking further information, purchasing, and feeling satisfied (Alfin & Nurdin, 2017). Meanwhile, customer loyalty can occur when there is satisfaction with the products purchased and the place of business.

Based on the findings in Table 5, the p-value and t-statistical value of the influence of experiential marketing through customer satisfaction on customer loyalty of culinary MSMEs are 0,007 and 2,709, respectively. The actual p-value is below 0,05, and the t-statistical value is 1,96. It can be inferred that experiential marketing through customer satisfaction impacts customer loyalty of culinary MSMEs in West Java. H6 is approved. In addition, the path coefficient value of 0,304 can be assumed that the influence of experiential marketing through customer satisfaction on customer loyalty of culinary MSMEs is positive.

Table 4 The Results of Hypotheses with Direct Effects

Relationship Variable	Original Sample	T-Statistics	P- Values	T-Table	Result
Experiential Marketing (X1) → Customer Satisfaction (Y)	0,680	7,506	0,000		H1 is accepted
Store Atmosphere (X2) → Customer Satisfaction (Y)	0,315	3,426	0,001		H2 is accepted
Customer Satisfaction (Y) → Customer Loyalty (Z)	0,447	3,544	0,000	1,96	H3 is accepted
Experiential Marketing (X1) → Loyalty Customer (Z)	0,317	2,226	0,026		H4 is accepted
Store Atmosphere (X2) → Customer Loyalty (Z)	0,231	2,334	0,020		H5 is accepted

(Source: Processed Data with SMART PLS 3.0, 2022)

Table 5 The Results of Hypotheses with Indirect Effects

Hypothesis	Original Sample	T-Statistics	P-Values	T-Table	Result
Experiential Marketing (X1) → Customer Satisfaction (Y) → Customer Loyalty (Z)	0,304	2,709	0,007	1,96	H6 is accepted
Store Atmosphere (X2) → Customer Satisfaction (Y) → Customer Loyalty (Z)	0,141	3,240	0,001		H7 is accepted

These findings support the results of research by Abadi et al. (2020) proving that experiential marketing path analysis have a positive and significant effect on customer loyalty through customer satisfaction.

Similarly, the real obtained p-value is less than 0,05, and the statistical t-value is more than 1,96. Thus, H7 is accepted. There is an influence of the store atmosphere through customer satisfaction on customer loyalty. In addition, a path coefficient value of 0,141 is also obtained. The influence of store atmosphere through customer satisfaction on customer loyalty of culinary MSMEs is positive. According to Alfin and Nurdin (2017), store atmosphere positively affects customer loyalty through customer satisfaction. When the company can create a functional store atmosphere, it can increase customer satisfaction and impact on customer loyalty.

These findings support the results of research by Izzudin et al. (2019), proving that there is a partial influence of experiential marketing and store atmosphere on customer loyalty. The result means that with experiential marketing, the customers may come back again and have loyalty to the purchase. Meanwhile, the store atmosphere is an additional factor that can create positive customer satisfaction.

Considering that the research is among the few discussing Indonesian MSMEs, the results add a unique contribution. Indonesian MSMEs need to consider a convenient store atmosphere and develop experiential marketing strategies to optimize their businesses. The results emphasize the importance for Indonesian MSMEs to consider creating a convenient store atmosphere and developing effective experiential marketing strategies. A convenient store atmosphere can enhance the overall customer experience and contribute to customer satisfaction and loyalty. It may involve factors, such as store layout, cleanliness, comfort, and accessibility. By creating a welcoming and convenient store environment, MSMEs can attract and retain customers, ultimately optimizing their businesses.

Additionally, the research highlights the significance of experiential marketing strategies for Indonesian MSMEs. Experiential marketing focuses on engaging customers' senses and emotions to create memorable and positive experiences. By implementing experiential marketing techniques, such as interactive displays, personalized services, and sensory elements, MSMEs can enhance customer satisfaction and loyalty. These strategies can help differentiate their businesses from competitors and create a unique and memorable brand experience for customers.

CONCLUSIONS

In conclusion, experiential marketing and store atmosphere significantly impact customer loyalty. By creating unique and memorable customer experiences, companies can enhance their brand image and build long-term relationships with their customers. A well-designed store atmosphere that appeals to the senses and creates a comfortable environment can also influence customer loyalty by increasing satisfaction and enhancing their overall shopping experience. Ultimately, companies that prioritize experiential marketing and store atmosphere are more likely to generate repeat business and customer loyalty, which can positively impact their bottom line. Therefore, it is essential for companies to invest in creating engaging experiences and a welcoming store atmosphere to build customer loyalty and ultimately drive business growth.

The research also makes several applicable recommendations. MSMEs in West Java should adopt an experiential marketing strategy that involves sense, feel, think, act, and relate marketing through experience. The purpose of a sense marketing strategy is to stimulate the five senses of the human to provide aesthetic pleasure, joy, beauty, and fulfillment. It can be improved by coming up with a modern interior design that is both cozy and fashionable by playing music that gets people enthusiastic and using clean equipment.

Next, the research findings indicate that feel- or gift-based experiences have an impact on rising customer satisfaction. MSMEs in West Java must have experience and be knowledgeable about how to instill feelings of happiness, excitement, satisfaction, and relaxation before, during, and after using their services. When customers utilize a product, it is impacted by events, agents, objects, moods, or emotions that frequently develop. Hence, MSMEs in West Java should pay close attention to every crucial moment and make the most of the experience, particularly the people (workers with strong interpersonal skills).

Moreover, the management of MSMEs in West Java should put their best effort into relate marketing. It is one of the experiential marketing modules that increases customer satisfaction. Relate marketing can be accomplished by establishing a brand community and taking other communications-related initiatives.

Nevertheless, the research has some limitations. It is limited in time and resources to gather more respondents. Hence, the primary target of acquiring more than 400 respondents is not fulfilled. More heterogeneity of the respondents is needed to provide more valid results. Therefore, future research is recommended to explore a greater variety of respondents and utilize other marketing constructs related to MSMEs.

Based on the research findings, the researcher can make several recommendations for the company's interests and further research, such as more samples. It seeks to obtain accuracy and consistency from more comprehensive research findings. Moreover, more branches of West Java MSMEs should be used for the research. Therefore, the level of generalization is better than the research results. It can have more varied results regarding the impact of experiential marketing results. Lastly, further research should explore and improve the research models and methodologies to determine more determinants.

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