

# Customer Satisfaction as a Mediator of Service Quality and Experiential Marketing on Online Transportation Loyalty

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## Abstract

**Purpose:** This study analyzes the direct and mediating influences of service quality, experiential marketing, and customer satisfaction on brand loyalty in the context of online transportation services in Bogor City.

**Methodology/approach:** Using a quantitative approach, data were obtained from 100 respondents determined using the Lemeshow formula and purposive sampling. The questionnaires were administered directly to the users of online transportation services. The collected data were analyzed using descriptive, associative, and path analysis techniques in SPSS version 25.

**Results/findings:** The findings indicate that both service quality and experiential marketing significantly impact customer satisfaction and brand loyalty. In addition, customer satisfaction has a positive influence on brand loyalty. However, customer satisfaction only served as a mediating variable in the relationship between experiential marketing and brand loyalty, and not in the relationship between service quality and brand loyalty.

**Conclusions:** Service quality and experiential marketing are crucial for enhancing customer satisfaction and brand loyalty. Positive experiences are stronger drivers of satisfaction and loyalty.

**Limitations:** The use of purposive sampling, a relatively small sample size, and the study's focus on Bogor City may limit its generalizability.

**Contributions:** This study provides empirical evidence of the mediating role of customer satisfaction and practical insights for service providers to improve customer experience. This study also enriches the consumer behavior literature by emphasizing the role of experiential marketing and satisfaction in fostering brand loyalty.

**Keywords:** *Brand Loyalty, Customer Satisfaction, Experiential Marketing, Service Quality*

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## 1. Introduction

Business competition is becoming increasingly intense, particularly in the online transportation sector, owing to rapid technological advancements and sustainable economic growth. Marketing is a managerial process that is crucial for meeting customer needs and maintaining company sustainability through various stages, including advertising, promotion, sales, and public relations. One example of technological innovation in the service industry is online transportation, which allows clients to order services using smartphone applications. This service has become increasingly popular in contemporary transportation systems, especially in Indonesia, and competing and thriving in the market requires a well-managed marketing plan.

The fierce competition in Indonesia’s online transportation business reflects rapid technological development and high demand for fast and practical services. App-based transportation companies compete to offer ease of access, service quality, coverage areas, innovative features, and loyalty programs to attract and retain customers. The convenience of ordering via applications has enabled online transportation to be quickly adopted by the public because it efficiently meets various service requirements (Agustin & Khuzaini, 2017). These services have significantly changed daily life and are increasingly in demand as the use of online transportation apps increases in Indonesia. The following information shows the most downloaded online transportation apps in Indonesia.

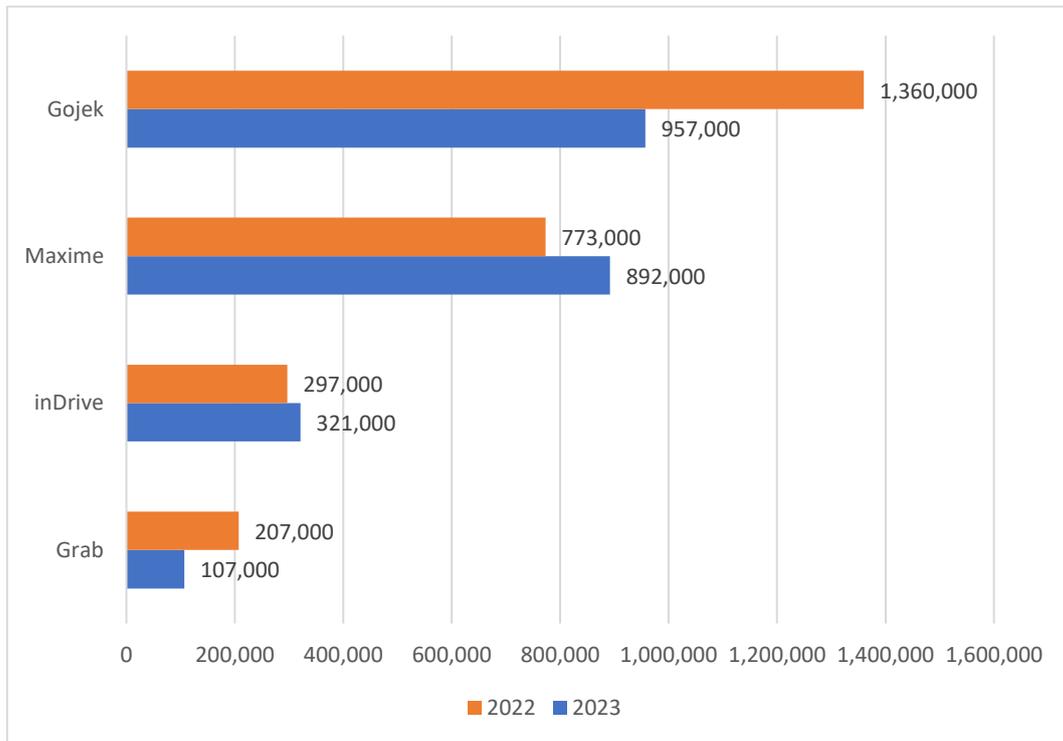


Figure 1. Most popular online transportation apps in Indonesia

Figure 1 shows data from Databoks shows the four most downloaded online transportation apps in Indonesia in 2022 and 2023. Gojek ranked first in 2022 with 1,360,000 downloads, although it decreased to 957,000 in 2023. Meanwhile, Maxime and inDrive showed positive trends, with downloads increasing from 773,000 to 892,000 and from 297,000 to 321,000, respectively. Conversely, Grab experienced a sharp decline, from 207,000 to 107,000 downloads. These shifts reflect increasingly intense competition among service providers and highlight the importance of company strategies in maintaining app attractiveness. This competition also affects consumer behavior, as consumers become more selective and tend to compare services based on price, convenience, accessibility, past experiences, and the innovations offered.

This indicates that consumer behavior is increasingly rational, influenced by satisfaction and prior experience, which ultimately shapes loyalty to a particular brand. The diversity of online transportation services in Indonesia requires the public to be more selective in choosing services that meet their needs and preferences. The main service of online transportation is passenger transport. In addition, online transportation provides goods delivery, food/drink ordering, shopping, ticketing, and more (Safira & Chikaraishi, 2023). Each platform offers a variety of advantages with unique features. The following table compares different online transportation platforms.

Table 1. Online transportation service features

Service Description	Gojek	Maxime	Indrive	Grab
Services	a. GoRide	a. Bike	a. Motorcycle taxi	a. GrabBike
	b. GoCar	b. Car	b. Car taxi	b. GrabCar
	c. GoFood	c. Food	c. Intercity delivery	c. GrabFood
	d. GoSend	d. Delivery	d. Courier	d. GrabMart
	e. GoDinein	e. Cargo	e. Shipping (20+kg)	e. GrabExpress
	f. GoMart	f. Life	f. Service	f. GrabJastip
	g. GoShop	g. Service		g. Vehicle and driver rental
	h. GoTransit			
	i. GoBlueBird			
	j. GoBox			

Based on Table 1, each online transportation platform has different service strategies according to its target market and customers. Gojek and Grab provide the most comprehensive services, whereas Maxime and inDrive focus on basic services such as transportation and delivery. Although offering many features, motorbike taxi services (“ojek”) remain the most used service due to practicality in traffic, lower cost than cars, and speed for short trips. Ojek services were the first to drive the development of Indonesia’s online transportation industry.

In addition to service aspects, customers can also rate online transportation apps on the Google Play Store using a 1–5-star scale to reflect user satisfaction. One star indicates very low satisfaction, two stars indicate dissatisfaction, three stars indicate moderate satisfaction, four stars indicate satisfaction, and five stars indicate very high satisfaction. This rating system provides an overview of app quality for other users before deciding to download it. The following table shows the ratings for several online transportation apps on the Google Play Store:

Table 2. Online transportation app ratings

App	Google Play Rating
Maxime	4,9 /5
Grab	4,8 /5
inDrive	4,7 /5
gojek	4,6 /5

Table 2 shows that Maxime received the highest rating (4.9), followed by Grab (4.8), inDrive (4.7), and Gojek (4.6), reflecting a generally good level of customer satisfaction for each of the platforms. High or low ratings do not fully reflect a flawless service, as many customer complaints still occur regarding delays, inaccurate routes or poor driver behavior. Low ratings (1–3 stars) indicate dissatisfaction with service quality, suggesting that service providers need continuous evaluation and improvement to enhance customer satisfaction. Low satisfaction can reduce brand trust, as consumers tend to choose services that they perceive as more satisfying. Negative experiences, even once, can leave a lasting impression and influence overall customer perception, making service consistency crucial for maintaining this loyalty.

Studying the four most popular and frequently used online transportation apps in Indonesia is important in this research, considering the common issues in these services. In an increasingly competitive industry, companies must understand how service quality and experiential marketing affect customer satisfaction, which ultimately impacts brand loyalty. This study aims to illustrate how service quality and user experience shape perceptions, enhance customer satisfaction, and strengthen brand loyalty. These four apps were selected because of their large user bases in Indonesia; therefore, the findings are expected to provide meaningful contributions to developing strategies to improve service quality and customer experience.

In Indonesia, especially in Bogor, online transportation is an essential part of urban life. This rapidly growing city requires fast, comfortable, and efficient transportation solutions. Online transportation offers a flexible and practical alternative to traditional public transport. Features such as real-time tracking, transparent fares, and digital payments provide greater convenience to users. With increasing mobility and urban congestion, online transportation plays a significant role in accelerating daily activities and supporting the public mobility needs in Bogor.

This study focuses on online motorcycle taxi services because motorcycles are the most common mode of transportation in Bogor, totaling 723.12 thousand units as of April 2025. Narrow and often congested streets make motorcycles the preferred mode of transportation. Apps such as Gojek, Grab, inDrive, and Maxime compete to provide these services, but many complaints arise from users, including drivers refusing orders, inaccurate pickup points, unstable fares, delays, and unprofessional behaviors. These issues provide an important basis for analyzing service quality, experiential marketing, customer satisfaction, and brand loyalty in online transportation in Bogor, Indonesia.

To enhance brand loyalty and customer satisfaction, service providers must pay close attention to customer feedback. A preliminary survey was conducted on January 13, 2025, involving 30 customers to assess the effects of service quality, experiential marketing, and brand loyalty on customer satisfaction. Preliminary findings indicate that 57% of respondents rated service quality as lacking, and 57% reported negative experiences, highlighting the need for improvements in reliability, responsiveness, comfort, and service interaction to increase the customer satisfaction. Additionally, only 37% of respondents demonstrated high brand loyalty, whereas 63% showed weak attachment to the online transportation brand. Regarding customer satisfaction, 53% were dissatisfied with the services provided. These findings indicate that improving service quality and customer experience is crucial for building stronger loyalty and encouraging sustainable services.

[Kasinem \(2021\)](#) stated that service quality negatively and insignificantly affects consumer satisfaction. This contrasts with the findings of [Gunawan and Meliawati \(2024\)](#), who indicated that service quality positively and significantly affects customer satisfaction. Previous studies on the effect of experiential marketing on customer satisfaction have shown varying results. [Octaviananda, Ellitan, and Kristanti \(2023\)](#) found experiential marketing had a negative and insignificant effect, whereas [Hamdani, Andari, and Yulianingsih \(2024\)](#) reported a positive and significant effect.

Similar inconsistencies were observed in the relationship between service quality and brand loyalty. [Muttaqien \(2017\)](#) reported a negative and insignificant effect of service quality on brand loyalty, while [Julita, Rachelle, and Quinella \(2022\)](#) found a positive and significant effect. Regarding experiential marketing, [Trianovita, Haziroh, Aqmal, and Mujib \(2024\)](#) concluded that it has a positive and significant effect on brand loyalty. The effect of customer satisfaction on brand loyalty is also inconsistent. [Wardani and Wiyadi \(2023\)](#) reported a negative and insignificant effect, while [Atthahirah and Agustini \(2024\)](#) showed that the effect was positive and significant.

[Cahyani, Muljani, and Lukito \(2022\)](#) stated that customer satisfaction does not mediate the relationship between service quality and brand loyalty. Conversely, [Ashraf, Ilyas, Imtiaz, and Ahmad \(2018\)](#) found that customer satisfaction serves as a mediator. In the context of experiential marketing, [Carmo, Marques, and Dias \(2022\)](#) reported that customer satisfaction does not mediate the effect of experiential marketing on brand loyalty, whereas [Maulana and Moko \(2023\)](#) found that it does. These conflicting findings motivate further research on the influence of service quality and experiential marketing on brand loyalty through customer satisfaction, particularly in online transportation services in Bogor, Indonesia.

## **2. Literature Review and Hypothesis Development**

### **2.1 Consumer Behavior**

Consumer behavior refers to the process by which individuals, groups, or organizations make decisions regarding the selection, use, and disposal of products, services, ideas, or experiences to satisfy their needs and desires. The study of consumer behavior aims to understand how consumers make choices

regarding the utilization of their available resources, such as time, money, effort, and attention ([Kotler & Keller, 2021](#)). In general, consumer behavior reflects how individuals decide, purchase, use, and evaluate products, services, or experiences. According to [Kotler and Keller \(2016\)](#), three main factors influence consumer behavior: cultural, social, and personal.

### **2.2 Theory Planned of Behaviour**

According to [Alimbudiono \(2020\)](#), the Theory of Planned Behavior (TPB) explains how the intention to act is formed. The more positive an individual's attitude, the stronger the subjective norms they perceive, and the higher their perceived behavioral control, the greater the likelihood that the individual will have the intention to perform a specific action. This intention ultimately encourages actual behavior. Furthermore, [Alimbudiono \(2020\)](#) emphasized that behavioral intention is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

### **2.3 Service Quality**

[Widyawati and Faeni \(2021\)](#) state that service quality is providing the best quality of service for each customer. Service quality refers to the overall characteristics and attributes of a product or service that meet consumer needs, both explicitly expressed and implicitly implied. When the service provided meets customer expectations, service quality is considered good and can provide satisfaction. This level of satisfaction has the potential to encourage customers to make repeat purchases and develop brand loyalty ([Chauhan, 2023](#)). According to [Pawirosumarto, Sarjana, and Gunawan \(2017\)](#), various factors that influence service quality include the number and quality of employees, employee motivation, leadership, organizational culture, employee welfare, and work environment. The indicators used to measure service quality include reliability, responsiveness, assurance, empathy, and tangibility ([Chauhan, 2023](#)).

### **2.4 Experiential Marketing**

Experiential marketing can be defined as the application of marketing values that aim to prioritize memorable and positive experiences and create a good impression on customers in the long term ([Rakhman, Abidin, Hafidhah, & Madhakomala, 2025](#)). The factors influencing experiential marketing include brand relevance, emotional engagement, authenticity, personalization, interactivity, media selection, and memorability. The indicators of experiential marketing include sense, feel, think, act and relate ([Rakhman et al., 2025](#)).

### **2.5 Brand Loyalty**

Brand loyalty refers to the extent to which consumers are committed to a particular brand. In marketing contexts, this term represents the strength of consumer preference for one brand compared to other alternatives. Brand loyalty is generally measured by the frequency of repeat purchases and the level of consumer sensitivity toward the brand ([Aliyanti, 2024](#)). According to [Rakhman et al. \(2025\)](#), several factors influence brand loyalty, including perceived value and price, brand awareness, convenience, product quality, customer satisfaction, loyalty services, the presence of guarantees or warranties, and trust in the brand. The indicators commonly used to assess brand loyalty include repeat purchases, usage habits, positive recommendations, and not switching to other brands ([Aliyanti, 2024](#)).

### **2.6 Customer Satisfaction**

Customer satisfaction is an emotional response that appears in the form of happiness or disappointment after consumers evaluate the alignment between their expectations regarding the performance of a product and the actual performance received ([Rakhman et al., 2025](#)). According to [Naini, Santoso, Andriani, Claudia, and Nurfadillah \(2022\)](#), several factors influence the level of customer satisfaction, including product quality, price, service quality, facilities, and customer emotional aspects. The indicators used to measure customer satisfaction include expectations, performance, comparison, experience, confirmation, and disconfirmation ([Rakhman et al., 2025](#)).

## 2.7 Hypotheses

### 2.7.1 The Effect of Service Quality on Customer Satisfaction

Service quality is defined as a company's ability to design and provide products (goods and services) that meet customer desires and needs. On the other hand, customer satisfaction arises from evaluating the perception of the service received against initial expectations, which then generates a temporary emotional reaction to the quality of the service provided. This shows that high service quality directly contributes to customer satisfaction when service performance exceeds consumer expectations. In line with this view, [Kotler and Keller \(2016\)](#) stated that satisfaction arises when actual performance exceeds initial expectations, thereby creating a positive value perception for the customer. Furthermore, customer satisfaction not only affects short-term perceptions but also shapes consumer attitudes and behaviors in future decision-making.

In line with [Alimbudiono \(2020\)](#), in the framework of the Theory of Planned Behavior (TPB), satisfaction formed from high-quality service experiences can influence positive attitudes, strengthen subjective norms, and increase perceived behavioral control. Therefore, service quality plays an important role in forming consumers' intentions to continue using online transportation services. Several previous studies, such as those conducted by [Gunawan and Meliawati \(2024\)](#), [Gemina, Adawiyah, and Yulianingsih \(2023\)](#), and [Nurdiansyah, Andari, and Yulianingsih \(2023\)](#), show that service quality has a positive and significant effect on customer satisfaction. Based on this description, the following hypothesis is proposed:

*H<sub>1</sub>*: Service quality has a positive and significant effect on customer satisfaction.

### 2.7.2 The Effect of Experiential Marketing on Customer Satisfaction

Experiential marketing emphasizes creating direct experiences involving customers to identify and fulfill their needs and desires. This strategy prioritizes two-way communication that allows customers to interact actively, thereby creating meaningful experiences and adding value for consumers ([Prasetya, Savitri, & Kurniawan, 2023](#)). [Meirovich, Jeon, and Coleman \(2020\)](#) states that customer satisfaction is an emotional reaction that arises when customers evaluate the alignment between their initial expectations and the actual performance of the product or service received. Positive experiences generated by this strategy enhance both emotional and intellectual engagement of customers, thereby promoting higher satisfaction and positive brand perception, even in the midst of intense competition.

Within the Theory of Planned Behavior (TPB) framework, as explained by [Alimbudiono \(2020\)](#), meaningful experiences can form positive attitudes, strengthen subjective norms, and increase Perceived Behavioral Control (PBC). Therefore, experiential marketing not only creates satisfaction but also forms consumers' intention to continue using online transportation services. Research conducted by [Yuningsih, Gemina, and Silaningsih \(2021\)](#) and [Hamdani et al. \(2024\)](#) also supports this finding, showing that experiential marketing has a positive and significant effect on customer satisfaction. Based on this description, the following hypothesis is proposed:

*H<sub>2</sub>*: Experiential marketing positively and significantly affects customer satisfaction.

### 2.7.3 The effect of service quality on brand loyalty

[Kerdipitak \(2025\)](#) states that service quality is a strategic tool for achieving competitive advantage, particularly for companies operating in the service sector. Providing high-quality service not only contributes to increased customer satisfaction but also helps create brand loyalty and differentiates the company from its competitors. [Sucma and Sugiat \(2023\)](#) that brand loyalty is a condition in which customers feel bound to continue choosing and repurchasing a brand. This condition emerges with increasing levels of satisfaction with the brand, ultimately strengthening customer loyalty. In this context, service quality is a fundamental element in forming brand loyalty. Consistent and high-quality services not only produce momentary satisfaction but also build long-term commitment that can prevent customers from switching to competing brands.

According to [Kotler and Keller \(2016\)](#), superior service quality is a sustainable strategy capable of forming emotional relationships between consumers and brands. From the perspective of the Theory of Planned Behavior (TPB), as explained by [Alimbudiono \(2020\)](#), experiences of high-quality services

form positive attitudes, strengthen subjective norms, and increase Perceived Behavioral Control (PBC). This ultimately affects customers' intention to remain loyal to online transportation brands. Several studies, such as [Julita et al. \(2022\)](#) and [Ferdani, Wahab, Shihab, and Widiyanti \(2020\)](#), indicate that service quality has a positive and significant effect on brand loyalty. Based on this description, the following hypothesis is proposed:

*H<sub>3</sub>*: Service quality has a positive and significant effect on brand loyalty.

#### *2.7.4 The Effect of Experiential Marketing on Brand Loyalty*

[Nasrullah, Rahmadhani, and Illahi \(2025\)](#) states that experiential marketing is an approach aimed at creating deep emotional experiences for consumers, with the hope of fostering loyalty to the offered products or services. By delivering unique and enjoyable experiences, companies strive to meet and exceed consumer expectations, ultimately contributing to increased customer satisfaction. Meanwhile, [Coelho, Rita, and Santos \(2018\)](#) emphasized that brand loyalty represents the relationship between consumers and a brand, reflecting the likelihood that consumers will remain loyal or switch to competitor brands, particularly when there are differences in price or product attributes. In line with the Theory of Planned Behavior (TPB), as explained by [Alimbudiono \(2020\)](#), positive experiences resulting from experiential marketing can form stronger attitudes toward the brand, strengthen subjective norms, and increase perceived behavioral control. Thus, experiential marketing not only creates emotional satisfaction but also encourages consumers' intention to continue using and remain loyal to online transportation services. Previous studies conducted by [Trianovita et al. \(2024\)](#) and [Yacob, Rosita, Alhadey, and Mohameed \(2016\)](#) show that experiential marketing has a positive and significant effect on brand loyalty. Based on this description, the following hypothesis is proposed:

*H<sub>4</sub>*: Experiential marketing positively and significantly affects brand loyalty.

#### *2.7.5 The Effect of Customer Satisfaction on Brand Loyalty*

[Kotler and Keller \(2016\)](#) define customer satisfaction as the emotional response that arises in the form of feeling satisfied or disappointed after customers compare their initial expectations with the actual performance of the product or service received. When perceived performance falls short of expectations, customers are likely to feel dissatisfied. Meanwhile, [Kim, Lee, and Lee \(2020\)](#) explain that brand loyalty reflects the level of loyalty that occurs unconsciously, beyond mere brand recognition. Strong loyalty positively contributes to brand performance. Consumers with brand loyalty tend to make repeated purchases of their preferred brands and show high resistance to competitor products. [Ladhari, Gonthier, and Lajante \(2019\)](#) also state that satisfied customers tend to remain loyal to one brand and are not easily tempted by other options.

This condition arises from the perception that the brand is reliable and worth choosing. The more frequently satisfaction is obtained, the stronger the customers' belief in the brand, ultimately strengthening brand loyalty over time. From the TPB perspective, [Alimbudiono \(2020\)](#) found that customer satisfaction forms positive attitudes, strengthens subjective norms, and increases behavioral control, thus encouraging consumers' intention to remain loyal to the brand. [Atthahirah and Agustini \(2024\)](#) showed that customer satisfaction has a positive and significant effect on brand loyalty. Based on this description, the following hypothesis is proposed:

*H<sub>5</sub>*: Customer satisfaction has a positive and significant effect on brand loyalty

#### *2.7.6 The Effect of Service Quality on Brand Loyalty Through Customer Satisfaction*

[Santoso and Lennysha \(2024\)](#) states that service quality is a crucial aspect that must be possessed by every company, whether in goods or services. Service quality is understood as the result of a comparison between the service truly felt by the customer and the expectations previously held. According to [Susanti \(2021\)](#), brand loyalty reflects consumers' positive attitudes toward a brand, demonstrated through a strong desire to make repeat purchases, either in the short or long term. [Setyo \(2017\)](#) states that customer satisfaction is an important factor in improving the marketing performance of an organization or company. Service quality contributes to positive customer perceptions through direct experience. When the service provided exceeds expectations, customers not only feel satisfied but also tend to become loyal ([Hidayat, Rasyid, & Pasolo, 2024](#)).

This indicates that customer satisfaction acts as a mediator that strengthens the effect of service quality on brand loyalty, as satisfied customers recommend the brand and make repeated purchases ([Setyadi, Helmi, & bin Syed Mohammad, 2023](#)). From the perspective of TPB [Alimbudiono \(2020\)](#), satisfaction generated from high-quality services forms positive attitudes, strengthens subjective norms, and increases perceived behavioral control. These factors encourage consumers' intention to remain loyal, making consistent service quality a key strategy for building loyalty. This shows that service quality positively and significantly affects brand loyalty, and customer satisfaction mediates this relationship. Based on this description, the following hypothesis is proposed:

*H<sub>6</sub>*: Service quality has a positive and significant effect on brand loyalty through customer satisfaction.

### *2.7.7 The Effect of Experiential Marketing on Brand Loyalty Through Customer Satisfaction*

Experiential marketing is a paradigm that provides functional information and benefits to customers while attempting to elicit positive emotional responses throughout the marketing process. According to [Waluya, Iqbal, and Indradewa \(2019\)](#), customer satisfaction is one of the main reasons for purchasing decisions. When customers feel satisfied, they are likely to make repeat purchases or recommend products to potential customers. Therefore, companies are required to provide high-quality services that are aligned with customer desires to create satisfaction. [Rakhman et al. \(2025\)](#) explained that brand loyalty describes the extent of customer loyalty to a particular brand. In this context, experiential marketing plays a significant role in building loyalty by presenting enjoyable, meaningful, and personalized experiences, thereby creating customer satisfaction as a bridge to long-term loyalty ([Prasetya et al., 2023](#)).

From the TPB perspective, [Alimbudiono \(2020\)](#) found that satisfaction arising from experiential marketing forms positive attitudes, strengthens subjective norms, and increases perceived behavioral control. This encourages consumers' intention to remain loyal, making experiential marketing a trigger for satisfaction and a driver of sustainable brand loyalty. [Maulana and Moko \(2023\)](#) support this view, showing that experiential marketing has a positive and significant effect on brand loyalty, and customer satisfaction acts as a mediator in the relationship between experiential marketing and brand loyalty. Based on this description, the following hypothesis is proposed:

*H<sub>7</sub>*: Experiential marketing has a positive and significant effect on brand loyalty through customer satisfaction.

## **3. Research Methodology**

This study aims to examine the effects of service quality and experiential marketing on brand loyalty, with customer satisfaction as an intervening variable. The approach used was a quantitative approach with a descriptive and associative research design, employing path analysis. This study has four main variables: service quality ( $X_1$ ) and experiential marketing ( $X_2$ ) as exogenous variables, customer satisfaction ( $Z$ ) as the mediating (intervening) variable, and brand loyalty ( $Y$ ) as the endogenous variable. The unit of analysis in this study consisted of users of online transportation services in Bogor City, covering the platforms Gojek, Maxim, Grab, and InDrive. The research population included online transportation customers in Bogor City. The sampling technique was non-probability sampling using purposive sampling. The criteria for selecting respondents in this study were: (1) respondents aged at least 17 years, (2) having used online transportation services at least twice, and (3) residing in Bogor City, Indonesia. The sample size was determined using the Lemeshow formula is used to determine the sample size when the population size is unknown. Based on this calculation, the sample size obtained was 96.04, which was then rounded up to 100.

## **4. Results and Discussions**

### **4.1 Respondent Characteristics**

The characteristics of online transportation service customers can be identified through several factors, such as gender, age, education, occupation, income, choice of online transportation services, and frequency of use. The respondent characteristics in this study are presented below.

Table 3. Recapitulation of respondent characteristics

Characteristics	Customer Profile	Frequency (People)	Percentage (%)
Gender	Female	67	67
Age	18 – 25 years	73	73
Highest Education Level	Senior High School	54	54
Occupation	Student	57	57
Income	IDR 1-3 million	31	31
Type of Online Transportation Used	• Gojek	90	90
	• Merebut	54	54
	• Indrive	52	52
	• Maxime	24	24
Frequency of Use	> 5	69	69

Based on Table 3, it can be concluded that the majority of online transportation customers are female (67%), with 73% aged between 18 and 25 years of age. Customers with a senior high school education dominate the sample, amounting to 54 people (54%), and most respondents are students, totaling 57 (57%). Most customers have an average income of IDR 1–3 million, amounting to 31 people (31%). The most commonly used online transportation service was Gojek, with 90 users (90%), followed by Grab (54%), InDrive (52%), and Maxim (24%). The most frequent usage was more than five times, with 69 people (69%).

#### 4.2 Validity Test

The validity test indicates that research results are considered valid if there is conformity between the collected data and the actual data occurring in the object being studied (Sugiyono, 2017). The validity test results for the variables Service Quality ( $X_1$ ) and Experiential Marketing ( $X_2$ ) on Brand Loyalty ( $Y$ ) through Customer Satisfaction ( $Z$ ) were conducted using SPSS version 25 software involving 100 customer respondents. The results of the validity tests are as follows:

Table 4. Validity test results (R)

Variabel	Indikator	Jumlah R	Tabel R	Description
Service Quality ( $X_1$ )	$X_{1.1}$	0,571	0.3	Valid
	$X_{1.2}$	0,617	0.3	Valid
	$X_{1.3}$	0,663	0.3	Valid
	$X_{1.4}$	0,594	0.3	Valid
	$X_{1.5}$	0,588	0.3	Valid
	$X_{1.6}$	0,575	0.3	Valid
	$X_{1.7}$	0.642	0.3	Valid
	$X_{1.8}$	0,568	0.3	Valid
	$X_{1.9}$	0,515	0.3	Valid
	$X_{1.10}$	0,591	0.3	Valid
Experiential Marketing ( $X_2$ )	$X_{2.1}$	0,713	0.3	Valid
	$X_{2.2}$	0,657	0.3	Valid
	$X_{2.3}$	0,575	0.3	Valid
	$X_{2.4}$	0.642	0.3	Valid
	$X_{2.5}$	0,619	0.3	Valid
	$X_{2.6}$	0,551	0.3	Valid
	$X_{2.7}$	0,553	0.3	Valid
	$X_{2.8}$	0,580	0.3	Valid
	$X_{2.9}$	0,516	0.3	Valid
	$X_{2.10}$	0,587	0,3	Valid
Customer Satisfaction ( $Z$ )	$Z_{.1}$	0,660	0,3	Valid
	$Z_{.2}$	0,540	0,3	Valid
	$Z_{.3}$	0,653	0,3	Valid

Variabel	Indikator	Jumlah R	Tabel R	Description
	Z. 4	0,580	0,3	Valid
	Z.5	0,520	0,3	Valid
	Z. 6	0,467	0,3	Valid
	Z. 7	0,696	0,3	Valid
	Z. 8	0,652	0,3	Valid
	Z. 9	0,583	0,3	Valid
	Z. 10	0,589	0,3	Valid
Brand Loyalty (Y)	Y. 1	0,540	0,3	Valid
	Y. 2	0,533	0,3	Valid
	Y. 3	0,509	0,3	Valid
	Y. 4	0,522	0,3	Valid
	Y. 5	0,524	0,3	Valid
	Y. 6	0,518	0,3	Valid
	Y. 7	0,497	0,3	Valid
	Y. 8	0,488	0,3	Valid

Table 4 shows that all indicators for each variable have r-count values exceeding the r-table value (0.3). These findings indicate that each indicator is valid and feasible for measuring the variables in this study. Therefore, all questionnaire items met the validity criteria and could be used in subsequent analysis stages, such as reliability and hypothesis testing.

#### 4.3 Reliability Test

A research instrument is declared reliable if the Cronbach's alpha reliability coefficient reaches  $\geq 0.6$ . Conversely, if the value is below 0.6, the instrument is considered unreliable or less trustworthy (Sugiyono, 2017). Reliability testing in this study was conducted using SPSS version 25, as shown below:

Table 5. Recapitulation of reliability test results

Variables	Cronbach's Alpha	Threshold	Description
Service Quality ( $X_1$ )	0,792	0,6	Reliable
Experiential Marketing ( $X_2$ )	0.800	0,6	Reliable
Customer Satisfaction (Z)	0,797	0,6	Reliable
Brand Loyalty (Y)	0,605	0,6	Reliable

As shown in Table 5, all variables have reliability values exceeding the threshold of 0.6. These findings indicate that all research instruments had good reliability. Thus, the measurement tools used to assess service quality, experiential marketing, customer satisfaction, and brand loyalty provided consistent results.

#### 4.4 Sub-Structural Path Equations

In this study, two structural equations were used to model the relationships among the variables: the first equation tested the effect of  $X$  on  $Z$ , and the second equation tested the effect of  $X$  and  $Z$  on  $Y$ . The first equation shows the effects of service quality and experiential marketing on customer satisfaction. The SPSS regression results are as follows.

Table 6. First multiple linear regression equation

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics

		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.934	2.612		3.038	.003		
	<i>Service Quality (X<sub>1</sub>)</i>	.307	.106	.302	2.888	.005	.369	2.708
	<i>Experiential Marketing (X<sub>2</sub>)</i>	.510	.103	.519	4.963	.000	.369	2.708

a. *Dependent Variable: Customer Satisfaction (Z)*

The first substructural path equation is as follows

$$\begin{aligned} \rho Z\epsilon &= 1 - R \text{ Square} \\ \rho Z\epsilon &= 1 - 0,609 \\ \rho Z\epsilon &= 0,391 \\ Z &= \rho ZX_1X_1 + \rho ZX_2X_2 + \rho Z\epsilon \\ Z &= 0,302X_1 + 0,519X_2 + 0,391Z\epsilon \end{aligned} \quad (1)$$

The second equation shows the effects of service quality, experiential marketing, and customer satisfaction on brand loyalty. The SPSS regression results are as follows.

Table 7. Second multiple linear regression equation

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.386	.893		12.756	.000		
	<i>Service Quality (X<sub>1</sub>)</i>	.105	.036	.203	2.897	.005	.340	2.941
	<i>Experiential Marketing (X<sub>2</sub>)</i>	.309	.038	.619	8.221	.000	.294	3.396
	Kepuasan Pelanggan (Z)	.079	.033	.155	2.376	.019	.391	2.556

a. *Dependent Variable: Brand Loyalty (Y)*

Second substructural path equation:

$$\begin{aligned} \rho Y\epsilon &= 1 - R \text{ Square} \\ \rho Y\epsilon &= 1 - 0,840 \\ \rho Y\epsilon &= 0,160 \\ Y &= \rho YX_1X_1 + \rho YX_2X_2 + \rho YZ.Z + \rho Y\epsilon \\ Y &= 0,203X_1 + 0,619X_2 + 0,155Z + 0,160Y\epsilon \end{aligned} \quad (2)$$

#### 4.5 Path Analysis

Path analysis is a form of regression analysis involving an intervening variable used to test whether there are direct or indirect effects of exogenous variables on endogenous variables and mediating variables. The total effect is the accumulation of direct and indirect effects of exogenous variables on endogenous variables. In path analysis, the total effect reflects the overall impact of the independent variables, including the effects channeled through the mediating variables. By calculating the total effects, researchers can understand the extent to which exogenous variables contribute to changes in endogenous variables.

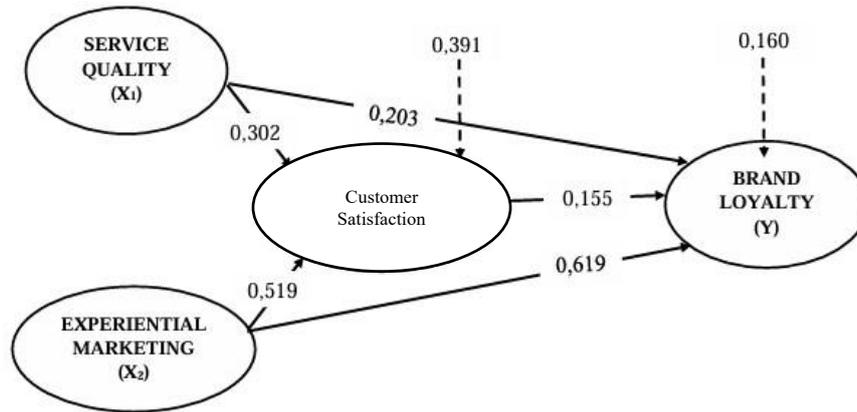


Figure 3. Path analysis results

As shown in Figure 3, the calculation results of the direct and indirect effects among the variables are presented in the following table:

Table 8. Path analysis results

Variables	Effect	Customer Satisfaction	Brand Loyalty	Total
Service Quality	Direct	-	0,203	0,203
	Indirect	0,302	0,155	0,047
	Total	-	-	0,25
Experiential Marketing	Direct	-	0,619	0,619
	Indirect	0,519	0,155	0,080
	Total	-	-	0,699

Table 8 shows the path analysis results, indicating that experiential marketing has a greater overall effect on brand loyalty through customer satisfaction, indicating the importance of customer experience in shaping brand loyalty. However, service quality still requires improvement. Therefore, online transportation service providers should conduct regular market research to understand customer expectations and improve service quality to create more satisfying experiences and strengthen long-term loyalty.

#### 4.6 T-Test

In this study, two t-tests were conducted for the two regression equations. The t-test in the first equation evaluates the partial effects of service quality and experiential marketing on customer satisfaction. The t-test in the second equation assesses the partial effects of service quality, experiential marketing, and customer satisfaction on brand loyalty.

Table 9. Recapitulation of T-Test Results

Hipotesis	Statistical Test	Conclusion
Service quality positively and significantly affects customer satisfaction.	$2.888 > 1.661$ $0,005 < 0,050$	Positive and significant
Experiential marketing positively and significantly affects customer satisfaction.	$4.963 > 1.661$ $0,000 < 0,050$	Positive and significant
Service quality positively and significantly affects brand loyalty.	$2.897 > 1.661$ $0,005 < 0,050$	Positive and significant
Experiential marketing positively and significantly affects brand loyalty.	$8.221 > 1.661$ $0,000 < 0,050$	Positive and significant
Customer satisfaction positively and significantly affects brand loyalty.	$2.376 > 1.661$ $0,019 < 0,050$	Positive and significant

#### 4.7 Sobel Test

[Sugiyono \(2017\)](#) states that the presence of a mediation effect can be identified by multiplying the significance of the coefficients or by using the Sobel test.

##### 4.7.1 The Effect of Service Quality on Brand Loyalty through Customer Satisfaction

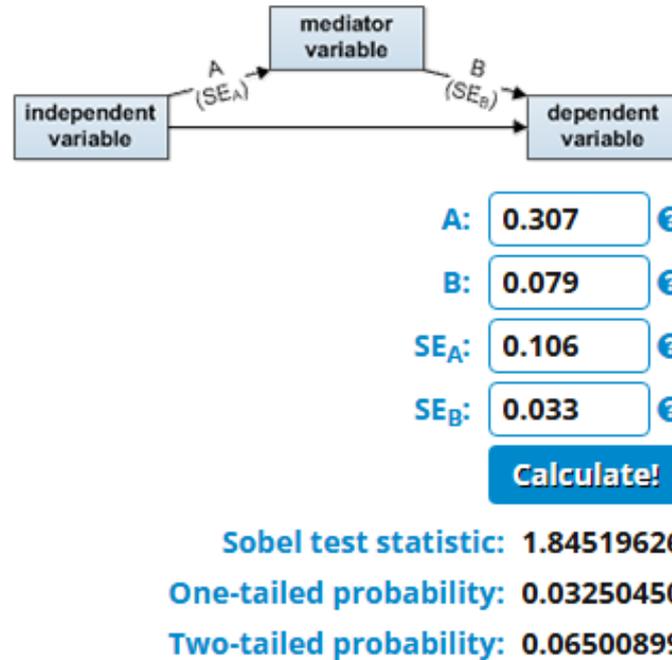


Figure 4. Results of the sobel test calculator for the service quality variable

Based on the figure 4, it can be seen that the calculated Z value is 1.84. This calculated Z value is smaller than the Z table value ( $1.84 < 1.96$ ), which indicates that customer satisfaction cannot mediate the effect of service quality on brand loyalty.

##### 4.7.2 The Effect of Experiential Marketing on Brand Loyalty through Customer Satisfaction.

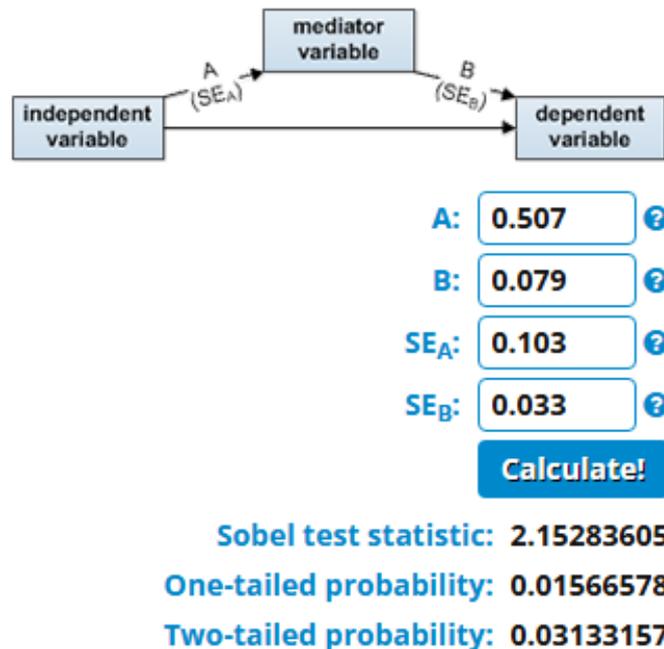


Figure 5. Results of the sobel test calculator for the experiential marketing variable

Based on the figure 5, it can be seen that the calculated Z value is 2.15. This calculated Z value is greater than the Z table value ( $2.15 > 1.96$ ), indicating that customer satisfaction can mediate the effect of experiential marketing on brand loyalty.

## 4.8 Discussion

### 4.8.1 Service Quality has a Positive and Significant Effect on Customer Satisfaction

The results of the statistical test show that service quality has a positive and significant effect on customer satisfaction, with a t-value greater than the t-table value ( $2.888 > 1.661$ ) and a significance value of  $0.005 < 0.050$ . Therefore,  $H_0$  is rejected, and  $H_a$  is accepted. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City strengthen these findings, as customers perceived the service quality to be good and satisfactory, particularly because of positive interactions with drivers and services that are practical and flexible.

According to [Alimbudiono \(2020\)](#), the Theory of Planned Behavior (TPB) is formed through individual attitudes, subjective norms, and perceived behavioral control. In this context, high-quality service can shape positive consumer attitudes toward the service, increase confidence and perceived control in using the application, and ultimately encourage satisfaction. Satisfaction arises when service experiences at least meet or even exceed customer expectations, and is an emotional response resulting from the gap between the service received and the service desired. These findings are reinforced by studies conducted by [Gemina et al. \(2023\)](#), [Lestari, Isnurhadi, and Maulana \(2025\)](#), [Andriani, Fadjar, Muzakir, and Tambaru \(2025\)](#) and [Septiano, Verafirma, Lusiana, Marwan, and Firmansyah \(2025\)](#) which conclude that service quality has a positive and significant effect on customer satisfaction.

### 4.8.2 Experiential Marketing has a Positive and Significant Effect on Customer Satisfaction

The results of the statistical test indicate that experiential marketing has a positive and significant effect on customer satisfaction, with a t-value greater than the t-table value ( $4.963 > 1.661$ ) and a significance level of  $0.000 < 0.050$ . Thus,  $H_0$  is rejected, and  $H_a$  is accepted. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City support these findings, as customers assessed that a simple application interface, informative features, and a practical booking process could improve travel efficiency.

The Theory of Planned Behavior (TPB) proposed by [Bosnjak, Ajzen, and Schmidt \(2020\)](#) states that behavior can be influenced by positive experiences through attitudes and perceived behavioral control, which ultimately shape intentions to reuse services and create satisfaction. Experiential marketing focuses on creating positive and memorable experiences that form long-term impressions on customers ([Rakhman et al., 2025](#)). These positive experiences encourage satisfaction to emerge as a direct result of interactions during service use. These findings are supported by research conducted by [Yuningsih et al. \(2021\)](#) and [Hamdani et al. \(2024\)](#), which showed that experiential marketing has a positive and significant effect on customer satisfaction.

### 4.8.3 Service Quality has a Positive and Significant Effect on Brand Loyalty

The results of the statistical test show that service quality has a positive and significant effect on brand loyalty, with a t-value greater than the t-table value ( $2.897 > 1.661$ ) and a significance level of  $0.005 < 0.050$ ; therefore,  $H_0$  is rejected, and  $H_a$  is accepted. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City, further support these findings. Most customers have used the service regularly and remain loyal despite technical issues or fare increases, as they are satisfied with the comfort, convenience, and trust in the services. Willingness to recommend a service is a strong indicator of customer loyalty.

Consumer behavior involves the selection, purchase, use, and evaluation of products to satisfy needs ([Toha & Supriyanto, 2023](#)). The decision to use online services is influenced by practical, convenient, and efficient factors. Consistent service quality creates positive experiences, strengthens satisfaction, and ultimately builds customer loyalty. When linked to the Theory of Planned Behavior (TPB) by [Alimbudiono \(2020\)](#), positive perceptions of service quality shape supportive attitudes, strengthen

subjective norms, and enhance perceived behavioral control. This encourages the formation of intentions to continue using and remain loyal to online transportation services, making service quality a crucial factor in building brand loyalty. These findings are supported by studies conducted by [Julita et al. \(2022\)](#), which show that service quality has a positive and significant effect on brand loyalty.

#### *4.8.4 Experiential Marketing has a Positive and Significant Effect on Brand Loyalty*

The results of the statistical test indicate that experiential marketing has a positive and significant effect on brand loyalty, with a t-value greater than the t-table value ( $8.221 > 1.661$ ) and a significance level of  $0.000 < 0.050$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. The better the experience, the higher the level of customer loyalty. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City, support these findings. The frequency of online transportation usage varies, ranging from twice a month to almost every day, depending on individual needs and the availability of private vehicles. This service is considered a flexible and practical option, especially for those who do not own vehicles or wish to avoid traffic congestion and parking problems. Meanwhile, occasional users typically utilize online transportation during urgent situations, bad weather, or for specific trips that are more convenient when using online transportation.

[Alimbudiono \(2020\)](#), through the Theory of Planned Behavior (TPB), explains that behavior arises from intention, which is influenced by attitudes, subjective norms, and perceived behavioral control. This means that positive experiential quality encourages favorable attitudes toward the service, strengthens perceived control and trust in using online transportation applications, and ultimately contributes to satisfaction and loyalty. These findings are supported by studies conducted by [Trianovita et al. \(2024\)](#) and [Yacob et al. \(2016\)](#), which show that experiential marketing has a positive and significant effect on brand loyalty.

#### *4.8.5 Customer Satisfaction has a Positive and Significant Effect on Brand Loyalty*

The results of the statistical test show that customer satisfaction has a positive and significant effect on brand loyalty, with a t-value greater than the t-table value ( $2.376 > 1.661$ ) and a significance level of  $0.000 < 0.050$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted. This indicates that customers perceive drivers as providing professional services and accurately following the routes. This good performance meets customer expectations, creates positive experiences, builds trust and encourages brand loyalty. Consistent satisfaction makes customers more likely to continue using and recommending services. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City reinforced these findings, where professional driver services, tracking features, and travel comfort enhanced feelings of safety and trust.

This is consistent with [Bulut and Karabulut \(2018\)](#), who stated that consumer behavior is influenced by experiences, satisfaction, and trust generated from direct interactions with services, which impact repurchase decisions and loyalty. [Kotler and Keller \(2016\)](#) also state that satisfaction is key to forming brand loyalty through emotional connections and trust. From the perspective of the Theory of Planned Behavior (TPB) proposed by [Alimbudiono \(2020\)](#), satisfaction strengthens positive attitudes, subjective norms, and perceived behavioral control, thereby shaping consistent intentions to continue using and remain loyal to online transportation services. These findings are supported by studies conducted by [Atthahirah and Agustini \(2024\)](#) and [Alexander and Widjaja \(2024\)](#) which show that customer satisfaction has a positive and significant effect on brand loyalty.

#### *4.8.6 Service Quality has a Negative and Insignificant Effect on Brand Loyalty Through Customer Satisfaction*

The Sobel test results show that customer satisfaction does not mediate the relationship between service quality and brand loyalty ( $Z = 1.84$ ). This Z value is smaller than the Z table value ( $1.84 < 1.96$ ). This implies that the effect of service quality on brand loyalty is direct, without the mediating role of satisfaction. Loyalty is more influenced by direct experiences of service quality than by temporary satisfaction. Interviews with online transportation customers conducted from May 25–31, 2025, in Bogor City support these findings, where customers choose the service because of its practicality, time efficiency, ease of ordering, and system reliability. Factors such as punctuality, efficient routes,

reasonable fares, and comfort form the basis of loyalty rather than satisfaction alone. Thus, tangible improvements in service quality are considered more effective for building brand loyalty.

The Theory of Planned Behavior (TPB) proposed by [Paul et al. \(2023\)](#) states that behavioral intention is influenced by attitudes, social norms, and perceived behavioral control. In this context, perceived control factors, such as ease of access, booking speed, and application reliability, become the main drivers of intention and loyalty, even when emotional satisfaction is low. These findings are supported by research conducted by [Cahyani et al. \(2022\)](#), which shows that customer satisfaction does not mediate the relationship between service quality and brand loyalty.

#### *4.8.7 Experiential Marketing has a Positive and Significant Effect on Brand Loyalty Through Customer Satisfaction*

Based on the Sobel test results, the calculated Z value of 2.15 is greater than the Z table value (2.15 > 1.96), indicating that customer satisfaction can mediate the effect of experiential marketing on brand loyalty. This means that experiential marketing significantly influences brand loyalty through customer satisfaction. This is also supported by customer responses to the experiential marketing variable statement, “the information provided in the application helps me plan my trips better,” which received 49% agreement responses, indicating that nearly half of customers experienced direct benefits from using the application, which indirectly shaped satisfaction and encouraged loyalty.

Consumer behavior is influenced by experiences in using products or services, where positive experiences increase satisfaction and form brand loyalty. Experiential marketing creates memorable experiences that encourage satisfaction, which, in turn, strengthens customer loyalty. From the perspective of the Theory of Planned Behavior (TPB) proposed by [Alimbudiono \(2020\)](#), satisfaction reinforces positive attitudes, subjective norms, and perceived behavioral control, thereby shaping customer intentions to remain loyal to the services. Research conducted by [Maulana and Moko \(2023\)](#) also found that satisfaction can act as a mediator between experiential marketing and brand loyalty.

## **5. Conclusions**

### **5.1 Conclusion**

Based on the research findings and hypothesis testing results, it is concluded that service quality has a positive and significant effect on customer satisfaction with online transportation services in Bogor City. In other words, improvements in service quality directly contribute to increased customer satisfaction. Additionally, experiential marketing has been proven to have a positive and significant effect on customer satisfaction, indicating that the implementation of experience-based marketing strategies can effectively encourage customer satisfaction. This study also identified that service quality and experiential marketing significantly influence brand loyalty, indicating that high-quality services and pleasant customer experiences can strengthen loyalty to online transportation brands.

Furthermore, customer satisfaction is an important factor influencing brand loyalty, where satisfied customers tend to maintain their loyalty. However, customer satisfaction did not successfully mediate the relationship between service quality and brand loyalty. Conversely, customer satisfaction acts as a mediator between experiential marketing and brand loyalty, indicating that positive experiences can increase satisfaction, which subsequently strengthens customer loyalty to online transportation brands in Bogor City. Based on the research findings, the authors suggest that online transportation companies improve driver training related to responsiveness in accepting orders and effectively and quickly resolving onsite problems to create more responsive and satisfying services.

In addition, companies need to enhance the visual appearance of the application and improve vehicle comfort to create a more pleasant and memorable user experience. Efforts to align services with customer expectations from the outset, such as improving efficiency, punctuality, and service consistency, are also important for maintaining customer satisfaction. Moreover, companies need to create a strong impression and a sense of pride among customers so that they are more enthusiastic about providing positive recommendations. Future researchers should expand the study by adding other variables that may influence brand loyalty to obtain broader and more significant results.

## 5.2 Research Limitations

This study had several limitations. The use of non-probability sampling with a purposive sampling method limits the generalizability of the research results, as it only represents respondents with certain characteristics and does not cover the entire population of online transportation customers. Another limitation lies in the scope of the study, which only covers Bogor City, and the limited number of respondents, totaling only 100 people, which may not fully represent the population of online transportation users in Bogor in a representative manner. Therefore, the results cannot be generalized. In addition, the model does not consider other variables, such as price, trust, and application convenience, which may be the focus of future research.

## 5.3 Suggestions and Directions for Future Research

Based on the findings of this study, several practical suggestions and directions for future research can be proposed as follows. For practitioners, online transportation companies are encouraged to continuously improve their service quality, particularly in aspects related to driver responsiveness, problem-solving ability, and service consistency. Regular training programs and performance evaluations for drivers can help ensure that services meet customer expectations and enhance overall satisfaction of the customers. In addition, companies should place greater emphasis on experiential marketing by improving application design, vehicle comfort, and creating memorable service experiences that can strengthen emotional connections with customers and foster brand loyalty.

From a managerial perspective, aligning service delivery with customer expectations, such as ensuring punctuality, efficiency, and reliability, is essential for sustaining customer satisfaction and loyalty. Companies should also focus on building a strong brand image and creating a sense of pride among users, as this may encourage customers to provide positive word-of-mouth recommendations and long-term loyalty. Future research should expand the scope of the study by including additional variables that may influence brand loyalty, such as brand image, trust, perceived value, price fairness, and customer engagement. Future studies could also examine different mediating or moderating variables to better understand the complex relationships between service quality, experiential marketing and brand loyalty. Furthermore, conducting research in different cities or regions or comparing multiple online transportation platforms may provide more comprehensive and generalizable insights. Using longitudinal research designs or mixed-method approaches could also help capture changes in customer perceptions and loyalty over time, thereby enriching the understanding of customer behavior in the online transportation industry.

## Author Contributions

EAA conceptualized the study, developed the research design, coordinated data collection, and drafted the manuscript. YY contributed to data analysis, interpretation of results, and literature review development. TL assisted in data processing, provided critical revisions, and supported the refinement of the manuscript. All authors reviewed and approved the final version of the manuscript and agreed to be accountable for all aspects of the work.

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