



# Development of Brand Equity Models Through Brand Experience, Experiential Marketing, and Customer Experience – A Conceptual Analysis

\*Cahya Fitriana<sup>1</sup> Ambar Lukitaningsih<sup>2</sup>

<sup>1,2,3</sup>Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia  
<sup>1</sup>\*Cahyafitriana999@Gmail.Com, <sup>2</sup>ambar.ita@ustjogja.ac.id

\* Corresponding Author

**Abstract.** This study investigates the evolution of brand equity models in relationship with the notions of brand experience, experient-based marketing and customer experience through a conceptual analysis methodology. In the competitive marketplace of today, brand equity has become an important factor in determining success and constitutes more than product quality with a focus on emotional, sensory and cognitive responses that consumers have toward brands. Immersion marketing Practices Immersive and interactive consumer experiences are experiential, and facilitate emotional bond with consumers, such practices help in enhancing brand equity. Brand experience refers to the perceptions and reactions formed through direct and indirect contacts with a brand, which has significant influence on customer loyalty and brand equity. Customer experience, the sum of a customer's interactions with a brand, including everything from discovery to purchase through service and how they tell others about the product or service is recognised as an important mediator between branding experience and experiential marketing on brand equity. Based on the frameworks of other authors, and while referring to Keller's Customer-Based Brand Equity (CBBE) theory as a conceptual prism, this paper has developed an integrative framework that highlights the importance of generating relevant experiences throughout all touchpoints. The findings offer both academic and practical insights for businesses aiming to optimize their marketing strategies and strengthen their brand equity in an increasingly dynamic marketplace.

**Keywords:** Brand Equity, Brand Experience, Experiential Marketing, Customer Experience, Customer-Based Brand Equity (CBBE), Brand Loyalty, Marketing Strategy.

## 1 Introduction

The era of increasingly competitive globalization has made brand equity one of the main indicators that determine the success of a brand in the market. Strong brand equity not only increases consumer appeal but also provides significant added value by helping businesses build long-term relationships with their customers [1] This phenomenon is becoming increasingly relevant as consumers' expectations of their

experience when talking to brands increase. Modern consumers judge products not only by their quality, but also by their emotional, sensory and cognitive experiences during the process of communication [2]

This phenomenon can be observed in real life at Pakuwon Mall, one of the largest shopping malls in Yogyakarta, which is a competitive arena for various well-known brands to build their equity through a memorable customer experience. Many bars at Pakuwon Mall now not only focus on sales promotion or product displays, but also create an immersive brand experience. For example, some fashion and food brands present interactive space concepts, thematic decorations, and personalization services designed to strengthen the brand image in the minds of consumers. In addition, activities such as pop-up stores, collaborative art exhibitions, and lifestyle events involving influencers also increase the emotional appeal to the brand.

However, the problem that arises is that there are still many companies that have not maximized the potential of experiential marketing and brand experience to create an immersive customer experience. In fact, experiential marketing has proven to be one of the effective marketing strategies in building an emotional connection between brands and customers [3]. Empirical studies, such as those carried out by [4] shows that brand experience plays an important role in increasing brand equity. But research [5] found different outcomes, i.e. Brand Experience did not have a significant impact on Brand Equity. In addition, some previous studies have only focused on the direct relationship between experiential marketing and brand experience with brand equity, without paying attention to the mediating role of customer experience.

The customer experience, a brand's multifaceted consumer touch points, is the focal point to how effectively experiential marketing and brand experience builds brand equity. Whenever companies deliver consistent, relevant and natural experiences across channels brands will be perceived more favourably by consumers [6]. This not only increases customer loyalty, but also strengthens the brand image in the market. However, without a deep understanding of how experiential marketing and brand experience can support each other through customer experience, companies risk missing out on opportunities to optimize the potential of their marketing strategies.

**Research gap** This is the basis for conducting further studies to understand how experiential marketing and brand experience can support each other through customer experience to significantly increase brand equity. With the theory-based approach of Customer-Based Brand Equity (CBBE) introduced by Keller, this research offers a new scientific and practical contribution. This theory emphasizes that brand equity is built through consumers' responses to brands, which are based on the experiences they gain [7]. Thus, the model of this study not only clarifies the direct connection but also investigates the role of Customer Experience as mediating factor in experiential marketing-brand experience and brand equity.

The CBBE theory-based model offers a holistic view and provides a framework to better understand the relationship that exists among experiential marketing, brand experience and customer experience. For instance, experiential marketing aims to provide consumers with the unique and exciting experiences through activities which engage senses, emotion and intellect. Otherwise, brand experience represents overall impressions about the brand that consumers derive from various direct and indirect

encounters with the brand. Combining these two aspects together, through the focal point of customer experience, companies can cultivate a more unified and unforgettable customer experience – one that also maximizes overall brand value.

Through this approach, this research seeks to answer the conceptual and practical challenges in building sustainable brand equity. Thus, this research is not only academically relevant, but also provides practical insights that can be applied by companies in developing more effective marketing strategies. Companies can leverage the results of this research to design more strategic experiential marketing programs, manage brand experiences more effectively, and create superior customer experiences.

Moreover, this study also has significant managerial implications for brand managers and marketers since it suggests the importance of carefully aligning experiential marketing with both brand experience and customer experience. This synergy can be implemented through common strategic actions that may include integration of customer experience design, value based management on consumer touch points and brand communication strategy in line with the company's values and identity. In view of such conditions, the research findings provide academicians with the necessary knowledge and guidelines for firms to effectively gain a competitive edge in an emerging complex digital future.

In addition to these elements, organizations must continually take into account evolving consumer wants and desires if they are to continue generating brand value over time. This requires a readiness to be flexible in their approach to marketing for the here and now, as well as one that considers long-term relationships of trust and loyalty. "Companies with a more integrated, data-led approach to analytics can gain critical insights into areas such as customer retention and uncover new opportunities for competitive advantage." Thus, this investigation is an important contribution to connecting theory and practice when developing resilient and contemporary brand equity within a dynamic global context.

## **2 Literature Review**

### **2.1 Customer-Based Brand Equity (CBBE)**

Customer-Based Brand Equity Theory (CBBE) put forward by [8] emphasizing that the strength of a brand lies in the consumer's response to marketing, which is formed through the knowledge and associations of the brand stored in their memory. In this context, brand experience is an important factor that includes sensory, affective, intellectual, and behavioral dimensions, which affect consumer satisfaction and loyalty [9]. In line with the CBBE framework, a positive consumer experience, whether sourced from interactions with brands or from experience-based marketing strategies, will strengthen brand equity through increased perceptions of quality, trust, and loyalty. Thus, the relationships shown in this research model reflect the basic logic that effective customer experience management can be the main bridge in building sustainable brand equity.

### **2.2 Brand Experience**

Brand Experience is a consumer perception when being in touch, both

indirectly and directly with a brand. Brand Experience is a multidimensional construct which covers the sensory, affective, cognitive and behavioural responses that engender from their encounter with different brand stimuli (product design, visual identity, package) while interacting with any of these five elements (marketing communications, product design, layout of retail stores, environment if sales atmosphere) [10]. The present research demonstrates that brand experience has a direct and indirect effect on consumer satisfaction and loyalty by linking to brand personality.

Phenomenologically, the brand experience goes beyond relational usage and encompasses the individual's subjective feeling of what sense the brand is conveying at various touch points both consciously and unconsciously [11]. Every contact (advertising, product design and customer service) is helping create consumer perception of the brand [10]. Hence, brand experience is an interpretative process in that consumers derive the meaning and emotional attachment with the brand through experiences.

More importantly, positive brand experience can enhance the level of perceived brand authenticity that leads to greater levels of consumer loyalty in terms of repeat purchase intention, word-of-mouth recommendations and price premium intentions. Research from [12], indicating that the brand experience's dimensions, particularly in its sensory and intellectual dimension, significantly affect the consumers' perceived authenticity of a brand, and this subsequently mediates between consumer loyalty to brand experience.

### **2.3 Experiential Marketing**

Experiential marketing, also called engagement marketing, is the use of an event to promote a product or service. Experiential Marketing refers to actually using most of the five senses being available in currently increasing multimedia channels. The approach is to engineer emotional, physical and intellectual stimulus through immersive sensory manipulation and tangible/active involvement in order to create lasting positive enchantment and forge memorable connections between individuals (particularly consumers) and brand identities [13]. Experiential marketing has been found to enhance brand image and purchase intentions, by activating the emotional engagement of consumers, as well as to generate spillover effects, which can reinforce a good impression about the retailer or location where the experience occurs [13].

From a scientific point of view, experiential marketing is a paradigm shift from traditional marketing which focuses on product's characteristics and benefits to an approach that reads consumption through cognitive, affective and behavioral dimensions. In reality, this met [14]. Thus, experiential marketing not only creates fun and memorable interactions, but also strengthens the brand image and encourages more loyal and positive consumer behavior towards the products and services offered [14].

### **2.4 Customer Experience**

Customer Experience (CX) is a holistic construct that consists of customer's cognitive, emotional, sensory, social and behavioral responses to stimuli as a result of his or her diverse exposures to the brand over the course of their journey as consumers

[15]. Customer experience is a customer's response to different touch-points that take place before, during and after the purchase process from direct or indirect interactions with the company [15]. These perceptions are multidimensional and can be influenced by customer expectation, service quality, and brand image [16].

But, on the other hand, the customer experience (CX) is way beyond a rational or need and benefits driven behavior to a product, service relationship -- it includes results of feelings and happenings with brands. All these encounters will add up to the consumer attitude of your brand overall [16] stressing that customer experience embraces the customer's non cognitive and affective response to the stimulus generated by the boycott of an organization offering, across the span of time Walk-Through related to a goodservice proposed by campaigns during campagne.

For today's marketing, customer experience has become one of the most important elements that affect customer loyalty and repurchase behaviors. This customer journey is also an innovative factor that influences the satisfaction of consumers with a company. It has been found that firms can achieve enhanced customer engagement and operation efficiency as the result of continuous customer experience (CE) design and improvement [15].

## 2.5 Brand Equity

Brand equity is a strategic concept and the added value that a brand confers to a product or service, in the eyes of an organisation's customers and employees and other stakeholders, as determined by its perception, loyalty and institutional image/recognition. That is, a brand can represent an asset to the firm in long-term perspective such as not only the functional quality of product but also values attached on such as emotional and symbolic value in which all become sources of competitive advantage [17]. Research by [17] also emphasizes the role that symbolic benefits of brands will play with consumers and how closely they are associated with the more tangible sensory expression and feelings of attachment on the part of consumers. This bond represents the connection between brand and self-concept of the consumer, which reinforces loyalty and commitment to the brand. Thus, brand equity is not only formed from product quality, but also from the symbolic and emotional values felt by consumers.

In addition, research by [18] Develop an identity-based brand equity model that integrates internal and external perspectives. This model emphasizes that brand equity is a significant intangible asset, which is made up of consumer perception and brand trustworthiness. By following this route, businesses are able to better manage their brand equity by having the company's values at play in all facets of the business and social interactions between them and consumers [18]. Generally, brand equity as an enduring asset is not just the functional characteristics of a product. It constitutes a feeling and symbolic relationship existing between a brand and consumer, which is derived from the experiences, identities, beliefs and values transmitted by the brand. This broad-based view of brand equity helps companies develop a sustainable competitive advantage in the marketplace..

### 3 Methodology

This study uses a conceptual approach to clarify theoretical constructs and develop new interpretations based on existing literature [19]. According to [20], a systematic review assists in revealing research voids and developing models for empirical study. The literature review is incorporated to meet the research aims, enabling a better grasp of the connections between important concepts. The result of this method is a framework to guide future empirical research. The purpose of this framework is to answer a few important questions: (1) Does brand experience have a significant positive effect on brand equity? (2) Does experiential marketing have a significant positive effect on brand equity? (3) Does brand experience have a significant positive effect on customer experience?(4) Does experiential marketing have a significant positive effect on customer experience?(5)Does customer experience have a significant positive effect on brand equity?

### 4. Results & Discussion

#### 4.1 The Influence of Brand Experience on Brand Equity

Brand Experience refers to the series of emotional, cognitive, sensory, and behavioral interactions that consumers feel during interaction with a brand [9]. [21] defines Brand Experience as the consumer's internal subjective response to the stimuli associated with the brand, including the brand's design, identity, packaging, communication, and environment, which includes four main dimensions: sensory, affective, intellectual, and behavioral.

In the context of modern marketing, brand experience is no longer only about product quality, but also how elements such as packaging, advertising, after-sales service, and brand storytelling can create a deep impression that increases brand value in the eyes of consumers. Study [3] It shows that sensory brand experience and consumer engagement directly and indirectly affect brand equity through cognitive, emotional, and behavioral consumer brand engagement.

Furthermore, studies in the hospitality sector show that consumers' direct interaction with services such as staff friendliness, physical environment, and service personalization significantly increases the dimensions of brand awareness and loyalty, which are key components of Brand Equity. Research [22] Found that brand experience has a strong influence on brand personality, brand satisfaction, and brand loyalty.

Within a methodological framework, this study will use a quantitative design with a cross-sectional survey, measuring Brand Experience through an adaptation scale [22] and Brand Equity through Keller's CBBE scale. Regression analysis will test the strength of Brand Experience's influence on Brand Equity. It is hoped that the results of the study show a positive and significant influence between Brand Experience and Brand Equity, thus emphasizing the importance of investing in brand experience elements to build sustainable brand equity.

## 4.2 The Influence of Experiential Marketing on Brand Equity

Experiential Marketing emphasizes the creation of a "moment of truth" where consumers are not just spectators, but rather obey Feel brand value through interactive activities, events, or immersive campaigns [23]. This approach focuses on emotional engagement and experience personalization as a brand differentiation strategy. Research results [24] It shows that the five dimensions of experiential marketing sense, feel, think, act, and relate can simultaneously increase experiential value, which further contributes to consumers' willingness to pay price premiums and brand advocacy.

In addition, the research [25] At tourism destination events, it was found that positive evaluations of experiential marketing events indirectly increased word-of-mouth, which is known as one of the main drivers of Brand Equity in the competitive market. In addition to encouraging emotional engagement, experiential marketing also plays an important role in shaping cognitive and affective perceptions of brands [26]. When consumers actively engage in strategically designed experiences, such as interactive product launches, immersive brand events, or campaigns that involve public participation, they tend to form stronger psychological ties with the brand. This bond not only increases loyalty, but also strengthens the dimension of brand association and perception of quality two crucial elements in the Customer-Based Brand Equity (CBBE) framework developed by Keller. Thus, experiential marketing not only creates pleasant memories, but also affects the cognitive and affective dimensions that are the foundation of brand equity.

This approach is even more timely in the digital era with customers demanding relevant, personal, and meaningful experiences. Recent studies [27] indicate that personalization of experiential marketing activities, for example using augmented reality (AR) technology and consumergenerated data in interactions, has an important influence on customer engagement and experience value. This is relevant for raising repeat purchase intention, brand advocacy and the perception of brand supremacy over rivals. Thus, experiential marketing is the strategic marketing response to manage and leverage for both enhancing consumers' experienced value and brand equity..

## 4.3 The Influence of Brand Experience on Customer Experience

Brand Experience not only impacts brand perception, but also affects the overall Customer Experience (CX) [28]. As consumers experience a strong brand experience, their expectations for subsequent interactions with the company will rise to a higher level [29]. This creates a new standard in consumer relationships with brands that drive deeper loyalty and engagement. In recent studies [30], it was found that the hedonic and ethical dimensions of Brand Experience are able to increase consumer motivation to actively participate and interact in the company's digital channels. These interactions enrich the overall Customer Experience and help companies build more personalized and relevant relationships with their customers.

Furthermore, research on personalized touchpoints confirms that personalized brand experiences, such as artificial intelligence (AI)-based product recommendations, are able to strengthen the cognitive and emotional aspects of Customer Experience [31], [32]. This approach creates a smoother and more satisfying customer journey, which ultimately strengthens Brand Equity [33]. It is hoped that the results of the study show

a positive and significant influence between Brand Experience and Customer Experience quality, thus emphasizing the importance of brands designing consistent experiences at every touchpoint. This approach is essential for building a cohesive brand experience and strengthening customer loyalty in the long run.

#### **4.4 The Influence of Experiential Marketing on Customer Experience**

Experiential Marketing, through the concept of S–O–R (Stimulus–Organism–Response), emphasizes the stimulation of consumers' senses and emotions to create deep cognitive and affective responses [34]. It is believed to shape consumer perceptions and attitudes before, during, and after interactions with brands. Experiential framework-based S–O–R research found that stimuli in the form of visual, audio, and tactile elements in marketing activation significantly affect the organism (internal state) of consumers, which has an impact on Customer Experience and offline store satisfaction [35].

A recent meta-analysis study shows that experiential motivation and customer engagement in experiential marketing events significantly improve the emotional and social dimensions of Customer Experience (CX). Research [36] It found that consumers' participation in experiential marketing activities, such as pop-up stores, strengthens their emotional and social engagement with brands, which in turn increases brand loyalty. This shows that a well-designed experience can form a deeper connection between consumers and brands.

Further, the research [37] asserts that experience marketing not only affects customer satisfaction but also has a direct positive impact on customer loyalty. In their study, it was found that the combination of experience marketing and service quality significantly increases customer loyalty. This shows that an experiential-focused marketing approach can be an effective strategy for building long-term relationships with customers [37].

In addition, the research [38] shows that experiential marketing has a positive and significant influence on customer loyalty, both directly and through the mediation of customer satisfaction. The study highlights the importance of creating a satisfying experience for customers as a strategic step in increasing their loyalty. As such, companies need to consider integrating experience elements in their marketing strategies to achieve optimal results.

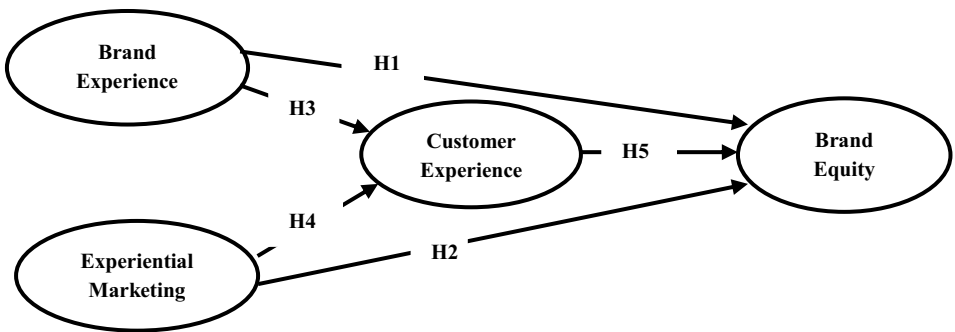
Based on these findings, it is expected that experience marketing significantly enriches Customer Experience, especially in affective and social aspects that cannot be measured transactionally alone. Therefore, organizations need to design marketing campaigns that are immersive, interactive, and based on consumer active participation. This effort will not only increase customer satisfaction, but also strengthen the brand's position in the minds of consumers. Strategically designed experiences at each touchpoint will foster more lasting emotional loyalty than loyalty formed by rational incentives alone.

#### **4.5 The Influence of Customer Experience on Brand Equity**

Customer Experience (CX) encompasses the totality of consumer perceptions and responses to every interaction with a company, whether pre, during, or post-

purchase [39]. CX involves rational (informative), emotional, social, and physical aspects that together shape the value that consumers perceive [40]. Recent research in the hospitality industry has found that service performance and personalization of communication directly increase Customer-Based Brand Equity, especially through increased brand awareness and perceived quality [41].

Further [42] shows that company visibility and consumer digital engagement have a mediating effect on the relationship between CX and Brand Equity, where a satisfactory customer experience strengthens the perception of brand equity. The expected results show that Customer Experience contributes significantly to the formation of Brand Equity [43]. This shows that a positive customer experience not only improves brand perception, but also strengthens the brand's position in the market. Thus, efforts to improve the quality of customer experience are a long-term investment that is critical to the sustainability and growth of the brand. Companies that focus on managing Customer Experience effectively have the opportunity to build loyalty and sustainable brand value.



**Fig. 1.** Conceptual framework

The framework of this study describes the relationship between brand experience, experiential marketing, customer experience, and brand equity. Conceptually, brand experience and experiential marketing play a role as the main factors that influence the formation of customer experience (H3 and H4). The customer experience that is formed then becomes an important mediation in strengthening brand equity (H5), which reflects the value of the brand in the eyes of consumers. In addition, brand experience and experiential marketing also have a direct influence on brand equity (H1 and H2), which shows that brand experience and experiential marketing strategies not only create emotional interactions with customers, but also increase the perception of value and loyalty to the brand as a whole. Thus, this model emphasizes the importance of customer experience as a strategic bridge between marketing activities and brand strength building.

## 5 Conclusion

This conceptual analysis emphasizes the significant role of brand experience, experiential marketing, and customer experience in shaping and enhancing brand equity. Through the theoretical framework of Keller's Customer-Based Brand Equity (CBBE), the study illustrates how brand experiences and experiential marketing can directly and indirectly influence brand perception, consumer loyalty, and overall brand value. The mediation of customer experience is highlighted as a crucial factor in optimizing these relationships. By effectively managing these elements, brands can create meaningful connections with consumers, thereby building stronger, more sustainable brand equity. The research also offers valuable implications for businesses, suggesting that integrating experiential marketing strategies with a holistic approach to customer experience can provide a competitive edge in the modern, experience-driven market. Ultimately, companies that invest in these strategic areas are likely to foster long-term consumer loyalty and achieve sustained growth in their brand value.

## References

- [1] D. Feiz and H. Moradi, 'Creating consumer-based brand equity for customers by brand experience', *Journal of Islamic Marketing*, vol. 11, no. 6, pp. 1443–1464, Jan. 2020, doi: 10.1108/JIMA-03-2019-0055.
- [2] M. A. Sagha, N. Seyyedamiri, P. Foroudi, and M. Akbari, 'The One Thing You Need to Change Is Emotions: The Effect of Multi-Sensory Marketing on Consumer Behavior', *Sustainability (Switzerland)*, vol. 14, no. 4, pp. 1–18, 2022, doi: 10.3390/su14042334.
- [3] J. A. Castañeda García, A. Del Valle Galindo, and R. Martínez Suárez, 'The effect of online and offline experiential marketing on brand equity in the hotel sector', *Spanish Journal of Marketing - ESIC*, vol. 22, no. 1, pp. 22–41, Jan. 2018, doi: 10.1108/SJME-03-2018-003.
- [4] V. D. Tran and N. T. T. Nguyen, 'Investigating the relationship between brand experience, brand authenticity, brand equity, and customer satisfaction: Evidence from Vietnam', *Cogent Business and Management*, vol. 9, no. 1, 2022, doi: 10.1080/23311975.2022.2084968.
- [5] M. M. Zulfa and I. Muslichah, 'Pengaruh Pengalaman dan Keterikatan Emosional terhadap Loyalitas Merek pada Pengguna Aplikasi Islami di Smartphone', *Selektia Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, vol. 1, no. 1, pp. 13–36, 2022.
- [6] B. F. Reitsamer, N. E. Stokburger-Sauer, and J. S. Kuhnle, 'How and when effective customer journeys drive brand loyalty: the role of consumer-brand identification', *Journal of Service Management*, vol. 35, no. 6, pp. 109–135, Jan. 2024, doi: 10.1108/JOSM-08-2023-0374.
- [7] H. M. Jeon and S. R. Yoo, 'The relationship between brand experience and consumer-based brand equity in grocerants.', *Service Business*, vol. 15, no. 2, pp. 369–389, 2021, doi: 10.1007/s11628-021-00439-8.
- [8] Kevin Lane Keller, 'Conceptualizing, Measuring, and Managing Customer-Based Brand Equity', *Journal of Marketing*, vol. 57, no. 1, pp. 1–22, Jan. 1993, doi: 10.1177/002224299305700101.

- [9] D. Zha, P. Foroudi, T. C. Melewar, and Z. Jin, 'Examining the Impact of Sensory Brand Experience on Brand Loyalty', *Corporate Reputation Review*, vol. 28, no. 1, pp. 14–42, 2025, doi: 10.1057/s41299-023-00175-x.
- [10] M. Sohaib, J. Mlynarski, and R. Wu, 'Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China', 2023. doi: 10.3390/su15010746.
- [11] M. A. Motta-Filho, *Brand experience manual: bridging the gap between brand strategy and customer experience*, vol. 15, no. 5. Springer Berlin Heidelberg, 2021. doi: 10.1007/s11846-020-00399-9.
- [12] A. A. Safeer, H. Yuanqiong, M. Abrar, R. Shabbir, and H. M. W. Rasheed, 'Role of brand experience in predicting consumer loyalty', *Marketing Intelligence & Planning*, vol. 39, no. 8, pp. 1042–1057, Jan. 2021, doi: 10.1108/MIP-11-2020-0471.
- [13] S. Levy and H. Gendel Guterman, 'Twofold impact of experiential marketing: manufacturer brand and hosting retailer', *EuroMed Journal of Business*, vol. 16, no. 4, pp. 345–360, 2021, doi: 10.1108/EMJB-03-2020-0028.
- [14] A. M. Urdea and C. P. Constantin, 'Experts' Perspective on the Development of Experiential Marketing Strategy: Implementation Steps, Benefits, and Challenges', *Journal of Risk and Financial Management*, vol. 14, no. 10, 2021, doi: 10.3390/jrfm14100502.
- [15] J. Olsson, D. Hellström, and Y. Vakulenko, 'Customer experience dimensions in last-mile delivery: an empirical study on unattended home delivery', *International Journal of Physical Distribution & Logistics Management*, vol. 53, no. 2, pp. 184–205, Jan. 2023, doi: 10.1108/IJPDLM-12-2021-0517.
- [16] L. Becker and E. Jaakkola, 'Customer experience: fundamental premises and implications for research', *Journal of the Academy of Marketing Science*, vol. 48, no. 4, pp. 630–648, 2020, doi: 10.1007/s11747-019-00718-x.
- [17] J.-E. Jeon, 'The impact of brand concept on brand equity', *Asia Pacific Journal of Innovation and Entrepreneurship*, vol. 11, no. 2, pp. 233–245, Jan. 2017, doi: 10.1108/APJIE-08-2017-030.
- [18] C. Burmann, M. Jost-Benz, and N. Riley, 'Towards an identity-based brand equity model', *Journal of Business Research*, vol. 62, no. 3, pp. 390–397, 2009, doi: <https://doi.org/10.1016/j.jbusres.2008.06.009>.
- [19] S. Hadi, H. K. Tjahjono, and M. Palupi, *Systematic Review: Meta Sintesis Untuk Riset Perilaku Organisasional*. Yogyakarta: Viva Victory Abadi, 2020.
- [20] F. F. Salerno and A. C. G. Maçada, 'Data-driven culture and orchestrated data ecosystems: a conceptual model based on the resource-based view', *REGE*, vol. 32, no. 2, pp. 123–135, June 2025, doi: 10.1108/REGE-12-2024-0184.
- [21] J. Oh, T. P. Connerton, and H.-J. Kim, 'The Rediscovery of Brand Experience Dimensions with Big Data Analysis: Building for a Sustainable Brand', 2019. doi: 10.3390/su11195438.
- [22] H. Sadek and H. El Mehelmi, 'Customer brand engagement impact on brand satisfaction, loyalty, and trust in the online context. Egyptian Banking Sector', *Journal of Business & Retail Management Research*, vol. 14, no. 03, pp. 22–33, 2020, doi: 10.24052/jbrmr/v14is03/art-03.

- [23] W. J. Chang, 'Experiential marketing, brand image and brand loyalty: a case study of Starbucks', *British Food Journal*, 2020, doi: 10.1108/BFJ-01-2020-0014.
- [24] J. Robertson, E. Botha, C. Ferreira, and L. Pitt, 'How deep is your love? The brand love-loyalty matrix in consumer-brand relationships', 2022, *Elsevier*.
- [25] M. Gómez-Suárez, M. Veloso, and M. J. Yagüe, 'A moderated mediation model to estimate the relationship between brands' experiential event evaluation and WOM', *Journal of Hospitality and Tourism Insights*, vol. ahead-of-p, no. ahead-of-print, Jan. 2025, doi: 10.1108/JHTI-10-2024-1087.
- [26] T. T. A. Ngo, T. T. Tran, G. K. An, and P. T. Nguyen, 'Investigating the influence of augmented reality marketing application on consumer purchase intentions: A study in the E-commerce sector', *Computers in Human Behavior Reports*, vol. 18, p. 100648, 2025, doi: <https://doi.org/10.1016/j.chbr.2025.100648>.
- [27] J.-M. Sahut and M. Laroche, 'Using artificial intelligence (AI) to enhance customer experience and to develop strategic marketing: An integrative synthesis', *Computers in Human Behavior*, p. 108684, 2025, doi: <https://doi.org/10.1016/j.chb.2025.108684>.
- [28] G. Suardana and I. M. Madiarsa, 'Peran Brand Experience dan Experiential Marketing terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan', *Jurnal Ilmiah Akuntansi dan Bisnis*, vol. 9, no. 1, pp. 54–61, 2024, doi: 10.38043/jiab.v9i1.4981.
- [29] A. H. Ekaputr, 'Pengaruh Brand Experience terhadap Kepuasan Pelanggan serta Dampaknya pada Repurchase Intention (Survei pada Pelanggan Klinik Skin Care di Kota Bandung)', *Jurnal Ilmu Manajemen Dan Bisnis*, vol. 7, no. 1, p. 1, 2018, doi: 10.17509/jimb.v7i1.12767.
- [30] B. Li, 'The Influence of Brand Experience on People's Revisit and Purchase Intention in the Context of China's Museum', *American Journal of Industrial and Business Management*, vol. 08, no. 03, pp. 563–578, 2018, doi: 10.4236/ajibm.2018.83037.
- [31] K. Hardcastle, L. Vorster, and D. M. Brown, 'Understanding Customer Responses to AI-Driven Personalized Journeys: Impacts on the Customer Experience', *Journal of Advertising*, vol. 54, no. 2, pp. 176–195, 2025, doi: 10.1080/00913367.2025.2460985.
- [32] A. Zikry, M. Bitrayoga, S. Y. Defitri, A. Dahlan, and N. D. Putriani, 'ANALISIS PENGGUNAAN AI DALAM KEBERHASILAN CUSTOMER EXPERIENCE PENGGUNA APLIKASI E-COMMERCE SHOPEE dan lebih efisien . Perkembangan teknologi digital telah memberikan dampak yang signifikan ( Zurnali , 2024 ). Dalam konteks berbelanja , perkembangan teknol', vol. 4, no. 3, pp. 766–781, 2024.
- [33] J. Weidig, M. Weippert, and C. Kuehnl, 'Personalized touchpoints and customer experience: A conceptual synthesis', *Journal of Business Research*, vol. 177, p. 114641, 2024, doi: <https://doi.org/10.1016/j.jbusres.2024.114641>.
- [34] M. Xin, K. Christofi, L. Hadjiphanis, P. Chourides, and N. Boukas, 'Developing a Research Framework Model for Assessing the Impact of Social Media Marketing Activities on Brand Loyalty', no. Femib, pp. 154–160, 2025, doi: 10.5220/0013141600003956.

- [35] A. Shamim, M. F. Abid, and F. Ahmad, 'S–O–R based experiential framework for measuring in-store customer satisfaction in non-fuel retailing', *Journal of Retailing and Consumer Services*, vol. 77, p. 103672, 2024, doi: <https://doi.org/10.1016/j.jretconser.2023.103672>.
- [36] P. Girard, 'Effect of Experiential Marketing on Customer Engagement and Loyalty in the Tourism Sector in France', *International Journal of Strategic Marketing Practice*, vol. 6, pp. 35–46, Apr. 2024, doi: 10.47604/ijssmp.2456.
- [37] E. Maria, W. Suryani, Lenggogeni, W. Wardana, and A. Tondo, 'Experiential Marketing and Service Quality, And Customer Loyalty: Social Concept and Application', *Onomázein*, vol. ., p. ., Nov. 2024.
- [38] H. P. H. PRATIWI and S. K. Prastiwi, 'PENGARUH EXPERIENTIAL MARKETING TERHADAP LOYALITAS PELANGGAN DENGAN MEDIASI KEPUASAN PELANGGAN (Pada Larissa Aesthetic ...)', vol. 4, no. 7, pp. 1408–1418, 2023.
- [39] K. Lemon and P. Verhoef, 'Understanding Customer Experience Throughout the Customer Journey', *Journal of Marketing*, vol. 80, June 2016, doi: 10.1509/jm.15.0420.
- [40] Y. Lin and Y. Choe, 'Impact of Luxury Hotel Customer Experience on Brand Love and Customer Citizenship Behavior', 2022. doi: 10.3390/su142113899.
- [41] E. S. Hariandja and F. Vincent, 'Linking customer experience, satisfaction, and loyalty to brand power and performance in international hotels', *Innovative Marketing*, vol. 18, no. 3, pp. 59–71, 2022, doi: 10.21511/im.18(3).2022.06.
- [42] U. Şener and A. Kedra, 'The Mediating Role of Social Media And Customer Engagement in the Impact of Digital Content Marketing on Brand Awareness', vol. 7, pp. 1–11, Nov. 2020.
- [43] U. Kustiawan and Matupah, 'Pengaruh Brand Image, Brand Equity, Brand Love & Store Brand Experience Terhadap Repurchase Inntition', *Jurnal TADBIR PERADABAN*, vol. 4, no. 2, pp. 337–352, 2024.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

