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#### MINOR THESIS

Presented in Partial Fulfillment of the Requirements for sitas Brawijaya

the Degree of Bachelor of Management

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The author hopes that this writing will be incredibly helpful for the others and will Universitas Brawijaya Universitas Braynalang, February 20<sup>th</sup> 2021

Alexius Christian Setiawan NUNT

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas B PENGARUH BAURAN PROMOSI, KEPERCAYAAN, DAN as Brawijaya PENGALAMAN PEMASARAN TERHADAP LOYALITAS PELANGGAN TOKO ONLINE (Studi pada Pelanggan Blossom Multimedia di Malang) **Alexius Christian Setiawan** Universitas Brawijaya Fakultas Ekonomi dan Bisnis, Universitas Brawijaya Alexiuschristian30@gmail.com **Dosen Pembimbing:** Drs.Sunaryo, M.Si, Ph.D,CMA awijaya awijaya ABSTRAK

tas Brawijaya Universitas Brawijaya Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh dari bauran promosi, kepercayaan, dan pengalaman pemasaran terhadap loyalitas pelanggan Toko Online di Malang. Di pasar yang sangat kompetitif saat ini, mempertahankan pelanggan dan mempertahankan loyalitas mereka dianggap sangat penting dan krusial dalam sebuah bisnis. Mencari sebuah strategi pemasaran yang cocok meningkatkan loyalitas pelanggan adalah kewajiban perusahaan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari bauran promosi, kepercayaan, dan pengalaman pemasaran apakah berpengaruh positif dan signifikan terhadap loyalitas pelanggan Toko Online di Malang. Penelitian ini mengadopsi pendekatan kuantitatif dengan jawa menyebarkan kuesioner secara online digunakan di penelitian ini dengan Skala Likert 5-point. Kriteria responden pada penelitian ini diantaranya yaitu Generasi Millenial dengan usia antara 19-37 tahun, berdomisili di Malang, menggunakan aplikasi atas kemauan sendiri, dan menggunakan aplikasi setidaknya dua kali dalam jawa sebulan. Sampel diambil sebanyak 101 responden dari Kustomer Blossom Unive Multimedia. Analisis data dalam penelitian ini menggunakan Analisis Regresi Unive Linear Berganda, hasil menunjukkan pengaruh positif dan signifikan dari bauran jaya Unive promosi, kepercayaan dan pengalaman pemasaran pada loyalitas pelanggan. Brawijaya A h 4.6

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Unive Kata Kunci: Bauran Promosi, Pengalaman Pemasaran, Kepercayaan, Loyalitas jaya Unive Pelanggan

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Universitas Brawijaya THE EFFECT OF PROMOTIONAL MIX, TRUST, AND EXPERIENTIAL Universi MARKETING TOWARDS CUSTOMER LOYALTY OF AN ONLINE awijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra (A Study on Customers of Blossom Multimedia in Malang) itas Brawijaya Brawijaya Universitas Brawijaya **Alexius Christian Setiawan** Faculty of Economics and Business, University of Brawijaya Alexiuschristian30@gmail.com va Universitas Supervisor: Drs.Sunaryo, M.Si, Ph.D,CMA ABSTRACT Unive

This research aimed to determine the influence of the promotion mix, trust, experiential marketing on Online Store customer's loyalty in Malang. In today's highly competitive market, retaining customers and maintaining their loyalty is universities of a business. Looking for a marketing strategy that is suitable for University increasing customers loyalty is the obligation of companies. The purpose of this laya research was to analyze the influence of the promotion mix, trust, and experiential marketing, on customer loyalty of an Online Store in Malang. This research adopted a quantitative approach using 5-point Likert scale online questionnaires. Respondents in this research were millennials generation with ages between 19-37 years, domiciled in Malang, using applications of their own volition, and using applications to order product online. Samples were taken as many as 101 respondents from Blossom Multimedia customers in Malang. Analyzed using Multiple Linear Regression Analysis, results indicated a positive and significant Unive influence of promotion mix, trust, and experiential marketing on customer loyalty.

Unive Keywords: Promotion Mix, Experiential Marketing, Trust, Customer Loyalty Brawliava 4.6

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Bravijaya Universitas Brawijaya Universitas Universitas **INTRODUCTION** Brawijaya Universitas Brawijaya Universitas Brawijaya 1.1 Background of the Study The globalization era has a significant impact on the business world's development across the globe. The market is wide open and opportunities are awijaya awijaya awiiava extensive, and the competition is becoming tighter and difficult to predict. This awijaya awiiava condition requires each company to create a competitive advantage in its awijaya business to compete sustainably with other companies working in the same awijaya awijaya Universitafield awijaya awijaya Today, our world is more developed than before, and now the world has awijaya awijava become more digitalized. Technological sophistication is needed by many awijava awijaya people to increase the productivity of their economy and industry. Information awijaya awijaya technology and the development of online media have developed rapidly. The awijaya awijaya internet can be accessed by people worldwide, so from now on, we can get awijaya awijaya information easily, quickly, and accurately. In a country's awijaya economy, digital ava awijava Universit technology is considered to have a critical role. awijaya With the current economic development, there is a change in the consumer's daya Universitas E awijaya Universit lifestyle and mindset. Over time, the criteria for producing goods or services awijaya that consumers want are also increasingly diverse and require producers to meet Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit their demands immediately, rawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya Universitian Therefore, the producers must have a specific strategy to maintain their awijaya Universitas Brawijaya Universitas Brawijaya business to not lose prestige and not lose competitiveness with other companies. One way to survive in business is innovation. According to Robbins (1994), ersitas Brawijaya versitas Brawijaya Universitas Brawijava awijaya

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Universitas Brawijaya awijaya awijaya innovation is an idea, practices or objects accepted either by a person or a group Universitas Brawijaya as a new thing that can be adopted. The phenomenon of competition in globalization will increasingly direct the Indonesian economic system to markets that position marketers to develop and win market shares. With current developments, everyone will prefer online or awijaya mobile devices to make it easier to buy and sell activities and get detailed awiiava awijaya information. One technological device that is often used for online business and awijaya awijaya marketing communications is an application. In this era, some companies must awijaya have applications to promote and sell their products, both corporate and eawijaya commerce applications. Therefore, rapidly advancing technological awijaya awijaya advancements will drive innovation and transformation. Iniversitas Brawijaya awijaya awijaya According to Indonesian dictionary, market is a place where buyer and

According to Indonesian dictionary, market is a place where buyer and seller meet to do a trade for products and services. So, market is a place that is physically meet both seller and buyer. In this modern era , market is not only happened in the form of physical meeting, but also happened virtually. Virtual market happened when there is a transaction done virtually using the Internet.

Universita Internet user in Indonesia is growing and is estimated will keep growing until ijaya Universitas Brawijaya

Universite2023 as shown in Figure 1.1 below.

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universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Blossom Multimedia is an electronic store based in Malang, which focused on computer parts and accessories and it has been steadily growing bigger since 2002. According to Ivan Budianto Kurniawan, owner of Blossom Multimedia, there are currently two physical stores and a big online community in almost every social media platform including Facebook, Instagram, and Youtube. It also has established an Instagram account with 25.000 followers and also accounts on online shopping website such as Tokopedia, with a recommended seller title. From here we can see that Blossom Multimedia did a market penetration in two different model which is traditional market (physical store) and modern market (online store). awijaya Blossom Multimedia offers a lot of computer components. Blossom Multimedia also works with Razer, one of the most renowned computer parts producer, giving Blossom the ability to sell their products on a cheaper price than the other shops. To purchase products from Blossom Multimedia online, customer can order from Instagram account, Tokopedia, and mobile phone application. Blossom Multimedia has created an application to make it easier for the Universit customers to order or even simulate how they want to buy their computer, so java they know how much it will cost them because the price of all the components Universit are stated so the customer can use it for the computer building simulation.

Blossom Multimedia has created an application to make it easier for the customers to order or even simulate how they want to buy their computer, so they know how much it will cost them because the price of all the components are stated so the customer can use it for the computer building simulation. Blossom Multimedia has its own mobile phone application that offers seamless and beneficial shopping experience, which is called Blossomzones. With Blossomzones, customers would enjoy the services offered and they can also order through from the application. Blossomzones was created to allow universitas Braviava Universitas Braviava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya easy order and buying decision of their customer. In the application, customer can do a computer building simulation and determine what kind of computer parts that they will be using including the price of the parts that have been chosen. The order can also be done through the Blossomzones application. which can be downloaded from the Google Play Store and App Store. Blossom Multimedia has been expanding the business since they opened a physical store in Malang in 2002. Nowadays, Blossom Multimedia is one of the biggest computer parts online store and the most renowned computer store in Malang with their two physical stores located in Malang Town Square and Candi Bajang Ratu Blimbing. Blossom Multimedia also offers multiple easy awijaya and valid payment methods such as OVO, GoPay, Dana, Direct Transfer and awijava Credit Card. Blossom Multimedia have to develop and strengthen the company's competitiveness by having a good reputation in the market, because in the online business market reputation is vital to customer because they have to trust the business if they are going to make a purchase. The company's reputation can

Universitable in the form of attractive promotions, trust, and the customers' experience. Universitable Universita

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awiiava Based on the previous research, customer loyalty to a brand is an important factor for the company to stay on top of their other competitors. Giddens (2002) argues that customers who are loyal to a brand tend to have characteristics like tend to make repeat purchases, willing to pay more, recommend the brand to others, committing to the brand and always following information related to the brand. When customers are making a purchase transaction with the company, they would want a remarkable experience. So, it can be concluded that the experience of customers is one of the main factors to create customer loyalty. Customer experience is the most important thing for the company because it can find out how consumers perceived the company or product. By doing so, awijaya the company knows how to acquire customer loyalty. Research by Schmitt (1999) states that experiential marketing is a business used by companies or liava marketers to package products so they can offer emotional experiences to touch may the sensitive sides of the consumers. Experiential marketing is one of the efforts that has plenty of useful benefits for companies that acquire customer loyalty for a product. The experiential marketing variables can end up with a good perspective on a product and impact Universit the form of the emergence of the value of experience in a product, both goods, lava Universit and services. The main purpose of experiential marketing is to build available relationships so that consumers respond to product offerings based on emotional Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit and rational response levels (Wachid Fz, 2011).s Brawijaya Universitas Brawijaya Experiential marketing can be applied by creating a product that will Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya provide an unforgettable experience for customers to support a suitable sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya marketing program. Consumers' positive experience can build a company image sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya and raise their interest to be loyal customers. Previous research from Gita Sugiyarti and Hendar (2017) show that experiential marketing has a positive association between experiential marketing and brand loyalty. One of the cities in Indonesia that has considerable potential for Blossom Multimedia is Malang, Malang is one of the student cities in Indonesia with many colleges, which become the main interest for thousands of students from both inside and outside Malang. Other than students also a lot of companies and offices with employees in Malang. There are a lot of potential customer for Blossom Multimedia because students and office workers need electronic devices, such as laptops and personal computer to study and work. In the Brawling awijaya awijava Research by Ade Permata Surya (2019) mentions that promotion has a awijava significant positive effect on customer loyalty. Companies can make various efforts to attract consumers' communication, visually, and behavior. For example, current various types of promotions are carried out by companies to attract interest and strengthen the loyalty of their customers. Promotions made are usually in the form of cashback and discounted prices for buying the whole computer set. In line with the research above, Blossom Multimedia used available Universit promotion with both offline and online. The offline advertisement is in the form laya of banners, flyers, and in exhibitions in public places such as malls. Meanwhile, the online advertisement is in the form of Youtube advertisement, Facebook Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitaposts, Instagram pictures, etc. wijaya Universitas Brawijaya Universitas Brawijaya awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya To attract consumers interest in buying products from Blossom Multimedia, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya universit effective promotion is needed at a competitive price compared to the prices Universitas Brawijaya Universitas Brawijaya offered by competitors. An attractive promotion will affect the customer's sitas Brawijaya . Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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preference. Therefore, companies will continue to be motivated to create awijaya Universitas Brawijaya attractive promotions to attract more customers. By doing so, customers will tend to compare the prices offered by competitors. Improving reputation and maintaining the good name of the company is done so that the company's goal can be achieved by using the public relations strategy. Public relation is a communication effort made by the company to influence the judgment and views of the company from its own consumers. Public relation also means communication between the technician from the store with the customers. Another factor that can be considered for decision-making in online awijaya awiiava business orders is trust. The variable of trust has a strong impact on the awijava effectiveness and efficiency of relationship marketing. Customers can obtain a trust in a brand through information about the company. Therefore, trust is closely related to customer loyalty. Research by Roshana Gul (2014) mentions that there is a significant and positive relationship between trust and customer loyalty. Customer loyalty is the main goal that is pursued from modern marketing. Ali Hasan (2008) states that customer loyalty is a customer who Universit repurchases an item or service but has a commitment and a positive attitude laya Universit towards the service company, for example, by recommending others to buy or lave Universitause rawijaya Universitas Brawijaya awijaya Universitas Customers build a service expectation from several sources, such as word awiiava of mouth information, past experience, and advertising. Customers will feel Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya satisfied if the experience they get is more than what they expected. If they feel Universitas Brawijaya Universitas Brawijaya as expected, repeated purchases will occur. That way, it can be said that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya consumer loyalty has been earned. This research discussed whether some promotion mix, experiential marketing, and trust techniques and dimensions affect Blossom Multimedia customers loyalty. Based on this explanation, the researchers were interested in conducting a research entitled: "The Effect of Promotional Mix, Trust, and Experiential Marketing Towards Customer Loyalty of an Online Store: A Study on the Customers of Blossom awiiava Multimedia. 1.2 Problems of the Study Universit Based on the description above, the research problems are formulated as awijaya University follows: awijaya awijaya 1. Does promotion mix have a positive and significant influence on awijaya awijaya customer loyalty of Blossom Multimedia customers? Does trust have a positive and significant influence on customer loyalty awijaya of Blossom Multimedia customers? 3. Does experiential marketing have a positive and significant influence on customer loyalty of Blossom Multimedia customers? 1.3 Objectives of the Study Based on the above problem formulation, the objective of this research are as follows: 1. To identify the influence of promotion mix on customer loyalty of awijaya awijava Universitas Brawijaya awijaya **Blossom Multimedia customers** 2. To identify the influence of trust on customer loyalty of Blossom Multimedia customers wijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya 3. To identify the influence of experiential marketing on customer loyalty Universitas Brawijaya Universitas Brawijaya Universitas Braw of Blossom Multimedia customers Universitas Braw 1.4 Significance of the Study Brawijaya Universitas Brawijaya Universit The significance of the study includes: Inversitas Brawiava Universitas 1. raFor Readersersitas Brawijaya Universitas Brawijaya awijaya awijaya This research results are aimed to help the readers and other awijaya awijaya researchers understand the effect of applying the promotion mix, awijaya awijaya Universitas Brawijaya Universitas Universities Breexperiential marketing, and trust to consumer loyalty in a company. It may awijaya Universitas Breaks add the future researchers' insights in marketing management. Brawijava awijaya awijaya 2. For Researchers awijaya awijaya a. Help readers find the ways and effects of applying the promotion mix, awijaya awijava experiential marketing, and trust in running a business wers tas Brawlaya awijaya b. Add insight to think critically and in dealing with various problems awijaya that happen awijaya awijaya 3. For the Company awijaya awijaya This research may help Blossom Multimedia to determine the effect 4.6 of the promotion mix, trust, and experiential marketing on consumer loyalty. Also, it can be an information input to internal in their business awijaya Universitas Braprocesses. Universitas Brawijaya awijaya awijaya Universitas 4. For Educational Institutions Universitas Brawijaya Universitas Brawijaya Universitas Brawijava awijaya For the Department of Management, this research is aimed to be a awijaya awijaya Universities Brace for conducting further research.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Bracilas Brawijaya awiiava **REVIEW OF RELATED LITERATURE** Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi2.1.1 Marketing niversitas Brawijaya Universitas Brawijaya A company always has important marketing activities because they are awijaya awiiava directed at creating a turnaround that enables the company to maintain viability awiiava to grow and benefit the company. awijaya Marketing can also be interpreted to realize customer value and satisfaction awijaya awijaya by gaining profits (Tjiptono, 2014). According to Mullins and Walker (2013), awijaya awijaya marketing is a social process that includes activities needed to enable awijaya awijaya individuals and organizations to get what they want and need through exchanges awijava with other parties and develop sustainable exchange. awijaya According to the American Marketing Association, cited by Kotler and awijaya Keller (2016), marketing is a process for creating, communicating, and awijaya awijaya delivering in value to customer relationships that benefit the organization and awijaya awijava its stakeholders. Marketing is the efforts to build strong long-term relationships University with customers to deliver quality, service and value, so that customer needs are lave Universit satisfied, and identify market demands, followed by planning and lave awijaya University Universit implementation of integrated marketing mix strategies, Java Universitas Brawijava awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 2.1.2 Marketing Management Concept iversitas Brawijaya Universitas Brawijaya awijaya awijaya Universitiant The marketing concept has gone through several developments in the past. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The development is noticeable from several concepts, such as the processsitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijava oriented production concept, product quality control and innovation-oriented sitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya awijaya

awiiava product concepts, sales concept oriented marketing concepts that are oriented towards meeting consumer needs and desires, and providing satisfaction. The marketing concept emphasizes that the key to achieving organizational goals is more effective performance than other competing companies to create. convey, communicate customer values to marketing targets, customer needs, integrated marketing, and profitability. This marketing concept has an outside and inside perspective ; this marketing concept is in its time journey to experience the development or evolution of thought (Kotler and Keller, 2012) 2.1.3 Promotion Mix a. Definition of Promotion Mix awijaya Every company will always adapt and innovate in order to survive in its line of business. Multiple efforts will be made by the company to keep its business running and developing, one of the activities carried out by the company is promotion. With the promotion, the company will introduce products to the public and hope that many consumers will be interested in Java their products. Not only that, the promotion can affect customers buying decisions. Promotion is defined as one of the priority components of marketing activities that inform consumers that the company is launching new products that tempt consumers to purchase (Hermawan A 2012). It can be concluded that promotion is an important factor that focuses on the marketing field to attract customers' interest in the products. In that case, the company must be creative in its promotional activities. In the promotion mix method, there are various communication devices used for promotional activities. The main purpose of this method is to convey information about

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya the product to its target costumers effectively. Promotion mix is a part of the itas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brarketing mix. b. Dimension and Indicators of Promotion Mix According to Kotler and Armstrong (2001), there are five dimensions and indicators of the promotion mix: Advertising Kotler and Keller (2006) define advertising as any paid form of nonpersonal marketing communication about an organization, product, service, or an idea by an identified sponsor. The non-personal awijaya awijaya component of advertising involves mass media (TV, radio, newspapers, awijaya awiiava magazines, cinema, social media). The non-personal component does awijava awijaya not have immediate feedback as personal selling does and is awiiava implemented by a specific advertiser for a fee paid to influence awijaya consumer behavior. According to Wang (2009), advertising is one of most primary communication links with customers, hence the customers' desired image and language along with culture, economy and commercial changes must be kept in mind, therefore, advertising helps in building brand awareness and image by repetitive exposure to lava Universitas Brawithe intended message. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Br2.vi Direct Marketing rawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Universitas Brawlay Direct marketing means every activity performed by the seller to lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya attract potential customers, which is focused towards the transfer of all Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw products and services that covenant with the purchaser (Stone & Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw Jacobs, 2007). The objectives of direct marketing are aimed first to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya measure consumer response to promotional offers by marketers. The second aim is to build long-term relationships with consumers. Direct Marketing is the latest element in the promotion mix. There are six direct marketing areas, including direct mail, mail order, direct response, direct sales, telemarketing, and digital marketing (Lupiyoadi versitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2014). The types of direct marketing include the use of phone, fax, e-mail, post, internet for direct contact with certain consumers as well as potential customers and urging them to respond directly (Kotler, 2006). It can be concluded that direct marketing is marketing carried out awijaya directly from the company to consumers. awijava **Public Relations** The goal of public relations is to improve reputation and maintain the name of the company so that all company goals can be achieved. All organizations are aimed to build and maintain strong relations with and completely mutual ava its consumers, to achieve satisfaction externally, through the lava communication, either internally or implementation of policies and programs based on the principle of lava Universitian Braw social responsibility, and employing media to build a desired image of lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities Braw the organization. They also include all activities used by the awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawl organization to improve its image in the community, such as supporting lava awijaya Universitas Braw and participating positively in social, environmental, health activities, Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw and public issues (Lovelock & Wirtz, 2004). Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawley The purpose of sales promotion is to encourage the consumers to directly purchase particular goods or services, consequently, enhancing marketers' sales (Rizvi et al., 2012). Sales promotion methods aim to capture the market and increase sales volume. It is an important instrument in marketing to lubricate the marketing efforts. Now-a-days sales promotion is a necessary tool to boost sales. Sales promotion becomes a fashion and luxury. Sales promotion is the marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, or the expectation awijaya awiiava of such a benefit (Boddewyn and Leardi, 1989). Nema et al. (2012) awijava classify sales promotions as consumer sales promotion and trade sales promotion. According to their study, consumer sales promotions indicate any short-term promotion methods destined by retailers to boost immediate customer response to the products. Boddewyn & Leardi (1989) identify the types of sales promotional: free offers with reduced prices, samples and vouchers, incentive programs, and some other promotions. Univers 2.1.4 Experiential Marketingawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universita. Definition of Experiential Marketingersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava Universitas Br The main core of experiential marketing is to build loyal relationships Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya with customers through five aspects namely, sense, feel, think, act, and relate. Experiential marketing provides an opportunity for customers to gain a series of experiences with brands, products, and services that provide enough Universitas Brawijava Universitas Brawijaya Universitas Brawijaya

awijaya awijaya information to make a purchasing decision competence to solve consumers' Brawijava Universitas Brawijava problems. Research by Schmitt (1999) states that experiential marketing is a business used by companies or marketers, to package products so they can offer emotional experiences to touch the hearts and feelings of prospective consumers. Furthermore, Chandra (2008) emphasize that experiential awijaya marketing is a marketing strategy wrapped in activities to provide an awiiava experience that can leave an impression on the hearts of consumers. Experiential marketing can be very useful for a company that wants to enhance a brand in downward stage, differentiate their products from awijaya competing products, create an image and identity for a company, and awijaya awijaya increase innovation and persuade customers to try and buy products awijava awijava (Maghnati et al., 2012). awiiava In a study by Kustini (2011), she tested experiential marketing's awijaya relationship towards customer loyalty. Her findings determined that lava experiential marketing is a positive and significant variable contributing to loyalty. In addition, Sugiyarti and Hendar (2017) explore the relationship awijava between experiential marketing and customer loyalty. They assume that a Universitas positive association exists between experiential marketing and trust as Brawijaya Universit b. Dimension and Indicators of Experiential Marketing awijaya awijaya According to Schmitt (1999), experiences modules that will be managed Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Universitians in experiential marketing include sense, feel, think, act, and relate. Below is lave the details of the five indicators according to Schmitt as cited in Kustini Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas (2007):va Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijsense Universitas Brawijaya Universitas Brawijaya

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Universitas Brawila Sense marketing focuses on a feeling that aims to create experiences through the five senses of the customer. If implemented, sense differentiate companies and products, can marketing motivation to customers, and add value to the product. That way, it can be concluded that the senses offered by the company must be stimulated well to provide a memorable-experiences (Schmitt, 1999). Universitas Brawijava Universitas Br**2., Feel** iliava Universitas Brawijaya Universitas Brawijaya Feel marketing can be interpreted as an effort to attract the most profound feelings and emotions of customers ranging from ordinary feelings to the level of intense emotions because of pride. The strongest awijaya awijaya feeling occurs when consuming these products. To achieve the required awijava awijaya marketing, feel is an approach that can arouse customer emotions by trying to make the customers feel "feel good" because the customers awijaya will love the product and the company, whereas if the customers feel "feel bad" they will leave it (Schmitt, 1999). It can be concluded that customers will create strong customer loyalty if the company's marketing strategy can consistently make the customer feel better about their purchase. Universitas Br3wi Think Inversitas compared universitas Brawijaya awijaya Universities Brawley Think marketing aims to bring customers to be able to think more Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Universitas Braw deeply and creatively, to provide a reasonable opinion of the products universitian Braw and services of the company (Schmitt, 1999). Universitas Brawijaya Universitas Brawijaya Universitas Brawijava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya The purpose of act marketing is creating customer experiences awijaya related to the body physically, with behavior and lifestyle, as well as with experiences as a result of interactions with others (Schmitt, 1999) Universitas Brav Universitas Brav Jniversitas Brawijaya Universitas Brawijaya Relate It means creating experiences related to social conditions, lifestyle, awijaya and culture that can reflect the brand, which is the development of awiiava sensations, feelings, cognitions, and actions. Relate marketing often happens because of the effect of sense, feel, think, and acting experience (Schmitt, 1999). awijaya awijaya

#### 2.1.5 Trust

a. Definition of Trust

Trust comes from a long process until both parties can trust each other. Customer trust is important and must be considered. If trust has been established between customers and companies, it won't be difficult for the company to maintain its relationship with the customers. Building trust is not easy, but every company must be able to do that. There are so many factors Universities that can affect customer trust. But overall, customer trust will appear if the java Universitian company succeeds in making the customer satisfied with their buying lava Universitas Francisiona Universitas Brawijaya Universities Bro Morgan and Hunt (1994) define trust as confidence that one party has on Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya another because of the other party's honesty and reliability. Trust is the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya certainty of consumers when their thoughts are clarified by repeatedly Universitas Brawijava Universitas Brawijaya Universitas Brawijaya remembering from market participants. Trust can encourage the intention to buy or use a product by eliminating doubts. Trust depends on several factors Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya between individuals and organizations, such as competence, integrity, Universitas Brawijava honesty, and kindness. Building trust can be difficult in online situations, and companies apply strict regulations to their online business partners compared as Brawijaya Universitas Brawijaya to other partners. s Brawijaya According to Kotler and Keller (2012), trust is the willingness of companies to depend on business partners. Buyers worry that they will not get the right quality product or service delivered to the right place at the right time. From this definition, it can be concluded that trust is the result of achieved expectations by companies to customers. If all of the customers expectations are fulfilled, the customer will maintain a relationship with the company in the future (Moorman et al., 1992). Iniversitas Brawijava

#### b. Dimension and Indicators of Trust

According to Gefen and Straub (2004), there are three dimensions or indicators of the concept of trust:

#### 1. Integrity

This dimension is closely related to honesty in expressing the truth. The integrity of a company depends on the company's consistency in Java Brawijaya Universitas Brawijaya Universitian Braw the past, credible or non-credible communication of a company to other Universitas Brawl groups, and what actions are carried out under the promises or words laya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw spoken by the company. From this definition, it can be concluded that lava Universitas Braw integrity is the amount of a person's confidence in the seller's honesty Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian Braw to maintain and fulfill the agreements that have been made to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

awijaya Universitas Br2wi Benevolence Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawley Benevolence is the amount of trust someone has to the seller to behave well to the consumer. Benevolence can also take the form of advising customers against a short-term decision that would solely benefit the company. Benevolence is also the seller's willingness to awijaya serve the interests of consumers. Universitas Brawijava Universit Universitas Brawijava Universit Ability can be interpreted as the competency to solve problems faced by consumers. In other words, ability is one's belief in the ability of the seller to help in doing something following what the customer needs. awijaya awiiava awijava awijava 2.1.6 Customer Loyalty awijaya a. Definition of Customer Loyalty awijaya Universitas Brawijava Universitas Erating awijaya awijaya awijaya awiiava

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Customer loyalty can be interpreted as someone's loyalty to a product, both goods and services, that are indicated by the existence of purchasing behavior (Griffin, 2012). Based on Kotler and Keller (2012), customer Universitas loyalty is a commitment that is firmly held to repurchase or subscribe to lava Universities selected products or services in the future even though situational and universitas Brawijaya Universitas Brawijaya Universitas marketing efforts have the potential to cause consumers to switch to other java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities products. Furthermore, Gremler and Brown (cited in Ali Hasan, 2008) stated that customer loyalty is a customer who not only repurchases an item or Universitian services but also has a commitment and a positive attitude towards the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitian service company, for example, by recommending others to buy. Loyalty is Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitians one of the most significant company core strategies employed to obtain a

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya sustainable competitive advantage (Gounaris and Stathakopoulos, 2004; Universitas Brawijava Universitas Dick and Basu, 1994). Brawijaya Universitas Brawijaya Universitas Brawijaya Oliver (1999) defined customer loyalty as a promise of buyers to purchase particular products, services and brands of an organization over a consistent period, irrespective of competitor's new products and innovations and these customers are not compelled to switch. Furthermore, Lam et al. (2004) defined customer loyalty as evidence of a service provider's repeated patronage and the recommendations of a service provider to other customers. From these definitions, it can be concluded that customer loyalty is a behavior of customer loyalty to a product, either in the form of goods or awijaya awiiava services that are marked by the support of these products and will buy or awijava subscribe repeatedly. b. Dimension and Indicators of Customer Lovalty awijaya Dimensions by Griffin (2012) can measure customer loyalty for a study, as elaborated below: 1. Recommend to others It means using the company's goods or services and what they need vijaya and making purchases regularly. The customer also always encourages lava Universitas Braw their friends or family to use the goods/services of the company or lave Universitas Braw recommends the company. Indirectly, they have done marketing for the Java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava Universitas Brawl company and bring customers to the company. Java

Universitian B 2. Immunity from the attractiveness of competing products that Brawlaya Universitas Brawijaya Universitas Brawijaya

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awijaya 2.2 Previous Research awijaya awijaya awijaya awijaya

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Universitas Brawijaya This means it is not easy to be attracted to the offer of similar Universitas Brawijaya It means customers who have purchased and used a product twice or Brawijaya Universitas Brawijaya Universitas Brawinore (subscription). Universitas Brawinaya tas Brawijaya Universitas Brawijaya Universitas Brawijaya

Figure 2.1 rsitas Brawijaya Previous Research s Brawijaya

Universitas Brawijaya

<b>Research Title</b>	Author	Variable	<b>Research method</b>	Results
The Impact of	Dr. Ren-Fang	Independent	• Questionnaire with	Experiential market
Experiential	Chao (2015)	Variable:	7-point Likert scale	has a positive and
Marketing on	120	• Experiential	Random Sampling	significant impact on
Customer Loyalty		Marketing (X1)	Structural Equation	loyalty.
for Fitness Clubs:		Mediating	Modeling (SEM)	Experiential mark
Using Brand		Variables:	using Amos 22	has a positive and
Image and	1	Satisfaction		significant impact on
Satisfaction as the		Brand Image		satisfaction.
Mediating	14 A	Dependent		Satisfaction has a
Variables	T	Variable:		positive and significa
Univ	Red I	Loyalty (Y)		impact on loyalty.
Unive	13			Experiential mark
Univer	1		//	has a positive and
Univers	6			significant impact on
Universit	)		a	brand image. <sup>S</sup> Braw
Universita			liya	Brand image has a po
Universitas	6		jaya	and significant impac
Universitas B			wijaya	loyalty.rsitas Braw
Relationship	Nelson Oly	Independent	Questionnaire	• A significant direct
-				
Marketing and	Ndubisi	Variables:	• 5 Likert point scale	relationship between
Marketing and Customer Loyalty	Ndubisi (2006)	Variables: • Trust (X1)	<ul><li>5 Likert point scale</li><li>Multiple</li></ul>	relationship between five "underpinnings"
Marketing and Customer Loyalty	Ndubisi (2006)	Variables: • Trust (X1) • Commitment	<ul> <li>5 Likert point scale</li> <li>Multiple Regression</li> </ul>	relationship between five "underpinnings" customer loyalty at 5
Marketing and Customer Loyalty Universitas Bra Universitas Bra	Ndubisi (2006) Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2)	<ul> <li>5 Likert point scale</li> <li>Multiple Regression Analysis</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance leve
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication	<ul> <li>5 Likert point scale</li> <li>Multiple Regression Analysis</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance leve •This study has
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive ijaya Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3)	<ul> <li>5 Likert point scale</li> <li>Multiple Regression Analysis</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance lev • This study has demonstrated that
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict	<ul> <li>5 Likert point scale</li> <li>Multiple Regression Analysis</li> <li>Multiple Regression</li> <li>Analysis</li> <li>Analysis<!--</td--><td>relationship between five "underpinnings" customer loyalty at 5 cent significance leve • This study has demonstrated that measurement of the</td></li></ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance leve • This study has demonstrated that measurement of the
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4)	<ul> <li>5 Likert point scale</li> <li>Multiple Regression Analysis</li> <li>Analysis</li> <li< td=""><td>relationship between five "underpinnings" customer loyalty at 5 cent significance lev •This study has demonstrated that measurement of the "underpinnings" of</td></li<></ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance lev •This study has demonstrated that measurement of the "underpinnings" of
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive vijaya Unive vijaya Unive vijaya Unive vijaya Unive vijaya Unive vijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) Dependent	<ul> <li>5 Likert point scale</li> <li>Multiple Regression</li> <li>Analysis</li> <li>Analysis</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance leve • This study has demonstrated that measurement of the "underpinnings" of relationship marketin
Marketing and Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi (2006) Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive ijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) Dependent Variable:	<ul> <li>5 Likert point scale</li> <li>Multiple Regression</li> <li>Analysis</li> <li>Analysis</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance lev • This study has demonstrated that measurement of the "underpinnings" of relationship marketin can predict customer
Marketing and rai Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi I (2006) Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) Dependent Variable: • Customer	<ul> <li>5 Likert point scale</li> <li>Multiple Regression</li> <li>Analysis</li> <li>Analysis</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> <li>Versitas Brawijaya</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance leve •This study has demonstrated that measurement of the "underpinnings" of relationship marketir can predict customer loyalty.
Marketing and rai Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi i (2006) Unive i jaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) Dependent Variable: • Customer Loyalty (Y)	<ul> <li>5 Likert point scale</li> <li>Multiple Regression</li> <li>Analysis</li> <li>Analysis</li> <li>Versitas Brawijaya</li> </ul>	relationship between five "underpinnings" customer loyalty at 5 cent significance lev • This study has demonstrated that measurement of the "underpinnings" of relationship marketin can predict customer loyalty. thas Braw
Marketing and Part Customer Loyalty Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray Universitas Bray	Ndubisi I (2006) Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive Vijaya Unive	Variables: • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) Dependent Variable: • Customer Loyalty (Y)	5 Likert point scale     Multiple     Regression     Analysis     Analysis     avijaya     versitas Brawijaya     iversitas Brawijaya	relationship between five "underpinnings" customer loyalty at 5 cent significance leve • This study has demonstrated that measurement of the "underpinnings" of relationship marketin can predict customer loyalty.sitas Braw Universitas Braw
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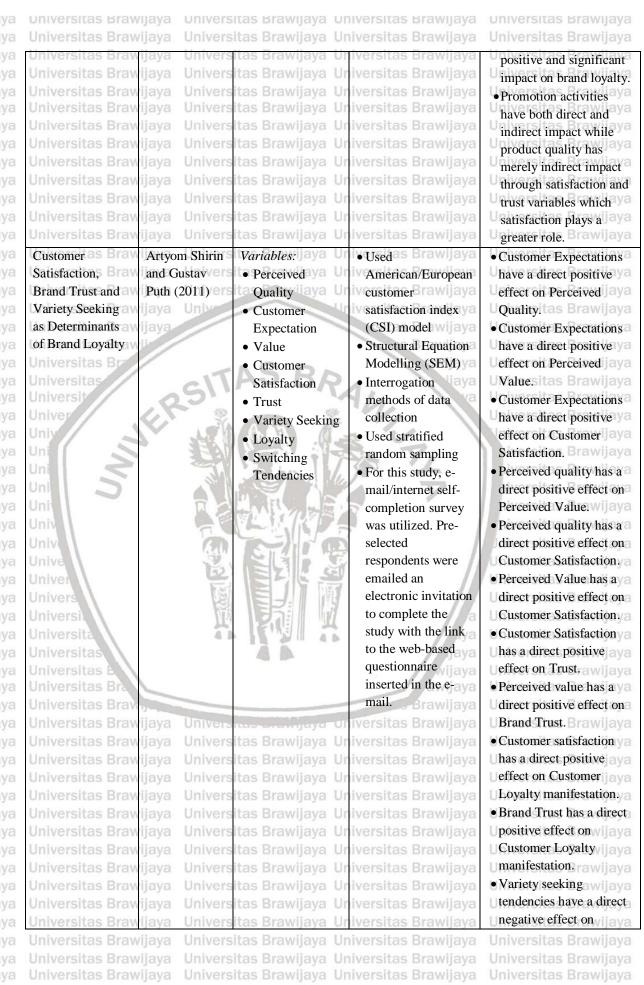
21/12	Ilaivareitae Bross		itas Brawijaya U		Universites Promites
aya aya	The Relationship	Vithya	Independent	Convenience	• There is a significant
	between tas Braw	Leninkumar	Variables:	Sampling method	positive relationship
aya aya	Customer	(2017) Univers	• Customer	• Questionnaire	between customer trust
aya	Satisfaction and		Satisfaction	SPSS and Smart	and customer loyalty.
aya	Customer Trust		(A1)	PLS were used to	• There is a significant
aya	on Customer		• If $ust(AZ)$	analyze the data	positive relationship
aya	Loyalty tas Braw		Dependent	niversitas Brawijaya	between customer
aya	Universitas Braw	(D) (B) (C) (C) (C) (C) (C) (C) (C) (C) (C) (C	variabic.	niversitas Brawijaya	satisfaction and custome
aya	Universitas Braw		• Customer	niversitas Brawijaya	loyalty.
aya	Universitas Braw		LOyun y (1)	niversitas Brawijaya	•There is a significant
					positive relationship
aya	Universitas Braw	Rectar Rectar Contraction Contraction		niversitas Brawijaya	between customer
aya	Universitas Braw			niversitas Brawijaya	satisfaction and custome
aya	Universitas Braw			niversitas Brawijaya	trustersitas Brawijay
aya	Customer Loyalty	P. Phani	Independent	Questionnaire	• Convenient time has a
aya	on E-Commerce	Bhaskar and	Variables:	• Non-Probability	positive impact on
aya	Universitas Braw Universitas Bray	D. Prasanna	• Convenient	• Purposive rawijaya	UTrust sitas Brawijay
aya		Kumar (2016)	Time	Sampling method	• The convenient place
aya	Universitas Universit	SIL	• Convenient	diaya	has a positive impact o
aya	Univer	R	Place		Urriversitas Brawijay
aya	Univ		Dependent		• Convenient time has a
aya			Variables:		positive impact on
aya	Uni Vi		• Trust	X YI	Satisfaction. Brawlia
aya	Uni	New York	Satisfaction		• The convenient place
aya			• E-loyalty		has a positive impact of
aya	Unit		マロシアの対応と	7	satisfaction. Brawliay
aya	Univ	T			• Convenient time has a
aya	Univ	1.200	STALL	, j	positive impact on E-
aya	Unive	10			U loyalty tas Brawijay
aya	Univer	Tei		//	• The convenient place
aya	Univers				has a positive impact of
aya	Universit	D. WILW		a	UE-loyalty s Brawijay
aya	Satisfaction and	Bee Wah Yap,	Independent	Used Exploratory	• This study proposed a
aya	Trust on tas	T. Ramayah	Variables:	factor analysis and	CSI model which is
aya	Customer	and Wan Nushazelin	• Service Quality	Structural Equation	adapted from the ESC
aya aya	Loyalty: A PLS Approach		(X1)	Modelling (SEM)	model. This model re-
aya	Universitas Braw	and the second se	• Satisfaction	Questionnaire	examines the
aya aya	Universitas Braw		()	recucinty	relationship between satisfaction, trust and
aya aya	Universitas Braw	We can be a set of the		Sampling method	loyalty by proposing
	Universitas Braw		(===)	Hypotheses test	satisfaction as an
aya aya	Universitas Braw	A CONTRACT OF	1	used the Partial	antecedent of trust.
aya	Universitas Braw			Least Squares	<ul> <li>Service quality has a</li> </ul>
	Universitas Braw		1	(PLS) approach	<ul> <li>Service quality has a positive effect on</li> </ul>
aya aya	Universitas Braw		0 ( )	using the Smart PLS M2 Version	satisfaction. Brawlia
aya	Universitas Braw	Contraction of the second s		iv 2.0 itas Brawijaya	Satisfaction has a
aya aya	Universitas Braw			niversitas Brawijaya	<ul> <li>batisfaction has a</li> <li>positive effect on trust</li> </ul>
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22.200			THAT'S PACEWORKS IN	Inversional BrawliaVa	A THURSDAY AND A COMPLEX AND A
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	vijaya	AND AND TRACKING STREAM TO THE POLY AND THE REPORT OF		Itas Brawijaya		<ul> <li>Satisfaction has a</li> </ul>
	vijaya	Universitas Brawija			Universitas Brawijaya	positive effect on
	vijaya vijaya	Universitas Brawija Universitas Brawija			Universitas Brawijaya Universitas Brawijaya	loyalty. Tas Brawijaya
÷.	vijaya	Universitas Brawija			Universitas Brawijaya	• Trust has a positive
10	vijaya	Universitas Brawija	Contraction of the second s		Universitas Brawijaya	effect on loyalty.
	vijaya	Universitas Brawija			Universitas Brawijaya	<ul> <li>Complaint handling has</li> </ul>
0	vijaya	Universitas Brawija			Universitas Brawijaya	a positive effect on
eb	vijaya	Universitas Brawija			Universitas Brawijaya	satisfaction.
	vijaya	Universitas Brawija			Universitas Brawijaya	• Complaint handling has
	vijaya	Universitas Brawija			Universitas Brawijaya	a positive effect on trust.
	vijaya	Universitas Brawija			Universitas Brawijaya	• Complaint handling has
	vijaya	F	11.1		Listen Dentile	a positive effect on trust.
	vijaya	1 1	Adel	Independent	Simple Random	• Price elements do not
	vijaya vijaya		ourdehghan	Variables:	Sampling	have a significant
	vijaya vijaya		2015)	• Price (X1)	• Questionnaire (7-	impact on customer's
	vijaya vijaya	Drand Loyany. A	aya	<ul> <li>Product Qualit</li> </ul>	Drawilaus	satisfaction, trust, and
	vijaya	Case Study of		(X2)	<ul> <li>AMOS software</li> </ul>	loyalty to a particular
	vijaya	Mobile Phone	IT	• Distribution	has been used to	brand in the mobile
	vijaya	Industry tas	SII	Channel (X3)	test the hypothesis	phone industry.
	vijaya	Univer	· K ·	• Promotion (X3		• Distribution channels do
	vijaya	Univ		• Trust (X4)	model	not have a direct and
	vijaya	Uni		Satisfaction	Structural Equation	significant impact on customer trust and
	vijaya	Uni 🛛	24	(X5)	Model (SEM) and	loyalty to brand in the
	vijaya	Uni		Dependent	Confirmatory	mobile phone industry,
	vijaya	Unit		Variable:	Factor Analysis (CFA) for data	but they indirectly
	vijaya	Univ		• Brand Loyalty	analysis and model	impact these variables
	vijaya	Univ		(Y)	confirmation	through having an java
	vijaya	Unive	C. M.	STAT	Commination	impact on satisfaction
	vijaya	Univer	2	EXIES		Uvariabletas Brawijaya
	vijaya	Univers	1.ET			Promotion activities
	vijaya	Universit	同		i a	U increase customer ava
	vijaya	Universita	4.8		Jya	satisfaction and loyalty,
	vijaya	Universitas		4 6	jaya	U but there is no awijava
	vijaya	Universitas E			wijaya	U significant relationship
	vijaya	Universitas Bra			awijaya	U between promotion ava
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aw	vijaya	Universitas Brawija	aya Univers	itas brannjaya	universitas Brawijaya	Utrust rsitas Brawijaya
aw	vijaya	Universitas Brawija	aya Univers	itas Brawijaya	Universitas Brawijaya	<ul> <li>Product quality does not</li> </ul>
aw	vijaya	Universitas Brawija	aya Univers	itas Brawijaya	Universitas Brawijaya	have a direct impact on
aw	vijaya	Universitas Brawija	aya Univers	itas Brawijaya	Universitas Brawijaya	U brand loyalty, it wijaya
aw	vijaya	Universitas Brawija			Universitas Brawijaya	increases brand loyalty.
	vijaya	Universitas Brawija		itas Brawijaya	Universitas Brawijaya	• The satisfaction variable
aw 🖌	vijaya	Universitas Brawija		itas Brawijaya	Universitas Brawijaya	has direct and indirect
aw	vijaya	Universitas Brawija		itas Brawijaya	Universitas Brawijaya	(through trust variable)
	vijaya	Universitas Brawija			Universitas Brawijaya	impact on brand loyalty
	vijaya	Universitas Brawija			Universitas Brawijaya	U in the mobile phone aya
	vijaya	Universitas Brawija			Universitas Brawijaya	Uindustry as Brawijaya
	vijaya	Universitas Brawija			Universitas Brawijaya	• Product and promotion
aw aw	vijaya	Universitas Brawija			Universitas Brawijaya	activities have the most
	vijaya	Universitas Brawija			Universitas Brawijaya	Universitas Brawijaya
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<ul> <li>An Analysis on Customer Bravilay Universitate Bravilay Un</li></ul>	aya aya aya aya aya aya aya aya aya aya
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendurIndependent Variables: • User Interface Quality (X1)• The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative • Perceived Privacy (X4) Dependent Variables: • Perceived Privacy (X4) Dependent Variables • Non-Probability • Proceived Privacy (X4) Descriptive method and case study on incersase in • Non-Probability • Parceived Privacy (X4) Dependent Variables: • Non-Probability • Perceived Privacy (X4) Descriptive method and case study • An increase in information quality (U has a positive influe on customer trust (E • An increase in information quality goods and services ( has a positive influe on ECS. • An increase in information quality goods and services ( has a positive influe on ECS. • An increase in information quality goods and services ( has a positive influe on ECS. • An increase in information quality goods and services ( has a positive influe on ECS. • An increase in information quality goods and services ( has a positive influe on ECS. 	aya he aya aya aya bod aya aya aya aya aya
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An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: • User Interface Quality (X1)• The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative and qualitative • Perceived Privacy (X4) Dependent Variables: 	he aya bod aya aya Q) ace
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: • User Interface Quality (X1)• The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative and qualitative • Perceived Privacy (X4) Dependent Variables: 	aya aya bod aya aya Qya Ce <sup>a</sup>
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: • User Interface Quality (X1)• The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative and qualitative • Perceived Privacy (X4) Dependent Variables: 	aya bod aya aya Q) a nce
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: User Interface Quality (X1)The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative (ECS).An increase in user interface quality (U) 	aya bod aya aya Q) a nce
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: User Interface Quality (X1)The types of data required in this study are primary and secondary data, both in forms of qualitative and qualitative (ECS).An increase in user interface quality (U 	aya aya Q) <sup>a</sup> ice <sup>a</sup>
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: User Interface Quality (X1)The types of data required in this study are primary 	aya aya Q) <sup>a</sup> ice <sup>a</sup>
An Analysis on CustomerAyudya Dhiranty, Budi Suharjo, and GendutIndependent Variables: User Interface Quality (X1)The types of data required in this study are primary 	Q) nce
<ul> <li>Implementation of the second second</li></ul>	nce
<ul> <li>Satisfaction, Bradis, Mario, Structural Budis, Mario, Satisfaction, Bradis, Mario, Satisfaction, Trust, and Gendut</li> <li>Loyalty Towards</li> <li>Online Shop (A (2017)</li> <li>Case Study of Fariana Case Stud</li></ul>	nce
<ul> <li>Trust, and Sandy and Gendut</li> <li>Suprayition</li> <li>Online Shop (A</li> <li>Case Study of Tokopedia.com)</li> <li>Universitian</li> <li>Uni</li></ul>	
Loyalty Towards Online Shop (A Case Study of Tokopedia.com) Universita Univer	and a second second
Wilaya Wilaya WilayaOnline Shop (A (2017) Case Study of Tokopedia.com)(2017) (2017)Quality (X2) (2017)qualitative and qualitative Security (X3) (Perceived Privacy (X4)An increase in user interface quality (U has a positive influe on customer trust (E SamplingWilaya WilayaUniversityDependent Variables: (Y1)Non-Probability SamplingAn increase in user information quality goods and services ( has a positive influe on customer trust (E bas a positive influe on ectors)Wilaya WilayaUniversityE-Customer Trust (Y2) (Privacy (X4))Descriptive method and case study (Questionnaire (Y1))An increase in information quality goods and services ( has a positive influe on ECS.Wilaya WilayaUniversityE-Customer Trust (Y2)Structural Equation Modelling (SEM) techniqueAn increase in information quality goods and services ( has a positive influe on ECS.Wilaya WilayaUniversityWilaya UniversityIniversityStructural Equation Modelling (SEM) techniqueHi perceived security (PSR) decreases, ED increases.Wilaya WilayaUniversityUniversityIniversityStructural (PSR) decreases, ED increases.If perceived security (PSR) decreases, ED increases.Wilaya WilayaUniversityUniversityIniversityIniversityIniversityWilaya WilayaUniversityIniversityIniversityIniversityWilaya WilayaUniversityIniversityIniversityWilaya <b< th=""><th></th></b<>	
Case Study of Tokopedia.com) Wijaya Universitas Braining (X4) Wijaya Uni	
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ijaya	Attachment <sup>S Braw</sup>	Ginanjar	Brand Trust	processing, this	Brand trust can increase
ijaya	Towards Trust	Rahmawan,	Brand Loyalty	research used	brand loyalty
ijaya	and Brandas Braw	UtomoUnivers	Emotional	AMOS version 2.0	significantly.
ijaya	Loyalty itas Braw	Wibisono, and	Attachment	<ul> <li>Purposive</li> </ul>	• Brand experience can
ijaya	Universitas Braw	Winata (2016)		Sampling technique	increase the emotional
ijaya	<b>Universitas Braw</b>	ijaya Univers	sitas Brawijaya Ui	Questionnaire	significantly. Brawijay
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ijaya	The Effect Of	Andreas	Variables:	Questionnaire	Customer Trust as one
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ijaya	Brand Image,	Tumewu,	Brand Image	Sampling Method	in this research partiall
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ijaya	Customer Loyalty	Ade Permata	Variables:	Quantitative	Marketing Mix affect
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ijaya	of Marketing Mix	4	• Customer	• Survey Method	Usignificantly Brawijay
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ijaya	Customer as B		• Customer	used is the Likert	affect Customer Loyalt
ijaya	Satisfaction a Brand		Loyalty	Scale	Usignificantly. Brawliay
ijaya	Study From Grab-			Brawijaya	Universitas Brawijay
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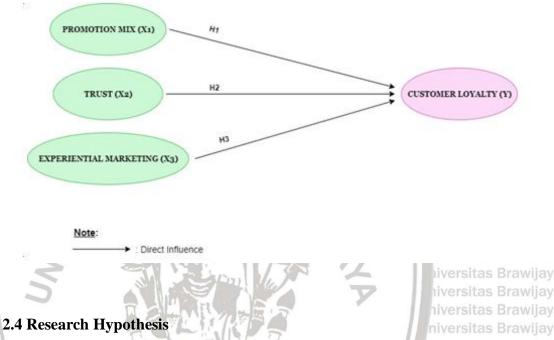
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Universitas Brawijaya xperiential Marketing. Therefore, those three variables affect Customer Loyalty Universitas Brawijaya Universitas Brawijaya Universitas Brawijava University significantly as described in Figure 3.1 below. Figure 3.1 Universitas Brawijaya Universitas Research Framework Brawijaya Universitas Brawilava Universitas Brawilava Universitas Brawilava



A hypothesis is an assumption, an idea that is proposed for the sake of ijaya argument so that it can be tested to see if it might be true. The hypothesis of this java

Universitaresearch are:

Unive 2.4.1 The Relationship Between Promotion Mix and Customer Loyalty as Brawijaya Promotion Mix is an activity or effort to notify or offer a product or service to attract

potential consumers to buy or consume. Research by Gurusinga (2019) states that the promotion mix has a significant positive effect on loyalty. According to Dharmesta and Irawan (2007) promotion mix as a combination of four variables, which are product, price structure, promotion activity, and distribution system. These four elements of the marketing mix are related and affect each other. Therefore, an attempt to generate a marketing policy that leads to effective service awijaya awijaya and customer loyalty is needed. In the marketing mix, there are variables that versitas Brawijava Universitas Brawijava mutually support each other, which later will be combined by the company to get a desired response from the target market. With such a device, a company can affect the demand for its product. The more the company understands the customers demand, the more satisfied the customers will be. awijaya Hypothesis 1: Promotion Mix (X1) has a positive and significant influence on awijaya awijaya Customer Loyalty on Blossom Multimedia customers in Malang. awijaya awijaya awijaya awijaya awijaya 2.4.2 The Relationship Between Experiential Marketing and Customer awijaya awijaya Loyalty awijaya awijaya Iniversitas Brawijava Trust is key in interpersonal and business interactions (Hsu et al., 2007; Vanjava awijaya awijaya Tonder & Petzer, 2018). This is evinced by the many research efforts in other lava awijaya awijaya academic disciplines such as sociology, social psychology, economics, and java awijaya awijaya marketing (Hsu et al., 2007). Trust is crucial in interactive exchanges between lava awijaya Universitas Brawijaya awijaya stakeholders because customers are anticipated to pay for services they have not jaya awijaya awijaya **J** a Universitate received or experienced (Morgan & Hunt, 1994). Moorman et al. (1993) awijaya Universitas Universited effine trust as the willingness to rely on an exchange partner in whom one has jaya awijaya Universit<sup>2</sup>confidence. awijaya Universitian Customer loyalty to an organization is enhanced by the trust created between java awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit the customer and the service provider (Kassim and Abdullah, 2008; Kishada awijaya Universit and Wahab, 2013). Gul (2014) emphasizes that when the customer is loyal Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit towards a product or service, they trust it. Since trust establishes an important Universit bond between the brand and customers, it is one of the determinants of brand

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awijaya

awijaya loyalty (Morgan and Hunt, 1994). Further, Ranaweera, and Prabhu (2003) ersite highlight that trust is a stronger emotion than satisfaction and it better predicts customer loyalty. Trust in a brand is defined as confidence in which an individual with confidence, is willing to take action based on words and testimonials from awijaya Brawijaya Universitas Brawijaya others (McAllister, 1995). awijaya awijaya Hypothesis 3: Trust (X2) has a positive and significant influence on Customer awijaya Loyalty on Blossom Multimedia customers in Malang. awijaya awijaya awijaya 2.4.3 The Relationship Between Trust and Customer Loyalty Inversities Brawijaya awijaya awijaya awijaya awijaya Some previous studies have proven that experiential marketing has a positive awijaya and significant impact on customer loyalty. Chao (2015) stated that experiential awijaya marketing has a positive relationship with customer loyalty. Considering the study results, a positive and significant relationship has been awijaya determined between experiential marketing and customer loyalty. Furthermore, awijaya a positive and significant relationship has been determined between experiential Universit marketing and customer loyalty. It has been concluded that experiential lava awijaya University marketing practice has importance in explaining customer loyalty. ersitas Brawlava awijaya **Hypothesis 2:** Experiential Marketing (X3) has a positive and significant awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universit influence on Customer Loyalty on Blossom Multimedia customers in Malang. awijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas BraCHAPTER III itas Brawijaya UniveRESEARCH METHODOLOGY Java Universitas Brawijaya Universitas Brawijaya Univer3.1 Type of Research ersitas Brawijaya Universitas Brawijaya Universitas Brawijava Quantitative approach was chosen because it is used to test specific research awijaya questions and is commonly used for descriptive or explanatory research. This awiiava awijaya research explained the effect of promotional mix, experiential marketing, and awiiava awijaya trust on customer trust, so this is a correlational/associative research. As stated by Suryani and Hendryadi (2015), correlational/associative research is awijaya conducted to find out the relationship or the influence of one or more awijaya awijaya independent variables with one or more dependent variables. awijaya awijava In this research, the independent variables are Promotion Mix (X1), Trust  $(X_2)$ , and Experiential Marketing  $(X_3)$ . At the same time, the dependent variable awijaya is the Customer Loyalty to an Online Store (Y). awijaya 3.2 Research Location awijaya awijaya The research location took place in Malang city because it is an education awijaya Universit city/student city, where many universities and schools are established in lava Universit Malang. There are thousands of students in Malang, and it is potential for lava Universit electronic online shop such as Blossom Multimedia. awijaya awijaya Unive 3.3 Research Population and Sample Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya **3.3.1 Population** Sekaran & Bougie (2010) define population as "the entire group of people, events, or things that the researcher desires to investigate." According to Sugiyono (2013), population is a generalization area consisting of objects or Ilniversitas Brawijava Ilniversitas Brawijava Ilniversitas Brawijava

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universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava subjects that have certain qualities and characteristics applied by researchers to be studied and then conclusions are made. The population in this study were all users or customers of Blossom Multimedia that have made online order in Malang. 3.3.2 Sample According to Sugiyono (2015), a sample is a part of the population and characteristics of that population itself. In addition, according to Morissan (2007), the sample is referred to as the specific principle used to select members of the population to be included in the study. awijaya In multivariate research that included multiple regression analysis, the awiiava sample size must be at least 10 times the number of variables in the research and a maximum of 500. In this research, the number of variables studied were three independent variables and one dependent variable, so the minimum sample size is  $10 \times 4$  variables = 40 respondents. 3.3.2.1 Sample Technique Non-probability sampling and purposive sampling techniques were used, namely the technique of determining samples with certain considerations or special selection. Purposive sampling technique was used because respondent is believed to provide information and meet predetermined criteria. Purposive sampling was taken as the parameter of this research because it would be more valid to get information from specific target groups. In Non-Probability Sampling, the population elements do not have any probabilities attached to 2003). Sample in nontheir being chosen as sample subjects (Sekaran, probability technique cannot be confidently generalized to the population.

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Non-probability sampling technique using purposive sampling is one of the way to take samples in this research. Using a sampling method could make it easier for the researcher to take samples because it does not require a lot of awijaya Universitas Brawijaya money, time, and energy. The considerations for selecting respondent in this research are based on the awijaya knowledge and the criteria are as follow: awijaya awijaya Universitas Brawii Live in Malang, because Malang is one of the awijaya awijaya Indonesia with many colleges. Other than students also a lot of awijaya awijaya companies and offices with employees in Malang. awijaya awijaya Millennials generation (between 19-40 years old), because millenials b. awijaya awijaya is the generation that is the most familiar with electronic, and also awijaya awijaya uses the most electronics in their daily work and studies. erstas Brawlava awijaya awijaya Over 40 years old, because now office workers also uses electronics awijaya for their work. awijaya awijaya awijaya awijaya e-mail. awijaya awijaya awijaya awijaya awijaya awijaya

student cities in

d. Have made Online order from Blossom Multimedia application at least once. The respondents data is acquired by customer data from

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Blossom Multimedia and approached by using online social media and

Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas B Universitas Brawijaya Data collection method is a method that is used to obtain various data awijaya Universit following specific research objectives. The following are the methods used to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit complete this research: as Brawijaya Universitas Brawijaya Universita 1.3 Questionnaires sitas Brawijaya Universitas Brawijaya awijaya awijaya Questionnaire is a collection of personal instruments where each awijaya awijaya researcher responds to it as part of a research study. The researcher used a awijaya awijaya Universitas Brawijaya Unive universities questionnaire to obtain data about the thoughts, feelings, attitudes, beliefs, awijaya awijaya Universities Evalues, perceptions, personalities, and attitudes of the research respondents lieve awijaya awijaya (Johnson and Christensen 2000) awijaya awijaya In this research, researcher used a questionnaire as one way to obtain awijaya awijaya awijaya data from various respondents. A questionnaire is a straightforward data awijaya collection technique and is carried out by giving several questions or written awijaya awijaya statements to the respondent to answer. The researcher used the online awijaya awijaya awijaya distribution system in the form of Google Plus. It is developed by Google awijaya awijaya Corp. as simple and free design survey that is easy to make and able to awijava awijaya enhance many respondents by just sharing the link. Using the questionnaires by Google Form is easier, more effective, efficient, and can be done awijaya Universitas Bra awijaya Universitian B wherever and whenever, free of charge, and fast response. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Research variables are all forms of what is determined by researchers to be itas Brawijaya awijaya awijaya awijaya studied to obtain information, then conclusions are drawn (Sugiyono, 2014). awijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universi3.5.1 Dependent Variable (Y) awijaya Universitas Brawijaya Universitas Brawijava awijava /ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Br Dependent variable in this study is Customer Loyalty. The loyalty in this study is interpreted as how customer responds toward expectations and the awijaya actual performance. Customer Loyalty in this study was measured by three Universit indicators from Griffin (2012), which included repeat purchase, recommend to awijaya awijaya Universit others, and immunity from the attractiveness to competing products. Customer awiiava awijaya Universit loyalty was measured by seven question items. The measurement scale used awiiava awijaya niversitas Brawijaya Universitas Brawijaya Universit was the Likert Scale. sitas Brawijaya awijaya awijaya Univers 3.5.2 Independent Variable (X) awijaya awijaya awijaya In this study, the independent variables are Promotion Mix (X1), Trust (X2), awijaya awijaya and Experiential Marketing (X3). Promotion Mix is measured by four indicators awijaya awijaya from Kotler and Armstrong (2001), including advertising, sales promotion, awijaya awijaya public relations, and direct marketing. Another variable is Trust, which is awijaya awijaya measured by three indicators mentioned by Gefen and Straub (2004); integrity, awijaya awijaya benevolence, and ability. Lastly, Experiential Marketing was measured by five awijaya awijava indicators from Schmitt (1999), namely sense, feel, think, act, and relate. awijava awijaya Measurement of Promotion Mix, Trust, and Experiential marketing uses 8, 7, and 10 question items respectively. The measurement scale used was Likert awijaya Scale. awiiaya awijaya awijaya 3.6 Variable Operational Definition awijaya awijaya Universitian BOperational variable is a definition given to a variable by giving meaning or lava awijaya awijaya Universit specifying an activity or justifying an operation needed to measure the variable lava Universit (Sugiyono, 2001). To see the operation of a variable, it must be measured using awijaya

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þ.	awijaya					Universitas Brawijava
n.	awijaya	operational def	Initio	ons in this study are as for	itas Brawijaya	Universitas Brawijaya
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	awijaya	Universitas Brawilaya Promotion M	<u>lnive</u> (lix	A company's total	(Kotler & Armstro	Diniversitas Bravijaya
	awijaya	Universitas Drawijaya L	Juive	promotional mix consists	2001)	Likert
	awijaya		Inive	of the specific blend of	<ul> <li>Advertising</li> </ul>	Universitas brawijaya
	awijaya		Jnive Inive	advertising, public relation,	Sales Promoti	Universitas Brawijaya
	awijaya	승규는 것은 것은 것은 것이 같은 것이 같은 것이 같이 많이 많이 많이 없다.	Jnive Jnive	personal selling, sales	Public Relation	Universitas pravilava
	awijaya awijaya	Universitas Brawijaya	100	promotion, and direct		ting iversitas Bravijaya
	awijaya	Universitas Brawijaya		marketing tools that the	Brawijaya	Universitas Brawijaya
	awijaya	Universitas Bra		company uses to	awijaya	Universitas Brawijaya
	awijaya	Universitas	1-	persuasively communicate	ijava	Universitas Brawijaya
	awijaya	Universit	51	customer value and build	va	Universitas Brawijaya
	awijaya	Univer	1.2%	customer relationships		Universitas Brawijaya
	awijaya	Univ	18	(Kotler & Armstrong, 2012).		Universitas Brawijaya
	awijaya	Uni Trust (X2)		Trust is the confidence that	(Gefen and Straub	o, 5 Point
	awijaya			one party has in another	(Geren and Stratt 2004)	Likert
	awijaya	Uni		because of the honesty and	• Integrity	hiversitas Brawijaya
	awijaya	Unit		the reliability of the other	Benevolence	hiversitas Brawijaya
	awijaya	Univ	1	partner (Morgan & Hunt,	Ability	niversitas Brawijaya
	awijaya	Univ	Ba	1994).		Universitas Brawijaya
	awijaya	Unive	P		//	Universitas Brawijaya
	awijaya	Univer	E		//	Universitas Brawijaya
	awijaya	Universi Experientia	1	Experiential Marketing is a	(Schmitt, 1999)	Universitas Brawijaya
	awijaya	of intrological		business that is used by	• Sense	Universi 5 Pointavijaya Universi Likertavijaya
	awijaya	Universita Marketing (2	<b>(</b> 3)	companies or marketers to		Universitas Brawijaya
	awijaya awijaya	Universitas		package products so they	<ul><li>Feel Jaya</li><li>Think Jaya</li></ul>	Universitas Brawijaya
	awijaya	Universitas Bra		can offer emotional	<ul> <li>Activijaya</li> </ul>	Universitas Brawijaya
	awijaya	Universitas Braw,		experiences to touch the	Relate ava	Universitas Brawijaya
	awijaya		Inive	hearts and the feelings of	itas Brawijaya	Universitas Brawijaya
	awijaya		Jnive	consumers (Schmitt,	itas Brawijaya	Universitas Brawijaya
	awijaya	Universitas Brawijaya L	Inive	,1999). Brawijava Univers	itas Brawijaya	Universitas Brawijaya
	awijaya	Universita Source: Second		Data, Processed in 2020	sitas Brawijaya	Universitas Brawijaya
	awijaya	Universitas Brawijaya L	Inive	rsitas Brawijaya Univers	sitas Brawijaya	Universitas Brawijaya
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Carrow	awijaya			rsitas Brawijaya Univers		Universitas Brawijaya
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Universitas Brawijaya awijaya perceptions of a person or group of people about social phenomena. Alternative answers on the Likert scale used are given the following scores: Table 3.2 **Likert Scale Table** Universitas Brawijava TYPE SCORE Iniversitas Brawijaya iversitas B5awiiava Strongly Agree niversitas Brawijaya awijaya UniversitAgreeawijaya iversitas B4awijaya Universitas Brawijaya Univers Neutral wijaya awiiava **B3**awijaya Univers Disagree Wilaya nawijava Brawijaya Strongly Disagree Source: Research (2019)

3.8 Data Analysis Method

awijaya Data analysis technique is a grouping of data based on variables and types awijaya awijaya of respondents, tabulating data based on variables from all respondents, presenting awijaya awijaya data for each variable under study, and calculating to answer the formulation of the awijaya problem and test the hypotheses that have been proposed before (Sugiyono, 2011). awijaya The data analysis of this study adopted the Statistical Package for the Social awijaya Sciences (SPSS) approach. awijaya awijaya This is an analysis that used multiple regression. This approach does not only awijaya confirm the theory, but it also explains if there is any relation between latent Universative variables. In addition, this study used the SPSS approach because there is a relation laya Universe between the independent variable and the dependent variable. Unive 3.8 Research Test Instrument rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universities In this study, a pilot study was first conducted on 30 respondents with awijaya validity and reliability tests to be able to choose instruments that can measure precisely and consistently. Questionnaire is a measuring instrument to test validity and reliability. Testing the validity and reliability of each variable in

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awiiava this study was assisted by SPSS for Windows ver. 20.0. The reliability test was used to see whether the measuring instrument used by the questionnaire shows consistency in measuring the same symptoms. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya 3.8.1 Validity Test awijaya Validity test is used to measure the validity of a question on a questionnaire awijaya awiiava (Ghozali, 2016). A questionnaire can be said to be valid if the question on the questionnaire can reveal something that will be measured by the questionnaire awijaya (Ghozali, 2016). The list of questions generally supports a specific set of awijaya awijaya variables. This validity test is performed by using the correlation between the awijaya awijaya scores of each statement with the total variable score using SPSS for Windows awijaya awijava ver. 20. This validity test is done by comparing the Pearson correlation index awijava with the criteria; if the value of rCount > rTable and the value is positive, then awijaya the statement is said to be "valid" and if rCount < rTable, then it is "invalid." awijaya To find out whether a research instrument is valid or not, it can also be awijava awijaya known by looking at the results of the significance value with the criteria. If awaya awijaya awijava Universit the significance < 0.05, then the instrument can be declared "valid" and if Universit the significance value > 0.05, then the instrument can be declared "invalid." Brawijaya awijaya Based on the results of a pilot study on 30 respondents, it showed that all awijaya statement items have a value of rCount > rTable and a significance value <0.01. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya So, it can be concluded that the question instruments used in this study are valid. awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Univers 3.8.2 Reliability Testraitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Ghozali (2016) considered reliability test as a tool measure a to questionnaire which is an indicator or statement item of a variable. This

awijaya

reliability test is carried out after all of the statements are said to be valid. A questionnaire will be said to be reliable if the respondent's answer to each statement is consistent or stable and may not be random because each statement wants to measure the same thing. Nugroho (2005) said that SPSS provides facilities to measure reliability with the Cronbach's Alpha value > 0.6. Based on the results of a pilot study on 30 respondents, it showed that all awiiava statement items have a Cronbach's Alpha value > 0.6. So, it can be concluded awijaya that the instruments used in this study are reliable. 3.9 Classical Assumptions Test awijaya awijaya Univers 3.9.1 Multicollinearity Test awijaya According to Ghozali (2016), multicollinearity test aims at testing the awijaya awijaya regression model to find a correlation between independent variables. A good regression model should not have a correlation between independent variables. awijaya Multicollinearity test is done by looking at the value of Tolerance and Variance Factor (VIF). Both of these measures indicate which independent variable is awijaya explained by other independent variables. Then, Tolerance measures the awiiava variability of selected independent variables that are not explained by other Universit independent variables. A low Tolerance value is the same as a high VIF value Universitas Brav (because VIF = 1 / Tolerance). The "cut off value" commonly used to indicate awijaya awijaya Universit multicollinearity is a Tolerance value  $\leq 0.1$  or a VIF value  $\geq 10$ . awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers 3.9.2 Heteroscedasticity Test awijaya Universitas Brawijaya Universitas Brawijaya awijaya According to Ghozali (2016), heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. If the variance from one observation residual to another

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava is fixed, then it is called homoscedasticity. However, if it is different, it is called heteroscedasticity. Regression models that are considered good do not have homoscedasticity or heteroscedasticity. Detecting heteroscedasticity can be done by looking at the plot graph between the predictive value of the dependent variable, ZPRED, and the SRESID residual. Heteroscedasticity detection can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is residual (the predicted Y - actual Y). Below is the basis of the analysis: awijaya awijaya a. If there are certain patterns, such as dots that form certain regular patterns awiiava (wavy, widened, and then narrowed), then there is heteroscedasticity. b. If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. Versitas Brawlava In addition to plot graphs, statistical tests are needed to get more accurate results. One of the statistical tests used is the Glejser test. If the final results of the Glejser test calculation have a significance value > 0.05, then there are no Universit symptoms of heteroscedasticity. Univers 3.9.3 Normality Test Jniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Normality test aims to test whether the data used in the regression model is awijaya awiiava normally distributed or not. Residual normality can be known from graph analysis and statistical tests. Graph analysis is seen from the histogram graph and the normal probability plot. At the same time, the statistical tests employed the Kolmogorov-Smirnov test, namely by looking at the Kolmogorov-Smirnov

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Z value and the Asymp. If the significant value is > 0.05, then it can be said that awijava the data are normally distributed (Ghozali, 2011). 3.9.4 Linearity Test Linearity test is one of the tests conducted by the researchers to determine Universit the extent of the relationship between variables. According to Ghozali (2016), awijaya awijaya Universit Linearity test is used to determine whether the dependent and independent awiiava awijaya variables have a linear relationship. Linearity test is done by looking at the awijaya Universitas Brawijaya Univer awijaya significance value at the SPSS output. On the basis of decision making, if the awijaya awijaya Universit significance value < 0.05, then there is a significant linear relationship between layer awijaya awijaya University the independent variable and the dependent variable. However, if the significant awijaya awijaya value  $\geq 0.05$ , then there is no linear relationship. awijaya awijaya awijaya 3.10.1 Multiple Linear Regression Analysis awijaya awijaya awijaya According to Ghozali (2016), multiple linear regression analysis aims to awijaya awijaya analyze the magnitude of the relationship and the influence of independent awijaya awijaya variables that number more than two. This analysis was conducted to determine awijaya awijava the direction of the relationship between the independent variable and the awijaya Universit dependent variable whether each independent variable is positively or lava awijaya negatively related. It was to predict the value of the dependent variable if the awijaya value of the independent variable has increased or decreased. Below is a awijaya awijaya formulation for multiple linear regression equations according to Gujarati awijaya (2004):

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya versitas  $\mathbf{B}\mathbf{Y} = \alpha + \beta_1 \mathbf{X}_1 + \beta_2 \mathbf{X}_2 + \beta_3 \mathbf{X}_3 + \mathbf{e}^{\text{Universitas Brawijaya}}$ Y = Customer Loyalty (dependent variable) = A constant Promotion Mix (independent variable) Trust (independent variable) Experiential Marketing (independent variable)  $\beta_1, \beta_2, \beta_3$  = Coefficient Regression Independent Variable = Error

In this study, multiple regression analysis was used to analyse the impact of independent variables consists of Promotion Mix (X1), Trust (X<sub>2</sub>), and Experiential Marketing (X<sub>3</sub>) toward the dependent variable Customer Loyalty (Y). This study data with an interval scale was measured using Likert scale.

### 3.10.2 Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination  $(\mathbb{R}^2)$  is used to measure how far the model's ability to explain the variation of the dependent variables. The magnitude of the coefficient of determination is between zero and one. A value closer to zero  $(R^2)$ Universit indicates that the ability of the independent variables to explain the variation of the dependent variables is very limited. While a value closer to one means that the independent variable provides almost all the information needed to predict Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya the variation of the dependent variable (Ghozali, 2016). Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitiant of determination is the bias Universitas Brawijaya Universitas Brawijaya towards the number of independent variables entered into the model. Every Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya additional independent variable will increase the  $\mathbb{R}^2$ . For this reason, this study used the value of Adjusted  $R^2$  because the value of Adjusted  $R^2$  can go up or Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya down based on the significance of the effect of the independent variable added Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya to the model. The adjusted value or  $R^2$  can be negative, even if what is desired must be positive. According to Gujarati (in Ghozali, 2016), if the empirical test obtained a negative Adjusted  $R^2$  value, then the Adjusted  $R^2$  value is considered 0. awijaya as Brawijaya Universitas Brawijaya 3.11 Hypothesis Testing Universities In this study, the probability score was based on the basic theory that underlies Universit the hypothesis testing, which explained below: as Brawlava Universities Pa. H<sub>0</sub>: there is no significant positive influence between the independent lava variable and dependent variable. awijaya b. H<sub>1</sub>: there is a significant positive influence between the independent variable and dependent variable Underlying decision: P (probability) < (level of significance/ $\alpha$ ) 0.05 resulting H<sub>0</sub>, H<sub>1</sub> accepted a. P (probability) > (level of significance/ $\alpha$ ) 0.05 resulting H<sub>0</sub>, H<sub>1</sub> rejected b. **3.11.1 Hypothesis Test (t-Test)** According to Ghozali (2016), the statistical t-test basically shows how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable. The null hypothesis of H<sub>0</sub> tested was awijaya whether a parameter (bi) is equal to zero, or: awiiava a. Ho: bi = 0It means that whether an independent variable is not a significant explanation of the dependent variable. The alternative hypothesis  $(H_A)$ parameter of a variable is not equal to zero, or:

awijaya

Universitas  $B_{A}^{i}$ ,  $H_{A}^{i}$ ,  $b_{1}^{i} \neq 0$ niversitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya That is, the variable is a significant explanation of the dependent variable t-test can be done by comparing tCount with tTable. If the value of tCount > tTable, alternative hypotheses state that an independent variable individually influences the dependent variable is accepted. awijaya wijaya Universitas Brawijaya 3.11.2 Hypothesis test (F-test) awijaya awijaya Universities Sarwono & Budiono (2012) assumed that to find out whether the regression awijaya awijaya universit model used is correct, it can be done using the F value in the ANOVA output awijaya Universit table by comparing the calculated F value and F table, with Ho: There is no lave awijaya awijaya Universit linear relationship between the independent variable and H<sub>1</sub>: There is a linear laya awijaya awijaya relationship between the independent variable with the dependent variable. awijaya awijaya With decision-making criteria: awijaya a.  $H_0$  is rejected,  $H_1$  is accepted if F count > F table awijaya b.  $H_0$  is accepted,  $H_1$  is rejected if F count < F table awijaya Unive 3.8 Data Analysis Method awijaya awijaya awijaya Data was compiled, sorted, edited, classified, and entered into computers for analysis using statistical packages for social scientists (SPSS version 20). Data was manipulated using cross-tabulation. Multiple regression analysis was determine the relationship between dependent used to variables and awijaya awijaya independent variables. awijaya awijaya **Hniversitas Brawilava** 

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awijaya Universitas Brawijaya universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Unive*Source: Blossom Multimedia*, 2019 jaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Figure 4.1 shows the logo of Blossom Multimedia which is the Mascot of Universitas Brawijaya awijaya Universitas Brawijava Universitas Brawijava Blossom Multimedia, a person wearing a computer headset that shows the products awijaya they are selling, which is computer peripherals. awijaya aya Universitas Brawijaya 4.2 Characteristics of Respondents Unive 4.2.1 Bra Respondent Ageas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universitas BData on the characteristics of respondents based on age can be seen in the lava awijaya awijaya Unive following table: Universitas Dowijaya Universitas Brawijaya awijaya awijaya Table 4.1 vsitas Brawijava awijaya Universitas Brawi Age of Respondents awijaya

Age Frequency Percentage < 21 34 34 21 - 30 24 24 31 - 40 31 31 > 4011 11 Total 100 100

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Source: Processed Primary Data (2020)

Iniversitas Brawijaya Based on Table 4.1 above, it can be seen that 34 (34%) of respondents aged less than 21 years old, 24 (24%) aged 21-30 years old, 31 (31%) aged 31-40 years old, and aged over 40 years as much as 31 (31%). The largest age group is dominated by the millennial generation. Because the millennial is one of the main Universitas Brav customers of electronic devices. However, there is also a big part of people with the age 31 - 40 years old and over 40 years old who use the application. It shows that Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive the application is age-friendly for the customers who do not use electronic as much. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Data on the characteristics of respondents based on gender can be seen in the Unive the following table: niversitas Brawijaya Universitas Brawijaya

awijaya

awijaya awijaya Universitas Brawijava Il piversitas Brawijaya Universitas BrawijaGender awiiava Universitas Brawijaya Universitas Brawijaya Gender Percentage Frequency Male 58 58 Female 42 42 100 Total 100 U Source: Processed Primary Data (2020) awijaya Universities The table above shows the gender description of the Blossomzones awijaya Unive application users. It can be seen that the male respondents are 58%, while female awijaya Universitas Brawijaya Universitas Prawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universepondents are 42%. Based on these data, the most respondents are male awijaya awijaya Unive respondents, as much as 58%. awijaya awijaya Gender plays a significant role in determining the intention of accepting new/jaya awijaya awijaya technology, and there are cases where gender differences cannot be discerned in the disc awijaya awijaya context of usage of information technology, which includes computers, email/ijaya awijaya SLIDI awijaya services, electronic data management systems etc. "Gender acts as an influencing" awijaya awijaya factor in technology adoption as men are found to be more technologically adept/ijaya awijaya 1.2 110 awijaya compared to women" says Goswami and Dutta. (2016). awijaya awijaya awijaya Unive 4.2.3 **Respondent Education** awijaya Data on the characteristics of respondents based on education can be seen in the following table: awijaya Universitas Brawi Table 4.3 awijaya awijaya Education of Respondents awijaya awijaya Education Frequency Percentage SMA/SMK 71 71Diploma 5 5 iav 23 23 **S**1 rsitS3 Bra iava Univ itas B ersTotaBra jay100nive sitas100awij Source: Processed Primary Data (2020)

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava awijaya Based on these data, the respondents who have used the Blossomzones ersitas Brawijaya application with SMA/SMK as background education were 71 people or 71%, 5 respondents or 5% had a diploma background, 23 respondents or 23% had undergraduate background, and the respondent who had S3 education was 1 respondent or 1%. In conclusion, most of the customers from Blossom Multimedia awijaya are students, because nowadays students need a computer for their studies, awijaya awijaya especially during the pandemic, since studying is done from home, which requires awijaya awijaya everyone to have a laptop or a personal computer. awijaya awijaya In conclusion, the main customers of Blossomzones are millennials because awijaya awijaya millennials are the one that understands electronic devices the most, and the one awijaya awijaya that needs electronic devices for their work. It also strengthen by Chelliah & Clarke awijaya awijaya (2011), who said millennials expects technology to play a large role in the learning awijaya awijaya process by allowing access to vast areas of informational sources to be incorporated awijaya awijaya into the actual delivery of knowledge through multimedia modes with an emphasis awijaya awijaya on entertainment during their learning process awijaya awijaya **Description of the Variables Studied** 4.3 a. Promotion Mix (X1) Variable Frequency Distribution awijaya In the Promotion Mix variable, there are eight question items that awijaya are given to respondents to be answered. Respondent's perception of the awijaya questions can be seen in Table 4.4 below. awijaya

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awijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya										
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awijaya	Universitas Braw Variable Frequency Distribution Promotion Mix (X1)										
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awijaya											
awijaya	Item 5 4 5 2 1 10tal Average										
awijaya	t % f % f % f % f % lotal %										
awijaya	X1.1 16 16.00 54 54.00 24 24.00 6 6.00 0 0.00 100 100 3.80										
awijaya	X1.2 15 15.00 53 53.00 27 27.00 5 5.00 0 0.00 100 100 3.78										
awijaya	X1.3 19 19.00 38 38.00 27 27.00 13 13.00 3 3.00 100 100 3.57 J										
awijaya	Un X1.4 24 24.00 51 51.00 22 22.00 3 3.00 0 0.00 100 100 3.96 java										
awijaya	Un X1.5 19 19.00 58 58.00 18 18.00 5 5.00 0 0.00 100 100 3.91 ja										
awijaya	X1.6 13 13.00 48 48.00 32 32.00 7 7.00 0 0.00 100 100 3.67										
awijaya	X1.7 17 17.00 51 51.00 26 26.00 6 6.00 0 0.00 100 100 3.79										
awijaya	X1.8 13 13.00 41 41.00 29 29.00 16 16.00 1 1.00 100 3.49										
awijaya	Universitas Brawija universitas Brawijaya										
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awijaya awijaya	Universitas Universitas Brawijaya										
awijaya	From Table 4.4 above, the meanings of numbers (scores) 5,4,3,2, and 1 are										
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awijaya	Uni as follows:										
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awijaya	Unit 5 Strongly Agree hiversitas Brawijaya										
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awijaya	Univ. 4 Agree Iniversitas Brawijaya										
awijaya	Universitas Brawijaya										
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awijaya	Universitas Brawijaya										
awijaya	Universita Iniversitas Brawijaya										
awijaya awijaya	Universita 1 : Strongly Disagree ava Universitas Brawijaya										
awijaya											
awijaya	In Table 4.4, it can be seen that out of 100 respondents, an										
awijaya	Universities Bassessment of the Promotion Mix variable was obtained. The results of the										
awijaya	Universitas Brawijaya Universitas Brawijaya										
awijaya	description of the Promotion Mix variable have an average value of 3.75.										
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awijaya	This value shows a high level of Promotion Mix.										
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awijaya	Universitas B. Trust Variable Frequency Distribution (X2) Universitas Brawijaya										
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awijaya	In the Trust variable, there are seven question items that are given to										
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awijaya	respondents to be answered. Respondents' answers can be seen in Table 4.5:										
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### Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya ository.ub.ac.id awijaya c. Frequency Distribution of Experiential Marketing Variables (X3) awijaya

Universitas Brawi In the Experiential Marketing variable, there are ten question items seen in Table 4:6: awijaya awijaya Universitas Brawij awijaya awijaya awijaya awijaya Item X3.1 awijaya X3.2 awijaya X3.3 awijaya X3.4 awijaya

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ava Universitas Brawijaya Table 4.6 Table Brawijaya Variable Frequency Distribution of Experiential Marketing (X3) Universitas Brawijaya Universitas Brawijaya s Brawijay Universi 3 1112 Un<sub>2</sub>vers as Brav Total Average % f % % % f f % f % Total 53.00 18.00 53 20 20.00 8 8.00 1 1.00 100 100 3.79 9 0 14.00 55 55.00 22 22.00 9.00 0.00 100 100 3.74 23.00 0 26.0046 46.00 23 5 5.00 0.00100 100 3.93 47 47.00 5 0.00 27.0021 21.00 5.000 100 100 sita 3.96 wija

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### From Table 4.6 above, the meaning of the numbers (scores) 5, 4, 3, 2, and

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In Table 4.7, it can be seen that out of 100 respondents, an assessment of the Customer Loyalty variable was obtained. The results of the description of the Customer Loyalty variable have an average value of 4.00. This value shows that consumers have a good category in making decisions. **4.4 Research Instrument Test**The questionnaire in this study was used as an analysis tool. Therefore, the analysis carried out relies more on the score of the respondent for each observation. Meanwhile, whether the response score is true or not depends on data collection. A good data collection instrument must meet two important requirements, namely validity and reliability.

### . Validity Test

Testing is needed in a study, especially those using questionnaires to obtain data. Validity testing is intended to determine validity of the concept and empirical reality. The validity test is a measure that shows the levels of validity and validity of an instrument. An instrument is said to be valid if it is able to measure what it wants to measure, or it can reveal data from the variables being studied appropriately. The level of validity of the instrument indicates the extent to which the collected data does not deviate from the description of the variable in question. Validity testing can be done by correlating each factor or variable with the total factor or variable using the correlation (r) product moment. The test criteria for accepting or rejecting the hypothesis is that there is a valid or unreasonable statement with:

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awijaya awijaya	Universita Universitas	X2.4	0.694	0.000	0.196	Valid	Universitas Universitas	
awijaya	Universitas E	X2.5	0.581	0.000	0.196	Valid	Universitas	
awijaya	Universitas Bra	X2.6	0.659	0.000	0.196	Valid	Universitas	
awijaya	Universitas Braw,	X2.7	0.706	0.000	0.196	Valid	Universitas	
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awijaya awijaya Universitas Brawijaya Y2 0.590 0.000 **Y**3 0.659 0.000Y4 0.753 0.000 Y5 0.765 0.000Y6 0.774 0.000 Y7 Ve 0.602 0.000 Universitas Brawijava Source: Processed Primary Data (2020) Universitas Brawijaya Universitas Brawijaya awijaya awijaya Universities From Table 4.8 above, it can be seen that the sig. r the question item is less Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Unive than 0.05 ( $\alpha = 0.05$ ), which means that each variable item is valid, so it can be awijaya Unive concluded that these items can be used to measure the research variables. Itas Brawijaya awijaya awijaya **Universitas Brawi** awijaya **Urb.ers Reliability Test** awijaya Unive Reliability testing technique is to use the coefficient alpha. The decision-making lava awijaya awijaya Unive criterion is if the value of the coefficient alpha is greater than 0.6, then the variable awijava A 5. awijaya Unive is reliable. awijaya Table 4.9 Universita Variable Reliability Test Brawijava awijaya awijaya awijaya Universitas Brawi aNo. Variable awijaya aya Ini X1 2 X2 3 X3 5 veYsitas awijaya

Valid 0.196 0.196 Valid 0.196 awValid 0.196 a Valid niversitas Brawijaya Universitas Brawijaya Reliability test shows the level of stability, consistency, and accuracy of a measuring instrument or test used to determine the extent to which the measurement is relatively consistent when repeated measurements are made. This test is used to determine the extent to which a person's answer is consistent or stable over time. Universitas Brawijaya **Reliability Coefficient** Information Brawijaya0.861versitas Reliable 0.816 Reliable

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Reliable 0.885 Brawijava0.811versitas Reliable UniverSource: Processed Primary Data (2020) Universitias Brawlava

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Universitas Brawijaya awiiava awijaya From Table 4.9, it is known that the value of Cronbach's alpha for all awijaya variables is greater than 0.6. From the provisions previously mentioned, all variables used for research are reliable 4.5. Classical Assumptions of Regression These classical assumptions must be tested to meet the use of multiple linear awijaya regression. After calculating multiple regressions through the SPSS for Windows awijaya awijaya tool, a classic regression assumption test was conducted. The test results are awijaya awijaya presented as follows: awijaya awijaya 4.5.1. Normality Test awijaya awijaya This test is conducted to determine whether the residual value is normally awijaya awijaya spread or not. The test procedure was carried out using the Kolmogorov-Smirnov awijaya awijaya test, with the following conditions: awijaya awijaya The hypothesis used: hiversitas Brawijaya awijaya awijaya H<sub>0</sub> : residuals are normally spread awijaya awijaya H<sub>1</sub> : residuals are not normally spread awijaya awijaya If the value is sig. (p-value) > 0.05 then H<sub>0 is</sub> accepted, which means that awijaya Unive normality is fulfilled. Unive The results of the normality test can be seen in Table 4.10 below. Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya awijaya awijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Normality Test Results Brawijaya Universitas Brawijaya Universitas Brawijaya One-Sample Kolmogorov-Smirnov Test Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unstandardized Residual Ν 100 Normal Parameters(a,b) Mean .0000000 Std. Deviation 2.12125389 Most Extreme Differences Absolute .075 .075 Positive -.048 Negative Kolmogorov-Smirnov Z .747 Asymp. Sig. (2-tailed) .631 sitas Brawijaya a Test distribution is Normal b Calculated from data. Source: Processed Primary Data (2020) From the calculation results obtained the value sig. 0.631 or greater than 0.05; then the Requirement of H<sub>0</sub> is accepted, namely the normality assumption is met. Universitas Brawijaya Universitas Brawijaya

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N = 100-4



### Figure 5.1

Histogram

Source: Processed Primary Data (2020)

Based on the Histogram Graph test, it was found that the residual frequency

Unive mostly collects at a value of 0, or the value of the data distribution is in accordance A 15

University with normal cake. It can be is said that the residuals have spread normally. as Brawijaya

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Mean = -9.26E-16 Std. Dev. = 0.985 onnersitas Brawijaya

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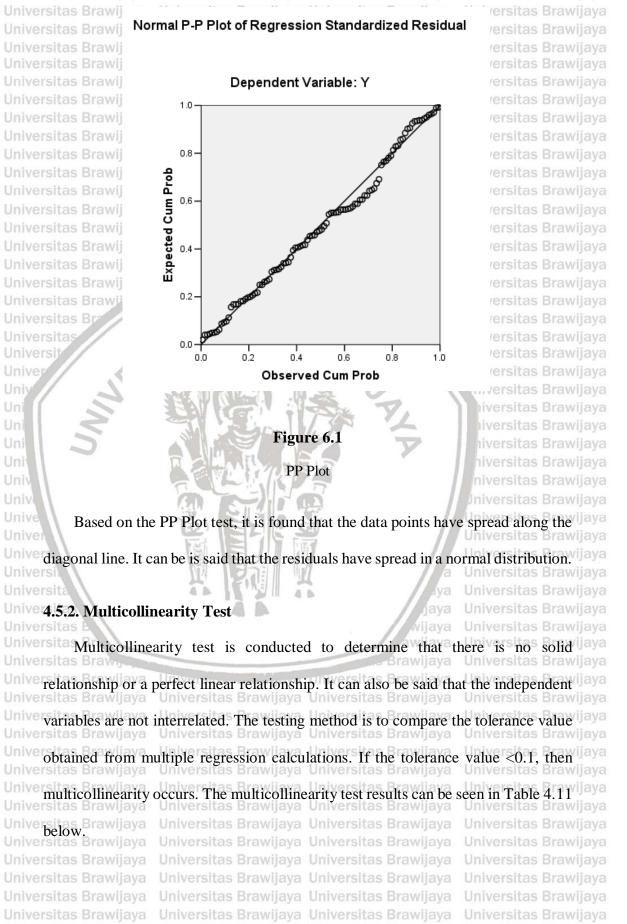
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universi Multicollinearity Test Results avijava Universitas Brawijaya Universitas Brawijaya **Collinearity Statistics** Variable VIF Tolerance X10.368 2.719 X2 0.373 2.678 X3 0.423 2.361 Source: Processed Primary Data (2020) Based on Table 4.11, following the test results of each independent variable: Universitas Tolerance for the Promotion Mix is 0.368 Tolerance for Trust is 0.373 Iniversitas Brawijaya Tolerance for Experiential Marketing is 0.423. The test results show that the overall tolerance value is> 0.1, so it can be concluded that there is no multicollinearity between the independent variables. Multicollinearity test can also be done by comparing the VIF (Variance Inflation Factor) value with the number 10. If the VIF value> 10, then multicollinearity occurs. Following are the test results for each independent variable:

awijaya Universitas PayVIF for Promotion Mix is 2.719 oversitas Brawijaya awijaya Universitas DeavVIF for Trust is 2.678 wijaya Universitas Brawijaya awijaya awijaya Universitas BeawVIF for Experiential Marketing is 2.361.5 Brawljava awijaya awijaya Universities From the test results, it can be concluded that there is no multicollinearity Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University between independent variables. Thus, the assumption test for the absence of Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive multicollinearity can be fulfilled.awijaya Universitas Brawijaya awijaya

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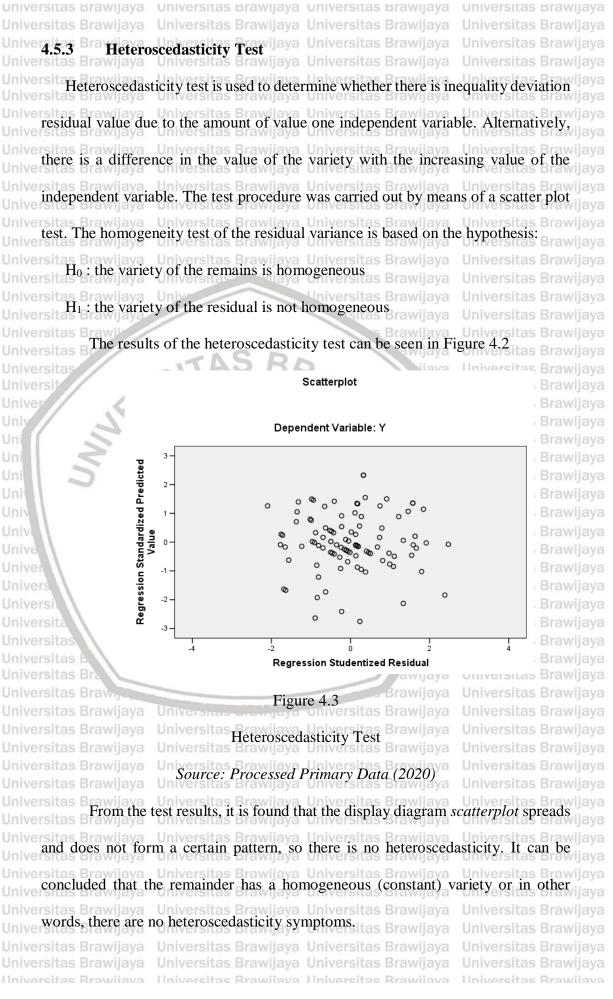
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Universitas Brawijaya By fulfilling all the classical regression assumptions above, it can be said versitas Brawijaya that the multiple linear regression model used in this study is appropriate so that it can be interpreted from the results of the multiple regression analysis that has been Universitas Brawijaya Universitas Brawijaya done. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 4.6. Multiple Linear Regression This regression analysis is used to calculate the amount of influence between the independent variables, namely Promotion Mix  $(X_1)$ , Trust  $(X_2)$ , and Experiential Marketing (X<sub>3</sub>) on the dependent variable, namely Customer Loyalty (Y) 4.6.1. Regression The regression equation is used to determine the relationship between the independent variables and the dependent variable. By using the help of SPSS for

Windows 21.00 ver, the regression model is obtained as in Table 4.12:

### **Table 4.12**

### Summary of Results of Regression

niversitas Brawijaya niversitas Brawijaya Iniversitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Variable Bound	Variables	Unstandardized Coefficients	Standardized Coefficients (Beta)	t a	UlSigersi	as Result a
Iniversitas	(Constant)	7.860	4.0	4.708	0.000	as Brawija
Jniversitas I	X1	0.276	0.380	3.672	0.000	Significant
Jniversitas I	X2	0.241	0.260	2.526	L0.013 si	Significant
Jniversitas I	rav X3	0.140	0.229	2.367	0.020	Significant
Iniversitas I	Brawijaya	Universities	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	Brawijay <sub>R</sub> :	U 0.788 itas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	R Square :	Uni621sitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
	<i>d</i> R Square :	Universitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	F count :	Usy argitas Brawij	aya Universitas Bra	wijaya	F table :	2.699
Jniversitas I	Rawijava	0.000 Brawij	aya Universitas Bra	wijaya	t Table :	1.985
Jniversitas I		Universitas Brawij	aya Universitas Bra	1111111111111	t Table .	1.985
Jniversitas I	Brawijaya	Universitas Brawij	sed Primary Data (2	aya	Universi	tas Brawija
<b>Jniversitas</b>	Brawijaya	source: Proces.	sea Primary Daia (2	020) aya	Universi	tas Brawija
Jniversitas I	Brawijaya	Universitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	Brawijaya	Universitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	Brawijaya	Universitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I	Brawijaya	Universitas Brawij	aya Universitas Bra	wijaya	Universi	tas Brawija
Jniversitas I			aya Universitas Bra			tas Brawija
Jniversitas I			aya Universitas Bra			tas Brawija

awijaya awijaya The regression model used is standardized regression because the data used in awijava ersitas Brawijava Universitas Brawijava Universitas Brawijava this study are interval data measured using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group. In standardized regression, the variable size or answer size has been equated. The regression equation obtained based on Table 4.12 is as follows: awijaya awijaya  $Y = 0.380 X_1 + 0.260 X_2 + 0.229 X_3$ awijaya awijaya **Benyijaya Universitas Brawijaya** awijaya awijaya Universities BFrom the above equation it can be interpreted as follows: awijaya Universitas Bra awijaya b1 = 0.380, meaning that Customer Loyalty will increase by 0.380 units awijaya awijaya for each additional unit of X1 (Promotion Mix). If the Promotion Mix awijaya awijaya has increased by 1 unit, then Customer Loyalty will increase by 0.380 awijaya awijaya units, assuming the other variables are considered constant. awijaya b2 = 0.260, meaning that Customer Loyalty will increase by 0.260 units awijaya for every additional one unit of X2 (Trust). If Trust increases by 1 unit, awijaya awijaya then Customer Loyalty will increase by 0.260 units assuming the other awijaya awijaya variables are considered constant. b3 = 0.229, meaning that Customer Loyalty will increase by 0.229 units Universitian Bray for each additional one unit X<sub>3</sub> (Experiential Marketing). If the Trust awijaya Universitian Brawincreases by 1 unit, then Customer Loyalty will increase by 0.229 units, awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Braw assuming the other variables are considered constant. Universitas Brawijaya awijaya awijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya To find out which independent variables (Promotion Mix (X<sub>1</sub>), Trust (X<sub>2</sub>), and Experiential Marketing  $(X_{3})$  have the greatest contribution on the dependent University variable (Customer Loyalty), adjusted  $R^2$  coefficient of determination is used to the set of the awijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya calculate the amount of influence or contribution of independent variables to the dependent variable. From the analysis in Table 4.12, it is obtained the adjusted R (coefficient of determination) of 0.609. It means that 60.9% of the Customer Loyalty variables will be influenced by the independent variables, namely Promotion Mix  $(X_1)$ , Trust  $(X_2)$ , and Experiential Marketing.  $(X_3)$ . While the remaining 39.1% of the Customer Loyalty variable will be influenced by other variables which are not discussed in this study. In addition to the coefficient of determination, a correlation coefficient is also obtained, which shows the magnitude of the relationship between the independent awijaya variables, namely Promotion Mix, Trust, and Experiential Marketing with the awijaya awijaya Customer Loyalty variable. The R value (correlation coefficient) is 0.788, this awijava correlation value shows that the relationship between the independent variables Promotion Mix (X<sub>1</sub>), Trust (X<sub>2</sub>), and Experiential Marketing (X<sub>3</sub>) with Customer awijaya Loyalty is included in the strong category because it is in the range of 0.6 - 0.8. 4.6.3 Regression Model awijava Universita F testing or model testing is used to determine whether the results of the lava Univergression analysis are significant or not. In other words, the alleged model is available appropriate or not. If the result is significant, then  $H_0$  is rejected, and  $H_1$  is accepted. Meanwhile, if the results are not significant, then  $H_0$  is accepted, and  $H_1$  is rejected. awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Unive It can also be said as follows: Brawijaya Universitas Brawijaya awijaya awiiava Universit H<sub>0 is</sub> rejected if F count> F table Java Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya <sup>ers</sup> H<sub>0 is</sub> accepted if F count <F table lava Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Based on Table 4.18, the value of F count is 52.477. While the F table ( $\alpha = 10^{-10}$ Universitas Brawijaya Universitas Brawijaya 0.05; db regression = 3: db residual = 96) is 2.699. Because F count> F table. Iniversitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awiiava namely 52.477> 2.699 or the value of Sig. F (0.000)  $<\alpha = 0.05$  then the regression analysis model is good. It means that  $H_0$  is rejected and  $H_1$  is accepted, so it can be concluded that the regression model used is good for estimating. 4.7 Hypothesis Testing 4.7.1. Partial test (t test) Hypothesis test employed in this study was a partial test or t test that aims to see the influence of each independent variable partially on the dependent variable. awijaya

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To test the hypothesis in this study, it can be seen from the results of the t test to regression coefficient partially. This test was conducted to determine the significance of the partial role between independent variables on the dependent

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variable by assuming that other independent variables were considered constant.

t test is used to determine whether each independent variable partially has a significant effect on the dependent variable. It can also be said that if t count> t table or -t count <-t table, then the results are significant. It means that H<sub>0</sub> is rejected, and  $H_1$  is accepted. While if t <t table or -t count> -t table, the result is not significant, and means that H<sub>0 is</sub> accepted and H<sub>1 is</sub> rejected. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect Universitas Brawijava on the population of interest or whether two groups are different from one another. From the results showed in Table 4.12, it can be concluded that determining the most influential independent variable on the Y variable can be done by comparing the regression coefficient ( $\beta$ ) between one variable with another. The independent variable with the most dominant influence on the Y variable is the variable that has the greatest regression coefficient.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Based on Table 4.12, it can be concluded that Customer Loyalty can be significantly influenced by the Promotion Mix, or by increasing the Promotion Mix, Customer Loyalty will increase significantly. Moreover, Customer Loyalty can be significantly influenced by Trust, or by increasing Trust, Customer Loyalty will increase significantly. Lastly, Customer Loyalty can also significantly be awijaya influenced by Experiential Marketing, or by increasing Experiential Marketing, awiiava awijaya Customer Loyalty will increase significantly. This study is also proven by previous researches: Tjan, Sylvia. (2015.). "The Impact of Marketing Mix On Customer Loyalty awijaya awijaya Towards Plaza Indonesia Shopping Center". The result of the research awijaya awijaya showed that the process variable, which is Promotion Mix, is significantly awijaya awijaya affecting Customer Loyalty. Hayati, Nur. (2011). "The Effect Of Customer Satisfaction, Customer Trust awijaya On Customer Loyalty Of The Card Users Of PT. Indosat Tbk". The result of the research showed that the process variable, which is Customer Trust is significantly affecting Customer Loyalty. Sobari, Nurdin. (2018). "The Influence Experiential Marketing and available Customer Value to Loyalty Moslem Tourists". The result of the research showed that the process variable, which is Experiential Marketing, is Universitas Brawijaya Universitas Brawijaya significantly affecting Customer Loyalty. Brawijaya awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya

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Universitas Brawijaya awiiava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya Universities Determining the independent variable that has the most influence on variable Y can be done by comparing the regression coefficient  $(\beta)$  between one variable and another. The independent variable with the most dominant influence on variable Y is the variable with the largest regression coefficient. awijaya awijaya To compare the regression coefficients for each independent variable, the ranking awijaya awijaya table is presented as follows. awijaya awijaya awijaya **Table 4.13** awijaya **Results of Dominant** awijaya awijava

$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	Ranking	Variable	Beta Coefficient	Effect
	L	$X_1$	0.380	Significant
	2	X2	0.260	Significant
3 X <sub>3</sub> 0.229 Significant	$\sim$ 3	X <sub>3</sub>	0.229	Significant

Source: Processed Primary Data (2020)

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Based on Table 4.13, the Promotion Mix variable is the variable that has the

largest regression coefficient. That is, the variable Y is more influenced by the variable Promotion Mix. The coefficient of Promotion Mix variable is positive, and this shows a unidirectional relationship. It can be concluded that the better the Promotion Mix variable, the higher the increase of Customer Loyalty (Y). **4.7.3 Discussion**In this study, 100 people were taken as respondents. Instrument test of the study consist of validity and reliability tests, the results obtained were validity tests with a significance value greater than r table, which means that each *item* variable is valid so that it is concluded that these *items* can be used to measure research

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Universitas Brawijaya awijaya variables. Followed by a reliability test using Cronbach's alpha, where each Universitas Brawijava variable was found to be reliable because the value of Cronbach's alpha was greater than 0.6. The classical assumption test is the next test. The classic assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. Starting from the normality test, it can be seen in the table Normality Test Results where the test is carried out using the method Kolmogorov-Smirnof, with a significant value where the value is greater than 0.05, which means that unstandardized is normally distributed. The second test is the multicollinearity test with a value tolerance of each variable greater than 0.1 and a VIF value greater than 10. It can be concluded that there is no multicollinearity between the independent variables. The third test is the heteroscedasticity test with the results of the diagram iversitas Brawijaya scatterplot not forming a certain pattern, so there is no heteroscedasticity. It can be concluded that there is a homogeneous (constant) variety, or in other words, there are no heteroscedasticity symptoms. The Effect of Promotion Mix (X1), Trust (X2), and Experiential Marketing Unive (X3) on Customer Loyalty Simultaneously Universitas Brawiiava The F test is conducted to test the research hypothesis, which states that there is a significant influence between Promotion Mix  $(X_1)$ , Trust  $(X_2)$ , and Experiential Marketing (X3) on Customer Loyalty simultaneously. Tests carried out obtained a significance value of F of 0.000 so that the significance of F  $<\alpha$  is 0.000 <0.05. It Unive shows that H0 is rejected, meaning that there is a significant influence between the lieve Promotion Mix (X<sub>1</sub>), Trust (X<sub>2</sub>), and Experiential Marketing (X<sub>3</sub>) on Customer

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Loyalty simultaneously. When viewed from the Adjusted R Square value obtained, the Promotion Mix  $(X_1)$ , Trust  $(X_2)$ , and Experiential Marketing  $(X_3)$  have an influence of 60.9% in influencing Customer Loyalty, while the remaining 39.1% is influenced by other variables not examined in this study. The Influence of Promotion Mix (X1) on Customer Loyalty (Y) awijaya awijaya According to the results of testing Hypothesis 1 (H1) about the promotion awijaya awijaya mix that affects customer loyalty, it can be concluded that customer loyalty will awijaya increase if the company adopts the promotion mix approach correctly. After doing awijaya awiiava research, it is proven that when consumers feel that the online store is easier and awijaya awijaya more convenient, it makes the customers happy and keeps using it because it is awijaya awijaya beneficial and make customers loyal. Furthermore, giving a good image in the view awijaya awijaya of customers is also very important because it can cause a sense of loyalty. awijaya So, it can be concluded that the Promotion Mix has a positive and significant awijaya influence on Customer Loyalty. awijaya awijaya The Influence of Trust (X2) on Customer Loyalty (Y) awijaya awijaya According to the results of Hypothesis 2 (H2) regarding trust effect on customer loyalty, it can be concluded that customers will have more loyalty if they Unive have trust in the products or services they are using. After conducting the research, lava awijaya Unive it is proven that customers believe that the company that they are using will always have awijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya awijaya Unive look after their images rsitas Brawijaya Universitas Brawijaya awijaya Universities BSo, it can be concluded that Trust has a significant influence on Customer lave Unive Loyalty.awijaya Universitas Brawijaya Universitas Brawijaya Unive The Influence of Experiential Marketing (X3) on Customer Loyalty (Y)s Brawijaya **Hniversitas Brawijava** 

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customers shopping online, if it is easier, simple, and convenient then it is likely awijaya awijaya that they will become loyal customers who will always use the Blossom Multimedia awijaya awijaya online application. awijaya awijaya So, it can be concluded that Experiential Marketing Universitas B awijaya awijaya influence on Customer Loyalty. awijaya awijaya NER awijaya awijaya

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Based on the results of testing Hypothesis 3 (H<sub>3</sub>) regarding experiential

marketing effect on customer loyalty, it can be concluded that if customers have a

good experience when using the products or services, they will become loyal

customers. After conducting the research, it is proven that in the experience of the

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bravijava CONCLUSIONS AND SUGGESTIONS Universitas Brawijaya Universitas Brawijaya 5.1. Conclusion This study was conducted to determine which variables have an influence on Customer Loyalty. The independent variables used were Promotion Mix (X1), Trust  $(X_2)$ , and Experiential Marketing  $(X_3)$ , while the dependent variable used was Customer Loyalty (Y). Based on the calculation of multiple linear regression analysis, it is concluded as follows: The simultaneous effect (jointly) of each independent variable on Customer 1. Loyalty was carried out using the F-test from the results of multiple linear regression analysis. The value of F count is 52.477. While the F table ( $\alpha$ 0.05; db regression = 3: db residual = 96) is 2.699. Because F count> F table. namely 52.477> 2.699 or the value of Sig. F (0.000)  $<\alpha = 0.05$  then the regression analysis model is good. It means that the independent variables have a significant effect simultaneously on Customer Loyalty. So, it can be concluded that the testing of the hypothesis can be accepted. Wersitas Brawijava Universitas Brawijava 2. To determine the effect of individual (partial) independent variables (Promotion Mix  $(X_1)$ , Trust  $(X_2)$ , and Experiential Marketing  $(X_3)$ ) on Customer Loyalty, it was carried out by testing the t-test. Based on the test results, it is found that there are three variables that have a significant Universitian influence on Customer Loyalty with Promotion Mix  $(X_1)$  being the most Universitian Einfluential with a significant of 3.672, and Trust  $(X_2)$  being the second most lava

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya awijaya influential with a significant of 2.526, and the least influential is Experiential Marketing  $(X_3)$  with a significant of 2.367. 3. Based on the results of the t-test, it was found that the Promotion Mix variable had the t-value and the largest beta coefficient. So that the Promotion Mix variable has the strongest influence compared to other variables, the awijaya awijaya Promotion Mix variable has a dominant influence on Customer Loyalty. awijaya awijaya awijaya 5.2. Suggestion awijaya Universitian Based on the above conclusions, some suggestions can be put forward. The awijaya awijaya conclusions are expected to benefit the company and other parties. The suggestions awijaya awijaya given include: awijaya awijaya According to the research, in order to increase customer's loyalty, it is awijaya expected that the company to always pay attention towards the awijaya independent variables, customer loyalty especially on the promotion mix part, trust and experiential marketing. awijaya awijava It is expected that the company can maintain and improve the quality of 2.

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Frequency

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tas Brawijaya Universitas Brawijaya

Valid Percent

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Valid

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Percent

34.0

58.0

89.0

100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	42	42.0	42.0	42.0
	Male	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Usia

Percent

34.0

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### Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	SMA/SMK	71	71.0	71.0	71.0	
	Diploma	5	5.0	5.0	76.0	
	S1	23	23.0	23.0	99.0	
	S3	1	1.0	1.0	100.0	
	Total	100	100.0	100.0		

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X1.1 Cumulative Percent Valid Percent Frequency Percent 6 6.0 6.0 6.0 24 24.0 24.0 30.0 84.0 54 54.0 54.0 100.0 16 16.0 16.0 100 100.0 100.0 X1.2 Cumulative Frequency Percent Valid Percent Percent 5.0 5.0 5.0 5 27 27.0 32.0 27.0 53 53.0 53.0 85.0 15 15.0 15.0 100.0 100 100.0 100.0 X1.3 Cumulative Percent Valid Percent Percent Frequency 3.0 3.0 3 3.0 13 13.0 13.0 16.0 27 27.0 27.0 43.0 81.0 38 38.0 38.0 19 19.0 19.0 100.0 100 100.0 100.0 X1.4 Cumulative Frequency Percent Valid Percent Percent 3 3.0 3.0 3.0 22 22.0 22.0 25.0 51 51.0 51.0 76.0 24 24.0 24.0 100.0 100 100.0 100.0

### X1.5

Vel						
ivei						Cumulative
vei			Frequency	Percent	Valid Percent	Percent
vei	Valid	2.00	5	5.0	5.0	5.0
vei		3.00	18	18.0	18.0	23.0
vei		4.00	58	58.0	58.0	81.0
vei		5.00	19	19.0	19.0	100.0
iver		Total	100	100.0	100.0	

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awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	7	7.0	7.0	7.0
awijaya	Univer		3.00	32	32.0	32.0	39.0
awijaya	Univer		4.00	48	48.0	48.0	87.0
awijaya	Univer		5.00	13	13.0	13.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
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awijaya	Univer	Valid	2.00	Frequency 6	Percent 6.0	Valid Percent 6.0	Percent 6.0
awijaya	Univer	Valid	3.00	26	26.0	26.0	32.0
awijaya	Univer		4.00	20 51	20.0 51.0	51.0	83.0
awijaya	Univer		4.00 5.00	51 17	51.0 17.0	17.0	03.0 100.0
awijaya	Univer		J.00 Total		17.0	17.0	100.0
awijaya	Univer		TOLAI	100	100.0	100.0	
awijaya	Univer						
awijaya	Unive				X1.8		
awijaya	Univ						Cumulative
awijaya	Uni			Frequency	Percent	Valid Percent	Percent
awijaya	Uni	Valid	1.00	1	1.0	1.0	1.0
awijaya	Uni		2.00	16	16.0	16.0	17.0
awijaya	Uni		3.00	29	29.0	29.0	46.0
awijaya	Univ		4.00	41	41.0	41.0	87.0
awijaya	Univ		5.00	13	13.0	13.0	100.0
awijaya	Unive		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X2.1		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	4	4.0	4.0	4.0
awijaya	Univer		3.00	23	23.0	23.0	27.0
awijaya	Univer		4.00	55	55.0	55.0	82.0
awijaya	Univer		5.00	18	18.0	18.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
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awijaya	Univer						Cumulative
awijaya	Univer		1.00	Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	1.00	2	2.0	2.0	2.0
awijaya	Univer		2.00	15	15.0	15.0	17.0
awijaya	Unive		3.00	36	36.0	36.0	53.0
awijaya	Univer		4.00	34	34.0	34.0	87.0
awijaya	Univer		5.00 Tatal	13	13.0	13.0	100.0
awijaya	Univer		Total	100	100.0	100.0	

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awijaya	Univer				X2.3		
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awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	5	5.0	5.0	5.0
awijaya	Univer		3.00	21	21.0	21.0	26.0
awijaya	Univer		4.00	53	53.0	53.0	79.0
awijaya	Univer		5.00	21	21.0	21.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X2.4		
awijaya	Univer						Quantation
awijaya	Univer			Frequency	Percent	Valid Percent	Cumulative Percent
awijaya	Univer	Valid	2.00	4	4.0	4.0	4.0
awijaya	Univer		3.00	17	17.0	17.0	21.0
awijaya	Univer		4.00	49	49.0	49.0	70.0
awijaya	Univer		5.00	40 30	40.0 30.0	30.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer			100	100.0	100.0	
awijaya	Univer				X2.5		
awijaya	Unive				A2.J		
awijaya	Univ						Cumulative
awijaya	Uni	Valid	2.00	Frequency	Percent	Valid Percent	Percent
awijaya	Uni	Valid	2.00	3	3.0	3.0	3.0
awijaya	Uni		3.00	18	18.0	18.0	21.0
awijaya	Uni		4.00 5.00	66 40	66.0	66.0	87.0
awijaya	Univ		5.00 Totol	13	13.0	13.0	100.0
awijaya	Univ		Total	100	100.0	100.0	
awijaya	Unive-						
awijaya	Univer				X2.6		
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awijaya				Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	5	5.0	5.0	5.0
awijaya awijaya	Univer Univer		3.00	20	20.0	20.0	25.0
awijaya	Univer		4.00	62	62.0	62.0	87.0
awijaya	Univer		5.00	13	13.0	13.0	100.0
awijaya	Univer	L	Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X2.7		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	3	3.0	3.0	3.0
awijaya	Univer		3.00	17	17.0	17.0	20.0
awijaya	Univer		4.00	61	61.0	61.0	81.0
awijaya	Univer		5.00	19	19.0	19.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
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awijaya	Univer			11. Call 10. Call 10. Call 10. Call 10. Call			
awijaya	Univer				X3.1		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	1.00	1	1.0	1.0	1.0
awijaya	Univer		2.00	8	8.0	8.0	9.0
awijaya	Univer		3.00	20	20.0	20.0	29.0
awijaya	Univer		4.00	53	53.0	53.0	82.0
awijaya	Univer		5.00	18	18.0	18.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X3.2		
awijaya	Univer						Quantation
awijaya	Univer			Frequency	Percent	Valid Percent	Cumulative Percent
awijaya	Univer	Valid	2.00	9	9.0	9.0	9.0
awijaya	Univer		3.00	22	22.0	22.0	31.0
awijaya	Univer		4.00	55	55.0	55.0	86.0
awijaya	Univer		5.00	14	14.0	14.0	100.0
awijaya	Univer		Total	100	100.0	100.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Unive				VO O		
awijaya	Univ				X3.3		
awijaya	Uni						Cumulative
awijaya	Uni			Frequency	Percent	Valid Percent	Percent
awijaya	Uni	Valid	2.00	5	5.0	5.0	5.0
awijaya	Uni		3.00	23	23.0	23.0	28.0
awijaya	Univ		4.00	46	46.0	46.0	74.0
awijaya	Univ		5.00	26	26.0	26.0	100.0
awijaya	Unive		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X3.4		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	5	5.0	5.0	5.0
awijaya	Univer		3.00	21	21.0	21.0	26.0
awijaya	Univer		4.00	47	47.0	47.0	73.0
awijaya	Univer		5.00	27	27.0	27.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						I
awijaya	Univer				X3.5		
awijaya	Univer			1		1	
awijaya	Univer			_			Cumulative
awijaya	Univer		2.00	Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	5	5.0	5.0	5.0
awijaya	Univer		3.00	16	16.0	16.0	21.0
awijaya	Univer		4.00	62	62.0	62.0	83.0
awijaya	Univer		5.00 Tatal	17	17.0	17.0	100.0
awijaya	Univer	L	Total	100	100.0	100.0	
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awijaya	Univer						
awijaya	Univer				X3.6		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	7	7.0	7.0	7.0
awijaya	Univer		3.00	26	26.0	26.0	33.0
awijaya	Univer		4.00	50	50.0	50.0	83.0
awijaya	Univer		5.00	17	17.0	17.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X3.7		
awijaya	Univer						Current atture
awijaya	Univer			Frequency	Percent	Valid Percent	Cumulative Percent
awijaya	Univer	Valid	1.00	1	1.0	1.0	1.0
awijaya	Univer		2.00	6	6.0	6.0	7.0
awijaya	Univer		3.00	20	20.0	20.0	27.0
awijaya	Univer		4.00	58	58.0	58.0	85.0
awijaya	Univer		5.00	15	15.0	15.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Unive				X3.8		
awijaya	Univ			1	70.0	1	
awijaya	Uni			_			Cumulative
awijaya	Uni Uni	Valid	2.00	Frequency	Percent	Valid Percent	Percent
awijaya		valiu	2.00 3.00	7	7.0	7.0	7.0
awijaya	Uni		3.00 4.00	20	20.0	20.0	27.0
awijaya	Univ		4.00 5.00	53	53.0	53.0	80.0
awijaya	Univ		Total	20 100	20.0 100.0	20.0 100.0	100.0
awijaya awijaya	Unive Univer-	L	TOtal	100	100.0	100.0	
awijaya	Univer				V2 0		
awijaya	Univer			-	X3.9		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	3	3.0	3.0	3.0
awijaya	Univer		3.00	24	24.0	24.0	27.0
awijaya	Univer		4.00	54	54.0	54.0	81.0
awijaya	Univer		5.00	19	19.0	19.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
awijaya	Univer						
awijaya	Univer				X3.10		
awijaya	Univer						Cumulative
awijaya	Univer			Frequency	Percent	Valid Percent	Percent
awijaya	Univer	Valid	2.00	5	5.0	5.0	5.0
awijaya	Univer		3.00	23	23.0	23.0	28.0
awijaya	Univer		4.00	52	52.0	52.0	80.0
awijaya	Univer		5.00	20	20.0	20.0	100.0
awijaya	Univer		Total	100	100.0	100.0	
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**Y1** 

Cumulative Percent Valid Percent Percent Frequency Valid 2.00 2.0 2.0 2 2.0 3.00 15 15.0 15.0 17.0 4.00 64 64.0 64.0 81.0 5.00 100.0 19 19.0 19.0 Total 100 100.0 100.0 Y2 Cumulative Frequency Percent Valid Percent Percent Valid 2.00 1.0 1.0 1.0 1 3.00 24 24.0 25.0 24.0 4.00 56 56.0 56.0 81.0 5.00 19 19.0 19.0 100.0 Total 100 100.0 100.0 Y3 Cumulative Frequency Percent Valid Percent Percent Valid 2.00 2 2.0 2.0 2.0 3.00 16 16.0 16.0 18.0 4.00 62 62.0 62.0 80.0 5.00 20 20.0 20.0 100.0 Total 100 100.0 100.0 Y4 Cumulative Valid Percent Percent Frequency Percent Valid 1.00 1.0 1.0 1.0 1 2.00 4 4.0 4.0 5.0 3.00 9 9.0 9.0 14.0 4.00 61.0 75.0 61 61.0 5.00 25 25.0 25.0 100.0 Total 100 100.0 100.0 Y5 Cumulative Frequency Percent Valid Percent Percent Valid 2.00 4.0 4.0 4 4.0 3.00 20.0 16 16.0 16.0 4.00 55.0 55 55.0 75.0 5.00 25 25.0 25.0 100.0 Total 100 100.0 100.0

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	21	21.0	21.0	25.0
	4.00	53	53.0	53.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	19	19.0	19.0	20.0
	4.00	51	51.0	51.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Appendix 2: Validity and Reliability Test Brawijaya Univers Validity Test of Promotion Mix (X1) UniverSites Brawijaya Universitas Brawijaya

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Correlations	
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		X1
X1.1	Pearson Correlation	.714**
	Sig. (2-tailed)	.000
	Ν	100
X1.2	Pearson Correlation	.658**
	Sig. (2-tailed)	.000
	Ν	100
X1.3	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	Ν	100
X1.4	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	Ν	100
X1.5	Pearson Correlation	.693**
	Sig. (2-tailed)	.000
	Ν	100
X1.6	Pearson Correlation	.628**
	Sig. (2-tailed)	.000
	Ν	100
X1.7	Pearson Correlation	.693**
	Sig. (2-tailed)	.000
	Ν	100
X1.8	Pearson Correlation	.761**
	Sig. (2-tailed)	.000
	Ν	100

\*\*. Correlation is significant at the 0.01 level

### Reliability

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded®	0	.0
	Total	100	100.0
a. Listwise deletion based on all			

variables in the procedure.

### **Reliability Statistics**

ei	Cronbach's	
/ei	Apha	N of Items
/ei	.861	8

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Validity Test of Trust (X2) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya UniverCorrelations Universitas Brawijaya Universitas Brawijaya

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		X2
X2.1	Pearson Correlation	.701**
	Sig. (2-tailed)	.000
	Ν	100
X2.2	Pearson Correlation	.714**
	Sig. (2-tailed)	.000
	Ν	100
X2.3	Pearson Correlation	.783**
	Sig. (2-tailed)	.000
	Ν	100
X2.4	Pearson Correlation	.694**
	Sig. (2-tailed)	.000
	Ν	100
X2.5	Pearson Correlation	.581**
	Sig. (2-tailed)	.000
	Ν	100
X2.6	Pearson Correlation	.659**
	Sig. (2-tailed)	.000
	Ν	100
X2.7	Pearson Correlation	.706**
	Sig. (2-tailed)	.000
	Ν	100

### Summary

1					
ŝį –			N	%	
1	Cases	Valid	100	100.0	
1		Excluded®	0	.0	
i.		Total	100	100.0	

a. Listwise deletion based on all variables in the procedure.

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.816	7

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Juivei		<b>.</b>	
Jniver		Correlations	
Univer			
Univer	X3.1	Pearson Correlation	
Univer		Sig. (2-tailed)	
Univer		Ν	
Univer	X3.2	Pearson Correlation	
Jniver		Sig. (2-tailed)	
		Ν	
Jnive	X3.3	Pearson Correlation	
Jniver		Sig. (2-tailed)	
Univer		Ν	
Jniver	X3.4	Pears on Correlation	
Univer		Sig. (2-tailed)	
Univer		N	
Univer	X3.5	Pears on Correlation	
		Sig. (2-tailed)	
Univer		Ν	
Jniver	X3.6	Pearson Correlation	
Jniver		Sig. (2-tailed)	
Jniver		N	
Univer	X3.7	Pearson Correlation	
Unive		Sig. (2-tailed)	
Univ		Ν	
Uni	X3.8	Pearson Correlation	
Uni		Sig. (2-tailed)	
		N	
Uni	X3.9	Pearson Correlation	
Jni		Sig. (2-tailed)	
Jniv		Ν	
Univ	X3.10	Pearson Correlation	
Unive		Sig. (2-tailed)	
		Ν	

Unive Reliability

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XЗ .649\*

> .000 100 .687 .000 100 .729\*

.000

100

.768\*

.000

100

.788\*

.000

100

.767

.000

100

.755

.000

100

.735\*

.000

100

.494\*

.000

100 .631

.000

100

### Case Processing Summary

\*\*. Correlation is significant at the 0.01 level

		N	%
Cases	Valid	100	100.0
	Excluded®	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

### **Reliability Statistics**

1	Cronbach's	
	Apha	N of Items
	.885	10

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**Correlations** Υ Y1 Pearson Correlation .634\* Sig. (2-tailed) .000 Ν 100 Y2 Pearson Correlation .590\* Sig. (2-tailed) .000 Ν 100 Y3 Pearson Correlation .659\* Sig. (2-tailed) .000 Ν 100 Y4 Pearson Correlation .753\* Sig. (2-tailed) .000 Ν 100 Y5 Pearson Correlation .765\* Sig. (2-tailed) .000 Ν 100 Y6 Pearson Correlation .774\* Sig. (2-tailed) .000 Ν 100 Y7 Pearson Correlation .602\* Sig. (2-tailed) .000 Ν 100 \*\*. Correlation is significant at the 0.01 level

### Reliability

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded®	0	.0
	Total	100	100.0
a. Listwise deletion based on all			

variables in the procedure.

### **Reliability Statistics**

Cronbach's	
Alpha	N of Items
.811	7
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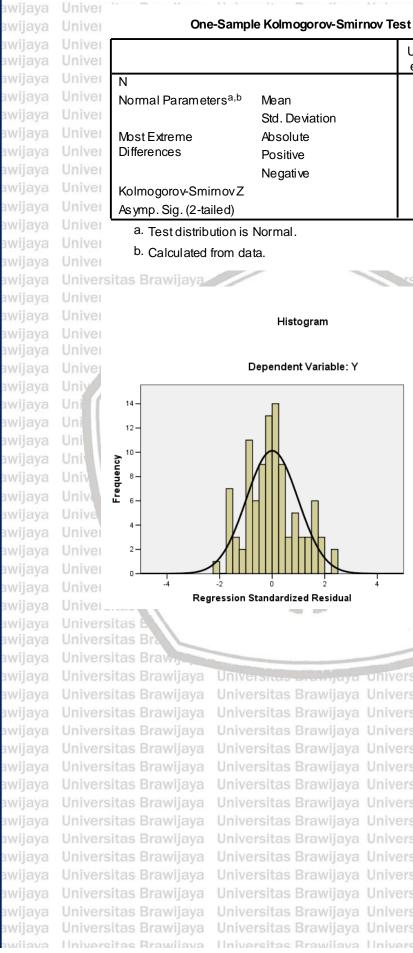
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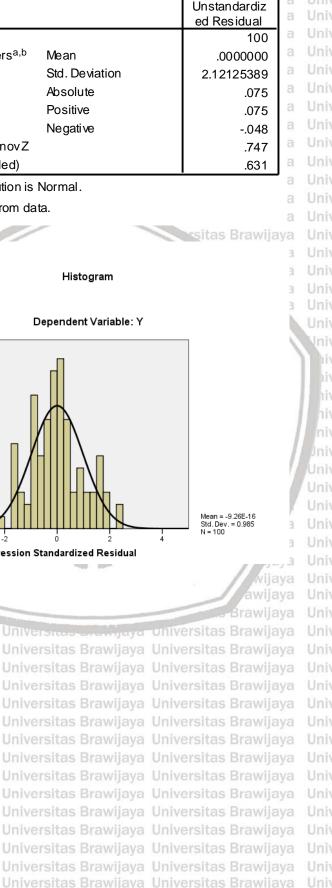
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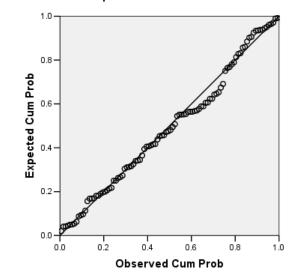
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### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y



### **Multicollinearity Test**

Variable	Collinearity	Statistics
variable	Tolerance	VIF
X1	0.368	2.719
X2	0.373	2.678
X3	0.423	2.361

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Coefficients <sup>a</sup>						
	Unstand Coeffi		Standardized Coefficients			
Model	В	Std. Error	Beta	t	Sig.	
1 (Constant)	7.860	1.670		4.708	.000	
X1	.276	.075	.380	3.672	.000	
X2	.241	.095	.260	2.526	.013	
X3	.140	.059	.229	2.367	.020	

a. Dependent Variable: Y

		Correlatio			
		Y	X1	X2	X3
Pearson Correlation	Y	1.000	.739	.708	.684
	X1	.739	1.000	.753	.713
	X2	.708	.753	1.000	.708
	X3	.684	.713	.708	1.000
Sig. (1-tailed)	Y		.000	.000	.000
	X1	.000		.000	.000
	X2	.000	.000		.000
	X3	.000	.000	.000	
N	Y	100	100	100	100
	X1	100	100	100	100
	X2	100	100	100	100
	X3	100	100	100	100

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 <sup>a</sup>		Enter

Model

.609

a. All requested variables entered.

b. Dependent Variable: Y

R

b. Dependent Variable: Y

.788<sup>a</sup>

a. Predictors: (Constant), X3, X2, X1

### Determination Coefficient

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Model

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		jaya vijaya	Unive
nt (R <sup>2</sup> )	a	wijaya wijaya	Unive
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Adjusted	Std. Error of	Dui	bin-
R Square	the Estimate	Wa	tson

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Universitas Brawijaya Statistic Test

Regression 730.528				Sig.
1.50.520	3	243.509	52.477	.000 <sup>a</sup>
Residual 445.472	96	4.640		
Total 1176.000	99			

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Coefficients <sup>a</sup>							
		Unstand Coeffi	dardized cients	Standardized Coefficients			
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1	(Constant)	7.860	1.670		4.708	.000	
	X1	.276	.075	.380	3.672	.000	
	X2	.241	.095	.260	2.526	.013	
	Х3	.140	.059	.229	2.367	.020	

a. Dependent Variable: Y

### **Appendix 5 : Questionnaire**

Description

Answer the following questions by giving a check mark in the box provided below.

4 = Agree

Rating Scale:

Unive 1 = Strongly Disagree

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### IDENTITAS RESPONDEN

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2. Jenis Kelamin:

o Laki−Laki

• Perempuan

3. Pendidikan:

### Unive PETUNJUK PENGISIAN

Berilah respon terhadap penyataan dalam table dengan memberikan check ( $\sqrt{}$ ) pada kolom yang sesuai dengan persepsi anda mengenai pernyataan tersebut, berikut adalah Skala Responden:

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### RETENTION

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Blossom Multimedia merupakan pilihan pertama saya ketika ingin membeli perangkat komputer. Saya tidak tertarik untuk membeli perangkat komputer dari toko lainnya

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This is to certify in my own concern, the content of this minor thesis is completely my own research. This minor thesis has not been submitted by anyone lava for any degree or other purpose. I certify that the findings of this minor thesis is the product of my own research.

Therefore, I wrote this statement truthfully, to be used whenever it is needed.

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