



Does Experiential Marketing and Lifestyle Impact on Customer Loyalty? (Study at Excelso Coffee Shop Kupang Nusa Tenggara Timur Indonesia)

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Abstract. The food and beverage industry is one of the sectors most affected by the pandemic. Social restrictions to reduce the spread of the covid virus are carried out by lowering outdoor activities, including shopping and eating out. To survive in the business world, companies must have a strategy to increase sales while keeping customers loyal during the pandemic. One marketing approach to increase customer loyalty is to experience marketing through sense, feel, think, act, and relate to building customer satisfaction and loyalty. The survey was conducted on 180 samples using purposive sampling with the characteristics of visiting Excelso Coffee within the last six months, aged 17–65 years and domiciled in Kupang, East Nusa Tenggara. Using the SEM-PLS analysis technique shows that experiential marketing affects customer satisfaction, and customer satisfaction significantly influences customer loyalty. Furthermore, customer satisfaction is an intervening variable between experiential marketing and customer loyalty. This study found that the sense indicator in experiential marketing has the most decisive influence in creating customer loyalty. Business owners of a coffee shop or restaurant can use this study to strengthen customer loyalty based on customers' experience while they are in the restaurant or coffee shop that involves five senses by maximizing the restaurant facility, product, and services. Atmosphere and comfort in a coffee shop or restaurant is essential for the customer who value most their lifestyle.

Keywords: Experiential Marketing · Lifestyle · Customer Satisfaction · Customer Loyalty

1 Introduction

The pandemic has paralyzed essential sectors of the economy in various cities, one of which is the City of Kupang. Kupang is the basis for the development of the Eastern Indonesia region, with leading sectors, are trade and service sectors. As a city that continues to develop, there has been a change in the community's lifestyle, which was initially a small-town community, shifted to a society with a modern lifestyle. The shift in lifestyle has also led to changes in consumer behavior that are more impulsive in making

purchases and are happy to try new products. On the positive side, this consumer behavior has the potential to become loyal consumers.

One of the latest trends in Kupang is the growth of the food & beverage business, especially coffee, which has made the competition in this industry tighter. The Coffee shop business is a business that has enthusiasts because consuming coffee has become a lifestyle for some people. The trend of coffee consumption will continue to increase in 2020. The Ministry of Agriculture projects domestic coffee consumption to increase by 13.9% or around 294 thousand tons compared to 2019, which was 258 thousand tons. The increasing trend of beverage consumption shows a transition from bars to coffee shops. There is a stigma that enjoying coffee is considered a form of loving local products because coffee is one of Indonesia’s natural resources [4] (Fig. 1).

One coffee shop that still survives in coffee shop competition is Excelso Coffee. Excelso Coffee is a coffee shop from Indonesia, founded in 1991 by PT. Santos Jaya Abadi. Currently, there are 126 Excelso outlets spread across 30 cities in Indonesia, one of which is in the city of Kupang, East Nusa Tenggara. Apart from being present at outlets, Excelso products can also purchase on e-commerce and on the official Excelso website at Excelso-coffee.com. This site provides information about its products, available promos, and orders. Like a coffee shop, Excelso offers not only coffee but also food and coffee makers.

In modern marketing, companies must be able to create interactions with customers through experiential marketing. According to, experiential marketing has many benefits for the company, such as surviving in tight competition, avoiding price war, and getting profit from loyal customers. Customers not only judge the company from the quality of the product but also based on the experience and sensation provided. Through this strategy, customers can give a positive impression in feelings of pleasure for the products and services provided.

Experiential marketing is a marketing strategy through customer feelings, including emotions, actions, and relationships. Therefore, companies need to provide unique experiences so that customers can identify products or services that lead to increased consumption value. However, in addition to the stimulation in the form of experience, it is hoped that consumers can feel the company’s value and achieve [17]. Contrary to [11],



Fig. 1. National Coffee Consumption (Ministry of Agriculture, 2021)

experiential marketing does not affect customer loyalty because it must be supported by a satisfaction factor for the products offered.

According to [20], customer satisfaction results from the experience during the buying process. Also, it plays an essential role in determining the behavior of these customers in the future. If the characteristics of a product or service exceed expectations, consumers will be satisfied and happy. The satisfaction felt by consumers shows that the company has met their expectations and will lead to loyalty—customer loyalty as a form of customer loyalty to repurchase Excelso products. To understand consumer needs in today's era, it is essential to understand the relationship between experiential marketing, lifestyle, and customer satisfaction with customer loyalty for Excelso coffee. It is hoped that this research can recommend marketing strategies for business people during a pandemic.

2 Literature Review

2.1 Experiential Marketing

According to, experiential marketing is a marketing approach that affects the emotions and feelings of consumers by creating a positive and unforgettable impression so that consumers become passionate about the products offered. Experiential marketing is a marketing technique to enhance promotions with sensory appeals to intensify the customer experience [24].

Experience is needed because in recent decades, there has been much intense competition in the industry, which has caused companies to have to make changes not only from services or goods but also to adopt the economic value of experience [9]. Modern customers need objects, but there is an urge to achieve the satisfaction that leads to a company's success. Therefore, to achieve this success, businesses must implement a mechanism to develop unique or innovative value and build a relationship between perceived value and customers [25].

Value includes two critical aspects, namely: emotional and functional. Emotional value refers to the customer's emotional response after doing shopping activities, while practical value is considered necessary because it relates to the feelings and utilitarianism obtained from the service. Practical value can be viewed as a function of the taste of food or coffee, a clean environment, or comfortable chairs. Emotional value is a function when the waiter responds to customers [9].

Experiential marketing is divided into five elements, namely: (i) sense or sensory experience, the process of creating experiences related to the five minds of consumers, such as the senses of sight, taste, taste, smell, and hearing. (ii) feel or affective experience, an attempt to influence the brand on consumers through promotional and advertising communications and the quality of the product itself. Feel experience appears as a prolonged correlation carried out through one's feelings and emotions and aims to move emotional stimuli to influence consumer feelings. (iii) think or creative cognitive experience is a driving force for consumers to think critically and creatively to evaluate companies. It refers to the company's future, focus, value, quality, and growth. (iv) act or physical experience is a strategy to create an experience that can be applied to the current trend as the origin of a new trend or can be said to be the creator of a physical

relationship. Finally, (iv) relate or social identity experience combines four other indicators that show the relationship between a person and another person or group. The goal is to continue to create a relationship between consumers and the environment related to the products offered.

2.2 Lifestyle

Lifestyle is important for marketers because it is considered to form a strategy to win the market. Lifestyle represents an individual displayed in activities, interests, and opinions. Lifestyle refers to a consumption pattern that implies a person's choice of various things and how the individual uses his time and money [14]. [10] explain that lifestyle reflects a person's overall personality who interacts with his environment and is something that exceeds social class.

Lifestyle is like the pattern of an individual living and spending money and spending his time. Many decisions in a person's life are determined by lifestyle. One of the external factors that can affect lifestyle is the environment. Individuals who associate with spenders tend to be extravagant. As marketers, it is necessary to study consumers' lifestyles to create or provide innovations in products that follow their lifestyle and are also related to the placement of advertisements in the media.

Several questions related to psychographics with the term Activity, Interest, and Opinion (AIO) can be asked to measure lifestyle. Mahanani [14] divide the three elements as follows: (i) activities include work, hobbies, social activities, vacations, entertainment, club membership, community, shopping, sports, (ii) interests include family, home, work, community, recreation, fashion, food, media, achievement, and (iii) opinions covering self, social issues, politics, business, economy, education, products, future, culture.

2.3 Customer Loyalty

Loyalty is defined as a customer's commitment to repurchase or subscribe to a product or service consistently, which causes repeat purchases [8]. When a brand or company succeeds in maintaining customer loyalty, the customer will have a positive attitude towards the brand or company and be committed to continuing to purchase. As a result, loyal customers will be willing to subscribe or make repeat purchases over a certain period.

[5] explain that customer loyalty is a customer's decision to purchase rather than choosing a competitor's product. In today's conditions, where there is a lot of competitive competition and product differentiation, customer loyalty is needed to increase profits. Customer loyalty certainly involves the customer and the company itself. This is evidenced by [18] statement, which says that customer loyalty is the ability of a company that is superior to competitors to win the patronage of particular customers.

Measurement of customer loyalty can be done by measuring the variables that affect customer loyalty, namely: (i) Repeated use of products or services, (ii) Use of other products or services, and (iii) recommending products or services to others [5].

2.4 Customer Satisfaction

The purpose of a company is to create customer satisfaction with the realization of satisfied customers, it will be followed by repurchasing the company's products, and of course, this will increase profits for the company and vice versa. If customers are not satisfied, then there is an opportunity for customers to switch to other alternatives. According to [30] consumers already have expectations about how the product they buy should function. These expectations become quality standards that will ultimately be compared to how they feel after consuming the product.

Customer satisfaction is a feeling of pleasure and satisfaction customers express in the services and products offered [15]. This is supported by [12], who says that customer satisfaction means what customers expect can be achieved in accordance with reality. Companies are challenged to be able to provide services or products that meet customer expectations or even exceed them.

The measurement of customer satisfaction can be measured through several variables, namely: (i) Performance which is an assessment of the actual performance of an item or service after a consumer buys a product or service, (ii) Expectation is an expectation before purchasing so that the goods or services he will receive can be following his wishes or beliefs. (iii) Comparison, namely the stage after receiving goods or services, consumers will compare what was received and the expectations that had been thought before. (iv) Confirmation occurs when the goods or services received follow expectations, while disconfirmation occurred when the goods or services received exceed or are less than expectations. (v) discrepancy occurs when there is a difference between expectations and the results received. This indicator shows how the difference between consumer expectations and actualized performance is received.

3 Hypothesis Development

3.1 The Effect of Experiential Marketing on Customer Loyalty

According to [7], marketing experience positively influences customer loyalty. Marketing experience has contributed to realizing customer satisfaction which leads to loyalty. Customer satisfaction is a fulfillment of consumer expectations of goods or services. Consumers will compare their expectations with what they will receive. Customer satisfaction is measured by the experience he can feel during the process of getting the goods or services.

According to [6], the experiential marketing dimension positively affects satisfaction and leads to customer loyalty. This statement is also supported by [16], who say that experiential marketing can directly affect customer loyalty. Based on the explanation above, it can be concluded that the hypothesis is as follows:

H1: Experiential marketing has a significant effect on customer loyalty

3.2 The Effect of Lifestyle on Customer Loyalty

There is a positive relationship between lifestyle and customer satisfaction. When there is an increase in lifestyle, there is an increase in satisfaction. Customer satisfaction will

lead to loyalty and is supported by [19] statement, which says that lifestyle positively influences customer loyalty. The existence of a combination of consumer lifestyles with product characteristics will create a sense of fit, and customers will make purchases of these products. Based on this description, the following hypotheses can be concluded:

H2: Lifestyle has a significant effect on customer loyalty

3.3 The Effect of Experiential Marketing on Customer Loyalty Mediated by Customer Satisfaction

According to [7], the marketing experience positively impacts customer loyalty, supported by customer trust. Customer loyalty is described as a customer's willingness to repurchase a product or service. This can be created if there is a sense of satisfaction by the customer, which means the company has succeeded in meeting customer needs and expectations. When a company succeeds in creating an experience, there will be positive feelings from customers that lead to satisfaction.

Another statement from [16] says that experiential marketing can indirectly affect loyalty through customer satisfaction because satisfaction can mediate the relationship between experiential marketing and customer loyalty. Based on this explanation, it can be concluded that the hypothesis is as follows:

H3: Experiential marketing has a significant effect on customer loyalty mediated by satisfaction.

3.4 The Effect of Lifestyle on Customer Loyalty Mediated by Customer Satisfaction

According to [19], customer loyalty which is influenced by lifestyle, can be obtained if the customer achieves satisfaction. This is supported by [2], who says that lifestyle is considered a significant component of purchasing decisions. Purchase decisions will lead to customer satisfaction. Based on this explanation, the hypothesis is concluded as follows:

H4: Lifestyle has a significant effect on customer loyalty which is mediated by customer satisfaction.

3.5 The Effect of Customer Satisfaction on Customer Loyalty

According to [6], there is a relationship between customer satisfaction and customer loyalty. Satisfied customers will find it difficult to change their choices and be loyal. This opinion is also supported by [7], who say that customer satisfaction is a supporting factor for a business to achieve customer loyalty and lead to business success.

H5: customer satisfaction has a significant effect on customer loyalty.

The relationship model can be described in the Fig. 2:

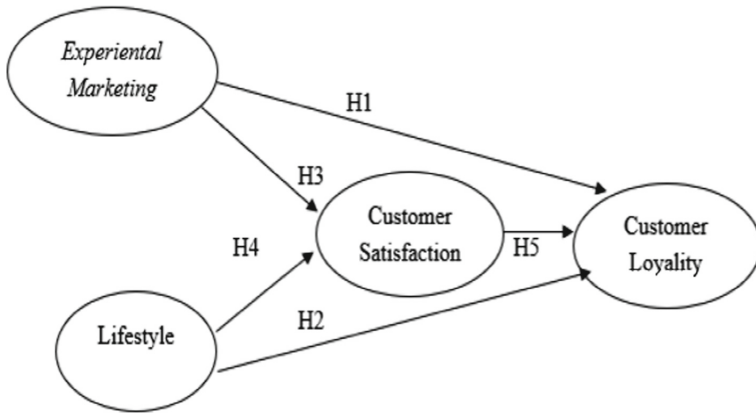


Fig. 2. Research Model

Table 1. Concept and Operational Definitions of Variables

Concept Definitions	Dimensions	Measurement
Experiential marketing is a process to achieve satisfaction and loyalty carried out by the company by involving customer feelings [23]	1. Sense 2. Feel 3. Think 4. Act 5. Relate	Likert scale
Lifestyle is a person’s habit to express himself with his choice to spend his time and money [14]	1. Activity 2. Interest 3. Opinion	Likert scale
Customer loyalty is a customer’s decision to continue using a particular product or service rather than switching to other alternatives [13]	1. Regular repurchase 2. Use of other products or services 3. Recommend products	Likert scale
Customer satisfaction is a condition in which the company successfully presents products or services that match or exceed what customers expect [12]	1. Performance 2. Expectation 3. Comparison 4. Confirmation 5. Discrepancy	Likert scale

4 Research Methods

This research uses a non-probability sampling technique with the purposive sampling method. Non-probability sampling is a data collection technique so that the opportunities for all populations to become samples are not the same [26]. The criteria that will be the sample in this study are determined by having the following characteristics:

- a. As a customer of Excelso Coffee Kupang for the last six months.

- b. Minimum age 17–65 years old
- c. Domiciled in Kupang, East Nusa Tenggara (Table 1).

This study uses a Partial Least Square (PLS) approach. PLS analysis is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables [1]. The purpose of PLS is to predict the effect of variable X on Y and to explain the theoretical relationship between the two variables. There are two evaluation models in the test using PLS: the outer model, which consists of convergent validity, discriminant validity, and composite reliability tests. The second model is the inner model test which consists of the goodness of fit test and hypothesis testing.

5 Result and Discussion

In this study, 180 respondents were used to answer the questions contained in the questionnaire. Respondent's identity includes gender, age, occupation, and income. It is known that as many as 122 women visited Excelso Coffee Kupang or as much as 67.8%, this is due to the female gender group having an interest in following a new trend and sharing it on social media.

Furthermore, most of the respondents who are consumers of Excelso Coffee Kupang are between 17 to 25 years old, or 73.3%. This shows that in the age range of 17 to 25 years, they prefer to enjoy a new trend and the atmosphere of a coffee shop. In this age range, people known as Generation Z prefer an easy way of life and always want to be updated on existing changes.

A total of 99 respondents, or 55% of Excelso Coffee Kupang consumers, are students. This is related to the characteristics of respondents based on age which is the age of students/students. The lifestyle of today's students tends to like socializing by looking for a coffee shop or restaurant atmosphere to gather, study, or just hang out and share experiences on social media and with other people.

Most of the respondents who consume Excelso Coffee Kupang are consumers with an income of less than IDR 1,000,000 or 50%. This relates to the characteristics of the previous respondent, namely work. In this study, the dominant respondents were students, so their income was less than Rp. 1,000,000 because most of this income was pocket money given by their parents.

5.1 Validity and Reliability Test

The construct validity test has the criteria for the AVE value above 0.5. It can be seen that the Average Variance Extracted (AVE) value of each variable meets the requirements, namely >0.5 . With this, it can be concluded that all variables in this study have the ability to measure the object of research, namely Excelso Coffee Kupang. The following are the results of the construct validity test (Table 2).

Composite reliability test is a reliability test to prove the accuracy, consistency, and accuracy of measurement of a variable. In PLS, the data is said to be reliable if the composite reliability and Cronbach's alpha values are above 0.7.

Table 2. Construct Validity Test

Variable	Average Variance Extracted (AVE)	Result
Experiential Marketing	0,560	Valid
Lifestyle	0,699	Valid
Customer Loyalty	0,685	Valid
Customer Satisfaction	0,641	Valid

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Result
Experiential Marketing	0,912	0,927	Reliable
Lifestyle	0,914	0,933	Reliable
Customer Loyalty	0,887	0,914	Reliable
Customer Satisfaction	0,942	0,951	Reliable

Table 4. R-Square Test

Variable	R Square	R Square Adjusted	Result
Customer Loyalty	0,840	0,837	Strong Model
Customer Satisfaction	0,795	0,739	Strong Model

Based on the Table 3, it can be said that all variables in this study are reliable because they have composite reliability and CRONBach's alpha values above 0.7. The highest CRONBach's alpha value is found in the customer satisfaction variable of 0.942, and the lowest CRONBach's alpha is found in the customer loyalty variable of 0.887. The highest composite reliability value is found in the customer satisfaction variable, which is 0.951, and the lowest composite reliability is found in the customer loyalty variable, which is 0.914.

5.2 R-Square and F-Square Test

The test model shows that the R-Square value on the customer loyalty variable is 0.840, indicating that the experiential marketing, lifestyle, and customer satisfaction variables affect the loyalty variable by 84%. R Square is above 0.70, so it is stated that this study has a strong model. While the R-Square on the customer satisfaction variable of 0.795 indicates that the experiential marketing and lifestyle variables affect the customer satisfaction variable by 79.5%. R Square is above 0.70, so it is stated that this study has a strong model (Table 4).

Table 5. F-Square Test

Variable	Customer Loyalty	Customer Satisfaction
Experiential Marketing (EM)	0,123	0,478
Lifestyle (L)	0,070	0,205
Customer Loyalty (CL)	-	-
Customer Satisfaction (CS)	0,258	-

Table 6. Path Coefficients

Hypothesis	Relationship	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
H1	EM → CL	0,306	0,303	0,080	3,841	0,000
H2	L → CL	0,208	0,219	0,090	2,318	0,021
H3	EM → CS	0,562	0,566	0,075	7,500	0,000
H4	L → CS	0,368	0,365	0,076	4,843	0,000
H5	CS → CL	0,449	0,442	0,086	5,246	0,000

The F-Square test was conducted to determine the goodness of the model. In this test, the results obtained that the significance of the relationship between variables in this study varied and concluded as follows:

1. Experiential Marketing variable has a weak effect on customer loyalty by 12.3%.
2. The experiential marketing variable strongly influences customer satisfaction by 47.8%.
3. Lifestyle variables have a weak effect on customer loyalty by 7%.
4. Lifestyle variables have a pleasing effect on customer satisfaction of 20.5%.
5. The variable of customer satisfaction has a significant effect on customer loyalty by 25.8% (Table 5).

5.3 Hypothesis Testing

This test is needed to find out how significant the results of the SEM calculation are. The criteria for this test is to use a cut-off value of 1.96. The hypothesis can be accepted if the t-value is more significant than 1.96 and the p-value is less than 0.05. Following are the results of hypothesis testing (Table 6).

Experiential Marketing (EM) has a positive and significant effect on Customer Loyalty (CL). This effect can be seen in the p-value of 0.000 (criteria p-value <0.05) and the t-value of 3.841, which is higher than the set cut-off value (criteria, t-value > 1.96). Furthermore, Lifestyle (L) has a positive and significant effect on Customer Loyalty (CL). This effect can be seen in the p-value of 0.021 and the t-value of 2.318.

Experiential Marketing (EM) has a positive and significant effect on Customer Satisfaction (CS). This effect can be seen in the p-value of 0.00 and t-value of 7.500. Lifestyle (L) has a positive and significant impact on Customer Satisfaction (CS). This effect can be seen in the p-value of 0.000 and the t-value of 4.843. Lastly, Customer Satisfaction (CS) has a positive and significant impact on Customer Loyalty (CL). This effect can be seen in the p-value of 0.000 and the t-value of 5.246.

5.4 Discussion

5.4.1 The Effect of Experiential Marketing on Customer Loyalty

Based on the research, it can be seen that the effect of experiential marketing on customer loyalty to Excelso Coffee Kupang is assessed by the average respondent as a consumer of Excelso Coffee Kupang, who values these two variables well. The primary indicator that has a significant impact on the experiential marketing variable is “the coolness of the air-conditioned room at Excelso Coffee Kupang makes me comfortable,” and the primary indicator that has a significant impact on the customer loyalty variable is “I will say the positive things and experiences that I experienced at Excelso Coffee Kupang”.

Hypothesis testing has proven that the experiential marketing variable on customer loyalty has a positive and significant relationship. Therefore, it can be said that the first hypothesis (H1) is acceptable. This result is supported by [6, 16], who say that experiential marketing is directly related to customer loyalty. The dimensions of experiential marketing have a significant influence on customer loyalty. Thus, if customers experience positive experiential marketing, it will increase customer loyalty and sales.

Based on this research, it is concluded that experiential marketing has a significant influence on customer loyalty, this can be seen from the considerable number of this variable which is very large compared to the lifestyle variable, and the indicator with the essential value is sense. This shows that basically, what customers need is comfort that involves their feelings through the five senses. Excelso must present a positive product and service experience so that it can affect the customer’s feelings through his five senses. With a good experience that is felt, there will be a desire to share that experience with others. This can be seen through the highest indicator of the customer loyalty variable; namely, customers are willing to share positive experiences experienced at Excelso Coffee Kupang.

5.4.2 The Effect of Lifestyle on Customer Loyalty

Based on the research, it can be seen that the influence of lifestyle on customer loyalty of Excelso Coffee Kupang is assessed from the average respondents as Excelso Coffee Kupang consumers who value these two variables well. The main indicator that has a significant impact on the lifestyle variable is “I visited Excelso Coffee Kupang because I like the food,” and the primary indicator that has a significant effect on the customer loyalty variable is “I will say the positive things and experiences that I had at Excelso Coffee Kupang.”

Hypothesis testing has proven that lifestyle variables on customer loyalty have a positive and significant relationship. Therefore, it can be said that the second hypothesis (H2) is acceptable. This result is say that lifestyle is directly related to customer loyalty.

With an increase in lifestyle, customer interest in a product also increases. Lifestyle supports Excelso Coffee Kupang to achieve customer loyalty.

Based on research, there has been a shift in the lifestyle of the people of Kupang city, which was initially a frugal lifestyle as a characteristic of small-town people; now, it is a modern lifestyle that is increasingly sensitive to new technologies and trends. This can be seen from the culture of coffee consumption, which is now a hallmark of parents or people who want to stay up late, and culture to just hang out or accompany them when discussing and studying. As a coffee shop company, this shift is a good thing that can be used to support the creation of customer loyalty supported by the positive experience provided.

5.4.3 The Effect of Experiential Marketing on Customer Loyalty Mediated by Customer Satisfaction

Based on the research, it can be seen that the effect of experiential marketing on customer loyalty which customer satisfaction Excelso Coffee Kupang mediates, is assessed by the average respondent as a consumer of Excelso Coffee Kupang who values the variables well. The main indicator that has a significant impact on the experiential marketing variable is “the coolness of the air-conditioned room at Excelso Coffee Kupang makes me comfortable”, the main indicator that has a big impact on the customer loyalty variable is “I will say the positive things and experiences that I experienced at Excelso Coffee Kupang”, and the main indicator that has a significant influence on customer satisfaction is “I am satisfied with Excelso Coffee Kupang products”.

Hypothesis testing has proven that the experiential marketing variable on customer loyalty mediated by customer satisfaction has a positive and significant relationship. Therefore, it can be said that the third hypothesis (H3) is acceptable. This result is supported by [7, 16], who said that experiential marketing could be related to customer loyalty through customer satisfaction. Customer satisfaction as a mediation between experiential marketing and customer loyalty can increase sales because of loyal customers. Therefore, companies must be able to provide experiences that make customers achieve satisfaction.

In this study, experiential marketing provides the most decisive influence in achieving customer loyalty. When Excelso delivers a positive experience, customers will feel a happy feeling that ends with satisfaction. This satisfaction will give birth to the desire to return to visit Excelso with positive experiences that are always shared. Satisfaction will arise from feeling happy because expectations are met or even exceeded. Based on the total effect, experiential marketing mediated by customer satisfaction has a more significant effect on customer loyalty. Therefore, Excelso must provide a positive experience to achieve satisfaction and end in loyalty.

5.4.4 The Effect of Lifestyle on Customer Loyalty Mediated by Customer Satisfaction

Based on the research, it can be seen that the influence of lifestyle on customer loyalty is mediated by Excelso Coffee Kupang customer satisfaction assessed from the average respondent as Excelso Coffee Kupang consumers who value the variables well. The

leading indicator that has a significant impact on the lifestyle variable is “I visit Excelso Coffee Kupang because I like the food”, the leading indicator that has a significant impact on the customer loyalty variable is “I will say positive things and experiences that I had at Excelso Coffee Kupang”, and the leading indicator that has a significant influence on customer satisfaction is “I am satisfied with the Excelso Coffee Kupang product”.

Hypothesis testing has proven that lifestyle variables on customer loyalty mediated by customer satisfaction have a positive and significant relationship. Therefore, it can be said that the fourth hypothesis (H4) is acceptable. This result is supported by [2, 19], who say that lifestyle alone is not enough to make consumers loyal. Lifestyle is one of the factors that can change; therefore, lifestyle is not enough to realize loyalty. This lifestyle will be supported by satisfaction so that customers will be willing to carry out a repurchase process or a series of activities that express their loyalty.

Based on research, the most significant indicator of lifestyle measurement is interesting; namely, customers visit Excelso because they like their food. This is undoubtedly related to the experiential marketing measuring indicator, namely sense. Excelso's dishes provide a positive experience for the customer's five senses and are following the lifestyle to lead to a sense of satisfaction. Customers will be willing to share their positive experiences while at Excelso Coffee Kupang with this satisfaction.

5.4.5 The Effect of Customer Satisfaction on Customer Loyalty

Based on the research, it can be seen that the influence of lifestyle on customer loyalty is mediated by Excelso Coffee Kupang customer satisfaction assessed from the average respondent as Excelso Coffee Kupang consumers who value the variables well. The leading indicator that has a significant impact on the lifestyle variable is “I visit Excelso Coffee Kupang because I like the food”, the leading indicator that has a significant impact on the customer loyalty variable is “I will say positive things and experiences that I had at Excelso Coffee Kupang”, and the leading indicator that has a significant influence on customer satisfaction is “I am satisfied with the Excelso Coffee Kupang product”.

Hypothesis testing has proven that lifestyle variables on customer loyalty mediated by customer satisfaction have a positive and significant relationship. Therefore, it can be said that the fourth hypothesis (H4) is acceptable. This result is supported by [2, 19], who say that lifestyle alone is not enough to make consumers loyal. Lifestyle is one of the factors that can change; therefore, lifestyle is not enough to realize loyalty. This lifestyle will be supported by satisfaction so that customers will be willing to carry out a repurchase process or a series of activities that express their loyalty.

Based on research, the most significant indicator of lifestyle measurement is interesting; namely, customers visit Excelso because they like their food. This is undoubtedly related to the experiential marketing measuring indicator, namely sense. Excelso's dishes provide a positive experience for the customer's five senses and are following the lifestyle to lead to a sense of satisfaction. Therefore, customers will be willing to share their positive experiences while at Excelso Coffee Kupang with this satisfaction.

6 Conclusion

Based on this study, experiential marketing is the main factor influencing customer loyalty. Experiential marketing directly or indirectly through customer satisfaction influences customer loyalty. From several indicators studied on experiential marketing variables, most respondents stated that the cool air-conditioned room at Excelso Coffee Kupang made customers comfortable. This is an indicator of sense in experiential marketing, where the company provides a positive experience that involves the customer's five senses.

Based on the above, the researchers suggest strengthening experiential marketing by increasing positive experiences that involve the five senses by maximizing the functions of all facilities, products, and services to create customer loyalty. The sense indicator shows that customers like the experience in the form of comfort provided by Excelso Coffee Kupang, so this becomes a strength to be promoted, namely the atmosphere and comfort that customers will feel when visiting Excelso Coffee Kupang.

Future research would be useful to add restaurant image as an independent variable to examine customer loyalty in the restaurant and increase the number and heterogeneity of respondents. Business owners of the coffee shop or restaurant can use this study to strengthen customer loyalty based on experience customers while they are in the restaurant or coffee shop that involve five senses by maximizing the restaurant facility, product, and services. Atmosphere and comfort in the coffee shop or restaurant is essential for a customer who value most their lifestyle.

Limitation

In this study, there is a limitation that Excelso's segmentation is middle to upper; therefore, the respondent's criteria must be adjusted to the above-middle criteria because in this study, most respondents were aged 17–25 years.

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