

Experiential Marketing and Electronic Word of Mouth on Consumer Loyalty Through Consumer Satisfaction at Jember Mini Zoo Tourist Attraction

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Experiential Marketing and Electronic Word of Mouth on Consumer Loyalty Through Consumer Satisfaction at Jember Mini Zoo Tourist Attraction

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Abstract: The purpose of this study was to determine the role of satisfaction in mediating the influence of experiential marketing and electronic word of mouth on consumer loyalty through consumer satisfaction at the Jember Mini Zoo tourist attraction. This study is explanatory research. The population in this study were visitors to the Jember Mini Zoo tourist attraction. The method used in this study was purposive sampling. The age of respondents in this study was at least 18 years old with the consideration that this age can make wise decisions. Respondents were visitors to the Jember Mini Zoo tourist attraction at least 2 times. The sample size in this study was $14 \times 10 = 140$ respondents. The data analysis method used Structural Equation Modeling (SEM) with the Amos application. The results showed that Experiential marketing on satisfaction showed a significant positive effect. Electronic word of mouth on Satisfaction showed a significant positive effect. Experiential marketing on consumer loyalty showed a significant positive effect. Electronic word of mouth on consumer loyalty showed a significant positive effect. Consumer satisfaction on consumer loyalty showed a significant positive effect. Experiential marketing on consumer loyalty through consumer satisfaction showed a significant positive effect. Electronic word of mouth on consumer loyalty through consumer satisfaction shows a significant positive influence.

Keywords: Experiential Marketing, Electronic Word Of Mouth, Consumer Loyalty, Consumer Satisfaction

1. INTRODUCTION

During the *lockdown* to stop the spread of the coronavirus disease 2019 (Covid-19), there has been a drastic decline in the number of tourists to Indonesia. According to the National Statistics Center (BPS), it is estimated that domestic tourists have decreased significantly from 711.16 million trips in 2019 to 518.59 million trips in 2020, down 28.2% (Katadata.co.id, 2021). Research by Koranti *et al.* (2018) stated that a fairly long *lockdown* certainly makes people feel bored and stressed, so that people need entertainment facilities. Research by Tastri *et al.* (2020) stated that the way for humans to overcome boredom is by doing tourism activities. Nature tourism such as *wildlife* offers a real and captivating experience for tourists who want to refresh their minds and feel free from boredom, while providing exciting learning opportunities and helping to protect the endangered flora and fauna environment according to Higginbottom (2004). East Java is a province in Indonesia that has a lot of natural beauty, cultural heritage, and diverse traditions, which offer great potential for the development of the tourism industry according to Shantika *et al.* (2018). East Java Province has a variety of popular and interesting natural tourist attractions to visit according to Hartini *et al.* (2020). Jember Regency in East Java has a lot of educational-based natural potential, as well as cultural and historical sites according to Kurniawan *et al.*

(2021). One of the interesting educational-based natural tourist attractions is the Jember Mini Zoo which was established on May 15, 2021 in Jember Regency, East Java Province .

Table 1. Number of Visitors to Jember Mini Zoo Tourist Attraction in 2023

No	Bulan	Visitors
1	Juli	7746
2	Agustus	4754
3	September	4792
4	Oktober	5684
5	November	5736
6	Desember	13106

Source: Jember Mini Zoo Tourist Attraction Visitor Data 2023

Based on Table 1. presents data on the number of visitors to the Jember Mini Zoo Tourist Attraction from July to December 2023. The visitor data illustrates the high interest and enthusiasm of the public towards the Jember Mini Zoo Tourist Attraction which has a popular destination attraction and is in demand by many people, however there are significant fluctuations in the number of visitors during the period, reflecting the challenges and opportunities in maintaining the Jember Mini Zoo tourist attraction. Consumer behavior analysis can also help in understanding visitor preferences for the Jember Mini Zoo tourist attraction, by understanding the needs and desires of consumers Jember Mini Zoo can develop a more interesting and satisfying tourism experience for consumers. According to Kotler & Keller (2016:27) consumer behavior is the way individuals, groups, or organizations choose to use and enjoy products/services to meet consumer needs and desires. Consumer behavior plays an important role in reacting to marketing experiences or *experiential marketing* , when *experiential marketing* succeeds in providing a positive and memorable experience, thus forming a strong relationship between consumer satisfaction and consumer loyalty.

According to Smilansky (2009:5) *experiential marketing is defined* as the activity of identifying and satisfying consumer needs using two-way interactive communication to bring the brand's unique personality to life and provide added value to consumers so as to increase consumer satisfaction levels. Research by Soliha *et al.* (2021), Heryanto *et al.* (2021) and Yulisetiari *et al.* (2020), shows that *experiential marketing* has a significant effect on consumer satisfaction. Research by Intania *et al.* (2022), Andalas & Kartika (2021) and Nurkariani *et al.* (2021) shows that *experiential marketing* has a significant effect on consumer loyalty.

Visitors who come to tourist attractions can rely on information shared by others ⁴ *online*, thus giving rise to a new term called *electronic word of mouth (e-wom)*. Kotler and Keller (2016:135) define ⁵ *electronic word of mouth (e-wom)* as *informal communication on the internet* where *consumers* share information ¹⁷ and experiences about products or services including social media and review sites. *Electronic word of mouth* also has an important role in influencing consumer satisfaction . *Online* reviews and recommendations are the main factors that consumers consider when making decisions in forming perceptions and levels of satisfaction with the products or services provided. but there is *research* research gap on the influence of e-wom on consumer satisfaction. Research by Dewi & Johannes (2021) and Rani & Shivaprasad (2021) shows that *e-wom* does not have a significant effect on consumer satisfaction, indicating that *e-wom* is an influential factor, its impact is not always directly related to increasing consumer satisfaction. On the other hand, research by Law *et al.* (2024), Damayanti & Wasino *et al.* (2023) and Yulisetiari *et al.* (2022) shows that *electronic word of mouth* has a significant influence on consumer satisfaction, through *e-wom* positive consumer experiences can quickly spread and build consumer loyalty. Research by Rafii & Sunaryo (2022), Suhud *et al.* (2021), Hendrata *et al.* (2021) and Lee *et al.* (2021) shows that *electronic word of mouth* has a significant positive influence on consumer loyalty through consumer satisfaction. Positive *electronic word of mouth can increase consumer satisfaction and loyalty, because reviews and recommendations from other customers help build trust and confidence in a company's products or services. Consumer satisfaction is the extent to which a product/service meets consumer expectations according to Kotler and Keller (2016:33). Research by Yulisetiari *et al.* (2024), Yulisetiari *et al.* (2023), Hamidi *et al.* (2022), Yulisetiari *et al.* (2021), and Surya *et al.* (2020) show ¹⁸ that consumer satisfaction has a significant effect on consumer loyalty. The results of this study indicate that when consumers are satisfied with the experience of using a product or service, consumers tend to be more loyal to the company. ⁷ According to Kotler & Keller (2016:164), loyalty is a strongly held commitment to buy again or subscribe to a particular product/service in the future even though there are influences of situations and marketing efforts that have the potential to cause behavioral shifts. Consumers remain consistent and are not affected by market changes, but true loyalty is only formed after customers make a purchase. Yulisetiari & Mawarni's (2021) research found that consumer satisfaction has an effect on consumer loyalty. It is hoped that the Jember Mini Zoo tourist attraction can provide satisfaction and increase consumer loyalty. Research by Law *et al.* (2024), Damayanti & Wasino *et al.* (2023) and Yulisetiari *et al.**

(2022) shows that *electronic word of mouth* has a significant positive effect on consumer satisfaction. Other studies according to Dewi & Johannes (2021) and Rani & Shivaprasad (2021) show that *e-wom* does not have a significant effect on consumer satisfaction. Based on this research, there is a research gap *between* *electronic word of mouth* and consumer satisfaction, so further research is needed. *Electronic word of mouth* with consumer satisfaction at the Jember Mini Zoo tourist attraction. Another interesting phenomenon is the number of visitors to the Jember Mini Zoo tourist attraction which fluctuates every month as in the data in Table 1.1 from July to December 2023.

2. LITERATURE REVIEW

Experiential Marketing

Experiential marketing is a marketing strategy that creates memorable experiences for consumers to build loyalty and positive relationships with products or services according to Gomez & Yague (2021). According to Shmitt & Zarantonello (2013: 26) experiential marketing is a marketing activity to provide information to consumers because of the experience that leaves a mark on the hearts of consumers by analyzing consumer behavior through indicators of stimulus of the five senses (*sense*), feelings (*feel*), thoughts (*think*), creative thinking processes (*act*), and cultural relationships (*relate*).

Electronic Word Of Mouth

Kotler and Keller (2016:135) define *electronic word of mouth (e-wom)* as *informal communication on the internet* where *consumers* share information and experiences about products or services including social media and review sites, this shows that *e-wom* has an influence on consumer behavior before consumers can influence consumer behavior before deciding to buy a product or service. According to Hendrata *et al.* (2021) *electronic word of mouth* is information spread by consumers through digital platforms such as social media, which can influence consumer perceptions, purchasing decisions, trust, satisfaction and loyalty towards certain products or services. According to Nasirudin *et al.* (2018), *electronic word of mouth* is a positive or negative statement from consumers about a company's products or services that can be accessed online , which plays a role in shaping the level of consumer satisfaction with products or services. Research by Nasirudin *et al.* (2018) states that the indicators of *electronic word of mouth* are *customers do the talking, customers do promotion, customers do selling*.

Customer Satisfaction

Consumer satisfaction occurs when consumers feel happy or disappointed after comparing a product or service with their expectations according to Kotler & Keller (2016 : 138) . According to Tjiptono (2016: 146) defines consumer satisfaction as a feeling obtained from comparing expectations with reality, which creates loyalty and word-of-mouth communication that benefits the business. According to Yulisetiarni & Mawarni (2021) Consumer satisfaction is the main goal of the company and needs to be considered in responding to the products or services offered. High satisfaction benefits the company by encouraging consumers to return to use the product or service , conversely low satisfaction can result in loss of customers. Tjipno (2012 :177) states that the indicators of consumer satisfaction are conformity with expectations , ease of obtaining , and sensation after use .

Consumer Loyalty

Consumer loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future despite the influence of situations and marketing efforts that cause customers to switch (Kotler, 2016:138). Loyalty is a customer's commitment to a product or service that encourages consumers to make repeat purchases and remain consistent regardless of market changes, but true loyalty is only formed after a customer makes a purchase. According to Babin (2005:5), the concept of loyalty emphasizes behavior rather than attitude, where loyal consumers will show consistent purchasing patterns over time based on positive responses to products or services. Research by Yulisetiarni & Mawarni (2021) explains that the ultimate goal of a company is to build strong relationships and loyalty with consumers. The following are indicators of consumer loyalty according to Kotler & Keller (2016:53), namely *say positive things about the company* , *recommending the company to someone who seeks advice* , *continue purchasing*

3. RESEARCH METHODS

The population in this study were visitors to the Jember Mini Zoo tourist attraction. The sampling method in this study used *non-probability sampling* with *purposive sampling technique* , with the criteria of respondents aged at least 18 years who had visited the Jember Mini Zoo tourist attraction at least twice. Data collection was obtained by distributing questionnaires offline . The analysis method in this study used *the Structural Equation Modeling (SEM)* method . The sample used was 140 respondents.

4. RESULTS AND DISCUSSION

Structural Equation Model (SEM) Analysis

The results of testing the influence of experiential marketing (X1) and electronic word of mouth (X2) on consumer loyalty (Y2) through consumer satisfaction (Y1) with the AMOS program provide SEM model results as in Figure 1 below.

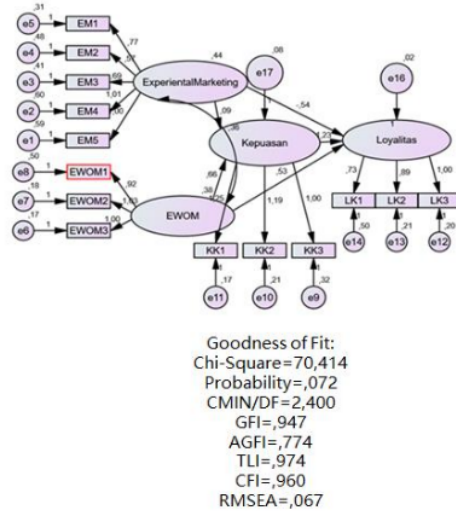


Figure 1. SEM Analysis Results

Table 2. SEM Suitability Index

Criteria	Cut Off Value	Test Results	Information
Chi-Square	Expected to be smaller than X^2 on df 71 which is 91.67024	70,414	Good
Sig. Probability	> 0.05	0.072	Good
RMSEA	< 0.08	0.067	Good
GFI	> 0.90	0.947	Good
AGFI	> 0.90	0.774	Marginal
CMIN/DF	< 2 Or 3	2,400	Good
TLI	> 0.90	0.974	Good
CFI	> 0.90	0.929	Good

Based on Table 2, it can be seen that of the eight criteria, one of the criteria is in the marginal category and seven criteria are met so that the model is still acceptable. This is in accordance with the opinion of Solimun (2006) who stated that based on the *parsimony rule* if most of the model fit criteria are met then the model is declared fit. From the various

model suitability indices, it can be concluded that the proposed modified model is fit or has a fairly good suitability.

Sobel Test

The Sobel test was conducted to determine the relationship between the independent variables of *experiential marketing* (X1) and *electronic word of mouth* (X2) with the *intervening variable* of consumer satisfaction (Y1) on the dependent variable of consumer loyalty (Y2). The test provisions are that if the Z value is more than 1.96, it can be interpreted that the intervening variable is able to increase the relationship between the independent variable and the dependent variable. The results of the Sobel test are presented as follows.

Table 3. Sobel Test Results

Model	a	b	Sa	Sb	Sobel Test	
					Sig	Z count
X ₁ – Y ₁ – Y ₂	0.294	0.531	0.096	0.064	0.004	2,873
X ₂ – Y ₁ – Y ₂	0.361	0.531	0.088	0.064	0,000	3,677

Based on Table 3, the results of the Sobel test show the following results.

- a. The results of testing the influence of *experiential marketing* (X1) on consumer loyalty (Y2) through consumer satisfaction (Y1) show a calculated Z of 2.873 which is greater than 1.96 and a significance value of 0.004 which is smaller than the specified significance level of 0.05 so that it can be interpreted that consumer satisfaction (Y1) is able to mediate the influence of *experiential marketing* (X1) on consumer loyalty (Y2) at the Jember Mini Zoo tourist attraction.
- b. The results of testing the influence of *electronic word of mouth* (X2) on consumer loyalty (Y2) through consumer satisfaction (Y1) show a calculated Z of 3.677 which is greater than 1.96 and a significance value of 0.000 which is smaller than the specified significance level of 0.05 so that it can be interpreted that consumer satisfaction (Y1) is able to mediate the influence of *electronic word of mouth* (X2) on consumer loyalty (Y2) at the Jember Mini Zoo tourist attraction.

5. DISCUSSION

The results of the study show that *experiential marketing* has an effect on consumer satisfaction, as evidenced by the coefficient value with a positive direction of 0.294 with a CR of 2.933 and a probability (p) with a significance level of 0.05, which is 0.005, which means that *experiential marketing* has a significant positive effect on consumer satisfaction

at the Jember Mini Zoo tourist attraction. These results are in line with previous studies conducted by Soliha *et al.* (2021), Heryanto *et al.* (2021) and Yulisetiari *et al.* (2020) showed that *experiential marketing* has a significant effect on consumer satisfaction. The results of the study showed that *electronic word of mouth* has an effect on consumer satisfaction as evidenced by the coefficient value with a positive direction of 0.361 with a CR of 2.243 and a probability (p) with a significance level of 0.05, which is 0.007, which means that *electronic word of mouth* has a significant positive effect on consumer satisfaction at the Jember Mini Zoo tourist attraction, these results are in line with previous research conducted by Law *et al.* (2024) and Damayanti & Wasino (2023) showing that *electronic word of mouth* has a significant positive effect on consumer satisfaction, the results of the study show that *experiential marketing* has an effect on consumer loyalty as evidenced by the coefficient value with a positive direction of 0.341 with a CR of 2.535 and a probability (p) with a significance level of 0.05, which is 0.013, which means that *experiential marketing* has a significant positive effect on consumer loyalty at the Jember Mini Zoo tourist attraction, which shows that the better *the experiential marketing*, the more consumer loyalty at the Jember Mini Zoo tourist attraction will increase, these results are in line with previous research conducted by Intania *et al.* (2022), Andalas & Kartika (2021) and Nurkariani *et al.* (2021) showed that *experiential marketing* has a significant effect on consumer loyalty. The results of the study showed that *electronic word of mouth* has an effect on consumer loyalty as evidenced by the coefficient value with a positive direction of 0.333 with a CR of 2.472 and a probability (p) with a significance level of 0.05, which is 0.002, which means that *electronic word of mouth* has a significant positive effect on consumer loyalty at the Jember Mini Zoo tourist attraction, which shows that the better *the electronic word of mouth*, the consumer loyalty of the Jember Mini Zoo tourist attraction will increase. These results are in line with previous studies conducted by Yulisetiari *et al.* (2024), Rafii & Sunaryo (2022) and Suhud *et al.* (2021) showed that *electronic word of mouth* has a significant positive effect on consumer loyalty. The results of the study show that consumer satisfaction has an effect on consumer loyalty as evidenced by the coefficient value with a positive direction of 0.531 with a CR of 2.670 and a probability (p) with a significance level of 0.05, which is 0.000, which means that consumer satisfaction has a significant positive effect on consumer loyalty at the Jember Mini Zoo tourist attraction, these results are in line with previous studies conducted by Yulisetiari *et al.* (2024), Yulisetiari *et al.* (2023) and Yulisetiari *et al.* (2021), Surya *et al.* (2020) showed that customer satisfaction has a direct effect on consumer loyalty. The results of the study show

that *experiential marketing* has an effect on consumer loyalty through consumer satisfaction as indicated by the results of the Sobel test which shows a calculated z value greater than the absolute z ($2.873 > 1.96$) and a significance value smaller than the specified significance level ($0.004 < 0.05$). In addition, the calculation results of the direct influence of *experiential marketing variables* on consumer loyalty are 0.341 which has increased with the presence of consumer satisfaction variables on the total influence of 0.665. This shows that consumer satisfaction can increase the influence between *experiential marketing* on consumer loyalty, these results are in line with previous research conducted by H amidi *et al.* (2022), Lee *et al.* (2021) and Surya *et al.* (2020) showed that *experiential marketing* influences consumer loyalty through consumer satisfaction. The results of the study show that *electronic word of mouth* has an effect on consumer loyalty through consumer satisfaction as indicated by the results of the Sobel test which shows a calculated z value greater than the absolute z ($3.677 > 1.96$) and a significance value smaller than the specified significance level ($0.000 < 0.05$). In addition, the results of the calculation of the direct influence of the *electronic word of mouth variable* on consumer loyalty are 0.333 which has increased with the presence of the consumer satisfaction variable on the total influence of 0.764. This shows that consumer satisfaction can increase the influence between *electronic word of mouth* on consumer loyalty, these results are in line with previous research conducted by Hendrata *et al.* (2021), Ha san *et al.* (2020) shows that *electronic word of mouth* has a significant positive influence on consumer satisfaction and loyalty .

6. CONCLUSION

Experiential marketing has a significant effect on consumer satisfaction at the Jember Mini Zoo tourist attraction . Electronic word of mouth has a significant effect on consumer satisfaction at the Jember Mini Zoo tourist attraction. Experiential marketing has a significant effect on consumer loyalty at the Jember Mini Zoo tourist attraction . Electronic word of mouth has a significant effect on consumer loyalty at the Jember Mini Zoo tourist attraction . Consumer satisfaction has a significant effect on consumer loyalty at the Jember Mini Zoo tourist attraction . Experiential marketing has a significant effect on consumer loyalty through consumer satisfaction at the Jember Mini Zoo tourist attraction . Electronic word of mouth has a significant effect on consumer loyalty through consumer satisfaction at the Jember Mini Zoo tourist attraction . This study can be an important reference for knowledge And formulate marketing strategies for the role of consumer satisfaction, experiential marketing , electronic word of mouth and consumer loyalty.

Implications

a. Theoretical Implications

The importance of *experiential marketing* and *electronic word of mouth* very noticeable in increasing consumer loyalty and consumer satisfaction of the Jember Mini Zoo tourist attraction . According to Shmitt & Zarantonello (2013: 26) *experiential marketing* is a marketing activity to provide information to consumers because of the experience that leaves a mark on the hearts of consumers by analyzing consumer behavior through sensory stimuli (*sense*) , feelings (*feel*), thoughts (*think*), creative thinking processes (*act*), and cultural relationships (*relate*). According to Kotler and Keller (2016: 135) *electronic word of mouth (e-wom)* is *informal communication on the internet* where *consumers* share information *and* experiences about products or services including social media and review sites, this shows that *e-wom* has an influence on consumer behavior before consumers can influence consumer behavior before deciding to buy a product or service. According to Kotler & Keller (2016 : 138) consumer satisfaction occurs when consumers feel happy or disappointed after comparing a product or service with their expectations . According to Kotler (2016: 138) *Consumer loyalty is a deeply held commitment to re-buy or re-patronize a preferred product or service in the future despite situational influences and marketing efforts* that cause customers to switch.

b. Practical Implications

This study contributes to the development of Jember Mini Zoo by considering the characteristics of visitors based on gender, age , profession, and domicile. The results of the study indicate that the majority of visitors to Jember Mini Zoo are women, with an age range of 26-33 years, some are self-employed, students and domiciled in Jember with the frequency of their visits to Jember Mini Zoo ranging from 2-3 times.

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