

# THE EFFECT OF EXPERIENTIAL MARKETING ON REPEAT VISITS OF ALFAMART CUSTOMERS IN KUPANG CITY

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**Abstract:** In this era of global development, the business sector faces increasingly dynamic and intense competition. Companies are required not only to offer quality products but also to create meaningful interactions that differentiate them from competitors. To win customer preferences and retain existing consumers, marketers must continuously innovate and develop strategies that form strong emotional bonds through positive customer experiences. One effective approach to achieve this is Experiential Marketing, which aims to touch customer emotions and provide memorable experiences, thereby increasing satisfaction and loyalty. This study aims to determine the effect of Experiential Marketing on revisit intention among Alfamart customers in Kupang City. The research employs a quantitative associative method, with data collected through an online questionnaire involving 96 respondents (n=96), selected using a non-probability sampling technique. The Experiential Marketing variable is measured through five key dimensions: Sense (sensory experiences), Feel (emotional engagement), Think (cognitive stimulation), Act (behavioral influence), and Relate (social identity and connection). The results of simple linear regression analysis indicate that Experiential Marketing has a significant and positive effect on revisit intention, contributing 55.1% to the variation in revisit behavior. The remaining 44.9% is influenced by other factors not covered in this study, such as brand trust, service quality, and price perception. Enhancing the five experiential dimensions can encourage repeat visits, increase transaction frequency, and raise the average purchase value per visit. For store managers, this means designing in-store experiences that stimulate the senses, evoke positive emotions, engage customers cognitively, encourage active participation, and foster social connections among shoppers. For investors, the 55.1% contribution reflects a high potential for customer loyalty, reduced acquisition costs, and more predictable revenue streams. Ultimately, such strategies not only enhance short-term sales performance but also support long-term business sustainability and competitive advantage.

**Keywords:** Experiential Marketing (Sense, Feel, Think, Act, Relate), Revisit Intention

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## Introduction

In the era of global development, the business sector is faced with increasingly dynamic competition. Changes in consumer behavior, technological advances, and increasing product and service choices require companies to be able to offer more than just quality and price. In responding to business competition, marketers are required to compete and ensure their products are consistently preferred by

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consumers. Therefore, innovative marketing strategies that can attract and retain consumers are an urgent need (Karuniatama, Hajar, Barata, Dewa, Suyoto, & Totok, 2020). This development is clearly visible in the Indonesian retail industry, which, according to the 2019 Global Retail Development Index, ranked Indonesia fifth in the world in terms of retail industry growth. Along with business dynamics, marketing concepts have continuously evolved over time, from traditional marketing concepts to modern marketing concepts. One industry currently experiencing intense business competition in Indonesia is the retail industry. According to AT Kearney's 2019 Global Retail Development Index, released in January 2020, Indonesia ranks fifth in the world for rapid global retail growth. Increasing consumer demand for supermarkets and department stores has resulted in intense competition within the retail industry. Therefore, every retail marketer is required to have an appropriate and attractive strategy through service and...quality products, and bind consumers emotionally to have loyalty, especially in forming behavior, experience and the desire to make repeat visits, so that marketers gain competitive advantage (Prastyaningsih, 2014).

Revisit is done based on how satisfied visitors are with getting what they expected after their first visit, so that they will intend to visit the marketer again at another time (Setyaningsih & Murwatiningsih, 2017). By understanding consumers' repeat visit interests, marketers will benefit because repeat customers can generate more revenue. (Pratminingsih, 2014) To encourage repeat visits, marketers must increase customer satisfaction and provide a positive and engaging experience, thereby retaining them long-term. This is what is known as experiential marketing. It involves more than just offering product features and benefits to please consumers; it also provides a positive experience and sensation, which will then become the basis for loyalty (Raza & Siddiquei, 2012).

*Experiential Marketing* aims to build loyalty by touching customer emotions through positive experiences and providing a positive feeling towards products and services. In the development of current marketing behavior, consumers consider the function, features, quality of products and positive brand image as normal or common things, therefore, marketers should not only do promotions, but also must be able to realize these things in real terms, so that the products offered can be embedded in the minds of consumers, by providing emotional surprises and generating unique experiences.

Alfamart is a well-known retailer in Indonesia. It is a multi-product trading company (retail) founded in 1989 under the name Alfa Minimart. Ten years later, the company transitioned to operating minimarkets. In 2002, the company acquired 141 Alfaminimart stores and renamed them "Alfamart." In 2009, the company officially went public. [Indonesia stock exchange](#). For 22 years Spreading its wings, by 2021 Alfamart had 14,300 outlets operating in Indonesia and more than 750 outlets operating in Thailand and the Philippines.

As one of the largest retailers, Alfamart implements Experiential Marketing through sales promotion programs, which frequently offer monthly discounts, thus making Alfamart a growing retailer in Kupang City. The first Alfamart in Kupang City in 2019 immediately attracted the attention of Kupang City residents because it immediately operated in 14 different locations in Kupang City (not including Kupang Regency). The presence of Alfamart in Kupang City in various different locations certainly poses a threat to existing retail businesses in Kupang City. Increasing consumer demand for supermarkets and minimarkets has triggered intense competition, especially in terms of service, product quality, and efforts to build emotional bonds that generate loyalty. One strategy that is increasingly relevant is experiential marketing, which not only offers product features and benefits but also creates memorable and satisfying experiences. Several studies in various major cities in Indonesia have proven the effectiveness of this strategy in increasing repeat visits and customer loyalty. However, there is still a research gap in the context of Kupang City, which is a developing market with different consumer characteristics compared to other major cities such as Jakarta, Surabaya, or

Bandung. Local cultural factors, the relatively new level of modern retail penetration, and the shopping habits of Kupang residents may influence the effectiveness of experiential marketing differently. To date, there have been few empirical studies measuring this. Specifically, the extent to which experiential marketing contributes to repeat visit behavior in this local market. Based on this background, this study was conducted to analyze the influence of experiential marketing on repeat visit intentions of Alfamart customers in Kupang City, identify the most dominant dimensions influencing this behavior, and provide strategic recommendations for store managers and investors so that these findings can be optimally utilized in business decision-making.

## **Literature review**

### ***Experiential Marketing***

*Experiential Marketing* is an effort used by companies or marketers to package products so that they can offer emotional experiences that touch the hearts and feelings of consumers (Schmitt, 2011). Kotler & Keller (2016) say that *Experiential Marketing* that not only communicates features and benefits but also connects the product or service with a unique and engaging experience. *Experiential Marketing* is the process of identifying and satisfying customer needs and aspirations profitably, engaging customers using two-way communication so as to give the brand personality so it can come to life and become added value to target customers. (Smilansky, 2009). Based on the opinions of the experts above, it can be concluded that Experiential Marketing is an effort made by companies or marketers to provide satisfaction to consumers by creating good experiences and touching consumers' feelings through the products offered and the services provided.

This research aligns with previous studies on the influence of experiential marketing in the retail sector and emerging markets. A 2020 study in Phnom Penh, Cambodia, on grocery retailing showed that the consumer experience dimension positively impacted satisfaction, word-of-mouth, and repeat purchase intention. This grocery context differs from convenience stores, which have a higher frequency of visits.

Ari Wijaksono's (2022) research at Forty Coffee Purwakarta found that experiential marketing contributed 73.9% to repurchase intention, while store atmosphere contributed only 15.4%. However, the context of a cafe as a recreational destination involves a high-involvement experience, unlike a quick shopping decision at a convenience store. At Indomaret Pakutandang, Ciparay (2020), brand reputation and experiential marketing were both significant for repurchase intention, but brand reputation was more dominant. This could be due to the brand's long-established strength in urban areas.

This research differs in that it focuses on Kupang City, a developing market in East Nusa Tenggara (NTT) with relatively nascent modern retail penetration. Furthermore, the format studied is a minimarket chain (Alfamart) with a high visit cycle. The contribution of experiential marketing was directly measured at 55.1% without any intermediaries. This figure provides a clear quantitative benchmark for strategic planning. The results are also relevant for investors as indicators of potential customer loyalty and sustainable growth opportunities.

### ***Dimensions of Experiential Marketing***

1. *Sense - Sense* aims to create a sensory experience through sight, sound, touch, taste, and smell. Sense marketing must influence the customer's five senses. There are three strategic goals of

sense marketing used by companies: differentiating their products or services, motivating consumers to purchase the product, and providing value to customers.

2. *Feel - Feel marketing* strives to appeal to the deepest feelings and emotions of customers, with the aim of creating a customer experience ranging from the ordinary to the intense emotional level.
3. *Think - Think* focuses on how marketers influence consumers' minds by providing previously felt experiences.
4. *Act - Actor* oriented towards creating experiences through the behavior of customers and employees, both personally and in other companies.
5. *Related - Related Marketing* encompasses sense, feel, think, and act. This dimension influences relationships with others, which is a useful support for enhancing the customer experience through intercultural interactions and the customer's need for social identity.

### **Repeat Visit**

Chi & Qu (2008) revealed that repeat visits are the customer's intention to make a repeat purchase based on what they have received previously, such as positive satisfaction and the experience they have had with the product or service. Repeat visits are the customer's intention to purchase a product again based on an evaluation of their past experiences and understanding their future expectations (Lee and Cunningham, 2001). According to Luo & Hsieh (2013), Revisit is the willingness to revisit a destination and also considers this behavior as an expression of customer loyalty, similar to the willingness to repurchase a particular product. Based on the opinions of the experts above, it can be concluded that Revisit is the behavior or desire of customers to repurchase a product based on previous experiences when purchasing and consuming the product. This also illustrates the customer's loyal attitude towards the product.

### **Revisit Dimension**

1. *Intention to Return* or the customer's desire to return because they are satisfied with the service provided.
2. *Willingness to Recommend* or the willingness of customers to recommend to others based on the good experiences that customers have had with the company.
3. *Proactive Participation* namely the decision to take responsibility and initiative in participating for the long term.

### **Framework of thinking**

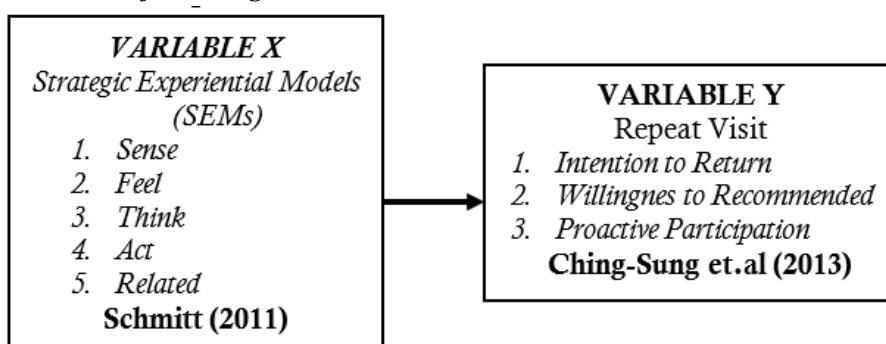


Figure 1 Framework of thinking

## ***Hypothesis***

H<sub>1</sub>: There is a significant influence between Experiential Marketing and Consumer Repeat Visits at the Alfamart outlet in Kupang City.

## **Research methods**

### ***Types of research***

The research design used was descriptive-associative with a quantitative approach. Descriptive research aims to provide a systematic, factual, and accurate description of the facts or characteristics of a particular population, both related to the variables studied and the relationships between them (Sugiyono, 2018). Meanwhile, associative research is intended to determine the relationship or influence between two or more variables, whether correlational or causal (Siregar, 2013). The quantitative approach was chosen because this study uses numerical data collected through standardized instruments and analyzed using statistical methods to test previously formulated hypotheses. Thus, the quantitative descriptive-associative design in this study not only describes the characteristics of the phenomenon in detail but also empirically tests the relationship between the independent and dependent variables based on measurable data.

### ***Population and Sample***

According to Sugiyono (2018), a population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the research to be studied and then conclusions drawn. Based on this definition of population, the population in this study is the people in Kupang City who are customers of Alfamart/who have made repeat visits to Alfamart to purchase certain products.

According to Sugiyono (2018), a sample is a part of the number and characteristics of the population. It consists of several members selected from the population. To determine the size of the sample, it can be done statistically or based on research estimates. In addition, it is also necessary to note that the selected sample must be representative, meaning that all population characteristics should be reflected in the selected sample. The sampling technique in this study is non-probability sampling, namely a sampling technique in which members of the population do not have the same opportunity to become sample members and uses incidental sampling as a sampling determination technique (Sugiyono, 2018). The reason for using this method is because the unknown population size of Alfamart customers.

The sample in this study was residents of Kupang City who were Alfamart customers or who had visited Alfamart again to purchase certain products. Because the number of repeat customers was unknown, the Lemeshow formula was used to determine the sample size.(Ridwan & Akon, 2010) as follows:

$$n = \frac{Z\alpha^2 x P x Q}{L^2}$$

Information:

n = Number of samples required

Z<sub>α</sub>= Standard value of the distribution according to the value<sub>α</sub>(5%) = 1.96

P = Prevalence of outcome, because it has not been obtained, 50% is used

$$Q = 1 - P$$

L = Level of accuracy, namely 10%

With this formula then:

$$\begin{aligned} n &= (1.96) 2 \times 0.5 \times 0.5 / 0.12 \\ &= 96.04 \end{aligned}$$

Thus, the number of respondents required in this study is 96.

### ***Data collection technique***

The data collection technique used is A questionnaire is a data collection technique used by researchers to provide respondents with a set of written questions or statements to answer (Sugiyono, 2018). Researchers also conducted a literature review by analyzing various existing literature, such as theses, books, and journals related to experiential marketing and repeat visits.

## **Results and discussion**

### ***Respondent Characteristics***

Respondent characteristics show, based on gender with the majority of women totaling 65 people with a percentage of 68%. Based on age group shows the majority in the 15-25 year age group as many as 71 people with a percentage of 73.9%. Based on occupation, the majority of respondents have jobs as students/college students totaling 44 people with a percentage of 46%. While finally, the characteristics of respondents based on monthly income with the majority of respondents with income <Rp. 500,000 totaling 51 people with a percentage of 53.1%.

### ***Simple Linear Regression Analysis***

Table 1 Simple Linear Regression Analysis

| Model                                     | Coefficients <sup>a</sup>   |               |                           |                |              |
|---|-----------------------------|---------------|---------------------------|----------------|--------------|
|   | Unstandardized Coefficients |               | Standardized Coefficients | t              | Sig.         |
|   | B                           | Std. Error    | Beta                      |                |              |
| 1 (Constant)<br>Experiential<br>Marketing | 1.517<br>.179               | 1.728<br>.017 |                           | .878<br>10.731 | .382<br>.000 |

a. Dependent Variable: Kunjungan Ulang

Based on the results of the simple linear regression test in the table above, the simple linear regression equation in this study can be formulated as follows:

$$Y = 1.517 + 0.179X + e$$

This equation shows that a constant value of 1.517 indicates the magnitude of revisit intention (Y) when the experiential marketing score (X) is at zero. The regression coefficient of 0.179 means that every one-unit increase in the experiential marketing score will increase revisit intention by 0.179 units, assuming other variables remain constant. This positive coefficient value confirms that strengthening the customer experience dimension has an impact on increasing visit loyalty.

## **Hypothesis Testing**

### T-test

Based on the results of the T-test, it can be seen that the calculated t-value for the Experiential Marketing variable is 10.731, while the t-table value at a significance level of 5% with the number of respondents (n=96) is 1.661. The significance value obtained is  $p = 0.000$ , which means it is much smaller than  $\alpha = 0.05$ . Thus,  $t \text{ count} > t \text{ table}$  and  $p < \alpha$ , so the hypothesis stating that there is an influence of Experiential Marketing on repeat visits can be accepted. These results indicate that a significant increase in Experiential Marketing scores will be followed by an increase in customer revisit intentions. The high t-value indicates the strong influence of this variable in explaining variations in consumer behavior. This condition strengthens the finding of the coefficient of determination ( $R^2$ ), which shows a significant contribution of Experiential Marketing to repeat visit behavior. In other words, the quality of the experience provided by Alfamart in Kupang City has been statistically proven to be able to build customer loyalty through increased visits.

## **Coefficient of Determination( $R^2$ )**

Table 2. Coefficient of Determination

### **Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .742 <sup>a</sup> | .551     | .546              | 2.16698                    |

a. Predictors: (Constant), Experiential Marketing

b. Dependent Variable: Kunjungan Ulang

The table above shows that the Coefficient of Determination analysis in this study has an R square of 0.551. This means that the Experiential Marketing variable contributes 55.1% to the Repeat Visit variable, while the remaining 44.9% is influenced by other factors not examined in this study. The results of the study, which show that experiential marketing contributes 55.1% to repeat customer visits, can be translated into a business strategy that has a direct impact on profits. Store managers can optimize the five main dimensions of experiential marketing—Sense, Feel, Think, Act, and Relate—to create a unique and memorable shopping experience, thereby encouraging customers to return and increasing repeat sales volume. This finding also provides strong evidence for investors that experience-based strategies can build solid customer loyalty while reducing new customer acquisition costs. Increased repeat visits will result in increased transaction frequency and purchase value per visit, which directly increases company revenue. Furthermore, consistency in providing positive experiences will trigger word-of-mouth promotion, driving organic growth without additional marketing costs. Thus, this 55.1% contribution can be seen as an indicator of stability and long-term growth prospects that make the company increasingly attractive in the eyes of investors.

A simple regression analysis showed that experiential marketing had a positive and significant effect on revisit intention, contributing 55.1%. This figure indicates that more than half of the variation in customer revisit behavior can be explained by the quality of the experience built by Alfamart in

Kupang City. This finding aligns with the concept that consistently managed experiential dimensions can create emotional attachment and loyal behavior.

In the Sense dimension, survey results showed the highest scores for neatness of product display and store cleanliness. This aligns with the Kupang cultural context, which values visual impressions and physical comfort as crucial elements in both social interaction and consumption. Positive sensory stimulation fosters a sense of well-being and a tendency to shop again. The Feel dimension scored high on indicators of employee friendliness and helpfulness. This data indicates that warm interpersonal interactions play a significant role in fostering emotional connection, reflecting the Kupang community's emphasis on friendliness and social relationships. On the Think dimension, respondents responded positively to creative promotions and clear product information. Analysis shows that this cognitive engagement not only increases product understanding but also strengthens Alfamart's perception as a modern and relevant brand in emerging markets.

The Act dimension is reflected in positive scores for loyalty programs and promotional events customers participate in. These results indicate that active participation encourages repeat shopping habits, especially when the benefits are directly felt by consumers. Finally, the Relate dimension garnered recognition from respondents for Alfamart's closeness to the local community, such as support for cultural activities or regional promotions. This strengthens the social identity bond between the brand and consumers, which in the Kupang context plays a significant role in building loyalty.

The results of the study show that experiential marketing has a positive and significant impact on Alfamart customers' revisit intentions in Kupang City with a contribution of 55.1%. The five dimensions of experiential marketing—Sense through neat product layout and store cleanliness, Feel through friendly and helpful employees, Think through creative promotions and clear product information, Act through loyalty programs and promotional events, and Relate through closeness to the local community and regional promotions—together form a consumer experience that strengthens Alfamart's image, emotional attachment, repeat shopping habits, and the brand's social identity with the community. Overall, the integration of these five experiential marketing dimensions has been proven to build experiences that align with emotional, cognitive, and socio-cultural preferences, thereby significantly increasing loyalty and revisit intentions.

## Conclusion

This study proves that Experiential Marketing has a positive and significant effect on Alfamart customer repeat visits in Kupang City, contributing 55.1% to the variation in repeat visit behavior. This finding indicates that more than half of customers' decisions to return to shop are influenced by the quality of the experience created through five main dimensions: Sense, Feel, Think, Act, and Relate. The calculated t value of 10.731, which far exceeds the t table at the 5% significance level, strengthens the strength of this influence. The success of this strategy is rooted in the alignment between the design of the shopping experience and the local cultural preferences of the Kupang community. Thus, Experiential Marketing is one of the key factors in building customer loyalty in a developing market with a still new modern retail penetration. These results provide an empirical basis for planning more effective marketing strategies in similar contexts.

## **Suggestion**

Alfamart management in Kupang City is advised to consistently strengthen the implementation of the five dimensions of Experiential Marketing. Focusing on cleanliness, product layout, employee friendliness, promotional innovation, and community involvement will strengthen emotional and social engagement with customers. Loyalty programs and promotional events relevant to local culture can increase active customer participation. Investors can use the results of this study as an indicator of potential long-term revenue growth and stability. To maximize impact, regular monitoring of customer perceptions regarding the shopping experience is necessary. Further research is recommended to examine additional variables such as Brand Trust, Service Quality, and Emotional Branding to complement the strategy.

## **Research Limitations**

This study focused solely on one minimarket retail chain (Alfamart) in Kupang City, so generalizing the results to other retail formats or different regions should be done with caution. Non-probability sampling techniques may limit population representativeness. Data were collected through an online questionnaire that relies on respondents' subjective perceptions, making it susceptible to response bias. The variables studied were limited to Experiential Marketing, while 44.9% of the variation in repeat visit behavior was influenced by other unmeasured factors. Analysis using simple regression did not explore mediation or moderation relationships between variables. The relatively short data collection period may also influence the seasonal dynamics of consumer behavior.

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