
EXPLORING THE IMPACT OF EXPERIENTIAL MARKETING, WORD-OF-MOUTH (WOM), AND PROMOTIONAL STRATEGIES ON USER LOYALTY TOWARDS THE TOKOPEDIA APP

Raya Panjaitan^{1*}

¹ Magister Manajemen, Universitas HKBP Nommensen, Medan, Indonesia

*Corresponding email: raya.panjaitan@uhn.ac.id

Hiskia Manurung²

Universitas HKBP Nommensen, Medan, Indonesia

*Corresponding email: raya.panjaitan@uhn.ac.id

ABSTRACT.

Drawing upon the dynamic interplay of experiential marketing, word of mouth, and promotional strategies within the realm of e-commerce, this study pivots on their collective influence on customer loyalty, particularly among Tokopedia app users at the Immigration Office in Medan. The phenomenon of increased online shopping among Indonesian public sector employees provides the backdrop against which this research unfolds, aiming to discern the potency of these marketing strategies in fostering loyalty. The research objectives include evaluating the impact of experiential marketing, understanding the role of electronic word of mouth, and assessing the efficacy of promotions in cultivating a loyal customer base. Findings indicate that experiential marketing significantly enhances customer loyalty, electronic word of mouth is a positive and significant loyalty driver, and promotional activities, while positive, show a less pronounced impact on loyalty. Contributions of this research are twofold: it extends academic perspectives on e-commerce loyalty in the context of Indonesian public sector employees and offers pragmatic insights for e-commerce platforms to refine their marketing strategies. By fortifying the customer experience and addressing service quality, Tokopedia can potentially amplify customer satisfaction and consolidate its user base's loyalty.

Keywords: Tokopedia; Customer Loyalty; Word of Mouth; Experiential Marketing

INTRODUCTION

In the fabric of Indonesian commerce, e-commerce has rapidly woven itself as an indispensable thread, growing symbiotically with the nation's expanding internet usage. In the past two decades, platforms like Tokopedia have not just proliferated but have become intrinsic to the shopping habits of Indonesians. As reported by APJII (2021), with an internet user base of 197 million in 2022, nearly 74% of Indonesia's population is online, providing a fertile ground for e-commerce. The transition from traditional retail to online marketplaces is a reflection of broader shifts in consumer behavior, with e-commerce offering unprecedented convenience, diversity, and accessibility (Kartajaya, 2016). Tokopedia, since its inception, has emerged as a leader in this digital revolution. Established in 2009, it has become one of the most prominent players in Indonesia's e-commerce landscape, offering a platform for both consumers and MSMEs to interact in a thriving online marketplace.

The literature on consumer behavior in e-commerce is rich with studies examining the impact of marketing strategies on customer loyalty. However, a discernible gap exists when it comes to the Indonesian context, particularly within the public sector. Prior research has often focused on individual aspects of consumer engagement, such as experiential marketing in tourism (Huda, 2017) or word-of-mouth in localized retail settings (Purwanda & Wati, 2018). Furthermore, while Nalendra et al. (2022) explore the promotional strategies of Shopee

Food, these studies do not collectively address the triad of experiential marketing, electronic word-of-mouth, and promotional strategies in the context of e-commerce platforms like Tokopedia. This gap is particularly pronounced among the employees of the Class I Special Immigration Office TPI Medan, who represent a unique cohort of e-commerce users whose behaviors and loyalties might differ from the general population.

This study, therefore, raises the question: How do experiential marketing, electronic word-of-mouth (eWOM), and promotional strategies collectively influence the loyalty of Tokopedia app users among employees of the Class I Special Immigration Office TPI Medan? This question seeks to explore the interconnectedness of these factors and their cumulative impact on user loyalty—a topic that, to our knowledge, has not been comprehensively studied within this demographic and cultural context.

Addressing this question, the research is underpinned by several objectives: firstly, to assess the extent to which experiential marketing influences the loyalty of Tokopedia users. This involves analyzing the emotional and sensory engagement that the platform provides (Lupiyoadi & Hamdani, 2016). Secondly, the study will explore the role of eWOM in shaping purchasing behaviors and loyalty, acknowledging the power of peer influence in the digital space (Lee et al., 2020; Antara et al., 2020). Thirdly, the effectiveness of promotional strategies in fostering user loyalty will be assessed, understanding that promotions can act as a catalyst for repeat purchases and brand commitment (Tjiptono & Chandra, 2015; Laksana, 2019). Lastly, the study will examine the interplay between these marketing strategies and their collective impact on loyalty to Tokopedia.

The expected contribution of this research is multifold. It aims to expand the academic understanding of e-commerce loyalty, especially in the context of Indonesian public sector employees, a demographic that has not been extensively studied. The findings will have practical implications for e-commerce platforms, particularly Tokopedia, in refining their marketing strategies to enhance customer experiences and strengthen user loyalty. Furthermore, this study will provide insights for policymakers in understanding the e-commerce behaviors of public sector employees, potentially guiding the development of tailored support mechanisms for Indonesia's growing digital economy. By bridging these research gaps, the study will not only contribute to academic discourse but also offer actionable insights for industry stakeholders.

In summary, the proliferation of e-commerce in Indonesia, exemplified by the rise of platforms such as Tokopedia, has profoundly influenced consumer behavior. However, there remains a gap in understanding how experiential marketing, eWOM, and promotional strategies interact to influence the loyalty of a specific yet significant user base—public sector employees. This study proposes to fill that gap, offering insights into the nuanced relationship between marketing strategies and customer loyalty within the burgeoning digital economy of Indonesia.

LITERATURE REVIEW

A. E-Commerce

E-commerce, as defined by Wong (2010), encompasses the buying, selling, and marketing of goods and services through electronic systems such as television, radio, and more prevalently, internet networks. Laudon & Traver (2017) refine this definition by emphasizing e-commerce as commercial transactions involving an exchange of value via digital technology between individuals. This definition encapsulates the utilization of computer networks for carrying out business transactions in various forms—sales, payments, production, promotion, and service—digitally. The essence of e-commerce lies in its capacity to transcend geographical and temporal barriers, offering consumers and sellers

a platform to conduct business in a digital environment, which is rapidly becoming a cornerstone of modern economies.

In Indonesia, the e-commerce business model has evolved into five distinct types as identified by Lukman (2014). These include classifieds, where transactions occur directly between buyers and sellers without platform-mediated transfers; C2C marketplaces like Tokopedia and Bukalapak, which facilitate online transactions and ensure security via escrow services; online shopping malls such as Blibli, which cater exclusively to established sellers and brands; B2C online stores like Bhinneka and Lazada Indonesia, where businesses maintain their stock and domain to sell directly to consumers; and social media stores, leveraging platforms like Facebook and Instagram for marketing, which offer ease of use and access to a broad audience without the necessity for sellers to create their own website templates. These varied models reflect the adaptability of e-commerce to different market needs and consumer behaviors within the Indonesian digital landscape.

B. Loyalty

The concept of customer loyalty is pivotal to the success of any business, encapsulating a customer's commitment to repeatedly engage with a company and its products or services. Sangadji & Sopiah (2013) articulate loyalty as a manifestation of decision-making units' behavioral intent, persistently purchasing from a selected company. This enduring patronage signifies more than mere repeat purchases; it reflects an underlying commitment that extends beyond transient consumer satisfaction, fostering long-term profitability. Kotler & Keller (2014) echo this sentiment by defining consumer loyalty as a deep-seated commitment to rebuy or repatronize a preferred product or service, undeterred by situational influences or competitive marketing efforts. Tjiptono & Chandra (2015) extend this understanding by suggesting that customer loyalty encompasses a commitment to a brand, store, or supplier, grounded in profoundly positive attitudes and manifested through consistent repurchase behavior.

The factors influencing customer loyalty are multifaceted, with satisfaction being paramount. Kartajaya (2016) posits that exceeding customer expectations in service delivery engenders satisfaction, which in turn, cultivates higher loyalty levels than dissatisfied customers might exhibit. Other factors include customer retention, focusing on maintaining current customers rather than only recruiting new ones, and customer migration, which stresses the profitability of retaining existing customers over replacing lost ones. Moreover, customer enthusiasm and spiritualization imply that even satisfied customers may drift away unless they feel a deep, value-driven connection to the brand that transcends mere transactional loyalty. Zikmund (2014) offers a broader perspective, identifying five factors that impact loyalty: satisfaction, emotional bonding, trust, convenience, and positive past experiences with the company. These factors suggest that loyalty is not only a rational response to quality service but also an emotional bond that customers form with brands that reflect their own identity and values.

The benefits of cultivating customer loyalty are manifold. Griffin (2016) outlines five key roles that loyalty plays: reducing marketing and transaction costs, minimizing customer turnover expenses, enhancing cross-selling opportunities, and accelerating word-of-mouth marketing. Loyal customers, who have reached a level of satisfaction with a company's products or services, are more likely to share their positive experiences, thereby becoming brand advocates. Sugiharti (2014) adds that customer loyalty leads to reduced marketing costs as retaining existing customers is more cost-effective than acquiring new ones, increased trade, attraction of new customers through positive recommendations, and a buffer to respond to competitive threats. Ultimately, the indicators of loyalty, as defined by Kotler & Keller (2014) and Hidayat (2013), include a steadfast pattern of repeat purchases, resilience

against negative external influences, total endorsement of the company's existence, trust, emotional commitment, understanding of switching costs, and a propensity for cooperative behavior and word-of-mouth promotion.

C. Experiential Marketing

Experiential marketing represents a paradigm shift in customer engagement, moving beyond traditional transactional interactions to create immersive experiences that resonate on an emotional level. Lupiyoadi & Hamdani (2016) define it as the art of creating emotional connections through marketing activities that touch consumers' hearts. Schmitt (2009), as cited by Noegroho, Suharyono, & Kumadji (2013), expands on this by describing experiential marketing as personal events that arise in response to certain stimuli, such as those provided during the consumption of goods or services. Christian & Dharmayanti (2013) further elucidate that experiential marketing is the strategic packaging of products to evoke emotional experiences, fundamentally altering how consumers perceive and connect with a brand. This synthesis of expert views underscores experiential marketing as a strategy that goes beyond conventional marketing tactics by tapping into the consumer's emotional experiences to foster a deeper brand connection.

The characteristics of experiential marketing diverge significantly from traditional marketing approaches, as identified by Schmitt in Kustini (2014). It focuses on first-hand customer experiences, considering the consumption situation, and recognizing both rational and emotional aspects as consumption triggers. This approach does not treat customers solely as rational decision-makers but as individuals seeking entertainment, emotional stimulation, and creative challenges. Grundey (2008) furthers this perspective by categorizing the key characteristics of experiential marketing into four areas: the consumer experience, which emphasizes positive actions and attitudes resulting from the experience; the consumer situation, which values the overall context of consumption; the recognition of both rational and emotional triggers; and eclectic methods and tools for measurement, suggesting a customized approach to evaluating consumer experiences. These characteristics collectively illustrate that experiential marketing is about creating a holistic and memorable encounter that can lead to a lasting consumer-brand relationship.

Indicators of experiential marketing, according to Schmidt in Al kilani et al., (2013), include sense, feel, think, act, and relate – dimensions that encompass the totality of the consumer's interaction with the brand. Hadiwidjaja & Dharmayanti (2014) concur, adding that these indicators range from sensory engagement (sense) to the creation of feelings (feel), stimulating intellectuality and creativity (think), influencing real attitudes and lifestyles (act), and fostering social and cultural connections (relate). These indicators collectively aim to create a brand experience that not only satisfies the consumers' functional needs but also resonates with their personal identity and cultural milieu, turning a simple purchase into a rich, brand-affiliated experience.

D. Word-of-Mouth

Word of mouth (WOM) communication has undergone a significant transformation with the advent of the internet, evolving from traditional face-to-face interactions to a complex online paradigm. As described by Thureau et al., in Wijaya & Paramita (2014), WOM is now characterized by statements made by actual, potential, or former consumers about a product or company, disseminated through internet channels to a wide audience. Jansen, in the same study, notes the similarities between traditional WOM and electronic WOM (eWOM), the latter offering diverse, often anonymous, means of exchanging information. Sari (2014) concisely defines WOM as both positive and negative statements made by consumers, indicating that WOM extends beyond mere product discussions, impacting

consumer decisions and brand reputation across digital platforms. Collectively, these definitions suggest that WOM, particularly eWOM, has become a crucial factor in the transfer of opinions and experiences among internet users, influencing the public perception of products and services.

Ismagilova (2017) identifies several key characteristics of WOM, acknowledging the increased volume and reach of online communications. The internet has expanded the ways in which WOM can spread, with the nature of online platforms significantly affecting the dissemination and impact of WOM. Other characteristics include persistence and observability, which imply that information shared online remains accessible over time, influencing future WOM. Anonymity also plays a role, as online WOM often lacks personal identification, which can both direct consumer decisions and affect the credibility of the information shared. The importance of valence, referring to the positive or negative tone of consumer evaluations, and community involvement, where WOM platforms support the formation of specialized consumer communities, are also recognized as influential characteristics in the domain of WOM communication.

When measuring the influence of WOM, Goyette et al. (2010) propose several indicators, including intensity—measured by the frequency and amount of consumer interactions on social media—and content, which encompasses the information shared about products and services. Positive and negative opinions also serve as indicators, representing the favorable or unfavorable testimonials given by consumers. Hennig-Thurau and Gwinner, as cited by Ekawati (2014), expand upon these indicators, suggesting that motives such as platform assistance, venting negative feelings, concern for other consumers, extraversion/positive self-enhancement, social benefits, economic incentives, helping the company, and advice seeking all play pivotal roles in shaping WOM behavior. These indicators and motives together construct a framework for understanding how and why consumers engage in WOM communication, highlighting the multifaceted nature of this influential marketing force.

D. Promotion

Promotion plays a crucial role in introducing products to consumers and stimulating interest to purchase. Laksana (2019) describes promotion as a precise communication from seller to buyer, aimed at altering attitudes and behavior, transforming the unaware into knowledgeable purchasers who remember and remain loyal to the product. Kotler & Armstrong (2016) elaborate on this by identifying promotion as the activities and tools used to communicate customer value. Alma (2016) further explains that promotion is a marketing communication form that spreads information, influences, persuades, and reminds the target market of the company and its products, encouraging acceptance, purchase, and loyalty. These definitions collectively signify promotion as a bridge connecting sellers and buyers, transforming unfamiliarity with a product into familiarity, and subsequently, fostering loyalty.

The functions of promotion vary widely and stem from its purpose and effectiveness, which dictate the suitability of promotional activities and the media used. According to Ardhi, as mentioned by Kotler & Keller (2014), promotion serves to attract audience attention, create appeal, and develop curiosity. The promotional strategy should be captivating enough to draw interest, especially for new products competing in a market with established predecessors. The essence of promotion lies in highlighting a product's attractions, emphasizing its advantages to build a positive image, and instilling trust among customers.

Kotler & Keller (2014) detail the primary objectives of promotion as informing, persuading, and reminding target customers about a company and its marketing mix.

Specific goals include educating the market about a new product, introducing new usage for a product, communicating price changes, explaining how products work, informing about services provided, correcting false impressions, and building a company image. Moreover, promotion aims to persuade by influencing brand choice, changing customer perceptions of product attributes, encouraging immediate purchases, and accepting sales visits. Reminding functions include prompting customers about upcoming needs, places of purchase, maintaining top-of-mind product awareness, and ensuring the product is the first thought in the buyers' minds. Indicators of promotion, as noted by Kotler & Keller (2014) and Alma (2016), span from the effectiveness of promotional messages and media selection to the duration of promotional campaigns, encompassing advertising, personal selling, and sales promotion tactics designed to accelerate the trial or purchase of products.

E. Previous Studies

Recent scholarly efforts have illuminated the multifaceted relationship between marketing strategies and consumer loyalty. Herfianti & Yulihartika (2020) explored the impact of experiential marketing and price on customer loyalty to Android smartphones in Bengkulu City, finding that differentiation points and the use of word of mouth (WOM) are effective in engaging adolescent consumers. Similarly, Huda (2017) observed that experiential marketing and promotion positively influence customer loyalty at Umbul Sidomukti tourism object in Semarang, recommending enhanced experiential marketing and targeted promotional activities. Diving into e-commerce, Purwanda & Wati (2018) studied Lazada customers in East Bandung and reported that eWOM, trust, and satisfaction are critical yet underperforming factors affecting customer loyalty. This study suggests that improving seller services and managing customer feedback on Lazada could enhance customer retention. In the context of social media influence, Jesslyn & Loisa (2019) identified a modest impact of eWOM on Instagram concerning the loyalty of Kopi Janji Jiwa's customers, implying that other marketing activities also significantly contribute to customer loyalty.

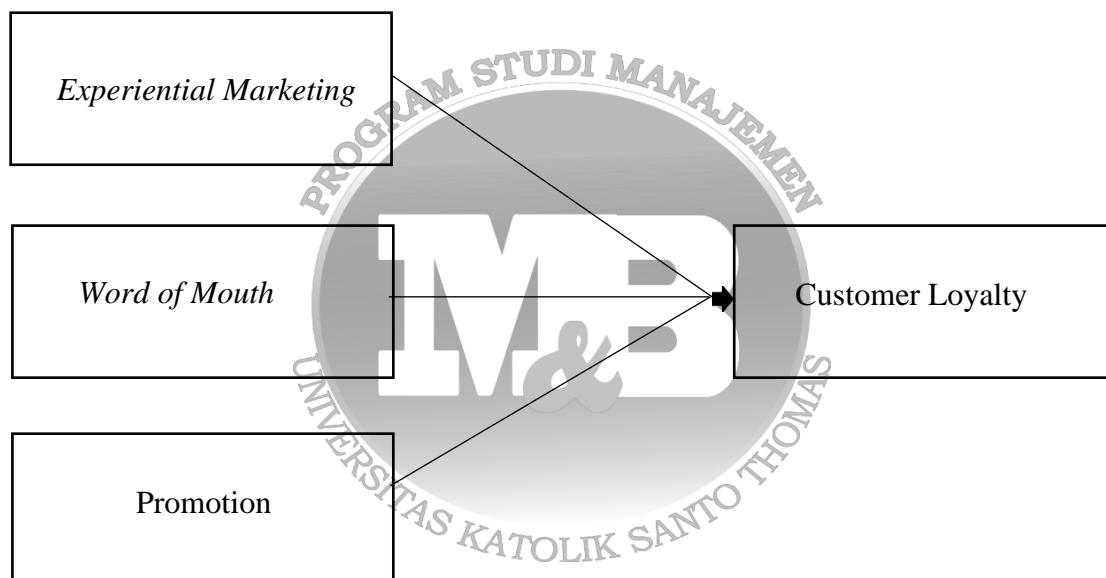
Nalendra et al. (2022) took a broader approach by including service quality, price, and promotion as variables affecting customer loyalty with customer satisfaction as an intervening variable, concluding that all three aspects significantly influence customer satisfaction and loyalty. This comprehensive study emphasizes the importance of a multidimensional approach to marketing strategies. Similarly, Salsyabila & Fadilla (2021) found that sales promotions and e-service quality significantly boost customer loyalty, suggesting that improvements in these areas can lead to increased customer retention. Yani & Munir (2021) considered the effects of experiential marketing and customer relationship management (CRM) on service users' loyalty during the pandemic, finding that both have a significant positive impact, particularly when combined. This underscores the value of integrating experiential aspects with CRM to strengthen loyalty among service users. In contrast, Nabella & Jumono (2020) focused on the effect of experiential marketing and eWOM on purchase decisions mediated by brand awareness. They found that while experiential marketing and eWOM influence purchase decisions, brand awareness does not mediate this relationship.

Kartini et al. (2021) looked at the influence of promotions on consumer satisfaction and loyalty in online shopping on Shopee, indicating that promotions significantly affect both consumer satisfaction and loyalty. This suggests that well-crafted promotions can have a cascading positive effect on consumer attitudes. Lastly, Rohima (2022) investigated the impact of experiential marketing on WOM, mediated by customer satisfaction and loyalty, finding that while experiential marketing significantly affects customer satisfaction, loyalty, and WOM, customer loyalty does not significantly influence WOM. The aforementioned

studies converge on the understanding that while individual marketing strategies like experiential marketing, price, and promotion independently affect consumer behavior, their interplay is complex and often requires the mediation of customer satisfaction to foster loyalty and positive WOM.

F. Hypothesis

The concept of experiential marketing encompasses both tangible and psychological touchpoints that can endear customers to a company's services during their interactions. When experiential marketing strategies succeed in engaging customers emotionally, it leads to distinctive customer experiences and a preference for a company's services over competitors'. Coupled with effective word of mouth, which can significantly spread product information and shape perceptions, and strategic promotions that communicate and persuade, these marketing efforts are hypothesized to cultivate customer loyalty. Drawing from the conceptual underpinnings presented by Kartajaya (2016) and empirical findings from researchers such as Herfianti & Yulihartika (2020) and Huda (2017), the following hypotheses are proposed for this study:



H1: Experiential marketing has a significant positive effect on the loyalty of Tokopedia app users among employees of the Class I Special Immigration Office TPI Medan.

H2: Word of mouth has a significant positive effect on the loyalty of Tokopedia app users among employees of the Class I Special Immigration Office TPI Medan.

H3: Promotion has a significant positive effect on the loyalty of Tokopedia app users among employees of the Class I Special Immigration Office TPI Medan.

These hypotheses are grounded in the theoretical framework that experiential marketing, word of mouth, and promotional strategies are pivotal factors influencing consumer loyalty. The study will test these hypotheses to determine their empirical validity within the context of the Tokopedia app's usage among a specific demographic, thereby contributing to the broader understanding of loyalty drivers in the digital marketplace.

RESEARCH METHODS

In this quantitative study, we examine the influence of experiential marketing, word of mouth, and promotion on the loyalty of Tokopedia app users, specifically targeting employees at the Class I Special Immigration Office TPI Medan. Launched in May 2023, the research zeroes in on these factors, seeking to uncover the strength of their impact on loyalty within the user base. The methodology aligns with a quantitative design that Sugiyono (2016) describes as reliant on numerical data and statistical analysis, fit for constructing a precise understanding of these marketing components. The investigative efforts are situated within the Immigration Office in Medan, involving employees engaged with Tokopedia's marketing strategies. The study unfolds over a three-month period, from May to July 2023, offering a focused timeline for data collection and analysis. This period is critical for observing the variables in action and drawing relevant conclusions from the interactions between the employees and the Tokopedia app's marketing initiatives. The study's variables are bifurcated into two categories: independent variables—experiential marketing (X1), word of mouth (X2), and promotion (X3)—and the dependent variable—customer loyalty (Y). The operational definitions clarify how these variables manifest within the research context, ensuring that the measurement of each is tailored to the objectives of the study. This delineation is crucial for the precision and applicability of the research findings.

A total of 233 employees constitutes the study's population for 2023, with a sample size of 100 respondents, informed by the principles of incidental sampling. This method is particularly apt for the study as it captures a representative cross-section of employees who regularly interact with Tokopedia. The sample size is judiciously calculated to reflect the population's attributes, thus enabling the study to achieve statistical significance and broader applicability of the results. Data collection harnesses the robustness of a structured questionnaire, with responses measured on a Likert scale. This scale, ranging from 'Strongly Agree' to 'Strongly Disagree', translates subjective customer experiences into quantifiable data. Subsequent analysis employs multiple linear regression, validity and reliability tests, and classic assumption checks to ensure the veracity of the findings. These systematic measures underpin the study's integrity and underlie its potential contribution to the marketing discipline.

RESULTS AND DISCUSSION

A. Sample Profile

In the demographic profile of Tokopedia application users at the Immigration Office in Medan, a gender-based analysis (Table 4.1) exhibits a female majority, with 69 females (69.0%) and 31 males (31.0%) constituting the respondent pool. This gender distribution potentially reflects a greater female predilection for shopping activities within the office's workforce. Age-related data (Table 4.2) further indicate that the user demographic is not confined to the younger cohort; although 28 individuals (28.0%) are aged between 21-30 years, a predominant 63.0% (63 respondents) are in the 31-40 years age group, and the remaining 9.0% are aged between 41-50 years. The preponderance of users in the mature age bracket suggests a diverse user base, encompassing not only millennials but also individuals who have possibly been engaging with the Tokopedia platform over an extended period.

B. Classical Assumption Test

In conducting the classical assumption tests, the Kolmogorov-Smirnov statistic is employed to evaluate the normality of the distribution of unstandardized residuals. The analysis yields a mean statistically indistinguishable from zero and a standard deviation of 3.39336993. The most extreme differences are observed to be positive at 0.057 and negative at -0.117. With a test statistic of 0.117 and an asymptotic significance (2-tailed) of 0.002, which is below the conventional alpha threshold of 0.05, the results corroborate the presumption of

normality in the residual distribution. The histogram analysis supports this finding, presenting a bell-shaped distribution that indicates no skewness, and the P-Plot analysis shows the data points hugging the line of normality, further affirming the distribution's normality.

The Glejser test for heteroskedasticity indicates significance values for variables such as Experiential Marketing, Electronic Word of Mouth, and Promotion, all of which are greater than the alpha level of 0.05, pointing to the absence of heteroskedasticity. This is substantiated by the scatterplot analysis, where a lack of any systematic pattern in the dispersion of points suggests no evidence of heteroskedasticity. Multicollinearity tests reveal that the tolerance levels for the variables Experiential Marketing, Word of Mouth, and Promotion are all above the threshold of 0.1, with Variance Inflation Factor (VIF) scores comfortably below 10. These values confirm that multicollinearity does not pose a concern for the independent variables within the regression model.

C. Regression Analysis

In the partial significance test (t-test) of the regression analysis, the influence of individual variables on Customer Loyalty was scrutinized. The regression coefficient for Experiential Marketing is 0.372, which is a positive value, with a t-statistic of 4.404 exceeding the critical value of 1.984 and a significance level below the alpha threshold of 0.05. This suggests that Experiential Marketing has a positive and significant impact on Customer Loyalty, implying that an increase in Experiential Marketing is associated with a significant rise in Customer Loyalty, and vice versa. Similarly, the regression coefficient for Word of Mouth is 0.359, also greater than zero, with a t-statistic of 3.800 surpassing the critical value and a significance level below 0.05, indicating a positive and significant effect on Customer Loyalty. This means that higher Word of Mouth levels are significantly correlated with increased Customer Loyalty.

Furthermore, the Promotion variable's regression coefficient stands at 0.172, with a t-statistic of 1.546, which does not surpass the critical value, suggesting that its influence on Customer Loyalty, while positive, is not statistically significant at the 0.05 alpha level. The coefficient of determination, as indicated by the Adjusted R Square, is 0.553 or 55.3 percent. This denotes that 55.3 percent of the variation in Customer Loyalty can be accounted for by the independent variables – Experiential Marketing, Word of Mouth, and Promotion – with the remaining 44.7 percent explained by other factors outside the scope of this research model.

D. Discussion

In the realm of digital marketplaces, the experiential facets of marketing hold a pivotal role in cultivating customer loyalty, a notion substantiated by the positive and significant coefficient observed for Experiential Marketing. This empirical evidence is consonant with Schmitt's conceptual framework, which posits that a multifaceted experiential approach – engaging customers' senses, emotions, intellect, actions, and social identities – can enhance their brand perception and loyalty. Despite the general trend, the data reveal a segment of the consumer base expressing discontent with their Tokopedia shopping experience, primarily due to misalignment between product expectations and delivery. This dissonance underscores the critical need for online platforms to ensure congruence between customer expectations and experience, thereby augmenting experiential value and cementing customer loyalty.

Electronic Word of Mouth (eWOM), as a digital articulation of consumer perceptions, exerts a substantial influence on customer loyalty. In this study, eWOM is manifested as a significant positive determinant, echoing the theoretical perspectives of Jansen and Sari, who

view eWOM as a potent conduit for information exchange and customer persuasion. Nevertheless, the presence of a dissatisfied customer subset – stemming from service lapses and product discrepancies – highlights the double-edged nature of eWOM, where negative experiences can swiftly permeate digital networks, potentially eroding brand equity. On the flip side, Tokopedia's transparent pricing and promotional strategies have garnered affirmative feedback, indicating that strategic communication of value propositions via eWOM can amplify customer satisfaction and loyalty.

The promotional strategies implemented by online retailers such as Tokopedia are instrumental yet exhibit a nuanced impact on customer loyalty. While the regression analysis indicates a positive directionality, the lack of statistical significance suggests that promotions alone may not suffice to secure loyalty. This observation is in dialogue with Kotler & Armstrong's and Alma's perspectives on promotion as a mechanism to communicate value and persuade the market. The findings imply that although periodic promotions may attract customer engagement, the essence of loyalty lies in the sustained delivery of quality services and an overarching customer-centric approach. The research resonates with existing literature, affirming that while promotions can act as catalysts for customer interest, enduring loyalty is forged through consistent and quality customer experiences.

CONCLUSION

The synthesis of the research findings unequivocally indicates that Experiential Marketing, Word of Mouth, and Promotion collectively exert a significant influence on Customer Loyalty among Tokopedia's app users within the employee demographic of the Immigration Office in Medan. It is conclusively established that Experiential Marketing has a profound positive and significant effect on Customer Loyalty, reinforcing the critical role of sensory and affective experiences in digital consumer engagement. Furthermore, Electronic Word of Mouth is identified as a substantial positive driver of Customer Loyalty, emphasizing the power of digital narratives in shaping consumer behavior and brand allegiance. Promotion also emerges as a positive catalyst, albeit to a lesser extent, in fortifying Customer Loyalty, underscoring the importance of strategic marketing communications in the digital marketplace.

To optimize customer experience on the Tokopedia platform, it is imperative to innovate and revamp the app's interface with engaging features that provide an exhilarating shopping atmosphere. Addressing the prevalent issue of experiential dissatisfaction, the company should consider deploying attractive discounts and promotions that can entice and enhance the shopping pleasure of its users. Enhancing the experiential aspects of marketing is likely to engender increased customer satisfaction and loyalty.

Furthermore, the effectiveness of Word of Mouth as a determinant of loyalty suggests that Tokopedia must prioritize impeccable service delivery and customer care. Rapid and accurate responses to customer feedback, concerns, and the expeditious resolution of service discrepancies are essential. Improving these facets can lead to heightened customer trust and retention, forging a more loyal customer base and elevating the brand's reputation in the digital marketplace.

REFERENCES

- Al kilani, K., Ling, K. C., & Abzakh, A. A. (2013). The Impact Of Experiential Marketing And Customer Satisfaction On Customer Commitment In The World Of Social Networks. *Asian Social Science*, 9(1), 262–270.
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Antara, H., Siswanto, & Damarsiwi, E. P. M. (2020). Pengaruh Customer Experience Dan Brand Trust Terhadap Customer Loyalitas Pada Allbaik Chicken. *Bima Journal* –

- Business Management and Accounting*, 1(2), 115– 125. APJII. (2021). *Laporan Survei Internet APJII 2020 – 2021*. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia.
- Christian, A., & Dharmayanti, D. (2013). Pengaruh Experiential Marketing Terhadap Customer Satisfaction dan Customer Loyalitas The Light Cup di Surabaya Town Square. *Jurnal Manajemen Pemasaran Petra*, 1(2), 1–11.
- Ekawati, M. (2014). Pengaruh Electronic Word Of Mouth Terhadap Pengetahuan Konsumen Serta Dampaknya Pada Keputusan Pembelian (Survei pada Followers Account Twitter @WRPdiet). *Jurnal Administrasi Bisnis*, 14(2), 1–14.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro.
- Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2010). EWOM Scale: Word-of-Mouth Measurement Scale for e-Services Context. *Canadian Journal of Administration Sciences*, 27(1), 5–23.
- Griffin, J. (2015). *Customer Loyalitas, Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.
- Grundey, D. (2008). Experiential Marketing vs. Traditional Marketing: Creating Rational and Emotional Liaisons with Consumers. *The Romanian Economic Journal*, 10(3)
- Hadiwidjaja, R. S., & Dharmayanti, D. (2014). Analisa Hubungan Experiential Marketing, Kepuasan Pelanggan, Loyalitas Pelanggan Starbucks Coffee di Surabaya Town square. *Jurnal Manajemen Pemasaran*, 2(2), 1–11.
- Herfianti, M., & Yulihartika, R. D. (2020). Analisis Pengaruh Experiential Marketing Dan Harga Terhadap Customer Loyalitas Smartphone Bersistem Operasi Android Di Kota Bengkulu. *Jurnal Ilmiah Akuntansi, Manajemen & 125 Ekonomi Islam (JAM-EKIS)*, 3 (2), 58–72.
- Hidayat, R. (2010). Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Nilai pelanggan terhadap kepuasan dan Loyalitas Pelanggan Nasabah Bank mandiri. *Jurnal Bisnis dan Ekonomi*, 5(1), 1–11.
- Huda, E. (2017). Pengaruh Experiential Marketing Dan Promosi Terhadap Loyalitas Pelanggan Pada Objek Wisata Umbul Sidomukti Kabupaten Semarang. *HOTELIER JOURNAL Politeknik Indonusa*, 3(2), 33–65.
- Ismagilova, E. (2017). *Electronic Word of Mouth (eWOM) in Marketing Context*. Switzerland: Spriger.
- Jannah, D. A. M., Andriani, N., & Arief, M. (2014). Pengaruh Strategi Experiential Marketing terhadap Kepuasan Pengunjung Museum Sepuluh Nopember Surabaya. *Jurnal Studi Manajemen dan Bisnis*, 1(1), 53–64.
- Jesslyn, B. N., & Loisa, R. (2019). Pengaruh eWOM di Instagram terhadap Loyalitas Pelanggan Kopi Janji Jiwa. *Prologia*, 3(2), 440–447.
- Kartajaya, H. (2016). *Perjalan Pemikiran Konsep Pemasaran*. Surabaya: Erlangga
- Kartini, I., Wibowo, E. W., & Sugiyanto, E. (2021). Pengaruh Promosi Terhadap Kepuasan Konsumen Berdampak Loyalitas Dalam Berbelanja Online Pada Shopee. *Jurnal Lentera Bisnis*, 10(1), 57–66.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Jakarta: Gramedia Pustaka Utama.
- Kotler, P., & Keller, L. K. (2014). *Marketing Management, Edisi 14*. New Jersey: Prentice-Hall Published.
- Kustini. (2014). Penerapan Experiential Marketing. *Jurnal Riset Ekonomi dan Bisnis*, 7(2), 21–30.
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. Jawa Barat: Khalifah Mediatama.
- Laksana, Muhammad Fajar. (2019). *Praktis Memahami Manajemen Pemasaran*. Depok: Khalifah Mediatama.
- Laudon, K. C., & Traver, C. G. (2017). *E-Commerce 2016 Business, Technology, Society (12th ed.)*. England: Britis Library Catalogue in.
- Laudon, K., & Traver, C. G. (2017). *E-Commerce*. Harlow: Pearson Education.

- Lukman, E. (2014). 5 Model Bisnis -Commerce di Indonesia. Retrieved Mei 2020, from <http://id.techinasia.com/5-model-bisnis-ecommerce-di-indonesia/>.
- Lupiyoadi, & Hamdani. (2016). *Manajemen Pemasaran Jasa*. Jakarta: SalembaEmpat.
- Nabella, B. J., & Jumono, S. (2020). Pengaruh Experiential Marketing, Electronic Word Of Mouth Terhadap Purchase Decision Dengan Diintervening Oleh Brand Awareness. *JCA Ekonomi*, 1(2), 492-502.
- Nalendra, A. R. A., Winarno, S. H., & Priadi, A. (2022). Pengaruh Kualitas Layanan, Harga, Promosi Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *KREATIF: Jurnal Ilmiah*, 10(1), 1-12.
- Noegroho, O. A., Suharyono, & Kumadji, S. (2013). Pengaruh Experiential Marketing Dan BrandTrust Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan (Survei Pada Pelanggan KFC Cabang Kawi Malang). *Jurnal Administrasi Bisnis*, 6(2), 1-7.
- Nugraheni, R. D. (2018). Pengaruh Kelas Sosial Terhadap Perilaku Konsumen (Studi Pada Pembelian Rumahdi PERUM PERUMNAS Cabang Mojokerto Lokasi Madiun), 6(1).
- Purwanda, E., & Wati, T. (2018). Pengaruh Electronic Word Of Mouth, Kepercayaan, Dan Kepuasan Terhadap Loyalitas Pelanggan (Survey Pada Pelanggan Lazada Di Wilayah Bandung Timur). *Jurnal INTEKNA*, 18(2), 86-91.
- Rohima, A. I. (2022). Pengaruh Experiential Marketing Terhadap Word Of Mouth, Di Mediasi Customer Satisfaction Dan Customer Loyalitas (Studi Kasus: PT. Kereta Api Indonesia). *Jurnal Studi Islam Lintas Negara*, 4(1), 1-13.
- Salsyabila, S. R., & Fadilla, A. (2021). Pengaruh Promosi Penjualan Dan E- Service Quality Terhadap Loyalitas Pelanggan. *JEBMI Kinerja*, 18(4), 563- 571.
- Sangadji, E. M., & Sopiah. (2013). *Disertai, Perilaku Konsumen – Pendekatan Praktis Himpunan Jurnal Penelitian*. Yogyakarta.:
- Sari, H. P. (2014). Pengaruh Elektronik Word Of Mouth dan Brand Image Terhadap Purchase Intention Pada Konsumen Smartphone Samsung Yang Berbasis Android. *Jurnal Ilmu Manajemen*, 11(2), 11-20.
- Sugiharti, S. (2012). Membangun Citra Merek Yang Positif Dalam Rangka Menciptakan KepuasanDan Kesetiaan Pelanggan. *JBMA*, 1(1), 54-64.
- Sugiyono. (2017). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Sugiyono. (2020). *Metodologi Penelitian Manajemen*. Bandung: Alfabeta.
- Tjiptono, F., & Chandra, G. (2015). *Pemasaran Strategik*. (ANDI, Ed.). Yogyakarta. Wijaya, T., & Paramita, E. L. (2014). Pengaruh Electronic Word Of Mouth (eWOM) Terhadap Keputusan Pembelian Kamera DSLR. *Seminar Nasional dan Call for Paper*, 1(9), 12-19.
- Wong, J. (2010). *Internet Marketing for Beginners*. Jakarta: PT. Elex Media Komputindo.
- Yani, A., & Munir, M. (2021). Experiential Marketing dan Customer RelationshipManagement Dalam Mempengaruhi Loyalitas Pengguna Jasa Resort Pada Masa Pandemi. *Jurnal Pendidikan Ekonomi Undiksha*, 13(2), 428-437.
- Zikmund, W. G. (2010). *Business Research Methods (eight edition)*. South Western, USA: Cengage Learning.