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A Study on the Factors Influencing Behavioral Intention on Fancy Restaurant's Customers

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Abstract:

This study was intended to analyze the direct and indirect relationships between experiential marketing, behavioral intentions, perceived value, and visitor satisfaction of Latar Ijen Restaurant & Coffeeshop in Malang. A total of 150 respondents were involved in this study to be analyzed using non-probability sampling technique. Moreover, samples were selected by means of purposive sampling. Data were obtained through questionnaires and were analyzed by utilizing Smart PLS 3.0. Respondents of this study should be over 18 years old and had to be consumers of Latar Ijen Restaurant & Coffeeshop. The results showed that experiential marketing provided a significant positive effect on behavioral intentions. In addition, satisfaction and perceived value were also capable of significantly mediating experiential marketing with behavioral intentions. Further study is highly expected to add study objects and other study variables to provide more representative results.

Keywords: *Experiential marketing, behavioral intentions, perceived value, and satisfaction*

1. Introduction

The food and beverage industry in Indonesia is continuously growing from year to year, and is still likely to have a big growth potential. This industry is projected to remain one of the leading sectors as a support for manufacturing growth and the national economy in 2018 (Akbar, 2017). Referring to the Minister of Industry in the Advanced Indonesia Cabinet, Airlangga Hartarto stated that the food and beverage industry contributes a key role in the development of the industrial sector, specifically to the Gross Domestic Product (GDP) as the largest sub-sector in 2017, with a contribution of 34.42 percent (Finance, 2017). In order to maintain high growth in the sector, the Minister of Industry continues to encourage national food and beverage industry players to be actively engaged in domestic markets, because of the high potential to become a very promising market share (Hartarto, 2017).

Malang is well-known as the City of Education with a large number of universities and schools. In 2018, there were at least 22,687 new students who attended educational institutions in Malang (Safitri, 2018). Besides being labeled as a City of Education, Malang is also regarded as a City of Tourism. This city has an abundance of charming natural tourism surrounded by mountains with cool air, thus many tourists are likely to make return visits to Malang. Malang's good reputation and its stable economic growth indicate that Malang has great potential for business growth in the food or culinary sector.

Food is not merely a perception of taste in the mouth and stomach. Most of all consumers have their own standards of taste, price, service, experience, atmosphere, to restaurant decoration. High prices should definitely be balanced with quality raw materials, high-end plating of food, and good taste, thus creating consumer satisfaction for the high prices offered. Malang, which is well-known as a City of Student, can still be an area with great opportunity for business people to open high-end restaurants. Various food and beverage industries have been widely sheltered in Malang, particularly Melati Restaurant, Taman Indie Restaurant, and Inggil Museum Restaurant. These food and beverage industries dominantly serve Indonesian specialties and restaurant concepts with solid Javanese traditions. The price of food offered is around 40,000-70,000 rupiah per portion.

In addition to upper-middle-class restaurants with regional concepts, Malang culinary is also well dominated by modern-themed restaurants that are also pursuing segments for the upper-middle class such as Djati Lounge, Javanine, Oura, and Latar Ijen. However, Latar Ijen is the only restaurant known as a Handcrafted Culinary Restaurant, where restaurant products are processed or obtained directly by themselves, and every element served is made by the restaurant's chef, without using any frozen food. This indicates that all ingredients are definitely fresh and immediately processed. Latar Ijen which is located in the center of Malang, namely Jalan Besar Ijen 79, was initially operating on December 15, 2019. The main owner of Latar Ijen is Paulus Oliver Y. and the other owner and Head Chef of Latar Ijen is Hafiz Sofian A. Latar Ijen is referred to as a semi-fine dining restaurant, which is expected to be capable of providing the

best quality and presentation in the style of an upscale chef without intimidation, and still giving the impression of being intimate and comfortable.

In addition, Latar Ijen has an eye-catching restaurant building that carries the colonial design concept: European, Moroccan, and American. Latar Ijen offers luxurious foods with modern fashion, western to the archipelago, and Asian themed. The prices of food and drinks in this restaurant are quite expensive. Thus, Latar Ijen segmentation is provided for the upper-middle-class. Latar Ijen also has the Sivaraja's Secret Garden with a café concept located on the rooftop of the Latar Ijen restaurant. One of the owners, Hafiz, said that the idea of making a café with a casual concept and a coffee shop menu is very different from a restaurant, because the restaurant team has a high intention to expand the market from families to young people. Latar Ijen is also managed by the owner who has been certified as an International Q Grader, someone who is responsible for conducting research on the taste of coffee named Sivaraja. Hafiz added that Latar Ijen had been used as a reference restaurant for Malang entrepreneurs, because it was successfully developed as a restaurant with complete and detailed health protocols by the Malang Government. In November 2020, Latar Ijen launched the first new innovation in Malang, namely Rama, an exclusive room provided for consumers with the concept of fine dining, live music and dance performances. Rama is only opened on certain dates determined by Latar Ijen. Moreover, consumers are able to make reservations to enjoy the luxury of Rama.

The Covid-19 pandemic has affected Latar Ijen Restaurant. In general, a newly opened business must aggressively carry out the right marketing strategy to introduce its business. Meanwhile, Latar Ijen had to temporarily close their business due to demands by the government to suppress the Covid-19 chain. Latar Ijen tends to be faced with the difficulty of making a profit at the beginning of the pandemic, because fine-dining restaurants are likely to be difficult to become well-known in the online market and take away services. Besides having to deal with the pandemic, Latar Ijen is also required to survive in Malang, which is already known as a City of Student. Generally, school and university students are more interested in cheap culinary delights according to their budget, while Latar Ijen is designed as a luxury restaurant that provides expensive food and drinks with premium quality. In order to survive in this Student City, Latar Ijen should continue to be capable of obtaining customer experience, satisfaction, and positive ratings, thereby creating customer loyalty to repurchase and to distribute positive information related to Latar Ijen.

Positive information that is transmitted from one person to another, consists of two ways, specifically direct transmission in the form of verbal or WOM (word of mouth) and through electronic media or e-WOM such as online discussion forums, online bulletin boards, blogs, and social network websites or social media (Goldsmith, 2006). Holbrook and Hirschman (1982) in Lee and Chang's (2012) study stated that consumers are currently buying products not only to fulfill their desires or just to use the product, but also to enjoy an experience, although several studies submitted that experiential marketing provide a significant relationship to behavioral intention. In addition, the results of previous studies regarding the effect of experiential marketing on behavioral intention tend to be different.

Lin et al. (2009) considered that experiential marketing is incapable of providing behavioral intentions to customers, without a liaison in the form of antecedents, mediation, and consequences. Moreover, a study conducted by Chao (2015) reported that there was no significant effect between experiential marketing and behavioral intentions, which indicates that experiential marketing may be utilized to build behavioral intentions by considering the important role of mediating variables. These two studies have shown that not all experiential marketing can be implemented accordingly, and are able to provide behavioral intentions. According to the researchers, the inconsistency of the results of previous studies is considered an interesting issue to be involved in the present study by adding other variables to fill the gap. Other variables that can be used in the study consist of variables that are considered capable of better explaining the relationship of the effect of experiential marketing on behavioral intention. Study conducted by Chandra and Subagio (2013) stated that experiential marketing is the fulfillment of customer needs and desires. Furthermore, the accuracy of its delivery is able to match customer expectations, thus the company is demanded to identify customer expectations. Experiential Marketing is defined as a way for providing consumers with direct experience, and a means of fulfilling the needs and desires of consumers for obtaining value. In this matter, consumers are prior to identify and perceive whether the costs incurred for time, effort, and psychology are proportional to the benefits obtained.

In addition to the customer satisfaction variable, Wu, Li and Li (2016) revealed that several studies (Wang and Wang, 2013; Wang, 2012; Zeithaml, 1988) considered the perceived value as a consideration to be one of the key components, which is able to influence behavioral intentions in the medical tourism literature. Ha and Jung's study (2010) reported that perceived value plays an important role in consumer purchasing decisions, where behavioral intentions are regarded as a consequence of perceived value. When consumers value their experiences highly, they tend to express positive behavioral intentions. Referring to the explanation of the phenomena and problems above, the researchers were intended to study the role of satisfaction and perceived value as mediating effects of experiential marketing on behavioral intention, which was carried out at one of the semi-fine-dining restaurants in Malang, specifically Latar Ijen Restaurant & Coffeeshop.

2. Literature Review

2.1. Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) is commonly known as the development of Theory of Reasoned Action (TRA) proposed by Ajzen (Lee and Kotler, 2011). TPB assumes that humans behave by evaluating the available information and explicitly or implicitly considering the consequences of their actions (Ajzen, 2005). According to Lee and Kotler (2011), individuals intend to have the possibility of adopting a particular behavior if they have a positive attitude towards it. Subsequently, their behavior will likely be accepted or rejected by social pressure from the community around them as a

result of the behavior, and finally they believe in their self-assessment ability that the behavior can be carried out properly. The three dimensions that determine intentions and behaviors consist of Attitude Toward Behavior (Attitudes towards behavior are determined by beliefs about the consequences of a behavior and evaluation of the results), Subjective Norm (Belief in other people's normative expectations, and motivation to meet these expectations), and Perceived Behavioral Control (each individual's perception of the ease or difficulty of realizing a certain behavior and the perception of how strong the factors that support and hinder the individual's behavior) (Ajzen, 2005). These three dimensions are believed to be capable of creating behavioral interest and performing behavior.

2.2. Behavioral Intention

Most of the promotional strategies are used to increase or retain consumers to purchase the products or services offered. According to Mowen (2002), behavioral intention is defined as the consumer's desire to behave in a certain way in order to have, to dispose, and to use a product or service. Thus, consumers are able to seek information, share their experiences with others, buy or leave the products or services they have received. Meanwhile, according to Schiffman et al. (2008), behavioral intention may determine the possibility of consumers to perform certain actions in the future.

Behavioral intention is also defined as the possibility of customers to perform a certain behavior, specifically making positive word of mouth about a product or service provider to others, having repurchase intentions and loyalty to the product or service provider (Saha and Theingi, 2009). Positive behavioral intention will provide benefits to the company, particularly creating consumer loyalty to the products or services being traded.

Based on the definition of behavioral intention according to experts, it can be concluded that the dimensions of behavioral intention consist of: 1) Loyalty (consumers consider the brand as the main choice) 2) Repurchase (consumers repurchase products to obtain benefits from the products or services received) 3) Word of mouth (information transmitted from one person to another verbally, either face to face or talking over the phone (Mothersbaugh and Hawkins, 2016).

2.3. Experiential Marketing

Kartajaya (2004) stated that experiential marketing is a marketing concept that aims to create customer loyalty by influencing customer emotions to create positive experiences and provide a positive feeling towards products and services. This experiential marketing approach is considered unique in the process of marketing a product or service, because it integrates elements of emotion, logic, and general thought processes to connect consumers. Having regard to the real experience, experiential marketing will accordingly increase sales and brand image or brand awareness.

Two-way communication and interactive engagement are considered the key to creating memorable experiences that encourage word of mouth, stimulate consumers to become brand enthusiasts and develop customer loyalty over a brand. It can be regarded that experiential marketing may be used to replace the traditional marketing approach, namely the 4P (product, price, place, and promotion), which are only based on benefits and features. Schmitt (1999) also suggested that the concept of experiential marketing can be analyzed through two approaches, namely Experiential Providers (Expros) and Strategic Experiential Modules (SEMs). Expros has been known as a tactical tool for implementing experiential marketing, which consists of: Communication, Visual/verbal identity, Product presentation, Co branding, Spatial Environments, Web site, People (Staff/employees).

Experiential Providers (ExPros) is referred to as equipment used to deliver Strategic Experiential Modules (SEMs). SEMs are able to describe five types of customer experiences, which play an important role as the basis of experiential marketing, namely: Sense, Feel, Think, Act and Relate.

2.4. Perceived Value

Perceived value is a consumer's overall assessment of the benefits of the product in accordance with what consumers receive and what the seller provides (Lai, 2004). In order to obtain good perceived value, marketers should strive to identify the desires, needs, and demands of the target market. A desire and need will lead to a demand for the product, if it is supported by the ability to make a purchase. Value also shows the tradeoff between the components provided to consumers and those obtained by consumers. Moreover, perceived value is regarded as the difference between the total value of consumers and the total cost of consumers (Lin, 2003).

According to Payne and Holt (2001), customer perceived value is defined as a tradeoff between perceived benefits and perceived sacrifices (or positive and negative consequences). Consumer perceptions of durable products or services can be assessed by using the PERVAL (Perceived Value) model scale. This scale was developed based on the context of retail buying situations to determine consumption values that lead to buying attitudes and behavior. According to Sweeney & Soutar (2001), the value dimension consists of four dimensions, particularly, 1) Emotional value: the utility that arises from positive feelings or emotions as a result of consuming the product. 2) Social value: utility derived from the product's ability to improve consumer's social self-concept 3) Quality/Performance value: utility obtained from the product due to reduction of short-term costs and long-term costs 4) Price/Value for money: utility that arises from the perception of the quality and expected performance of the product.

2.5. Satisfaction

Customer satisfaction has typically been considered a major goal in business discourse. The customer is the main focus on the issue of satisfaction and quality of a product or service. Customer satisfaction is the customer's assessment of a service as long as the service meets customer needs and expectations (Zeithaml, Bitner, and Gremler, 2006). Consumer satisfaction is highly needed to maintain consumer loyalty, thus causing a business to continue to run.

Satisfaction is also needed to determine the behavioral intention associated with further consumer visits and the consumer's intention to recommend positive things to others. Therefore, it may be concluded that the level of customer satisfaction is the personal perception of customers that their expectations have been met (Boulding, Staelin, Ehret, and Johnston, 2005). If the consumer's expectation is greater than the performance, it indicates consumer dissatisfaction. Meanwhile, if the consumer's expectations are the same as the performance obtained, then the consumer is quite satisfied with the product or service offered. Moreover, if consumer expectations are lower than performance, then it indicates that consumers are very dissatisfied.

2.5.1. Conceptual Framework of the Study

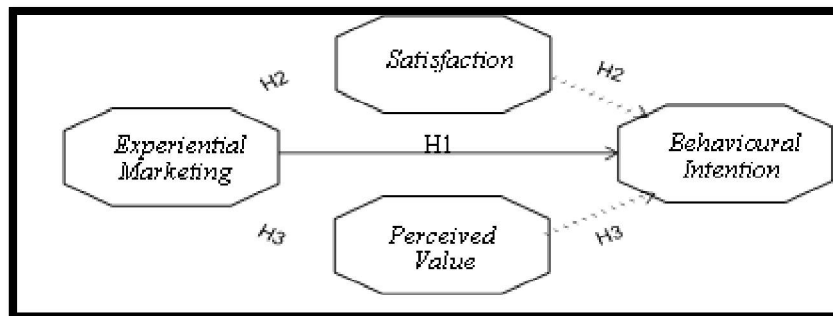


Figure 1: Conceptual Framework

Experiential marketing is capable of creating behavioral intention, this is supported by the results of the study conducted by Lee and Chang (2012), which showed that the better the experiential marketing perceived by the customer, the more positive the behavioral intention. In addition, the study conducted by Khan and Rahman (2014) also stated that experiential marketing had a significant effect on customers' purchase intentions, where purchase intention was considered as an indicator of behavioral intention. On the other hand, the study by Chao (2015) reported that there was no significant and positive effect of experiential marketing on customer loyalty. Therefore, the first hypothesis proposed in this study is as follows:

- *H₁ Experiential Marketing has a significant effect on Behavioral Intention*

A variable should meet two conditions to be a mediating variable. First, there must be a direct relationship between the two observed variables. Second, the two observed variables must have a relationship with the variables that will be used as mediating variables. Study conducted by Chen and Chen (2010) reported a direct effect of customer satisfaction on behavioral intention. These results are in line with the results of the study carried out by Lee and Chang (2012), Tsaur et al (2006), Chao (2015), and Araci et al (2017). Consequently, satisfaction is eligible to be tested as a mediating variable on the relationship between experiential marketing and behavioral intention. Referring to that matter, the second hypothesis proposed in this study is as follows:

- *H₂ Satisfaction mediates the effect of Experiential Marketing on Behavioral Intention*

Previous study submitted that there was a significant relationship between perceived value and experiential marketing (Wu, Li, and Li, 2016). This is consistent with the study conducted by Lin et al (2009), which showed that perceived value had a significant effect on behavioral intention. Consequently, perceived value has met the requirements to be tested as a mediating variable on the relationship between experiential marketing and behavioral intentions. Thus, the third hypothesis proposed in this study is as follows:

- *H₃ Perceived Value mediates the effect of Experiential Marketing on Behavioral Intention*

3. Method of the Study

This study was classified as a quantitative study conducted in Malang by utilizing a Likert scale questionnaire as an instrument for collecting data that was distributed physically. 150 respondents were determined as the study sample, with the criteria for being over 18 years of age and having visited and bought food and drinks at Latar Ijen Restaurant & Coffeeshop. The quantitative data that had been obtained would then be analyzed by researchers using SmartPLS 3.0.

4. Result of the Study

4.1. Hypothesis Testing Results

Hypothesis testing was conducted to determine the direct and indirect effects through the mediating variable. The hypothesis testing of direct and indirect effects is presented in detail as follows:

Relationship Between Variables		Path Coefficient	t-statistics	p-Value	Description
Independent Variables	Dependent Variables				
Experiential Marketing	Behavioural Intention	0.258	2.807	0.005	Significant
Experiential Marketing	Perceived Value	0.719	12.714	0.000	Significant
Experiential Marketing	Satisfaction	0.779	22.311	0.000	Significant
Perceived Value	Behavioural Intention	0.290	3.865	0.000	Significant
Satisfaction	Behavioural Intention	0.384	4.200	0.000	Significant

Table 1: Hypothesis Testing Results of Direct Effect
Source: Data processed by Smart PLS3.0 (2021)

The results of hypothesis testing in this study were obtained by determining the value of t-statistics and p-values. The hypothesis of this study should be accepted if the p-values < 0.05. The table above shows the hypothesis testing results with p-values < 0.05, which indicates that (H₁) Experiential Marketing has a significant effect on Behavioral Intention: was accepted. Referring to the table above, a significant effect was also found on experiential marketing on perceived value, experiential marketing on satisfaction, perceived value on behavioral intention, and satisfaction on behavioral intention.

4.2. Mediation Testing Results

Relationship	Path Coefficient	t-count	Description
Experiential Marketing → Satisfaction → Behavioural Intention	0,299	4.060	0,000
Experiential Marketing → Perceived Value → Behavioural Intention	0,208	3.767	0,000

Table 2: Hypothesis Testing Results of Mediating Effects
Source: Data Processed By Smartpls3.0 (2021)

Table 2 above shows that the values of t-statistic are higher than t-table (t-statistic < 1.984), which indicates that second hypothesis (H₂) customer satisfaction was able to mediate the effect of experiential marketing on behavioral intention positively, and third hypothesis (H₃) perceived value was able to mediate the effect of experiential marketing on behavioral intention positively.

5. Discussion

5.1. The Effect of Experiential Marketing on Behavioral Intention

This study showed that there was a positive and significant effect of experiential marketing on behavioral intention. This means that experiential marketing carried out by Latar Ijen Restaurant & Coffeeshop provided a positive effect on the behavioral intention of visitors. Marketing strategies that emphasized customer experience could increase behavioral intention, which was indicated by the willingness of customers to recommend products to other customers. The results showed that hypothesis 1 (H₁) was accepted. Experiential marketing as explained by Smilansky (2009) is defined as the process of identifying and satisfying customer needs and aspirations profitably, which involves communication, thereby creating brand personality and adding value to target customers. Experience is the main input in the concept of the relationship between consumers and the product or service obtained (Sahin, et al., 2011).

This result is supported by the study conducted by Lee & Chang (2012), which indicated that the better the experiential marketing experienced by the customer, the more positive the behavioral intention. This is in line with the study conducted by Khan & Rahman (2014), which reported that experiential marketing had a significant effect on the purchase intention of customers, where the purchase intention was considered as an indicator of behavioral intention. Meanwhile, Chao's study (2015) provided different results, which showed that there was no significant and positive effect between experiential marketing and customer loyalty.

5.2. The Role of Satisfaction as a Mediating Effect of Experiential Marketing on Behavioral Intention

The results showed that satisfaction was able to mediate the effect of experiential marketing on behavioral intention. This shows that better experiential marketing was capable of increasing visitor satisfaction, thereby increasing the behavioral intention of visitors. The results of this study confirmed that hypothesis 2 (H₂) was accepted.

The mediating role of satisfaction over the effect of experiential marketing on behavioral intention indicates that the customer should first be satisfied with the visiting experience. Therefore, they are able to provide positive behavioral intentions. This is due to satisfaction which has been commonly considered as the overall attitude directed by consumers towards the products or services they have obtained and used. Consumer satisfaction is also defined as a buyer's estimate

based on product purchases and experience (Susyarini et al., 2014). This is in line with Chandra and Subagio (2013), who regarded the experiential marketing as the fulfillment of customer needs and desires as well as the accuracy of delivery to balance customer expectations. Consequently, companies are required to pay more attention to the expectations of customers. Study conducted by Chen and Chen (2010) reported a direct effect of customer satisfaction on behavioral intention. The same results are also shown by the study of Lee and Chang (2012), Tsaur, et al (2006), Chao (2015), and Araci, et al (2017).

5.3. The Role of Perceived Value as a Mediating Effect of Experiential Marketing on Behavioral Intention

The results showed that Perceived Value was able to mediate the effect of experiential marketing on behavioral intention. This shows that better experiential marketing of Latar Ijen Restaurant & Coffeeshop was able to increase the Perceived Value of visitors, and the impact was also capable of increasing the behavioral intention of visitors. The results of this study confirmed that hypothesis 3 (H₃) was accepted.

According to Payne and Holt (2001), customer perceived value is a tradeoff between perceived benefits and perceived sacrifices (or positive and negative consequences). This perceived value is considered positive if the perception of quality is greater than the perception of the sacrifices that must be made by the customers. Customers may perceive that the value offered is different based on their personal values, needs, preferences and financial resources. In addition, the perception of value can also differ according to the situation of its use (Gantara et al, 2013). Therefore, visitors who perceived that they had a pleasant experience when purchasing a product, would tend to have a good perception, thus willing to transmit the information to their closest people.

6. Conclusions and Suggestions

The results of this study stated that the three hypotheses were accepted. This study indicated that 1) Experiential marketing obtained by Latar Ijen visitors was able to provide direct effect on behavioral intentions. This shows that visitors have had a positive memorable experience, both from the taste of the food and drinks, the eye-pleasing decorations, the impressive atmosphere at Latar Ijen, and the satisfying service, thus providing prestige value to the visitors who come. The better and more memorable the experience of Latar Ijen consumer, the more the behavioral intention of the customer increases. 2) Satisfaction was able to mediate the effect of experiential marketing on behavioral intention. Visitors to Latar Ijen were satisfied with the overall experience they had. The satisfaction with the experience gained was able to encourage visitors to provide positive behavioral intentions. This shows that better experiential marketing was capable of increasing customer satisfaction and would have an indirect impact on behavioral intention. 3) Perceived Value was able to mediate the effect of experiential marketing on behavioral intention. Visitors' positive assessment of their experience as consumers of Latar Ijen also provided positive behavioral intentions to Latar Ijen. This shows that better experiential marketing could increase customer satisfaction, and would subsequently provide an indirect impact on behavioral intention.

Future researchers are expected to be capable of completing the results of this study by adding other aspects that affect behavioral intention, such as group preference, lifestyle or hedonic values. In addition, the management of Latar Ijen Restaurant & Coffeeshop is also highly required to continue to provide positive stimuli and innovations related to the identity of Latar Ijen, food and beverage taste, decoration, completeness and feasibility of facilities, as well as marketing strategies, so that Latar Ijen Restaurant & Coffeeshop are able to continue survive, particularly in facing other competitors in Malang. Latar Ijen Restaurant & Coffeeshop is expected to consistently maintain and develop its business according to community trends, and continue to provide attractive offers, thereby attracting new visitors and maintaining the satisfaction of previous visitors towards Latar Ijen.

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