

**THE EFFECT OF PROMOTIONAL MIX,
TRUST, AND EXPERIENTIAL MARKETING TOWARDS
CUSTOMER LOYALTY OF AN ONLINE STORE
(A Study on Customers of Blossom Multimedia in Malang)**

By:
Alexius Christian Setiawan
NIM. 165020207141018

MINOR THESIS
Presented in Partial Fulfillment of the Requirements for
the Degree of Bachelor of Management



MAJOR IN MARKETING
INTERNATIONAL PROGRAM IN MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS BRAWIJAYA

2021



ACKNOWLEDGEMENT

The author would like to address the sincerest gratefulness to God for always giving the guidance and faith to the writer for making the completion of the minor thesis entitled: **“THE EFFECT OF PROMOTIONAL MIX, TRUST, AND EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF AN ONLINE STORE (A Study on Customers of Blossom Multimedia in Malang) ”**, possible.

The author realized that the success of this writing is fully supported by other parties. For this reason, the author would like to express his deepest gratitude to the following parties:

1. Drs. Sunaryo, SE, MSi, Ph.D,CMA., as the supervisor in this minor thesis, for the patience, support, guidance and advice along the process.
2. Dr. Andarwati, SE., ME. CSRS., CFP., as the Head of International Program in Management FEB UB.
3. Dr. Siti Aisjah, SE., MS., as the Head of Management Program in FEB UB.
4. Dr. Sumiati, SE., MSi., CSRS., CFP., as the Head of Management Department in FEB UB.
5. Nurkholis, SE., M.Bus., Ph.D., Ak., as the Dean of Faculty of Economics and Business Universitas Brawijaya.
6. My family for almost unbelievable support and motivation, as well all providing me with facilities that made me possible to finish this report.
7. The lecturers of Faculty of Economics and Business Universitas Brawijaya, especially lecturers for International Undergraduate Program that had taught me a lot of knowledge. Also, all the International Undergraduate Program staffs that had to assist the author.
8. All of my beloved friends in International Management batch 2016 that helped me from the very first day of the university until I finished my thesis.

The author hopes that this writing will be incredibly helpful for the others and will bring purpose for the further uses.

Malang, February 20th 2021

Alexius Christian Setiawan



CURRICULUM VITAE

I. Personal Detail

Name : Alexius Christian Setiawan

Place and Date of Birth : Malang, May 30th 1998

Gender : Male

Nationality : Indonesia

Address : Jl.Pesona Ikan Nila No.17, Malang

Email : alexiuschristian30@gmail.com

II. Educational Background

1. SD Katolik 2 St.Antonius Palu 2004
2. SD Katolik Mardi Wiyata Malang 2005-2006
3. SD Katolik Don Bosco Palangkaraya 2006-2007
4. SD Katolik Marsudirini Semarang 2007-2009
5. SD Katolik Sang Timur Jakarta 2009-2010
6. SMP Negeri 1 Painan 2010-2011
7. SMP Katolik St.Paulus Palu 2011-2012
8. SMP Negeri 7 Jambi 2012-2013
9. SMA Katolik Xaverius 2 Jambi 2013
10. SMA Negeri 3 Mataram 2014-2016
11. Universitas Brawijaya (2016 – 2021)

Bachelor of Economics and Business, Majoring in Management in

Marketing concentration

III. Committee

1. Staff of Documentation Division in ARTi Fest (2018)

Language Skills:

1. Bahasa Indonesia : Fluent
2. Bahasa Inggris : Excellent, both in writing and speaking

Table of Contents

ACKNOWLEDGEMENT	ii
LIST OF FIGURES	9
ABSTRAK	10
ABSTRACT	11
CHAPTER I	12
INTRODUCTION	12
1.1 Background of the Study	12
1.2 Problems of the Study	20
1.3 Objectives of the Study	20
1.4 Significance of the Study	21
CHAPTER II	22
REVIEW OF RELATED LITERATURE	22
2.1 Literature Review	22
2.1.1 Marketing	22
2.1.2 Marketing Management Concept	22
2.1.3 Promotion Mix	23
2.1.4 Experiential Marketing	26
2.1.5 Trust	29
2.1.6 Customer Loyalty	31
2.2 Previous Research	33
2.3 Research Framework	38
2.4 Research Hypothesis	39
2.4.1 The Relationship Between Promotion Mix and Customer Loyalty	39
2.4.2 The Relationship Between Experiential Marketing and Customer Loyalty	40
2.4.3 The Relationship Between Trust and Customer Loyalty	41
CHAPTER III	42
RESEARCH METHODOLOGY	42



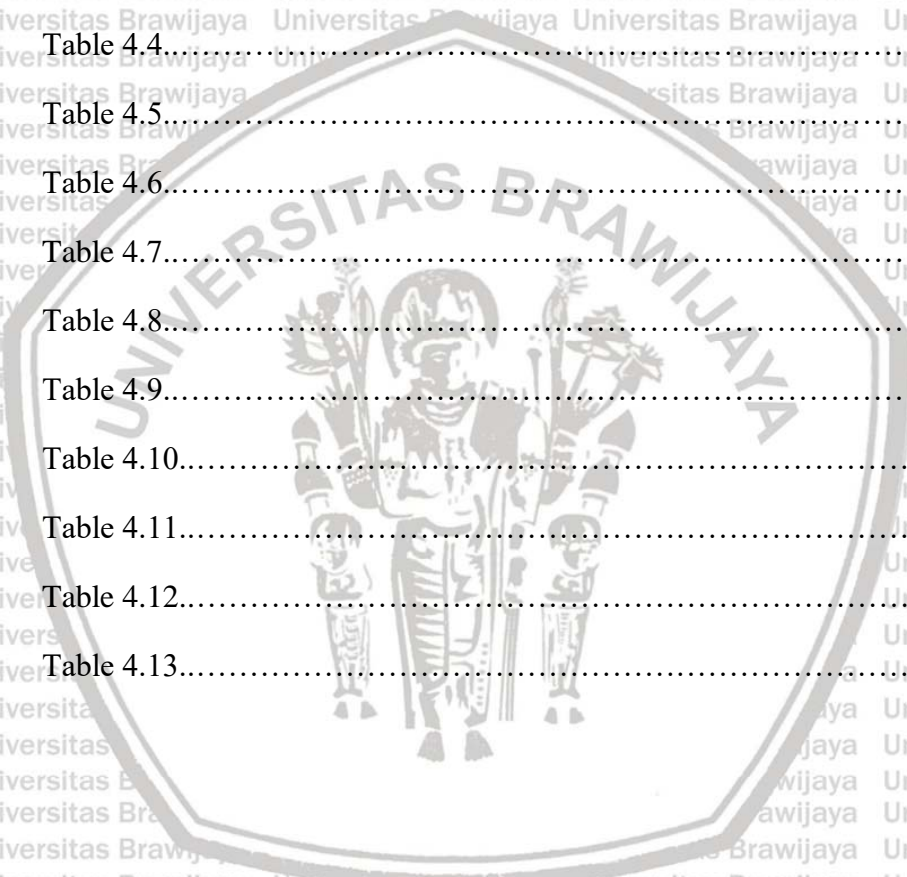
3.1 Type of Research	42
3.2 Research Location	42
3.3 Research Population and Sample	42
3.3.1 Population	42
3.3.2 Sample	43
3.4 Data Collection Method	45
3.5 Research Variable	45
3.5.1 Dependent Variable (Y)	46
3.5.2 Independent Variable (X)	46
3.6 Variable Operational Definition	46
3.7 Measurement Scale of Research	47
3.8 Data Analysis Method	48
3.8 Research Test Instrument	48
3.8.1 Validity Test	49
3.8.2 Reliability Test	49
3.9 Classical Assumptions Test	50
3.9.1 Multicollinearity Test	50
3.9.2 Heteroscedasticity Test	50
3.9.3 Normality Test	51
3.9.4 Linearity Test	52
3.10.1 Multiple Linear Regression Analysis	52
3.10.2 Coefficient of Determination (R^2)	53
3.11 Hypothesis Testing	54
3.11.1 Hypothesis Test (t-Test)	54
3.11.2 Hypothesis test (F-test)	55
3.8 Data Analysis Method	55
CHAPTER IV	56
RESEARCH RESULTS AND DISCUSSION	56
4.1 Description of Research Object	56
4.2 Characteristics of Respondents	57

4.2.1	Respondent Age	57
4.2.2	Respondent Gender	57
4.2.3	Respondent Education	58
4.3	Description of the Variables Studied	59
4.4	Research Instrument Test	64
4.5	Classical Assumptions of Regression	67
4.5.1	Normality Test	67
4.5.2	Multicollinearity Test	70
4.5.3	Heteroscedasticity Test	72
4.6	Multiple Linear Regression	73
4.6.1	Regression	73
4.6.2	The coefficient of determination (R ²)	74
4.6.3	Regression Model	75
4.7	Hypothesis Testing	76
4.7.1	Partial test (t test)	76
4.7.2	Dominant Test Results	78
4.7.3	Discussion	78
CHAPTER V		82
CONCLUSIONS AND SUGGESTIONS		82
5.1.	Conclusion	82
5.2.	Suggestion	83
APPENDICES		90



LIST OF TABLES

Table 3.1.....	47
Table 3.2.....	48
Table 4.1.....	57
Table 4.2.....	58
Table 4.3.....	58
Table 4.4.....	60
Table 4.5.....	61
Table 4.6.....	62
Table 4.7.....	63
Table 4.8.....	65
Table 4.9.....	66
Table 4.10.....	68
Table 4.11.....	71
Table 4.12.....	73
Table 4.13.....	78



LIST OF FIGURES

Figure 1.1	13
Figure 2.1	Error! Bookmark not defined.
Figure 3.1	39
Figure 4.1	56
Figure 5.1	69
Figure 6.1	70



**PENGARUH BAURAN PROMOSI, KEPERCAYAAN, DAN
PENGALAMAN PEMASARAN TERHADAP LOYALITAS PELANGGAN
TOKO ONLINE (Studi pada Pelanggan Blossom Multimedia di Malang)**

Alexius Christian Setiawan

Fakultas Ekonomi dan Bisnis, Universitas Brawijaya

Alexiuschristian30@gmail.com

Dosen Pembimbing:

Drs.Sunaryo, M.Si, Ph.D,CMA

ABSTRAK

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 menyebarkan kuesioner secara online digunakan di penelitian ini dengan Skala Likert 5-point. Kriteria responden pada penelitian ini diantaranya yaitu Generasi Millennial dengan usia antara 19-37 tahun, berdomisili di Malang, menggunakan aplikasi atas kemauan sendiri, dan menggunakan aplikasi setidaknya dua kali dalam sebulan. Sampel diambil sebanyak 101 responden dari Kustomer Blossom Multimedia. Analisis data dalam penelitian ini menggunakan Analisis Regresi Linear Berganda, hasil menunjukkan pengaruh positif dan signifikan dari bauran promosi, kepercayaan dan pengalaman pemasaran pada loyalitas pelanggan.

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

THE EFFECT OF PROMOTIONAL MIX, TRUST, AND EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF AN ONLINE STORE

(A Study on Customers of Blossom Multimedia in Malang)

Alexius Christian Setiawan

Faculty of Economics and Business, University of Brawijaya

Alexiuschristian30@gmail.com

Supervisor:

Drs.Sunaryo, M.Si, Ph.D,CMA

ABSTRACT

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 crucial for a business. Looking for a marketing strategy that is suitable for increasing customers loyalty is the obligation of companies. The purpose of this 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 influence of promotion mix, trust, and experiential marketing on customer loyalty.

Keywords: Promotion Mix, Experiential Marketing , Trust, Customer Loyalty

CHAPTER I INTRODUCTION

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 extensive, and the competition is becoming tighter and difficult to predict. This condition requires each company to create a competitive advantage in its business to compete sustainably with other companies working in the same field.

Today, our world is more developed than before, and now the world has become more digitalized. Technological sophistication is needed by many people to increase the productivity of their economy and industry. Information technology and the development of online media have developed rapidly. The internet can be accessed by people worldwide, so from now on, we can get information easily, quickly, and accurately. In a country's economy, digital technology is considered to have a critical role.

With the current economic development, there is a change in the consumer's lifestyle and mindset. Over time, the criteria for producing goods or services that consumers want are also increasingly diverse and require producers to meet their demands immediately.

Therefore, the producers must have a specific strategy to maintain their business to not lose prestige and not lose competitiveness with other companies.

One way to survive in business is innovation. According to Robbins (1994),

innovation is an idea, practices or objects accepted either by a person or a group 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 mobile devices to make it easier to buy and sell activities and get detailed information. One technological device that is often used for online business and marketing communications is an application. In this era, some companies must have applications to promote and sell their products, both corporate and e-commerce applications. Therefore, rapidly advancing technological advancements will drive innovation and transformation.

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. Internet user in Indonesia is growing and is estimated will keep growing until 2023 as shown in Figure 1.1 below.

Figure 1.1

Estimated Indonesian Internet User in 2017-2023



Source: Statista (Accessed in 2019)

According to the figure above, it shows that Indonesian internet users in 2018 was around 94 million, increased by 13% since 2017 to 84 million users.

In the next few years, the internet users in Indonesia will increase 10%, from 2018 until 2023. In 2019, Indonesian internet users was expected to grow by

12% compared to 2018. Moreover, by 2023, the number of internet users in Indonesia is expected to reach 150 million users. It means Indonesia has a good

potential for having a digital economy. The increase of internet users in Indonesia may encourage online companies from local and international to

develop their businesses such as online shops and become national scale businesses such as Blossom Multimedia.

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).

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 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

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 and valid payment methods such as OVO, GoPay, Dana, Direct Transfer and 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 be in the form of attractive promotions, trust, and the customers' experience.

On the other hand, online business demands the seller to act fast to face the competition that moves rapidly and full of uncertainty. Therefore, several attempts have been made by the company to maintain customer loyalty.

Creating new creative ideas such as providing various types of discounts or promotions is one way for customers to continue to provide trust and continue to use their services.

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, the company knows how to acquire customer loyalty. 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 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 the form of the emergence of the value of experience in a product, both goods, and services. The main purpose of experiential marketing is to build relationships so that consumers respond to product offerings based on emotional and rational response levels (Wachid Fz, 2011).

Experiential marketing can be applied by creating a product that will provide an unforgettable experience for customers to support a suitable marketing program. Consumers' positive experience can build a company image

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.

Research by Ade Permata Surya (2019) mentions that promotion has a 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 promotion with both offline and online. The offline advertisement is in the form of banners, flyers, and in exhibitions in public places such as malls. Meanwhile, the online advertisement is in the form of Youtube advertisement, Facebook posts, Instagram pictures, etc.

To attract consumers interest in buying products from Blossom Multimedia, effective promotion is needed at a competitive price compared to the prices offered by competitors. An attractive promotion will affect the customer's

preference. Therefore, companies will continue to be motivated to create 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 business orders is trust. The variable of trust has a strong impact on the 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 repurchases an item or service but has a commitment and a positive attitude towards the service company, for example, by recommending others to buy or use.

Customers build a service expectation from several sources, such as word of mouth information, past experience, and advertising. Customers will feel satisfied if the experience they get is more than what they expected. If they feel as expected, repeated purchases will occur. That way, it can be said that

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 Multimedia.”**

1.2 Problems of the Study

Based on the description above, the research problems are formulated as follows:

1. Does promotion mix have a positive and significant influence on customer loyalty of Blossom Multimedia customers?
2. Does trust have a positive and significant influence on customer loyalty 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 Blossom Multimedia customers
2. To identify the influence of trust on customer loyalty of Blossom Multimedia customers

3. To identify the influence of experiential marketing on customer loyalty of Blossom Multimedia customers

1.4 Significance of the Study

The significance of the study includes:

1. For Readers

This research results are aimed to help the readers and other researchers understand the effect of applying the promotion mix, experiential marketing, and trust to consumer loyalty in a company. It may also add the future researchers' insights in marketing management.

2. For Researchers

- a. Help readers find the ways and effects of applying the promotion mix, experiential marketing, and trust in running a business
- b. Add insight to think critically and in dealing with various problems that happen

3. For the Company

This research may help Blossom Multimedia to determine the effect of the promotion mix, trust, and experiential marketing on consumer loyalty. Also, it can be an information input to internal in their business processes.

4. For Educational Institutions

For the Department of Management, this research is aimed to be a reference for conducting further research.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Literature Review

2.1.1 Marketing

A company always has important marketing activities because they are directed at creating a turnaround that enables the company to maintain viability to grow and benefit the company.

Marketing can also be interpreted to realize customer value and satisfaction by gaining profits (Tjiptono, 2014). According to Mullins and Walker (2013), marketing is a social process that includes activities needed to enable individuals and organizations to get what they want and need through exchanges with other parties and develop sustainable exchange.

According to the American Marketing Association, cited by Kotler and Keller (2016), marketing is a process for creating, communicating, and delivering in value to customer relationships that benefit the organization and its stakeholders. Marketing is the efforts to build strong long-term relationships with customers to deliver quality, service and value, so that customer needs are satisfied, and identify market demands, followed by planning and implementation of integrated marketing mix strategies.

2.1.2 Marketing Management Concept

The marketing concept has gone through several developments in the past. The development is noticeable from several concepts, such as the process-oriented production concept, product quality control and innovation-oriented

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

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 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

the product to its target costumers effectively. Promotion mix is a part of the marketing mix.

b. Dimension and Indicators of Promotion Mix

According to Kotler and Armstrong (2001), there are five dimensions and indicators of the promotion mix:

1. Advertising

Kotler and Keller (2006) define advertising as any paid form of non-personal marketing communication about an organization, product, service, or an idea by an identified sponsor. The non-personal component of advertising involves mass media (TV, radio, newspapers, magazines, cinema, social media). The non-personal component does not have immediate feedback as personal selling does and is implemented by a specific advertiser for a fee paid to influence consumer behavior. According to Wang (2009), advertising is one of the most primary communication links with customers, hence 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 the intended message.

2. Direct Marketing

Direct marketing means every activity performed by the seller to attract potential customers, which is focused towards the transfer of all products and services that covenant with the purchaser (Stone & Jacobs, 2007). The objectives of direct marketing are aimed first to

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 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 directly from the company to consumers.

3. 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 its consumers, to achieve satisfaction and completely mutual communication, either internally or externally, through the implementation of policies and programs based on the principle of social responsibility, and employing media to build a desired image of the organization. They also include all activities used by the organization to improve its image in the community, such as supporting and participating positively in social, environmental, health activities, and public issues (Lovelock & Wirtz, 2004).

4. Sales Promotion

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 of such a benefit (Boddewyn and Leardi, 1989). Nema et al. (2012) 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.

2.1.4 Experiential Marketing

a. Definition of Experiential Marketing

The main core of experiential marketing is to build loyal relationships 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

information to make a purchasing decision competence to solve consumers' 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 marketing is a marketing strategy wrapped in activities to provide an 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 competing products, create an image and identity for a company, and increase innovation and persuade customers to try and buy products (Maghnati et al., 2012).

In a study by Kustini (2011), she tested experiential marketing's relationship towards customer loyalty. Her findings determined that experiential marketing is a positive and significant variable contributing to loyalty. In addition, Sugiyarti and Hendar (2017) explore the relationship between experiential marketing and customer loyalty. They assume that a positive association exists between experiential marketing and trust.

b. Dimension and Indicators of Experiential Marketing

According to Schmitt (1999), experiences modules that will be managed in experiential marketing include sense, feel, think, act, and relate. Below is the details of the five indicators according to Schmitt as cited in Kustini (2007):

1. Sense

Sense marketing focuses on a feeling that aims to create experiences through the five senses of the customer. If implemented, sense marketing can differentiate companies and products, provide 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).

2. Feel

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 feeling occurs when consuming these products. To achieve the required marketing, feel is an approach that can arouse customer emotions by trying to make the customers feel “feel good” because the customers 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.

3. Think

Think marketing aims to bring customers to be able to think more deeply and creatively, to provide a reasonable opinion of the products and services of the company (Schmitt, 1999).

4. Act

The purpose of act marketing is creating customer experiences related to the body physically, with behavior and lifestyle, as well as with experiences as a result of interactions with others (Schmitt, 1999).

5. Relate

It means creating experiences related to social conditions, lifestyle, and culture that can reflect the brand, which is the development of sensations, feelings, cognitions, and actions. Relate marketing often happens because of the effect of sense, feel, think, and acting experience (Schmitt, 1999).

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 that can affect customer trust. But overall, customer trust will appear if the company succeeds in making the customer satisfied with their buying decision.

Morgan and Hunt (1994) define trust as confidence that one party has on another because of the other party's honesty and reliability. Trust is the certainty of consumers when their thoughts are clarified by repeatedly remembering from market participants. Trust can encourage the intention to buy or use a product by eliminating doubts. Trust depends on several factors

between individuals and organizations, such as competence, integrity, honesty, and kindness. Building trust can be difficult in online situations, and companies apply strict regulations to their online business partners compared to other partners.

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).

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 the past, credible or non-credible communication of a company to other groups, and what actions are carried out under the promises or words spoken by the company. From this definition, it can be concluded that integrity is the amount of a person's confidence in the seller's honesty to maintain and fulfill the agreements that have been made to consumers.

2. Benevolence

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 serve the interests of consumers.

3. Ability

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.

2.1.6 Customer Loyalty

a. Definition of Customer Loyalty

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 loyalty is a commitment that is firmly held to repurchase or subscribe to selected products or services in the future even though situational and marketing efforts have the potential to cause consumers to switch to other products. Furthermore, Gremler and Brown (cited in Ali Hasan, 2008) stated that customer loyalty is a customer who not only repurchases an item or services but also has a commitment and a positive attitude towards the service company, for example, by recommending others to buy. Loyalty is one of the most significant company core strategies employed to obtain a

sustainable competitive advantage (Gounaris and Stathakopoulos, 2004; Dick and Basu, 1994).

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 services that are marked by the support of these products and will buy or subscribe repeatedly.

b. Dimension and Indicators of Customer Loyalty

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 and making purchases regularly. The customer also always encourages their friends or family to use the goods/services of the company or recommends the company. Indirectly, they have done marketing for the company and bring customers to the company.

2. Immunity from the attractiveness of competing products

This means it is not easy to be attracted to the offer of similar products produced by competitors.

3. Repeat Purchase

It means customers who have purchased and used a product twice or more (subscription).

2.2 Previous Research

Figure 2.1
Previous Research

Research Title	Author	Variable	Research method	Results
The Impact of Experiential Marketing on Customer Loyalty for Fitness Clubs: Using Brand Image and Satisfaction as the Mediating Variables	Dr. Ren-Fang Chao (2015)	<i>Independent Variable:</i> • Experiential Marketing (X1) <i>Mediating Variables:</i> • Satisfaction • Brand Image <i>Dependent Variable:</i> Loyalty (Y)	<ul style="list-style-type: none"> • Questionnaire with 7-point Likert scale • Random Sampling Structural Equation Modeling (SEM) using Amos 22 	<ul style="list-style-type: none"> • Experiential marketing has a positive and significant impact on loyalty. • Experiential marketing has a positive and significant impact on satisfaction. • Satisfaction has a positive and significant impact on loyalty. • Experiential marketing has a positive and significant impact on brand image. • Brand image has a positive and significant impact on loyalty.
Relationship Marketing and Customer Loyalty	Nelson Oly Ndubisi (2006)	<i>Independent Variables:</i> • Trust (X1) • Commitment (X2) • Communication (X3) • Conflict Handling (X4) <i>Dependent Variable:</i> • Customer Loyalty (Y)	<ul style="list-style-type: none"> • Questionnaire • 5 Likert point scale • Multiple Regression Analysis 	<ul style="list-style-type: none"> • A significant direct relationship between all five “underpinnings” and customer loyalty at 5 per cent significance level. • This study has demonstrated that measurement of the “underpinnings” of relationship marketing can predict customer loyalty.

<p>The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty</p>	<p>Vithya Leninkumar (2017)</p>	<p><i>Independent Variables:</i></p> <ul style="list-style-type: none"> • Customer Satisfaction (X1) • Trust (X2) <p><i>Dependent Variable:</i></p> <ul style="list-style-type: none"> • Customer Loyalty (Y) 	<ul style="list-style-type: none"> • Convenience Sampling method • Questionnaire • SPSS and Smart PLS were used to analyze the data 	<ul style="list-style-type: none"> • There is a significant positive relationship between customer trust and customer loyalty. • There is a significant positive relationship between customer satisfaction and customer loyalty. • There is a significant positive relationship between customer satisfaction and customer trust.
<p>Customer Loyalty on E-Commerce</p>	<p>P. Phani Bhaskar and D. Prasanna Kumar (2016)</p>	<p><i>Independent Variables:</i></p> <ul style="list-style-type: none"> • Convenient Time • Convenient Place <p><i>Dependent Variables:</i></p> <ul style="list-style-type: none"> • Trust • Satisfaction • E-loyalty 	<ul style="list-style-type: none"> • Questionnaire • Non-Probability • Purposive Sampling method 	<ul style="list-style-type: none"> • Convenient time has a positive impact on Trust. • The convenient place has a positive impact on Trust. • Convenient time has a positive impact on Satisfaction. • The convenient place has a positive impact on satisfaction. • Convenient time has a positive impact on E-loyalty. • The convenient place has a positive impact on E-loyalty.
<p>Satisfaction and Trust on Customer Loyalty: A PLS Approach</p>	<p>Bee Wah Yap, T. Ramayah and Wan Nushazelin Wan Shahidan (2012)</p>	<p><i>Independent Variables:</i></p> <ul style="list-style-type: none"> • Service Quality (X1) • Satisfaction (X2) • Trust (X3) • Loyalty (X4) <p><i>Dependent Variable:</i></p> <ul style="list-style-type: none"> • Complaint Handling (Y) 	<ul style="list-style-type: none"> • Used Exploratory factor analysis and Structural Equation Modelling (SEM) • Questionnaire • Probability Sampling method • Hypotheses test used the Partial Least Squares (PLS) approach using the Smart PLS M2 Version 2.0 	<ul style="list-style-type: none"> • This study proposed a CSI model which is adapted from the ESCI model. This model re-examines the relationship between satisfaction, trust and loyalty by proposing satisfaction as an antecedent of trust. • Service quality has a positive effect on satisfaction. • Satisfaction has a positive effect on trust.

				<ul style="list-style-type: none"> • Satisfaction has a positive effect on loyalty. • Trust has a positive effect on loyalty. • Complaint handling has a positive effect on satisfaction. • Complaint handling has a positive effect on trust. • Complaint handling has a positive effect on trust.
<p>The Impact of Marketing Mix Elements on Brand Loyalty: A Case Study of Mobile Phone Industry</p>	<p>Adel Pourdehghan (2015)</p>	<p><i>Independent Variables:</i></p> <ul style="list-style-type: none"> • Price (X1) • Product Quality (X2) • Distribution Channel (X3) • Promotion (X3) • Trust (X4) • Satisfaction (X5) <p><i>Dependent Variable:</i></p> <ul style="list-style-type: none"> • Brand Loyalty (Y) 	<ul style="list-style-type: none"> • Simple Random Sampling • Questionnaire (7-point Likert) • AMOS software has been used to test the hypothesis and fitness of the model • Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) for data analysis and model confirmation 	<ul style="list-style-type: none"> • Price elements do not have a significant impact on customer's satisfaction, trust, and loyalty to a particular brand in the mobile phone industry. • Distribution channels do not have a direct and significant impact on customer trust and loyalty to brand in the mobile phone industry, but they indirectly impact these variables through having an impact on satisfaction variable. • Promotion activities increase customer satisfaction and loyalty, but there is no significant relationship between promotion activities and customer trust. • Product quality does not have a direct impact on brand loyalty, it increases brand loyalty. • The satisfaction variable has direct and indirect (through trust variable) impact on brand loyalty in the mobile phone industry. • Product and promotion activities have the most

				<p>positive and significant impact on brand loyalty.</p> <ul style="list-style-type: none"> • Promotion activities have both direct and indirect impact while product quality has merely indirect impact through satisfaction and trust variables which satisfaction plays a greater role.
<p>Customer Satisfaction, Brand Trust and Variety Seeking as Determinants of Brand Loyalty</p>	<p>Artyom Shirin and Gustav Puth (2011)</p>	<p><i>Variables:</i></p> <ul style="list-style-type: none"> • Perceived Quality • Customer Expectation • Value • Customer Satisfaction • Trust • Variety Seeking • Loyalty • Switching Tendencies 	<ul style="list-style-type: none"> • Used American/European customer satisfaction index (CSI) model • Structural Equation Modelling (SEM) • Interrogation methods of data collection • Used stratified random sampling • For this study, e-mail/internet self-completion survey was utilized. Pre-selected respondents were emailed an electronic invitation to complete the study with the link to the web-based questionnaire inserted in the e-mail. 	<ul style="list-style-type: none"> • Customer Expectations have a direct positive effect on Perceived Quality. • Customer Expectations have a direct positive effect on Perceived Value. • Customer Expectations have a direct positive effect on Customer Satisfaction. • Perceived quality has a direct positive effect on Perceived Value. • Perceived quality has a direct positive effect on Customer Satisfaction. • Perceived Value has a direct positive effect on Customer Satisfaction. • Customer Satisfaction has a direct positive effect on Trust. • Perceived value has a direct positive effect on Brand Trust. • Customer satisfaction has a direct positive effect on Customer Loyalty manifestation. • Brand Trust has a direct positive effect on Customer Loyalty manifestation. • Variety seeking tendencies have a direct negative effect on

				customer loyalty manifestation. <ul style="list-style-type: none"> • Variety seeking tendencies increase the likelihood of brand switching. • Customer loyalty decreases the likelihood of brand switching.
An Analysis on Customer Satisfaction, Trust, and Loyalty Towards Online Shop (A Case Study of Tokopedia.com)	Ayudya Dhiranty, Budi Suharjo, and Gendut Suprayitno (2017)	<p><i>Independent Variables:</i></p> <ul style="list-style-type: none"> • User Interface Quality (X1) • Information Quality (X2) • Perceived Security (X3) • Perceived Privacy (X4) <p><i>Dependent Variables:</i></p> <ul style="list-style-type: none"> • E-Customer Satisfaction (Y1) • E-Customer Trust (Y2) • E-Customer Loyalty (Y3) 	<ul style="list-style-type: none"> • The types of data required in this study are primary and secondary data, both in forms of quantitative and qualitative • Non-Probability Sampling • Purposive Sampling • Descriptive method and case study • Questionnaire • Likert scale • Structural Equation Modelling (SEM) technique • Operated through Linear Structural Relationship (LISREL) program 	<ul style="list-style-type: none"> • An increase in user interface quality (UIQ) has a positive influence on customer satisfaction (ECS). • An increase in user interface quality (UIQ) has a positive influence on customer trust (ET). • An increase in information quality of goods and services (IQ) has a positive influence on ECS. • An increase in information quality of goods and services (IQ) has a positive influence on ET. • If perceived security risk (PSR) decreases, ECS increases. • If perceived security risk (PSR) decreases, ET increases. • If privacy risk (PP) decreases, ECS increases. • If privacy risk (PP) decreases, ET increases. • An increase in ECS influences customer loyalty. • An increase in ECS positively influences customer loyalty (ECL). • An increase in ET positively influences customer loyalty (ECL).



<p>Enhancing Brand Experience Along with Emotional Attachment Towards Trust and Brand Loyalty</p>	<p>Elia Ardyan, Heny Kurnianingsih, Ginanjar Rahmawan, Utomo Wibisono, and Winata (2016)</p>	<p><i>Variables:</i></p> <ul style="list-style-type: none"> • Brand Experiences • Brand Trust • Brand Loyalty • Emotional Attachment 	<ul style="list-style-type: none"> • Structural Equation Modelling (SEM) • For data processing, this research used AMOS version 2.0 • Purposive Sampling technique • Questionnaire 	<ul style="list-style-type: none"> • The brand experience can increase brand trust significantly. • Brand trust can increase brand loyalty significantly. • Brand experience can increase the emotional significantly. • Emotional attachment increased brand trust significantly. • The brand experience can increase customer loyalty significantly.
<p>The Effect Of Customer Trust, Brand Image, And Service Quality On Customer Loyalty Of Airlines E-Ticket Service (Study on Traveloka)</p>	<p>Andreas Markus Tumewu, Sifrid Pangemanan, and Ferdinand Tumewu (2017)</p>	<p><i>Variables:</i></p> <ul style="list-style-type: none"> • Customer Trust • Brand Image • Service Quality • Customer Loyalty 	<ul style="list-style-type: none"> • Questionnaire • Convenience Sampling Method • Measurement scale used is the Likert Scale 	<ul style="list-style-type: none"> • Customer Trust as one of independent variables in this research partially affects on Customer Loyalty. • Brand Image as one of independent variables in this research has no partially affects on Customer Loyalty. • Service Quality as one of the independent variables in this research partially affects on Customer Loyalty
<p>Customer Loyalty From Perspective of Marketing Mix Strategy And Customer Satisfaction a Bra Study From Grab-Online Transportation in Era of Industrial Revolution 4.0</p>	<p>Ade Permata Surya (2019)</p>	<p><i>Variables:</i></p> <ul style="list-style-type: none"> • Marketing Mix • Customer Satisfaction • Customer Loyalty 	<ul style="list-style-type: none"> • Quantitative Approach • Survey Method • Measurement scale used is the Likert Scale 	<ul style="list-style-type: none"> • Marketing Mix affect Customer Loyalty significantly • Customer satisfaction affect Customer Loyalty significantly.

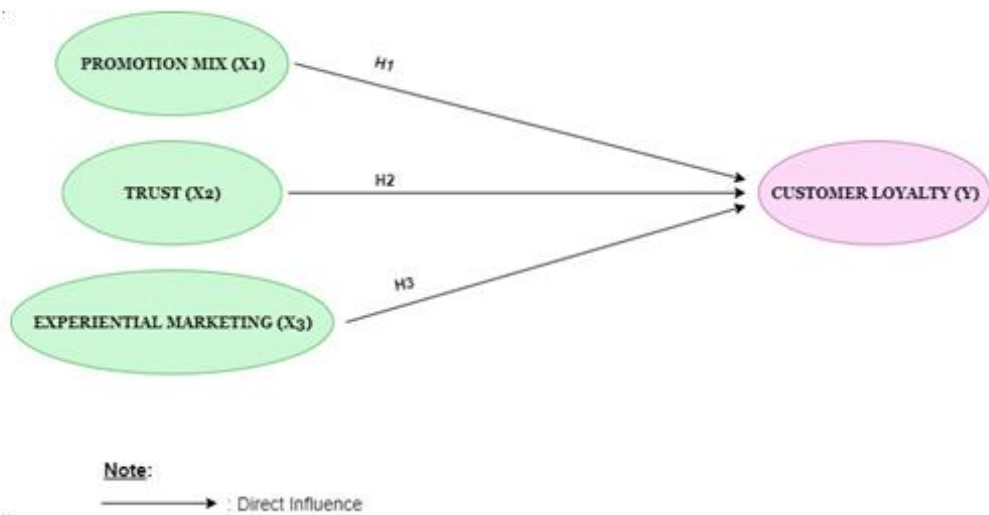
2.3 Research Framework

Customer Loyalty is affected by many variables. According to the Research that i did, Customer loyalty is affected significantly by Promotion Mix , Trust and E

Experiential Marketing. Therefore, those three variables affect Customer Loyalty significantly as described in Figure 3.1 below.

Figure 3.1

Research Framework



2.4 Research Hypothesis

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

2.4.1 The Relationship Between Promotion Mix and Customer Loyalty

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

and customer loyalty is needed. In the marketing mix, there are variables that 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.

Hypothesis 1: Promotion Mix (X1) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang.

2.4.2 The Relationship Between Experiential Marketing and Customer Loyalty

Trust is key in interpersonal and business interactions (Hsu et al., 2007; Van Tonder & Petzer, 2018). This is evinced by the many research efforts in other academic disciplines such as sociology, social psychology, economics, and marketing (Hsu et al., 2007). Trust is crucial in interactive exchanges between stakeholders because customers are anticipated to pay for services they have not yet received or experienced (Morgan & Hunt, 1994). Moorman et al. (1993) define trust as the willingness to rely on an exchange partner in whom one has confidence.

Customer loyalty to an organization is enhanced by the trust created between the customer and the service provider (Kassim and Abdullah, 2008; Kishada and Wahab, 2013). Gul (2014) emphasizes that when the customer is loyal towards a product or service, they trust it. Since trust establishes an important bond between the brand and customers, it is one of the determinants of brand

loyalty (Morgan and Hunt, 1994). Further, Ranaweera, and Prabhu (2003) 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 others (McAllister, 1995).

Hypothesis 3: Trust (X2) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang.

2.4.3 The Relationship Between Trust and Customer Loyalty

Some previous studies have proven that experiential marketing has a positive and significant impact on customer loyalty. Chao (2015) stated that experiential marketing has a positive relationship with customer loyalty.

Considering the study results, a positive and significant relationship has been determined between experiential marketing and customer loyalty. Furthermore, a positive and significant relationship has been determined between experiential marketing and customer loyalty. It has been concluded that experiential marketing practice has importance in explaining customer loyalty.

Hypothesis 2: Experiential Marketing (X3) has a positive and significant influence on Customer Loyalty on Blossom Multimedia customers in Malang.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Research

Quantitative approach was chosen because it is used to test specific research questions and is commonly used for descriptive or explanatory research. This research explained the effect of promotional mix, experiential marketing, and trust on customer trust, so this is a correlational/associative research. As stated by Suryani and Hendryadi (2015), correlational/associative research is conducted to find out the relationship or the influence of one or more independent variables with one or more dependent variables.

In this research, the independent variables are Promotion Mix (X_1), Trust (X_2), and Experiential Marketing (X_3). At the same time, the dependent variable is the Customer Loyalty to an Online Store (Y).

3.2 Research Location

The research location took place in Malang city because it is an education city/student city, where many universities and schools are established in Malang. There are thousands of students in Malang, and it is potential for electronic online shop such as Blossom Multimedia.

3.3 Research Population and Sample

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

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.

In multivariate research that included multiple regression analysis, the 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 10×4 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 their being chosen as sample subjects (Sekaran, 2003). Sample in non-probability technique cannot be confidently generalized to the population.

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 money, time, and energy.

The considerations for selecting respondent in this research are based on the knowledge and the criteria are as follow:

- a. Live in Malang, because Malang is one of the student cities in Indonesia with many colleges. Other than students also a lot of companies and offices with employees in Malang.
- b. Millennials generation (between 19-40 years old) , because millenials is the generation that is the most familiar with electronic , and also uses the most electronics in their daily work and studies.
- c. Over 40 years old, because now office workers also uses electronics for their work.
- d. Have made Online order from Blossom Multimedia application at least once. The respondents data is acquired by customer data from Blossom Multimedia and approached by using online social media and e-mail.

3.4 Data Collection Method

Data collection method is a method that is used to obtain various data following specific research objectives. The following are the methods used to complete this research:

1. Questionnaires

Questionnaire is a collection of personal instruments where each researcher responds to it as part of a research study. The researcher used a questionnaire to obtain data about the thoughts, feelings, attitudes, beliefs, values, perceptions, personalities, and attitudes of the research respondents (Johnson and Christensen 2000).

In this research, researcher used a questionnaire as one way to obtain data from various respondents. A questionnaire is a straightforward data collection technique and is carried out by giving several questions or written statements to the respondent to answer. The researcher used the online distribution system in the form of Google Plus. It is developed by Google Corp. as simple and free design survey that is easy to make and able to enhance many respondents by just sharing the link. Using the questionnaires by Google Form is easier, more effective, efficient, and can be done wherever and whenever, free of charge, and fast response.

3.5 Research Variable

Research variables are all forms of what is determined by researchers to be studied to obtain information, then conclusions are drawn (Sugiyono, 2014).

3.5.1 Dependent Variable (Y)

Dependent variable in this study is Customer Loyalty. The loyalty in this study is interpreted as how customer responds toward expectations and the actual performance. Customer Loyalty in this study was measured by three indicators from Griffin (2012), which included repeat purchase, recommend to others, and immunity from the attractiveness to competing products. Customer loyalty was measured by seven question items. The measurement scale used was the Likert Scale.

3.5.2 Independent Variable (X)

In this study, the independent variables are Promotion Mix (X1), Trust (X2), and Experiential Marketing (X3). Promotion Mix is measured by four indicators from Kotler and Armstrong (2001), including advertising, sales promotion, public relations, and direct marketing. Another variable is Trust, which is measured by three indicators mentioned by Gefen and Straub (2004); integrity, benevolence, and ability. Lastly, Experiential Marketing was measured by five indicators from Schmitt (1999), namely sense, feel, think, act, and relate. Measurement of Promotion Mix, Trust, and Experiential marketing uses 8, 7, and 10 question items respectively. The measurement scale used was Likert Scale.

3.6 Variable Operational Definition

Operational variable is a definition given to a variable by giving meaning or specifying an activity or justifying an operation needed to measure the variable (Sugiyono, 2001). To see the operation of a variable, it must be measured using

indicators that can clarify the meaning of the variable in question. The operational definitions in this study are as follows:

Table 3.1

Definition Operational Variable

VARIABLE	VARIABLE DEFINITION	INDICATOR	SCALE
Promotion Mix (X1)	A company's total promotional mix consists of the specific blend of advertising, public relation, personal selling, sales promotion, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships (Kotler & Armstrong, 2012).	(Kotler & Armstrong, 2001) <ul style="list-style-type: none"> • Advertising • Sales Promotion • Public Relations • Direct Marketing 	5 Point Likert
Trust (X2)	Trust is the confidence that one party has in another because of the honesty and the reliability of the other partner (Morgan & Hunt, 1994).	(Gefen and Straub, 2004) <ul style="list-style-type: none"> • Integrity • Benevolence • Ability 	5 Point Likert
Experiential Marketing (X3)	Experiential Marketing is a business that is used by companies or marketers to package products so they can offer emotional experiences to touch the hearts and the feelings of consumers (Schmitt, 1999).	(Schmitt, 1999) <ul style="list-style-type: none"> • Sense • Feel • Think • Act • Relate 	5 Point Likert

Source: Secondary Data, Processed in 2020

3.7 Measurement Scale of Research

In this study, the researchers used a 5 point- Likert scale to collect the data through questionnaires distributed to respondents. Based on perception from Sugiyono (2016), Likert scale is used to measure attitudes, opinions, and

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

TYPE	SCORE
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: Research (2019)

3.8 Data Analysis Method

Data analysis technique is a grouping of data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable under study, and calculating to answer the formulation of the problem and test the hypotheses that have been proposed before (Sugiyono, 2011).

The data analysis of this study adopted the Statistical Package for the Social Sciences (SPSS) approach.

This is an analysis that used multiple regression. This approach does not only confirm the theory, but it also explains if there is any relation between latent variables. In addition, this study used the SPSS approach because there is a relation between the independent variable and the dependent variable.

3.8 Research Test Instrument

In this study, a pilot study was first conducted on 30 respondents with 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



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.

3.8.1 Validity Test

Validity test is used to measure the validity of a question on a questionnaire (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 (Ghozali, 2016). The list of questions generally supports a specific set of variables. This validity test is performed by using the correlation between the scores of each statement with the total variable score using SPSS for Windows ver. 20. This validity test is done by comparing the Pearson correlation index with the criteria; if the value of $r_{\text{Count}} > r_{\text{Table}}$ and the value is positive, then the statement is said to be "valid" and if $r_{\text{Count}} < r_{\text{Table}}$, then it is "invalid."

To find out whether a research instrument is valid or not, it can also be known by looking at the results of the significance value with the criteria. If the significance < 0.05 , then the instrument can be declared "valid" and if the significance value > 0.05 , then the instrument can be declared "invalid."

Based on the results of a pilot study on 30 respondents, it showed that all statement items have a value of $r_{\text{Count}} > r_{\text{Table}}$ and a significance value < 0.01 .

So, it can be concluded that the question instruments used in this study are valid.

3.8.2 Reliability Test

Ghozali (2016) considered reliability test as a tool to measure a questionnaire which is an indicator or statement item of a variable. This

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 statement items have a Cronbach's Alpha value > 0.6 . So, it can be concluded that the instruments used in this study are reliable.

3.9 Classical Assumptions Test

3.9.1 Multicollinearity Test

According to Ghozali (2016), multicollinearity test aims at testing the regression model to find a correlation between independent variables. A good regression model should not have a correlation between independent variables.

Multicollinearity test is done by looking at the value of Tolerance and Variance Factor (VIF). Both of these measures indicate which independent variable is explained by other independent variables. Then, Tolerance measures the variability of selected independent variables that are not explained by other independent variables. A low Tolerance value is the same as a high VIF value (because $VIF = 1 / \text{Tolerance}$). The "cut off value" commonly used to indicate multicollinearity is a Tolerance value ≤ 0.1 or a VIF value ≥ 10 .

3.9.2 Heteroscedasticity Test

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

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:

- a. If there are certain patterns, such as dots that form certain regular patterns (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.

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 symptoms of heteroscedasticity.

3.9.3 Normality Test

Normality test aims to test whether the data used in the regression model is 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

Z value and the Asymp. If the significant value is > 0.05 , then it can be said that 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 the extent of the relationship between variables. According to Ghozali (2016),

Linearity test is used to determine whether the dependent and independent variables have a linear relationship. Linearity test is done by looking at the significance value at the SPSS output. On the basis of decision making, if the significance value < 0.05 , then there is a significant linear relationship between the independent variable and the dependent variable. However, if the significant value ≥ 0.05 , then there is no linear relationship.

3.10.1 Multiple Linear Regression Analysis

According to Ghozali (2016), multiple linear regression analysis aims to analyze the magnitude of the relationship and the influence of independent variables that number more than two. This analysis was conducted to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related. It was to predict the value of the dependent variable if the value of the independent variable has increased or decreased. Below is a formulation for multiple linear regression equations according to Gujarati (2004):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Explanations: Y = Customer Loyalty (dependent variable)

α = A constant

X_1 = Promotion Mix (independent variable)

X_2 = Trust (independent variable)

X_3 = Experiential Marketing (independent variable)

$\beta_1, \beta_2, \beta_3$ = Coefficient Regression Independent Variable

e = Error

In this study, multiple regression analysis was used to analyse the impact of independent variables consists of Promotion Mix (X_1), Trust (X_2), and Experiential Marketing (X_3) 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^2)

The coefficient of determination (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) 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 the variation of the dependent variable (Ghozali, 2016).

The basic weakness of using the coefficient of determination is the bias towards the number of independent variables entered into the model. Every additional independent variable will increase the 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

down based on the significance of the effect of the independent variable added 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.

3.11 Hypothesis Testing

In this study, the probability score was based on the basic theory that underlies the hypothesis testing, which explained below:

- a. H_0 : there is no significant positive influence between the independent variable and dependent variable.
- b. H_1 : there is a significant positive influence between the independent variable and dependent variable

Underlying decision:

- a. $P(\text{probability}) < (\text{level of significance}/\alpha) 0.05$ resulting H_0, H_1 accepted
- b. $P(\text{probability}) > (\text{level of significance}/\alpha) 0.05$ resulting H_0, H_1 rejected

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_0 tested was whether a parameter (b_i) is equal to zero, or:

- a. $H_0: b_i = 0$

It 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:

b. $H_A: b_i \neq 0$

That is, the variable is a significant explanation of the dependent variable.

t-test can be done by comparing t_{Count} with t_{Table} . If the value of $t_{\text{Count}} > t_{\text{Table}}$, alternative hypotheses state that an independent variable individually influences the dependent variable is accepted.

3.11.2 Hypothesis test (F-test)

Sarwono & Budiono (2012) assumed that to find out whether the regression model used is correct, it can be done using the F value in the ANOVA output table by comparing the calculated F value and F table, with H_0 : There is no linear relationship between the independent variable and H_1 : There is a linear relationship between the independent variable with the dependent variable.

With decision-making criteria:

- a. H_0 is rejected, H_1 is accepted if $F_{\text{count}} > F_{\text{table}}$
- b. H_0 is accepted, H_1 is rejected if $F_{\text{count}} < F_{\text{table}}$

3.8 Data Analysis Method

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 used to determine the relationship between dependent variables and independent variables.



CHAPTER IV RESEARCH RESULTS AND DISCUSSION

4.1 Description of Research Object

Blossom Multimedia was established in 2002. In the early days, they opened a small physical store located in Jalan Candi Bajang Ratu 2 No.19, Purwantoro, Blimbing District, Malang, East Java, but now they have a branch in Malang Town Square mall, and an established online store in multiple e-commerce and a huge followers base in Instagram.

Blossom Multimedia offers a unique service concept with various creations from custom build personal computer to pre-order for the newest computer accessories. They also sell other electronics accessories such as monitors for smaller TVs, CCTVs, computer peripherals, and many other electronics devices. With their online shop in multiple e-commerce and their mobile application Blossomzones, the customer can easily check the prices of the products. The owner of Blossom Multimedia sees the culture of hanging out and socializing are now a necessity for most people. This phenomenon creates the need for in-person customer service, where you as a customer can come to the store to communicate how do you want your PC built.

Figure 4.1

Blossom Multimedia Logo



Source: Blossom Multimedia, 2019

Figure 4.1 shows the logo of Blossom Multimedia which is the Mascot of Blossom Multimedia, a person wearing a computer headset that shows the products they are selling, which is computer peripherals.

4.2 Characteristics of Respondents

4.2.1 Respondent Age

Data on the characteristics of respondents based on age can be seen in the following table:

Table 4.1

Age of Respondents

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

Source: Processed Primary Data (2020)

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 11 (11%). The largest age group is dominated by the millennial generation. Because the millennial is one of the main 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 the application is age-friendly for the customers who do not use electronic as much.

4.2.2 Respondent Gender

Data on the characteristics of respondents based on gender can be seen in the following table:



Table 4.2
Gender

Gender	Frequency	Percentage
Male	58	58
Female	42	42
Total	100	100

Source: Processed Primary Data (2020)

The table above shows the gender description of the Blossomzones application users. It can be seen that the male respondents are 58%, while female respondents are 42%. Based on these data, the most respondents are male respondents, as much as 58%.

Gender plays a significant role in determining the intention of accepting new technology, and there are cases where gender differences cannot be discerned in the context of usage of information technology, which includes computers, email services, electronic data management systems etc. "Gender acts as an influencing factor in technology adoption as men are found to be more technologically adept compared to women" says Goswami and Dutta. (2016).

4.2.3 Respondent Education

Data on the characteristics of respondents based on education can be seen in the following table:

Table 4.3

Education of Respondents

Education	Frequency	Percentage
SMA/SMK	71	71
Diploma	5	5
S1	23	23
S3	1	1
Total	100	100

Source: Processed Primary Data (2020)

Based on these data, the respondents who have used the Blossomzones 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 are students, because nowadays students need a computer for their studies, especially during the pandemic, since studying is done from home, which requires everyone to have a laptop or a personal computer.

In conclusion, the main customers of Blossomzones are millennials because millennials are the one that understands electronic devices the most, and the one that needs electronic devices for their work. It also strengthened by Chelliah & Clarke (2011), who said millennials expects technology to play a large role in the learning process by allowing access to vast areas of informational sources to be incorporated into the actual delivery of knowledge through multimedia modes with an emphasis on entertainment during their learning process

4.3 Description of the Variables Studied

a. Promotion Mix (X1) Variable Frequency Distribution

In the Promotion Mix variable, there are eight question items that are given to respondents to be answered. Respondent's perception of the questions can be seen in Table 4.4 below.

Table 4.4
Variable Frequency Distribution Promotion Mix (X1)

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1.1	16	16.00	54	54.00	24	24.00	6	6.00	0	0.00	100	100	3.80
X1.2	15	15.00	53	53.00	27	27.00	5	5.00	0	0.00	100	100	3.78
X1.3	19	19.00	38	38.00	27	27.00	13	13.00	3	3.00	100	100	3.57
X1.4	24	24.00	51	51.00	22	22.00	3	3.00	0	0.00	100	100	3.96
X1.5	19	19.00	58	58.00	18	18.00	5	5.00	0	0.00	100	100	3.91
X1.6	13	13.00	48	48.00	32	32.00	7	7.00	0	0.00	100	100	3.67
X1.7	17	17.00	51	51.00	26	26.00	6	6.00	0	0.00	100	100	3.79
X1.8	13	13.00	41	41.00	29	29.00	16	16.00	1	1.00	100	100	3.49
													3.75

Source: Processed Primary Data (2020)

From Table 4.4 above, the meanings of numbers (scores) 5,4,3,2, and 1 are as follows:

- 5 : Strongly Agree
- 4 : Agree
- 3 : Neutral
- 2 : Disagree
- 1 : Strongly Disagree

In Table 4.4, it can be seen that out of 100 respondents, an assessment of the Promotion Mix variable was obtained. The results of the description of the Promotion Mix variable have an average value of 3.75.

This value shows a high level of Promotion Mix.

b. Trust Variable Frequency Distribution (X2)

In the Trust variable, there are seven question items that are given to respondents to be answered. Respondents' answers can be seen in Table 4.5:

Table 4.5
Variable Frequency Distribution Trust (X2)

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X2.1	18	18.00	55	55.00	23	23.00	4	4.00	0	0.00	100	100	3.87
X2.2	13	13.00	34	34.00	36	36.00	15	15.00	2	2.00	100	100	3.41
X2.3	21	21.00	53	53.00	21	21.00	5	5.00	0	0.00	100	100	3.90
X2.4	30	30.00	49	49.00	17	17.00	4	4.00	0	0.00	100	100	4.05
X2.5	13	13.00	66	66.00	18	18.00	3	3.00	0	0.00	100	100	3.89
X2.6	13	13.00	62	62.00	20	20.00	5	5.00	0	0.00	100	100	3.83
X2.7	19	19.00	61	61.00	17	17.00	3	3.00	0	0.00	100	100	3.96
													3.84

Source: Processed Primary Data (2020)

From Table 4.5 above, the meaning of numbers (scores) 5,4,3,2, and 1 are as follows:

5 : Strongly Agree

4 : Agreed

3 : Neutral

2 : Disagree

1 : Strongly Disagree

In Table 4.5, it can be seen that out of 100 respondents, an assessment of the Trust variable was obtained. The results of the description of the Trust variable have an average value of 3.84. This value shows a high level of Trust. However, Blossom Multimedia need to improve in fulfilling customer's expectation, such as there are a few products that is ordered by the customers did not arrived on time and in good condition.

c. Frequency Distribution of Experiential Marketing Variables (X3)

In the Experiential Marketing variable, there are ten question items that are given to respondents to be answered. Respondents' answers can be seen in Table 4:6:

Table 4.6
Variable Frequency Distribution of Experiential Marketing (X3)

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
X3.1	18	18.00	53	53.00	20	20.00	8	8.00	1	1.00	100	100	3.79
X3.2	14	14.00	55	55.00	22	22.00	9	9.00	0	0.00	100	100	3.74
X3.3	26	26.00	46	46.00	23	23.00	5	5.00	0	0.00	100	100	3.93
X3.4	27	27.00	47	47.00	21	21.00	5	5.00	0	0.00	100	100	3.96
X3.5	17	17.00	62	62.00	16	16.00	5	5.00	0	0.00	100	100	3.91
X3.6	17	17.00	50	50.00	26	26.00	7	7.00	0	0.00	100	100	3.77
X3.7	15	15.00	58	58.00	20	20.00	6	6.00	1	1.00	100	100	3.80
X3.8	20	20.00	53	53.00	20	20.00	7	7.00	0	0.00	100	100	3.86
X3.9	19	19.00	54	54.00	24	24.00	3	3.00	0	0.00	100	100	3.89
X3.10	20	20.00	52	52.00	23	23.00	5	5.00	0	0.00	100	100	3.87
													3.85

Source: Processed Primary Data (2020)

From Table 4.6 above, the meaning of the numbers (scores) 5, 4, 3, 2, and 1 are as follows:

5 : Strongly Agree

4 : Agreed

3 : Neutral

2 : Disagree

1 : Strongly Disagree

In Table 4.6, it can be seen that from 100 respondents, an assessment of the Experiential Marketing variable was obtained. The results of the description of the Experiential Marketing variable have an average value of 3.85. This value shows a high level of Experiential Marketing.

d. Variable Frequency Distribution of Customer Loyalty (Y)

In the Customer Loyalty variable, there are seven question items that are given to respondents to be answered. Respondents' answers can be seen in Table 4.7:

Table 4.7
Variable Frequency Distribution of Customer Loyalty (Y)

Item	5		4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	19	19.00	64	64.00	15	15.00	2	2.00	0	0.00	100	100	4.00
Y2	19	19.00	56	56.00	24	24.00	1	1.00	0	0.00	100	100	3.93
Y3	20	20.00	62	62.00	16	16.00	2	2.00	0	0.00	100	100	4.00
Y4	25	25.00	61	61.00	9	9.00	4	4.00	1	1.00	100	100	4.05
Y5	25	25.00	55	55.00	16	16.00	4	4.00	0	0.00	100	100	4.01
Y6	22	22.00	53	53.00	21	21.00	4	4.00	0	0.00	100	100	3.93
Y7	29	29.00	51	51.00	19	19.00	1	1.00	0	0.00	100	100	4.08
											100	100	4.00

Source: Processed Primary Data (2020)

From Table 4.7 above, the meaning of the numbers (scores) 5, 4, 3, 2, and 1 are as follows:

5 : Strongly Agree

4 : Agreed

3 : Neutral

2 : Disagree

1 : Strongly Disagree

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.

a. 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:

$H_0 : r = 0$, there is no valid data at the 5% error rate (α).

$H_1 : r \neq 0$, there is valid data at an error rate (α) of 5%.

The null hypothesis (H_0) is accepted if $r_{\text{count}} < r_{\text{table}}$. On the other hand, the alternative hypothesis (H_1) is accepted if $r_{\text{count}} > r_{\text{table}}$.

Validity testing is carried out by SPSS ver. 20.0 by using the product-moment correlation produces the value of each statement item with the overall score of the question items. More details is presented in the table as follows:

Table 4.8

Variable Validity Test

Item	r Count	Sig.	r Table	Information
X1.1	0.714	0.000	0.196	Valid
X1.2	0.658	0.000	0.196	Valid
X1.3	0.758	0.000	0.196	Valid
X1.4	0.806	0.000	0.196	Valid
X1.5	0.693	0.000	0.196	Valid
X1.6	0.628	0.000	0.196	Valid
X1.7	0.693	0.000	0.196	Valid
X1.8	0.761	0.000	0.196	Valid
X2.1	0.701	0.000	0.196	Valid
X2.2	0.714	0.000	0.196	Valid
X2.3	0.783	0.000	0.196	Valid
X2.4	0.694	0.000	0.196	Valid
X2.5	0.581	0.000	0.196	Valid
X2.6	0.659	0.000	0.196	Valid
X2.7	0.706	0.000	0.196	Valid
X3.1	0.649	0.000	0.196	Valid
X3.2	0.687	0.000	0.196	Valid
X3.3	0.729	0.000	0.196	Valid
X3.4	0.768	0.000	0.196	Valid
X3.5	0.788	0.000	0.196	Valid
X3.6	0.767	0.000	0.196	Valid
X3.7	0.755	0.000	0.196	Valid
X3.8	0.735	0.000	0.196	Valid
X3.9	0.494	0.000	0.196	Valid
X3.10	0.631	0.000	0.196	Valid
Y1	0.634	0.000	0.196	Valid

Y2	0.590	0.000	0.196	Valid
Y3	0.659	0.000	0.196	Valid
Y4	0.753	0.000	0.196	Valid
Y5	0.765	0.000	0.196	Valid
Y6	0.774	0.000	0.196	Valid
Y7	0.602	0.000	0.196	Valid

Source: Processed Primary Data (2020)

From Table 4.8 above, it can be seen that the significance of the question item is less than 0.05 ($\alpha = 0.05$), which means that each variable item is valid, so it can be concluded that these items can be used to measure the research variables.

b. Reliability Test

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.

Reliability testing technique is to use the coefficient alpha. The decision-making criterion is if the value of the coefficient alpha is greater than 0.6, then the variable is reliable.

Table 4.9

Variable Reliability Test

No.	Variable	Reliability Coefficient	Information
1	X1	0.861	Reliable
2	X2	0.816	Reliable
3	X3	0.885	Reliable
5	Y	0.811	Reliable

Source: Processed Primary Data (2020)

From Table 4.9, it is known that the value of Cronbach's alpha for all 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 regression. After calculating multiple regressions through the SPSS for Windows tool, a classic regression assumption test was conducted. The test results are presented as follows:

4.5.1. Normality Test

This test is conducted to determine whether the residual value is normally spread or not. The test procedure was carried out using the Kolmogorov-Smirnov test, with the following conditions:

The hypothesis used:

H_0 : residuals are normally spread

H_1 : residuals are not normally spread

If the value is **sig.** (*p-value*) > 0.05 then H_0 is accepted, which means that normality is fulfilled.

The results of the normality test can be seen in Table 4.10 below.

Table 4.10
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters(a,b)	Mean	.0000000
	Std. Deviation	2.12125389
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.048
Kolmogorov-Smirnov Z		.747
Asymp. Sig. (2-tailed)		.631

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_0 is accepted, namely the normality assumption is met.

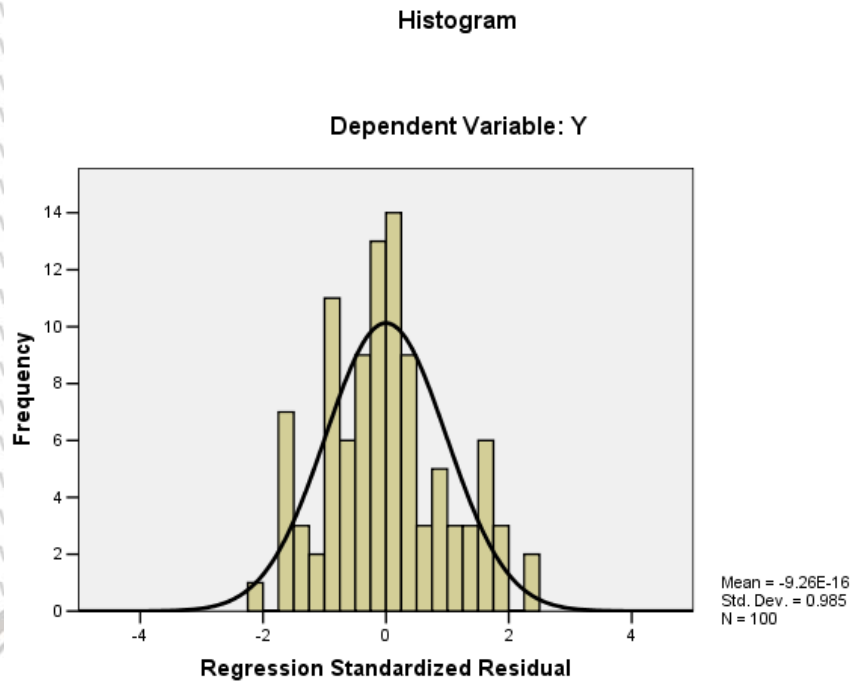


Figure 5.1

Histogram

Source: Processed Primary Data (2020)

Based on the Histogram Graph test, it was found that the residual frequency mostly collects at a value of 0, or the value of the data distribution is in accordance with normal cake. It can be is said that the residuals have spread normally.

Normal P-P Plot of Regression Standardized Residual

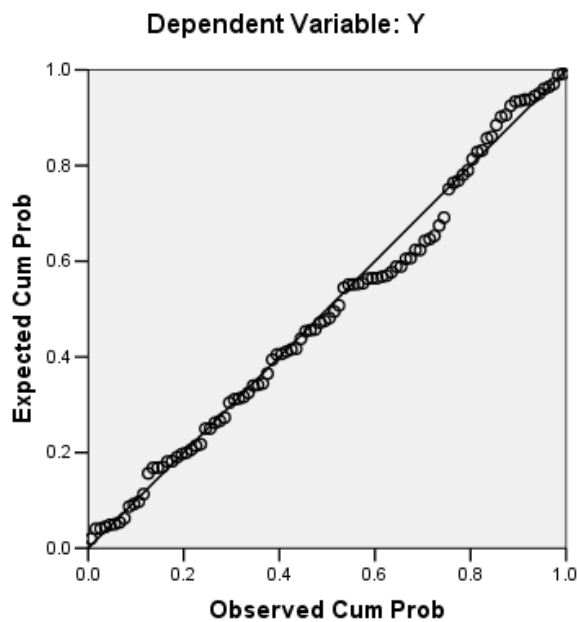


Figure 6.1

PP Plot

Based on the PP Plot test, it is found that the data points have spread along the diagonal line. It can be said that the residuals have spread in a normal distribution.

4.5.2. Multicollinearity Test

Multicollinearity test is conducted to determine that there is no solid relationship or a perfect linear relationship. It can also be said that the independent variables are not interrelated. The testing method is to compare the tolerance value obtained from multiple regression calculations. If the tolerance value < 0.1 , then multicollinearity occurs. The multicollinearity test results can be seen in Table 4.11 below.

Table 4.11

Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
X1	0.368	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:

- Tolerance for the Promotion Mix is 0.368
- Tolerance for Trust is 0.373
- 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:

- VIF for Promotion Mix is 2.719
- VIF for Trust is 2.678
- VIF for Experiential Marketing is 2.361.

From the test results, it can be concluded that there is no multicollinearity between independent variables. Thus, the assumption test for the absence of multicollinearity can be fulfilled.



4.5.3 Heteroscedasticity Test

Heteroscedasticity test is used to determine whether there is inequality deviation residual value due to the amount of value one independent variable. Alternatively, there is a difference in the value of the variety with the increasing value of the independent variable. The test procedure was carried out by means of a scatter plot test. The homogeneity test of the residual variance is based on the hypothesis:

H_0 : the variety of the remains is homogeneous

H_1 : the variety of the residual is not homogeneous

The results of the heteroscedasticity test can be seen in Figure 4.2

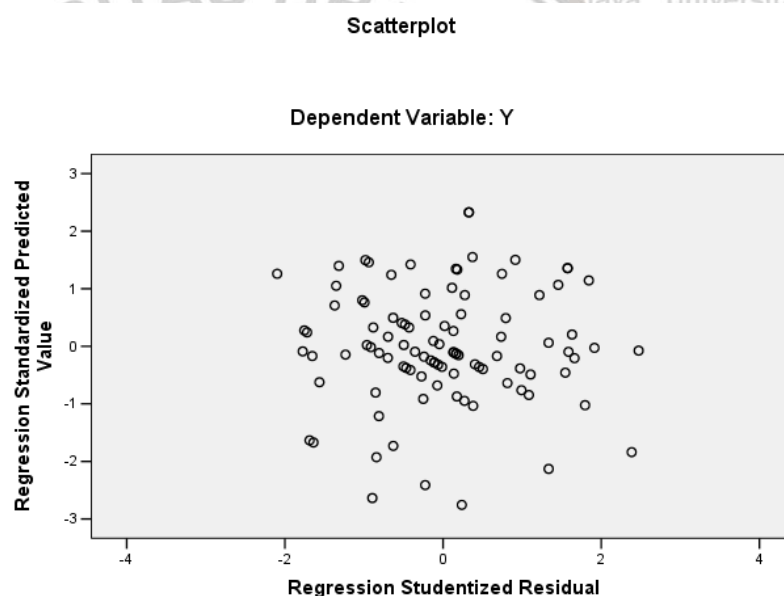


Figure 4.3

Heteroscedasticity Test

Source: *Processed Primary Data (2020)*

From the test results, it is found that the display diagram *scatterplot* spreads and does not form a certain pattern, so there is no heteroscedasticity. It can be concluded that the remainder has a homogeneous (constant) variety or in other words, there are no heteroscedasticity symptoms.

By fulfilling all the classical regression assumptions above, it can be said 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 done.

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_3) 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

Variable Bound	Variables	Unstandardized Coefficients	Standardized Coefficients (Beta)	t	Sig.	Result
Y	(Constant)	7.860		4.708	0.000	
	X1	0.276	0.380	3.672	0.000	Significant
	X2	0.241	0.260	2.526	0.013	Significant
	X3	0.140	0.229	2.367	0.020	Significant
R :		0.788				
R Square :		0.621				
Adjusted R Square :		0,609				
F count :		52.477			F table :	2.699
Sig. F :		0.000			t Table :	1.985

Source: Processed Primary Data (2020)

The regression model used is standardized regression because the data used in 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:

$$Y = 0.380 X_1 + 0.260 X_2 + 0.229 X_3$$

From the above equation it can be interpreted as follows:

- $b_1 = 0.380$, meaning that Customer Loyalty will increase by 0.380 units for each additional unit of X_1 (Promotion Mix). If the Promotion Mix has increased by 1 unit, then Customer Loyalty will increase by 0.380 units, assuming the other variables are considered constant.
- $b_2 = 0.260$, meaning that Customer Loyalty will increase by 0.260 units for every additional one unit of X_2 (Trust). If Trust increases by 1 unit, then Customer Loyalty will increase by 0.260 units assuming the other variables are considered constant.
- $b_3 = 0.229$, meaning that Customer Loyalty will increase by 0.229 units for each additional one unit X_3 (Experiential Marketing). If the Trust increases by 1 unit, then Customer Loyalty will increase by 0.229 units, assuming the other variables are considered constant.

4.6.2. The coefficient of determination (R^2)

To find out which independent variables (Promotion Mix (X_1), Trust (X_2), and Experiential Marketing (X_3)) have the greatest contribution on the dependent variable (Customer Loyalty), adjusted R^2 coefficient of determination is used to

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 variables, namely Promotion Mix, Trust, and Experiential Marketing with the Customer Loyalty variable. The R value (correlation coefficient) is 0.788, this correlation value shows that the relationship between the independent variables Promotion Mix (X_1), Trust (X_2), and Experiential Marketing (X_3) with Customer Loyalty is included in the strong category because it is in the range of 0.6 - 0.8.

4.6.3 Regression Model

F testing or model testing is used to determine whether the results of the regression analysis are significant or not. In other words, the alleged model is 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.

It can also be said as follows:

H_0 is rejected if $F_{\text{count}} > F_{\text{table}}$

H_0 is accepted if $F_{\text{count}} < F_{\text{table}}$

Based on Table 4.18, 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 $F_{\text{count}} > F_{\text{table}}$,

namely $52.477 > 2.699$ or the value of $\text{Sig. F} (0.000) < \alpha = 0.05$ 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.

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 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 $t \text{ count} > t \text{ table}$ or $-t \text{ count} < -t \text{ table}$, then the results are significant. It means that H_0 is rejected, and H_1 is accepted. While if $t < t \text{ table}$ or $-t \text{ count} > -t \text{ table}$, the result is not significant, and means that H_0 is accepted and H_1 is rejected. It is often used in hypothesis testing to determine whether a process or treatment actually has an effect 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 (β) 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.

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 be significantly influenced by Experiential Marketing, or by increasing Experiential Marketing, Customer Loyalty will increase significantly.

This study is also proven by previous researches:

- Tjan, Sylvia. (2015.). "The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center". The result of the research showed that the process variable, which is Promotion Mix, is significantly affecting Customer Loyalty.
- Hayati, Nur. (2011). "The Effect Of Customer Satisfaction, Customer Trust 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 Customer Value to Loyalty Moslem Tourists". The result of the research showed that the process variable, which is Experiential Marketing, is significantly affecting Customer Loyalty.

4.7.2 Dominant Test Results

Determining the independent variable that has the most influence on variable Y can be done by comparing the regression coefficient (β) between one variable and another. The independent variable with the most dominant influence on variable Y is the variable with the largest regression coefficient.

To compare the regression coefficients for each independent variable, the ranking table is presented as follows.

Table 4.13
Results of Dominant

Ranking	Variable	Beta Coefficient	Effect
1	X ₁	0.380	Significant
2	X ₂	0.260	Significant
3	X ₃	0.229	Significant

Source: Processed Primary Data (2020)

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

variables. Followed by a reliability test using Cronbach's alpha, where each 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 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 (X₃) on Customer Loyalty Simultaneously

The F test is conducted to test the research hypothesis, which states that there is a significant influence between Promotion Mix (X₁), Trust (X₂), 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 shows that H₀ is rejected, meaning that there is a significant influence between the Promotion Mix (X₁), Trust (X₂), and Experiential Marketing (X₃) on Customer

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 (X_1) on Customer Loyalty (Y)

According to the results of testing Hypothesis 1 (H1) about the promotion mix that affects customer loyalty, it can be concluded that customer loyalty will increase if the company adopts the promotion mix approach correctly. After doing research, it is proven that when consumers feel that the online store is easier and more convenient, it makes the customers happy and keeps using it because it is beneficial and make customers loyal. Furthermore, giving a good image in the view of customers is also very important because it can cause a sense of loyalty.

So, it can be concluded that the Promotion Mix has a positive and significant influence on Customer Loyalty.

The Influence of Trust (X_2) on Customer Loyalty (Y)

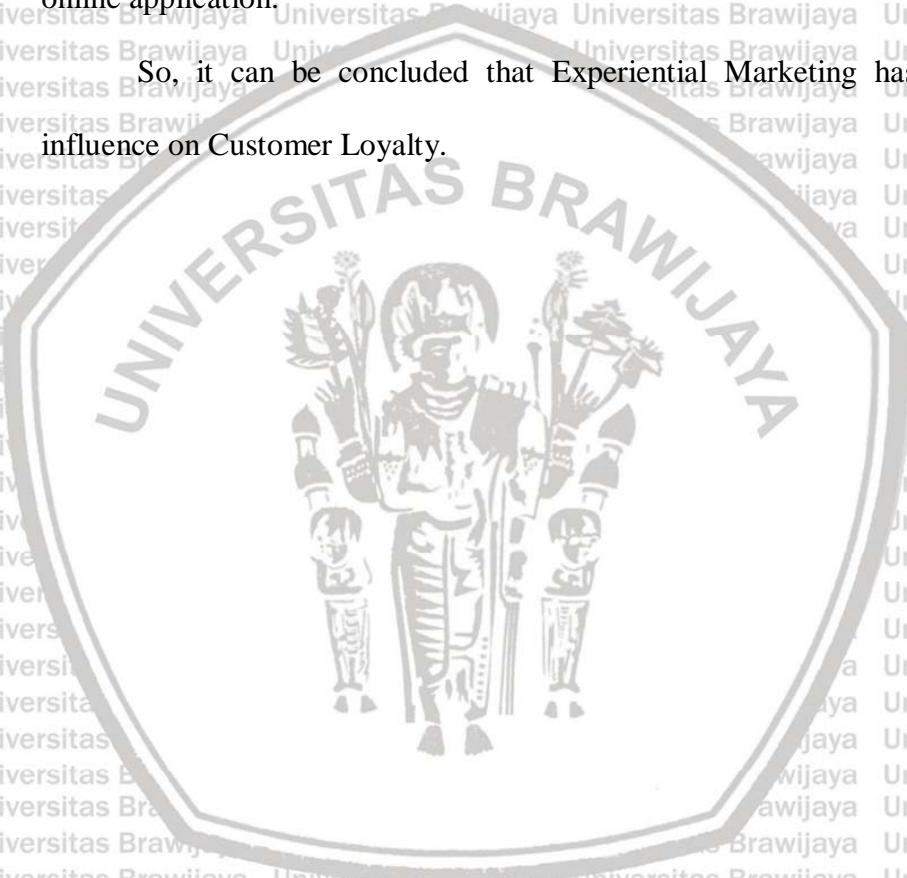
According to the results of Hypothesis 2 (H2) regarding trust effect on customer loyalty, it can be concluded that customers will have more loyalty if they have trust in the products or services they are using. After conducting the research, it is proven that customers believe that the company that they are using will always look after their images.

So, it can be concluded that Trust has a significant influence on Customer Loyalty.

The Influence of Experiential Marketing (X_3) on Customer Loyalty (Y)

Based on the results of testing Hypothesis 3 (H_3) 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 customers shopping online, if it is easier, simple, and convenient then it is likely that they will become loyal customers who will always use the Blossom Multimedia online application.

So, it can be concluded that Experiential Marketing has a significant influence on Customer Loyalty.



CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

This study was conducted to determine which variables have an influence on Customer Loyalty. The independent variables used were Promotion Mix (X_1), 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:

1. The simultaneous effect (jointly) of each independent variable on Customer 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 $F \text{ count} > F \text{ table}$, namely $52.477 > 2.699$ or the value of $\text{Sig. F} (0.000) < \alpha = 0.05$ 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.
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 influence on Customer Loyalty with Promotion Mix (X_1) being the most influential with a significant of 3.672, and Trust (X_2) being the second most

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 Promotion Mix variable has a dominant influence on Customer Loyalty.

5.2. Suggestion

Based on the above conclusions, some suggestions can be put forward. The conclusions are expected to benefit the company and other parties. The suggestions given include:

1. According to the research, in order to increase customer's loyalty, it is expected that the company to always pay attention towards the independent variables, customer loyalty especially on the promotion mix part, trust and experiential marketing.
2. It is expected that the company can maintain and improve the quality of the promotion mix because the it has the most dominant influence on customer loyalty. And then the company can to pay attention towards trust and experiential marketing.

REFERENCE

- Agus, Hermawan. (2012). *Komunikasi Pemasaran*. Jakarta. Penerbit Erlangga.
- Andreas et al. (2017). The Effect of Customer Trust, Brand Image, And Service Quality on Customer Loyalty of Airlines E-Ticket Service (Study on Traveloka).
- Andreani, Fransisca. (2007). Experiential Marketing (Sebuah Pendekatan Pemasaran). *Jurnal Manajemen Pemasaran*, 2(1), 1-8.
- Auh, S., and Johnson, M. D. (2005). Compability Effects in Evaluation of Satisfaction and Loyalty. *Journal of Economic Psychology*, 26(1), 35-57.
- Ayudya et al. (2017). An Analysis on Customer Satisfaction, Trust, and Loyalty Towards Online Shop (A Case Study of Tokopedia.com). *Indonesian Journal of Business and Entrepreneurship*, 3(2), 101-110.
- Bernarto, Innocentius, Patricia. (2017). Pengaruh Perceived Value, Costumer Satisfaction dan Trust terhadap Costumer Loyalty Restoran XYZ di Tangerang. *Journal of Business and Entrepreneur*, 1(1), 36-49.
- Bhaskar, P. Dhani and Kumar, D. Prasanna. (2016). Customer Loyalty on E-Commerce. *International Journal of Management Research & Review*, 6(12), 1661-1668.
- Boddewyn, J.J. and Leardi, M. (1989). Sales Promotion Practice, Regulation and Self-Regulation Around the World. *International Journal of Advertising*, 8(4), 363-374.
- Burke, Johnson & Christensen Larry. (2000). *Educational Research Quantitative and Qualitative Approaches*, 2nd Edition. The University of Michigan.
- Chandra, Handi. (2008). *Marketing untuk Orang Awam*. Palembang, Maxicom.
- Chao, Dr. Ren-Fang. (2015). The Impact of Experimental Marketing on Customer Loyalty for Fitness Clubs: Using Brand Image and Satisf action as the Mediating Variables. *The Journal of International Management Studies*, 10(2), 52-60.
- Chelliah, John and Clarke, Elizabeth. (2011). Collaborative Teaching and Learning: Overcoming the Digital Divide.
- Chen, S.-C., & Lin, C.-P. (2014). The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study. *Journal of Technological Forecasting & Social Change xxx (2014)*, 1-11.

Chitty, B, Luck, E, Barker, N, Sassenberg, A, Shimp, T A & Andrews, J.C. (2018). *Integrated Marketing Communications*, 5th Edition. Cengage Learning Australia Pty Limited. South Melbourne, Victoria, Australia.

Dharmesta and Irawan. (2007). The Effect of Marketing Mix on Loyalty Through Customer Satisfaction in PT.Merck Tbk Cabang Medan

Dick, A.S. and Basu, K. (1994). Customer loyalty: Toward An Integrated Conceptual Framework. *Journal of Academy of Marketing Science*, 22(2), 99-113.

Djaslim, Saladin dan Herry, Achmad Buchory. (2010). *Manajemen Pemasaran Ringkasan Praktis, Teori, Aplikasi, dan Tanya Jawab*. Bandung. Linda Karya.

Durianto, Darmadi, Sugiarto, L. J. Budiman. (2004). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta. PT Gramedia Pustaka Utama.

Elia et al. (2016). Enhancing Brand Experience Along with Emotional Attachment Towards Trust and Brand Loyalty. *Management and Entrepreneurship Journal*, 18(1), 33-44.

Fazal et al. (2017). Determinants of Personal Factors in Influencing the Buying Behavior of Consumers in Sales Promotion: A Case of Fashion Industry. *The Journal of Young Consumers*, 18(4), 408-424.

Gefen, D. dan Straub, D.W. (2004). Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e-Products and e-Services. *Omega: The International Journal of Management Science*, 32(6), 407-424.

Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*, 25(5), 395-410.

Ghazali, Imam. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*, 4th Edition. Semarang. Badan Penerbit Universitas Diponegoro.

Ghozali, Imam. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS* 23, 8th Edition. Semarang. Badan Penerbit Universitas Diponegoro.

Giddens, Nancy and Hofmann, A. (2002). *Brand Loyalty*. Missouri Value Added Development Center. University of Missouri.

Goswami, Ananya and Dutta, Sraboni. (2016). Gender Differences in Technology Usage-A Literature Review.

Gounaris, Spiros & Stathakopoulos, Vlasis. (2004). Antecedents and Consequences of Brand Loyalty: An Empirical Study. *Journal of Brand Management*, 11.

Griffin, Jill. (2012). *Customer Loyalty*. Jakarta. Penerbit Erlangga.

Gujarati, Damodar N. (2004). *Basic Econometrics*. Jakarta. Penerbit Erlangga.

Gul, Roshana. (2014). The Relationship between Reputation, Customer Satisfaction, Trust, and Loyalty. *Journal of Public Administration and Governance*, 4(3), 368-387.

Gurusinga, I. F., Fauzi A., and Sembiring, B. K. F. (2019). The Effect of Relationship Marketing and Promotion Mix on Loyalty with Customer Satisfaction As An Intervening Variable (Digital Marketing Study of Bank Tabungan Pensiunan Negara). *International Journal of Research and Review*, 6(11), 55-60.

Hasan, Ali. (2008). *Marketing*. Yogyakarta. Media Utama.

Hayati, Nur. (2011). The Effect Of Customer Satisfaction, Customer Trust On Customer Loyalty Of The Card Users Of PT. Indosat Tbk

Hsu et al. (2007). Knowledge Sharing Behavior in Virtual Communities: The Relationship between Trust, Self-Efficacy, and Outcome Expectations.

Kassim, Norizan and Abdullah. (2018). Customer Loyalty in e-Commerce Settings: An Empirical Study.

Khisada, Zeyad and Wahab, Norailis. (2013). Factors Affecting Customer Loyalty in Islamic Banking: Evidence From Malaysia Banks. *International Journal of Business and Social Science*.

Kotler, Philip and Armstrong, G. (2001). *Principles Marketing*. Prentice Hall Int. Inc., 9th Edition. Engelwood Cliffs.

Kotler, Philip and Armstrong, G. (2006). *Principles Marketing*, 12th Edition. Volume 2. Jakarta.

Kotler, Philip and Armstrong, G. (2012). *Principles of Marketing*, 14th Edition. New Jersey. Prentice-Hall Published.

Kotler, Philip and Keller, K., L. (2006). *Marketing Management*, 12th Edition. 1. New Jersey. Indeks.

Kotler, Philip and Keller, K., L. (2012). *Marketing Management*, 14th Edition. Pearson Education, New Jersey. Prentice Hall.

Kotler, Philip and Keller, K., L. (2016). *Marketing Management*, 15th Edition. Canada. Pearson Education, Inc.

Kustini, Nuruni I. (2011). Experiential Marketing, Emotional Branding and Brand Trust and Their Effect on Loyalty on Honda Motorcycle Product. *Journal of Economic, Business, and Accountancy Ventura*, 14(1), 19-28.

Lam, S.Y., Shankar, V., Erramilli, M.K. and Murthy, B. (2004). Customer Value,

- Satisfaction, Loyalty, and Switching Cost: An Illustration from A Business-to-Business Service Context. *Journal of the Academy of Marketing Science*, 32(3), 293-311.
- Leninkumar, Vithya. (2017). The Relationship Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). 450-465.
- Lovelock, Christopher and Jochen, Wirtz. (2004). *Services Marketing*, 7th Edition. Prentice Hall. New Jersey.
- Lupiyoadi, R. (2014). *Manajemen Pemasaran Jasa*, Edisi 3. Jakarta. Salemba Empat.
- Maghnati, Farshad., Kwek Choon Ling and Amir Nasermodeli. (2012). Exploring the Relationship between Experiential Marketing and Experiential Value in the Smartphone Industry. *Journal of International Business Research*, 5(11).
- McAllister, Daniel. (1995). Affect and Cognition-Based Trust Formations for Interpersonal Cooperation in Organizations.
- Moorman, C., Zaltman, G and Deshpande R. (1992). Relationships Between Providers and Users of Marketing Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research*, 29(3), 314-329.
- Morissan. (2007). *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Ramdina Prakarsa.
- Morgan, R. M & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *The Journal of Marketing*, 58(3), 20-38.
- Mullins, John W & Walker Jr, Orville C. (2013). *Marketing Management A Strategic Decision-Making Approach*, 8th Edition. Singapore: McGraw-Hill Education.
- Ndubisi, Nelson Oly. (2007). Relationship Marketing and Customer Loyalty. *Journal of Marketing Intelligence and Planning*, 25(1), 98-106.
- Nema, G., et al. (2012). Impact of Sales Promotion Techniques on Consumer Buying Decision with Respect to Personal Care Products Among College Teachers of Indore. *Arash a journal of ISMDR*, 2(1), 29-35.
- Nugroho. (2005). *Strategi Jitu Memilih Metode Statistik Penelitian Dengan SPSS*. Yogyakarta.
- Oliver, Richard L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 63, 33-44.

Pourdehghan, Adel. (2015). The Impact of Marketing Mix Elements on Brand Loyalty: A Case Study of Mobile Phone Industry. *The Journal of Marketing and Branding Research*, 2, 44-63.

Ranaweera, Chatura . and Prabhu, Jaideep. (2003). The Influence of Satisfaction, Trust and Switching Barriers on Customer Retention in a Continuous Purchasing Setting.

Rizvi, S., & Zaidi, S. (2012). Short-Term and Long-Term Impact of Sales Promotion on Organizations' Profitability: A Comparative Study between Convenience and Shopping Goods. *International Journal of Business and Management*, 7.

Robbins, Stephen P. (1994). *Essentials of Organizational Behavior* 4th Edition. Englewood Cliffs: Prentice Hall.

Schmitt, Bernd H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. New York: The Free Press.

Schmitt, Bernd H. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1/3), 53-67.

Sekaran, Uma and Bougie, Roger. (2010). *Research Methods for Business: A skill Building Approach*, 5th Edition. London. John Wiley & Sons, Inc.

Shirin, A. and G. Puth. (2011). Customer Satisfaction, Brand Trust and Variety Seeking as Determinants of Brand Loyalty. *African Journal of Business Management*, 5(30), 11899 – 11915.

Sobari, Nurdin. (2018). The Influence Experiential Marketing and Customer Value to Loyalty Moslem Tourists.

Statista. (2019). Indonesia: Number of Internet Users 2017-2023. Retrieved from <<https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>>

Stone, Bob and Jacobs. (2007). *Successful Direct Marketing Methods*, 8th Edition. McGraw Hill Education, New York.

Sugiyarti and Hendar. (2017). Experiential Marketing Creative Antecedence for Success of Brand Loyalty (A Study on the Users of Perfume for Body in Indonesia)

Sugiyono. (2001). *Metode Penelitian*. Bandung. Alfabeta.

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung. Alfabeta.

Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung:

- Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Surya, Ade, Permata. (2019). Customer Loyalty from Perspective of Marketing Mix Strategy and Customer Satisfaction (A Study from Grab Online Transportation in Era of Industrial Revolution 4.0). *Jurnal Ilmiah Manajemen*, 9(3), 394-406.
- Suryani and Hendryadi. (2015). *Metode Riset Kuantitatif Teori dan Aplikasi Pada Penelitian Bidang Manajemen dan Ekonomi Islam*.
- Tjan, Sylvia. (2015). The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center.
- Tjiptono, Fandy. (2014). *Pemasaran Jasa, Prinsip, Penerapan, dan Penelitian*. Yogyakarta
- Tonder, Estelle and Petzer, Johannes. (2018) The Interrelationships Between Relationship Marketing Constructs and Customer Engagement Dimensions.
- Wachid Fz. 2011. *Inilah Konsep Experiential Marketing*, <https://marketing.co.id/inilah-konsep-experiential-marketing/>>
- Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertising among Chinese consumer. *Journal of International Direct Marketing*, 3(1), 52-66.
- Wu, Mei-Ying and Tseng, Li-Hsia. (2015). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1).
- Yap, Bee Wah, Ramayah, T., Nushazelin, Wan, Shahidan, Wan. (2012). Satisfaction and Trust on Customer Loyalty: A PLS Approach. *Business Strategy Series*, 13(4), 154-167.

APPENDICES

Appendix 1 : Respondent's Answer Frequency

Frequency Table

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <21	34	34.0	34.0	34.0
21-30	24	24.0	24.0	58.0
31-40	31	31.0	31.0	89.0
>40	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Jenis Kelamin

	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	

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	



X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	24	24.0	24.0	30.0
	4.00	54	54.0	54.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	27	27.0	27.0	32.0
	4.00	53	53.0	53.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	13	13.0	13.0	16.0
	3.00	27	27.0	27.0	43.0
	4.00	38	38.0	38.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	22	22.0	22.0	25.0
	4.00	51	51.0	51.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X1.5

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





X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	32	32.0	32.0	39.0
	4.00	48	48.0	48.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	26	26.0	26.0	32.0
	4.00	51	51.0	51.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	16	16.0	16.0	17.0
	3.00	29	29.0	29.0	46.0
	4.00	41	41.0	41.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	23	23.0	23.0	27.0
	4.00	55	55.0	55.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	15	15.0	15.0	17.0
	3.00	36	36.0	36.0	53.0
	4.00	34	34.0	34.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	21	21.0	21.0	26.0
	4.00	53	53.0	53.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	17	17.0	17.0	21.0
	4.00	49	49.0	49.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	18	18.0	18.0	21.0
	4.00	66	66.0	66.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	20	20.0	20.0	25.0
	4.00	62	62.0	62.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	17	17.0	17.0	20.0
	4.00	61	61.0	61.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	





X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	8	8.0	8.0	9.0
	3.00	20	20.0	20.0	29.0
	4.00	53	53.0	53.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	9	9.0	9.0	9.0
	3.00	22	22.0	22.0	31.0
	4.00	55	55.0	55.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	23	23.0	23.0	28.0
	4.00	46	46.0	46.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	21	21.0	21.0	26.0
	4.00	47	47.0	47.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	16	16.0	16.0	21.0
	4.00	62	62.0	62.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	26	26.0	26.0	33.0
	4.00	50	50.0	50.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	6	6.0	6.0	7.0
	3.00	20	20.0	20.0	27.0
	4.00	58	58.0	58.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	20	20.0	20.0	27.0
	4.00	53	53.0	53.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X3.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	24	24.0	24.0	27.0
	4.00	54	54.0	54.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

X3.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	23	23.0	23.0	28.0
	4.00	52	52.0	52.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	





Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	15	15.0	15.0	17.0
	4.00	64	64.0	64.0	81.0
	5.00	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	24	24.0	24.0	25.0
	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

		Frequency	Percent	Valid Percent	Cumulative 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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	9	9.0	9.0	14.0
	4.00	61	61.0	61.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	16	16.0	16.0	20.0
	4.00	55	55.0	55.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Y6

		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	

Y7

		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	



Appendix 2: Validity and Reliability Test

Validity Test of Promotion Mix (X1)

Correlations

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

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.861	8

Validity Test of Trust (X2)

Correlations

Correlations

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

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.816	7

Validity Test of Experiential Marketing (X3)

Correlations

		X3
X3.1	Pearson Correlation	.649**
	Sig. (2-tailed)	.000
	N	100
X3.2	Pearson Correlation	.687**
	Sig. (2-tailed)	.000
	N	100
X3.3	Pearson Correlation	.729**
	Sig. (2-tailed)	.000
	N	100
X3.4	Pearson Correlation	.768**
	Sig. (2-tailed)	.000
	N	100
X3.5	Pearson Correlation	.788**
	Sig. (2-tailed)	.000
	N	100
X3.6	Pearson Correlation	.767**
	Sig. (2-tailed)	.000
	N	100
X3.7	Pearson Correlation	.755**
	Sig. (2-tailed)	.000
	N	100
X3.8	Pearson Correlation	.735**
	Sig. (2-tailed)	.000
	N	100
X3.9	Pearson Correlation	.494**
	Sig. (2-tailed)	.000
	N	100
X3.10	Pearson Correlation	.631**
	Sig. (2-tailed)	.000
	N	100

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.885	10

Validity Test of Customer Loyalty (Y)

Correlations

		Y
Y1	Pearson Correlation	.634**
	Sig. (2-tailed)	.000
	N	100
Y2	Pearson Correlation	.590**
	Sig. (2-tailed)	.000
	N	100
Y3	Pearson Correlation	.659**
	Sig. (2-tailed)	.000
	N	100
Y4	Pearson Correlation	.753**
	Sig. (2-tailed)	.000
	N	100
Y5	Pearson Correlation	.765**
	Sig. (2-tailed)	.000
	N	100
Y6	Pearson Correlation	.774**
	Sig. (2-tailed)	.000
	N	100
Y7	Pearson Correlation	.602**
	Sig. (2-tailed)	.000
	N	100

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	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

Appendix 3 : Classical Assumptions

Normality Test

One-Sample Kolmogorov-Smirnov Test

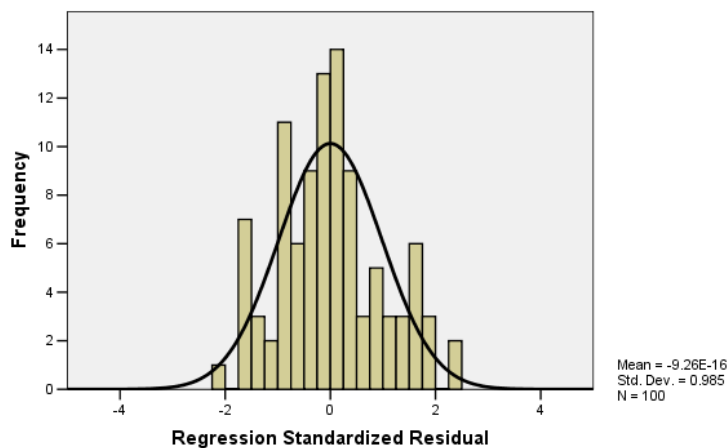
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.12125389
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.048
Kolmogorov-Smirnov Z		.747
Asymp. Sig. (2-tailed)		.631

a. Test distribution is Normal.

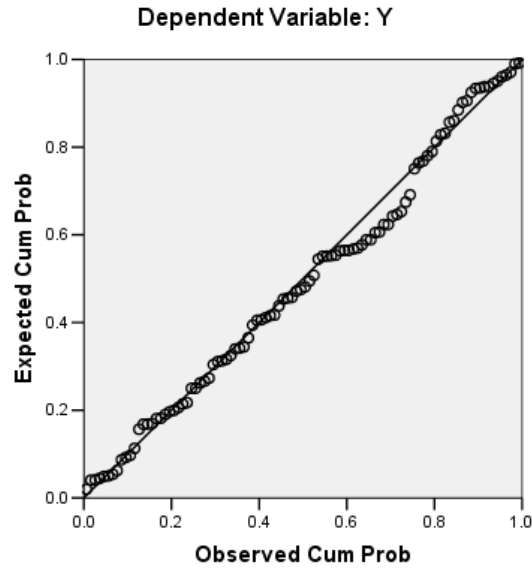
b. Calculated from data.

Histogram

Dependent Variable: Y



Normal P-P Plot of Regression Standardized Residual



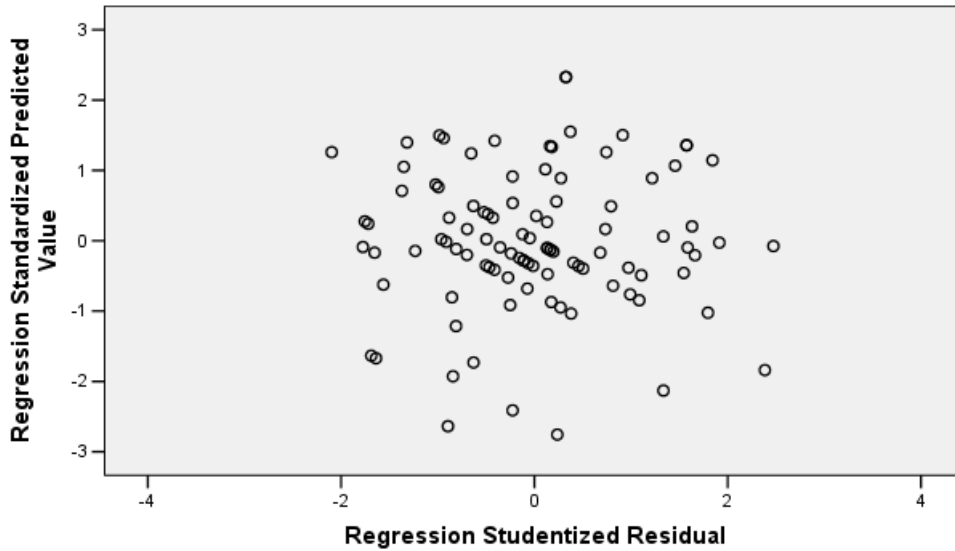
Multicollinearity Test

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

Heterocedasticity Test

Scatterplot

Dependent Variable: Y



Appendix 4 : Data Analysis

Multiple Linear Regression Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
Y	28.0000	3.44656	100
X1	29.9700	4.75130	100
X2	26.9100	3.71754	100
X3	38.5200	5.62728	100



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Correlations

		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^b

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Determination Coefficient (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.788 ^a	.621	.609	2.15414	2.019

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

b. Dependent Variable: Y

F Statistic Test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	730.528	3	243.509	52.477	.000 ^a
	Residual	445.472	96	4.640		
	Total	1176.000	99			

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

b. Dependent Variable: Y

T Statistic Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Appendix 5 : Questionnaire

Description

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

Rating Scale:

1 = Strongly Disagree

4 = Agree

2 = Disagree

5 = Strongly Agree

3 = Neutral

Choose one answer only

1. Apakah Anda Berdomisili di Malang?

Ya

Tidak

2. Usia anda saat ini
 - < 21
 - 21 – 30
 - 31 – 40
 - > 40
3. Apakah Anda mengetahui tentang Aplikasi Blossomzones?
 - Ya
 - Tidak
4. Apakah Anda menggunakan aplikasi tersebut dengan kemauan sendiri?
 - Ya
 - Tidak

IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin:
 - Laki – Laki
 - Perempuan
3. Pendidikan:

PETUNJUK PENGISIAN

Berilah respon terhadap pernyataan dalam table dengan memberikan check (√) pada kolom yang sesuai dengan persepsi anda mengenai pernyataan tersebut, berikut adalah Skala Responden:

- | | | | |
|---------|-----------------------|--------|-----------------|
| 1 = STS | : Sangat Tidak Setuju | 4 = S | : Setuju |
| 2 = TS | : Tidak Setuju | 5 = SS | : Sangat Setuju |
| 3 = N | : Netral | | |



PROMOTION MIX

No	PERNYATAAN	SKALA				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
	ADVERTISING					
1.	Anda sering menjumpai Iklan Blossom Multimedia di media sosial.					
2.	Iklan yang ditampilkan menarik bagi anda.					
	PUBLIC RELATIONS					
3.	Customer Service menjalin hubungan baik dengan para customer.					
4.	Informasi yang diberikan sangat membantu saya dalam melakukan transaksi					
	SALES PROMOTION					
5.	Blossom Multimedia seringkali memberikan promo-promo diskon.					
6.	Promo yang diberikan Blossom Multimedia mempengaruhi saya dalam memilih produk.					
	DIRECT MARKETING					
7.	Promosi Blossom Multimedia di Sosial media mempengaruhi saya untuk memilih Blossom Multimedia.					
8.	Terdapat Hotline untuk menyalurkan keluhan.					

TRUST

No	PERNYATAAN	SKALA				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
	INTEGRITY					
1.	Saya percaya bahwa Blossom Multimedia memberikan informasi yang benar tentang produk.					
2.	Saya percaya bahwa Blossom Multimedia memiliki kompetensi bisnis yang baik.					
3.	Saya percaya bahwa Blossom Multimedia akan selalu menjaga reputasinya.					
	BENEVOLENCE					



4.	Saya percaya bahwa Blossom Multimedia memiliki komitmen untuk mengirimkan produk sesuai dengan pesanan.				
5.	Saya percaya bahwa Blossom Multimedia akan memberikan kepuasan bagi para pelanggan.				
	ABILITY				
6.	Saya percaya bahwa Blossom Multimedia akan memberikan pelayanan terbaik bagi para pelanggan.				
7.	Saya percaya bahwa Blossom Multimedia akan bertanggung jawab apabila terjadi kesalahan dengan pengiriman produk.				

EXPERIENTIAL MARKETING

No	PERNYATAAN	SKALA				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
	SENSE					
1.	Saya tertarik dengan design aplikasi Blossomzones.					
2.	Design aplikasi Blossomzones membuat saya nyaman dalam berbelanja.					
	ACT					
3.	Saya merasa belajar dalam hal teknologi Ketika berbelanja di Blossom Multimedia.					
4.	Promosi yang diberikan membuat saya bahagia berbelanja di Blossom Multimedia.					
	FEEL					
5.	Saya merasa nyaman ketika berbelanja di Blossom Multimedia.					
6.	Saya merasa berbelanja di Blossom Multimedia adalah pilihan yang tepat.					
	THINK					
7.	Blossomzones adalah aplikasi yang mudah digunakan bagi para pelanggan.					
8.	Blossomzones memiliki beragam fitur untuk mempermudah pelanggan dalam menggunakan aplikasi.					
	RELATE					
9.	Blossom Multimedia adalah pilihan yang cocok untuk membeli produk teknologi bagi saya.					

10.	Karyawan Blossom Multimedia sigap dan tanggap apabila ada masalah dalam pemesanan produk.				
-----	---	--	--	--	--

CUSTOMER LOYALTY

No	PERNYATAAN	SKALA				
		STS (1)	TS (2)	N (3)	S (4)	SS (5)
	REPEAT PURCHASE					
1.	Saya akan berbelanja lagi di Blossom Multimedia.					
2.	Saya akan menggunakan aplikasi Blossomzones lagi di kemudian hari.					
3.	Saya akan Berbelanja lagi di Blossom Multimedia karena Metode pembayaran yang diberikan sangat mempermudah transaksi.					
	REFERRALS					
4.	Saya akan mengajak orang di sekitar saya untuk berbelanja di Blossom Multimedia.					
5.	Saya akan menyarankan Blossom Multimedia kepada orang di sekitar saya yang ingin membeli produk komputer.					
	RETENTION					
6.	Blossom Multimedia merupakan pilihan pertama saya ketika ingin membeli perangkat komputer.					
7.	Saya tidak tertarik untuk membeli perangkat komputer dari toko lainnya					

JOURNAL APPROVAL PAGE

Entitled:

**THE INFLUENCE OF PROMOTION MIX, TRUST, AND
EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF
AN ONLINE STORE
(A Study on the Customers of Blossom Multimedia in Malang)**

Written by:

Name : Alexius Christian Setiawan
NIM : 165020207141018
Faculty : Economics and Business
Department : Management
Study Program: Management

This journal article has been made for requirement of Minor Thesis Examination that certified and has been examined by the Board of Examiners on May 27th, 2021.

Malang, June 21st 2021
Supervisor,



Drs.Sunaryo, M.Si,
Ph.D,CMA
NIP 195802231984031003



APPROVAL PAGE

Minor Thesis entitled:

**THE INFLUENCE OF PROMOTION MIX, TRUST, AND
EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF
AN ONLINE STORE
(A Study on the Customers of Blossom Multimedia in Malang)**

Written by:

Name : Alexius Christian

Student's Number : 165020207141018

Faculty : Economics and Business

Department : International Undergraduate Program in

Management

Concentration : Marketing

Has been examined by the Board of Examiners on May 27th, 2021 and certified as the requirement for the degree Bachelor in Economics.

1. Drs.Sunaryo, M.Si, Ph.D,CMA

NIP. 195802231984031003

(Supervisor)

2. Ananto Basuki, SE, MM., CMA.

NIP. 195811051986011001

(First Examiner)

3. Radityo Putro Handrito, SE., MM.

NIP. 2012018509031001

(Second Examiner)

Malang, June 21th 2021

Acknowledge by

Head of Undergraduate Program In

Management

Dr. Dra. Nur Khusniyah Indrawati, M.Si

NIP.196306221988022001



STATEMENT OF ORIGINALITY

I, undersigned,

Name : Alexius Christian Setiawan

Student ID : 165020207141018

Faculty : Economics and Business

Department : International Undergraduate Program in

Management

Study Program : Management

Major : Marketing

Hereby certify minor thesis entitled:

THE EFFECT OF PROMOTIONAL MIX, TRUST, AND EXPERIENTIAL MARKETING TOWARDS CUSTOMER LOYALTY OF AN ONLINE STORE

(A study on Customers of Blossom Multimedia in Malang)

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 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.

Malang, April 15, 2021

The Author,

Alexius Christian Setiawan

NIM. 165020207141018

