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# THE INFLUENCE OF EXPERIENTIAL MARKETING, SERVICE QUALITY, AND TRUST ON LOYALTY MEDIATED BY CUSTOMER SATISFACTION (CASE STUDY ON SHOPEE MARKETPLACE USERS IN JAKARTA): A CONCEPTUAL MODEL

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## ABSTRACT

Shopee, as one of the youngest e-commerce platforms, experiences an increase in the loyalty of Shopee users as the number of visitors through the Shopee website or application. Shopee ranked 2nd in both the first (Q1) and second (Q2) quarters after Tokopedia, but in the third (Q3) and fourth (Q4) quarters, Shopee took the top spot. In 2023, the number of visitors via the web continuously experienced significant growth until the third quarter. Customer loyalty is influenced by satisfaction, emotional bonding, trust, ease of choice, habit, and interaction experience with the company. This quantitative study aims to examine the influence of experiential marketing, service quality, and trust on customer loyalty, with customer satisfaction as a mediator.

## Keywords

Experiential Marketing, Service Quality, Trust, Customer Loyalty, Customer Satisfaction, Conceptual Model.

## INTRODUCTION

Shopee is one of the youngest e-commerce platforms that has rapidly grown in the online buying and selling industry. In 2022, Shopee ranked 2nd in both the first (Q1) and second (Q2) quarters after Tokopedia, but in the third (Q3) and fourth (Q4) quarters, Shopee took the top spot. This indicates the loyalty of Shopee users as the number of visitors through the Shopee website or application increases. Similarly, in 2023, the number of visitors via the web continuously experienced significant growth until the third quarter.

Customer loyalty is the pinnacle of a product purchase, as it turns customers into advocates of their purchasing experience and influences their responses. The importance of customer loyalty in online businesses, especially in e-commerce, is a factor that ensures its sustainability. Customer loyalty is influenced by satisfaction, emotional bonding, trust, ease of choice, habit, and interaction experience with the company.

Experiential marketing is the ability of a product to offer emotional experiences that resonate with consumers' minds and hearts. Service quality is the extent to which the difference between customers' expectations and reality regarding the services they receive. Trust is a factor that can see both the negative and positive sides in influencing people's online shopping behavior based on the details provided by sellers on the website. Satisfaction is the emotion of pleasure or disappointment resulting from the comparison between one's perception of the performance of a product or service and their expectations.

This study discusses the influence of experiential marketing, service quality, and trust on customer loyalty, with customer satisfaction as a mediator.

## LITERATURE REVIEW

### A. Experiential Marketing

Experience is the culmination of personal events that occur in response to various stimuli or triggers. Experiential marketing, on the other hand, refers to a method of creating experiences that customers will perceive when using a product or service through the five senses (sense), affective experiences (feel), creatively thinking experiences (think), physical experiences related to the customer's body, behavior, and lifestyle, as well as experiences resulting from interactions with others (act). It also involves creating experiences connected to social circumstances, lifestyles, and cultures that can reflect the brand, which is an extension of sense, feel, think, and act (relate) (Schmitt, 2020:54).

The research conducted by Ika Nurul Febrianti (2020) proves that experiential marketing can positively influence customer satisfaction. With pleasant experiences during transactions, customers will feel satisfied. The results of the study conducted by Adhitya Yoga Prasetya, Dhian Andanarini Minar Savitri, and Budi Kurniawan (2023) show that experiential marketing has a positive and significant impact on customer loyalty. This is supported by the research findings of Ika Nurul Febrianti (2021), which demonstrate that experiential marketing positively affects customer loyalty.

### B. Service Quality

Quality, linguistically, means the degree of goodness or badness of a product or service and the level or degree (intelligence, skills, etc.) of quality. For companies, delivering quality is fundamental. It means that quality is the first thing conceptualized to win the competition in the market. Additionally, quality is the meeting point between consumer needs and company objectives. Companies that win the competition are those that consistently provide quality to customers; thus, customers will give their money, trust, loyalty, and commitment to make consumers satisfied (Lina, 2022). Quality is not just about the inherent value and benefits of a product or service, but how consumers or customers perceive the opinions of users or buyers of a particular item or service that provides value or benefits to assess a product or service provided. Quality has an influence on company marketing performance even though it does not directly or significantly impact. Perceived service quality is interpreted as "consumer judgments about overall product excellence" (Albari, 2019).

The research conducted by Candra Afreza and Wiyadi (2024) shows that service quality has a positive and significant influence on customer satisfaction. To ensure customer satisfaction, companies strive to improve service quality. Research conducted by Tiara Azalia Septyarani and Nurhadi (2023) with research results stating that service quality has a positive and significant impact on customer loyalty. This is supported by research conducted by Eva Dolorosa, Fany Depita Julianti, and Anita Suharyani (2022), with the results of this research showing that the influence of service on customer loyalty is clearly evident, with a significant correlation between factors such as appearance, reliability, communication, and incentives towards customer loyalty.

### C. Trust

Trust is an essential foundation in every relationship. The initiative, ability, integration, and motivation of others to contribute to the needs and interests of others can be understood as signs of trust (Ilhamalimy & Ali, 2021). Consumer experience with a brand functions as brand trust. Generally, satisfaction leads to trust. In other words, if customers are pleased with a product, they will develop brand trust (Masitoh et al., 2019). In terms of efforts to elevate business development, companies must have strong commitment from their customers. A growing company is one built on trust and has business or marketing that has a good reputation. One sign of an effective company maintaining its market share is trust. Consumer trust is the understanding conveyed by customers about products, features, and advantages through their knowledge and assessment (Azizan & Yusr, 2019).

The research conducted by Candra Afreza and Wiyadi (2024) shows that trust has a positive and significant influence on customer satisfaction. This indicates trust in the brand facing a risk and hoping that the brand brings positive results. The research conducted by Candra Afreza and Wiyadi (2024) shows that trust has a positive and significant influence on customer loyalty. This is reinforced by the research results of Haura Hanifah (2023), which indicate an influence between trust and customer loyalty.

### D. Customer Satisfaction

Satisfaction can be understood as the effort to fulfill something or make something adequate. Satisfaction occurs when someone compares the performance (or results) perceived from a product with their expectations; they are satisfied or dissatisfied. Customer happiness is crucial for marketers, according to Bearden and Teel in (Ashfaq et al., 2019), as it is widely believed to be a substantial factor in repeat business, positive word-of-mouth, and customer loyalty. If a business or service sector does not truly understand what customers anticipate, achieving customer satisfaction with a product or service can be challenging. Different clients may have varying levels of satisfaction with products or services of the same quality. Therefore, a business should always focus on the quality of goods and services offered to clients (Thi Hoai Nhung & Ngan, 2022).

### E. Customer Loyalty

Customer loyalty, according to Kotler and Keller (2016:138), is a steadfast commitment to continue purchasing or subscribing to a particular product or service, even in the face of external influences from situational factors and marketing initiatives from competing companies that could change customer behavior. Oliver (in Tjiptono & Chandra, 2020) defines loyalty as a strong commitment

to consistently repurchase or become a repeat customer of a product or service, leading to repeat purchases of the same brand or multiple brands, regardless of situational influences and marketing initiatives that have the potential to change behavior. If we can determine the variables that may impact the level of customer loyalty in this specific context, our mobile e-commerce application.

## CONCEPTUAL MODEL

Based on the literature review above, the conceptual model is formulated as follows:

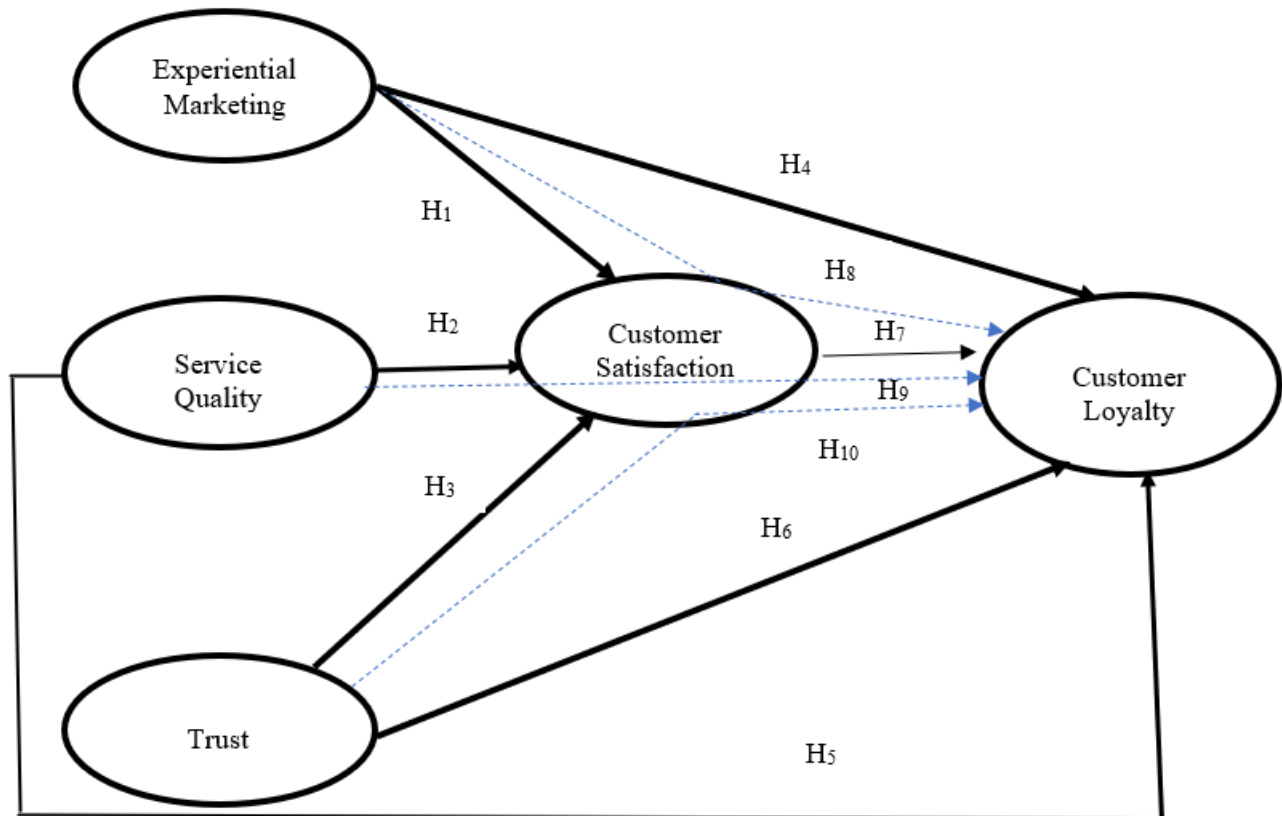


Figure 1. Conceptual Model

## HYPOTHESES

Based on the conceptual model and literature review, the hypotheses can be formulated as follows:

- H<sub>1</sub>: Experiential Marketing influences Customer Satisfaction.
- H<sub>2</sub>: Service Quality influences Customer Satisfaction.
- H<sub>3</sub>: Trust influences Customer Satisfaction.
- H<sub>4</sub>: Experiential Marketing influences Customer Loyalty.
- H<sub>5</sub>: Service Quality influences Customer Loyalty.
- H<sub>6</sub>: Trust influences Customer Loyalty.
- H<sub>7</sub>: Customer Satisfaction influences Customer Loyalty.
- H<sub>8</sub>: Experiential Marketing influences Customer Loyalty, mediated by Customer Satisfaction.
- H<sub>9</sub>: Service Quality influences Customer Loyalty, mediated by Customer Satisfaction.
- H<sub>10</sub>: Trust influences Customer Loyalty, mediated by Customer Satisfaction.

## METHODOLOGY

This study is a quantitative research utilizing primary data in the form of questionnaires from Shopee users and secondary data derived from literature studies including books, previous research, and various sources from websites and journals. The population in this study comprises all Shopee customers, whose exact number is unknown, while the sample consists of Jakarta residents who frequently shop using the Shopee application and have made purchases on Shopee more than once. The sampling in this study was

purposive and subjective, with a total sample size of 105 individuals. The analysis used as the basis for hypothesis testing in this research is Structural Equation Modelling (SEM) with a Partial Least Square (PLS) approach. The data analysis in this study includes Outer Model Analysis, Inner Model Analysis, and Hypothesis Testing. The exogenous variables in this study are experiential marketing, service quality, and trust, while the endogenous variable is customer satisfaction.

## CONCLUSION

This study aims to develop a conceptual model regarding the influence of experiential marketing, service quality, and trust on customer loyalty, mediated by customer satisfaction among Shopee marketplace users. The research includes background study, literature review, hypotheses, and research methodology. The impact of experiential marketing, service quality, and trust on customer loyalty, mediated by customer satisfaction, can be determined by applying the conceptual model of this study.

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