

## The Experiential Marketing in Increasing Customer Loyalty Through Customer Satisfaction at Seafood Restaurants

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**Abstract.** *The development of the culinary industry, especially in the city of Tarakan, North Kalimantan Province, shows significant growth. With the increasing number of culinary places, competition is getting tighter, encouraging business people to look for uniqueness, distinctiveness, and effective marketing strategies to maintain their business. One of the key factors in the success of a culinary business is customer loyalty, which is influenced by consumer experience, service quality, and customer satisfaction. This study aims to investigate the effect of experiential marketing and service quality on customer satisfaction, and its impact on customer loyalty at seafood restaurants in the city of Tarakan, North Kalimantan. The research method used is a descriptive conclusive design using quantitative data obtained through a survey with a questionnaire. The research sample was consumers of seafood restaurants in the city of Tarakan with a total of 100-200 respondents. The results of data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) showed that experiential marketing and service quality have a significant positive effect on customer satisfaction. In addition, service quality also has a significant positive effect on customer loyalty, as well as experiential marketing. Customer satisfaction is also proven to have a significant positive effect on customer loyalty. In conclusion, good management of experiential marketing, service quality, and customer satisfaction can be key factors in building and maintaining customer loyalty in seafood restaurants. The theoretical and practical implications of this study highlight the importance of considering these aspects in marketing strategies and customer management in the food and beverage industry. In addition, policy recommendations are also proposed to support the development of the food and beverage industry with a focus on improving service quality and consumer protection.*

**Keywords:** *Customer; Restaurant; Satisfaction.*

### 1. Introduction

According to Schmitt (1999), experiential marketing is providing an experience to customers when using a product or service through stimulation of the consumer's emotional elements. "Service quality" refers to how good or how satisfying the service provided by a company or

service provider to its customers. This is an evaluation of the extent to which a service or product meets or exceeds consumer expectations.

Research that has been conducted by previous researchers includes the following:

No	Title	Amount of Data	Data Collection Techniques	Method	Application	Conclusion
1	The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty (Puti AZ & Aswin D. H, 2021).	80 data from 142 data	latent variable score	Structural Equation Modeling (SEM)	Lisrel	A2 Influences A3.
2	The Influence of Experiential Marketing and Service Quality on Customer Loyalty: Customer Satisfaction as a Mediating Variable (Ika N. F & Keni, 2021).		non-probability 154 respondents sampling with convenience sampling technique through online questionnaire	Structural Equation Modeling (SEM)	SmartPLS 3.2.8	A2 Influences A4 A1 Influences A4 A2 Influences A3 A1 Does Not Affect A3 A4 Influences A3 A2 and A1 Influence A3 if Mediated by A4
3	The Influence of Experiential Marketing on Customer Loyalty Mediated by Customer Satisfaction of Visitors to Jawa Timur Park 3 Batu (Lintang AM & Dian A. N, 2019).	240 respondents	purposive sampling	-	SPSS 20	A2 Influences A3 A4 Influences A3
4	Analysis of Experiential Marketing and Service Quality on Customer Satisfaction and its Impact on Customer Loyalty (Rita & Yudianto, 2023).	80 respondents (37 male & 43 female)	Saturated sampling	path analysis	SPSS 22	A2 Influences A4 A1 Influences A4 A2 Influences A3 A1 Influences A3
5	Service Quality, Experiential Marketing and Customer Satisfaction of Gojek Users (Nanda SP & Endi S., 2022).	145 subscribers	accidental sampling	Multiple linear regression analysis	SPSS 21	A1 Influences A4 A2 Influences A4
6	The Role of Service Quality and Experiential	160 respondents	nonprobability sampling with purposive	Structural Equation	smartpls	A2 Does Not Affect A4 A1 Influences A4

	Marketing on Customer Loyalty Through Customer Satisfaction at Vanko Coffee Shop in Surabaya (Ikhwanus S. & Sri H., 2023).		sampling method	Modeling (SEM)		A4 Influences A3 A2 Does Not Affect A3 A1 Influences A3 A4 Mediates A2 To A3 A4 Mediates A1 To A3
7	The Influence of Service Quality on Satisfaction and Customer Loyalty of Dadirah Cooperative in Dili Timor-Leste (Daniel P., et al., 2016)	64 people	Interview and questionnaire distribution	descriptive analysis and Partial Least Square analysis	Smart PLS 2.0	A1 Influences A3 A1 Influences A4
8	Analysis of the Influence of Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable at Madass Salon (Allan RS & Edwin J., 2017)	100 customers	purposive sampling	Partial Least Square (PLS)	-	A1 Influences A4 A1 Influences A3 A4 Influences A3
9	The Influence of Service Quality on Customer Satisfaction and Customer Loyalty (Irfal & Heru M., 2016)	300 people	purposive sampling	Structural Equation Modeling (SEM)	-	A1 Influences A4 A1 Influences A3

Information :

Code	Information
A1	Service Quality
A2	Experiential Marketing
A3	Customer Loyalty
A4	Customer Satisfaction

From the research literature above and the solution to the research gap, the customer satisfaction variable is included as an intermediate variable. This research will focus on exploring this variable to fill the existing knowledge gap so that this study takes the title of the influence of service quality and experiential marketing in increasing customer loyalty through customer satisfaction at seafood restaurants in Tarakan City, North Kalimantan.

## 2. Research Methods

This research process uses a descriptive conclusive research design. Conclusive research is research designed to help decision makers determine, evaluate, and choose the best alternatives in solving problems (Malhotra, 2010). Meanwhile, descriptive research is a type of conclusive research whose main purpose is to describe something, usually about the characteristics or functions of the market (Malhotra, 2010). In this study, researchers used

quantitative data to obtain primary data. Quantitative data were obtained through field research (surveys) using questionnaires filled out by respondents. Quantitative data is structured or patterned so that various data obtained from their sources (respondents interviewed or objects observed) tend to have patterns that are easier to read. The quantitative data obtained were further processed using statistical analysis. The sample of this study was consumers of Seafood Restaurants in Tarakan City with a sample size of 100-200 respondents.

### 3. Results and Discussion

#### 3.1. The Influence of Experiential Marketing on Customer Satisfaction

The findings in this study indicate that Experiential Marketing also has a significant positive influence on Customer Satisfaction. This is reinforced by the p-value reaching 0.004 and the t-statistic of 2.906. Although this significance value is slightly lower than the influence of Customer Satisfaction on Customer Loyalty, this finding still has important implications in the context of marketing. The interpretation of this result is that the experience given to customers has a real impact on their level of satisfaction with a product or service. Experiential Marketing emphasizes the importance of creating a positive and memorable experience for customers during interactions with a brand or product. Through this approach, seafood restaurants can build closer relationships with customers and increase customer value by providing experiences that exceed their expectations.

#### 3.2. The Influence of Service Quality on Customer Satisfaction

The findings in this study indicate that Service Quality has a significant positive effect on Customer Satisfaction. This is reflected in the p-value approaching zero, which is 0.000, and a significant t-statistic, indicating that this variable plays an important role in influencing both dependent variables. The interpretation of this finding is that Service Quality by customers has a strong impact on their level of satisfaction with the products or services received. Service Quality includes aspects such as service reliability, responsiveness, assurance, empathy, and physical evidence provided by seafood restaurants to customers. When customers feel that the Service Quality provided meets or even exceeds their expectations, they tend to feel more satisfied with their experience. Thus, it is important for seafood restaurants to focus on improving the Service Quality provided to customers as part of their marketing strategy. By providing high-quality service and meeting customer expectations, seafood restaurants can strengthen relationships with customers, increase loyalty, and create a loyal customer base.

#### 3.3. The Influence of Customer Satisfaction on Customer Loyalty

The results of the direct effect test analysis confirm that Customer Satisfaction has a significant positive influence on Customer Loyalty. This finding is supported by a very low p-value of 0.000 and a high t-statistic of 5.945. This means that there is a strong positive correlation between the two variables. The interpretation of this result is that the higher the level of Customer Satisfaction towards the products or services provided by the seafood restaurant, the more likely they are to remain loyal as customers. Customers who are satisfied

with their experience tend to have higher loyalty to the seafood restaurant. This is in line with marketing theory which emphasizes the importance of prioritizing customer satisfaction as a strategy to maintain and increase customer loyalty. Thus, these results provide a strong understanding of the importance of seafood restaurants to focus on increasing the level of Customer Satisfaction. Investing in understanding customer needs and expectations, as well as providing a consistent positive experience, can help seafood restaurants build stronger relationships with their customers. In the long run, this can result in benefits in the form of higher customer retention, stable business growth, and sustainable competitive advantage in the market.

### **3.4. The Influence of Experiential Marketing on Customer Loyalty**

The results of the direct effect test show that Experiential Marketing has a significant positive influence on Customer Loyalty. The very low p-value of 0.000 and the high t-statistic of 5.803 confirm the existence of a positive correlation between the two variables. The interpretation of this finding is that Experiential Marketing provided to customers through an experience-oriented marketing strategy has a strong impact on the level of Customer Loyalty. Based on the convergent validity test, this indicator is important to note in the culinary industry, namely the Thinking Experience, Action Experience and Association Experience indicators. When customers feel involved in a satisfying and captivating experience of the uniqueness, visual appearance and attractive composition of their food and drinks, they tend to be more loyal and they will even share the experience through social media and share experiences with relatives to enjoy the seafood dishes again. This approach emphasizes the importance of creating memorable moments and interactions with customers, so that they feel emotionally connected to the culinary industry and have greater motivation to maintain business relationships with seafood restaurants. Thus, these results provide additional emphasis on the importance for seafood restaurants to invest in unique and memorable Experiential Marketing. By providing a differentiated experience, seafood restaurants can create significant differentiation in the market and strengthen the bond with their customers. This can help increase customer loyalty, extend customer lifetime, and create a sustainable competitive advantage.

### **3.6. The Influence of Service Quality on Customer Loyalty**

The results of the direct effect test show that Service Quality has a significant positive effect on Customer Loyalty. The p-value is close to zero, which is 0.000, and the highest t-statistic is 6.032, which indicates that this variable plays an important role in influencing both dependent variables. The interpretation of this finding is that the Service Quality provided by seafood restaurants has a strong impact on the level of Customer Loyalty. The better the Service Quality provided by seafood restaurants, the better the level of Customer Loyalty. When customers feel that the service provided is of high quality, they tend to be more loyal to the seafood restaurant. Service Quality includes various aspects such as service reliability, responsiveness, assurance, empathy, and physical evidence provided by seafood restaurants to customers. Based on the convergent validity test, this indicator is important to note in the culinary industry, namely the Reliability and Responsiveness indicators. When customers are



satisfied with the Service Quality they receive, especially in terms of service that meets expectations, serving food and drinks on time and providing fast service, they are more likely to return to using seafood restaurant products or services in the future. Thus, these results highlight the importance for seafood restaurants to ensure that the service provided to customers meets or even exceeds their expectations. Investment in improving Service Quality can help seafood restaurants build stronger relationships with customers, increase Customer Loyalty, and create a competitive advantage in the market.

#### 4. Conclusion

Overall, this study shows a significant relationship between variables that good management of aspects such as Experiential Marketing, Customer Satisfaction, and Service Quality can be a key factor in building and maintaining Customer Loyalty in seafood restaurants. However, it turns out that the highest t-statistic coefficient is Service Quality on Customer Loyalty, which is 6.032. So the owner should pay attention to this influence from the aspect of significance. By understanding and responding to customer needs and expectations appropriately, seafood restaurants can create strong and sustainable relationships with their customers, which in turn will support the long-term success of seafood restaurants in a competitive market.

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