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37

THE EFFECT OF EXPERIENTIAL MARKETING AND SERVICE QUALITY ON CUSTOMER SATISFACTION WITH LOYALTY AS AN INTERVENING VARIABLE AT BENING'S CLINIC, SUNGAI PENUH CITY

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Abstract

This study aims to determine how the influence of Experiential Marketing and Service Quality on Consumer Satisfaction with Loyalty as an Intervening Variable at Bening's Clinic, Sungai Penuh City, both directly and indirectly. The population in this study were all consumers who visited Bening's Clinic, Sungai Penuh City. The sample for this study amounted to 80 respondents with a technique through distributing questionnaires Based on the results of the analysis and previous discussions, the following can be concluded There is no significant positive influence between the experiential marketing variable and consumer satisfaction directly, there is a significant positive influence between the service quality variable on consumer satisfaction directly, There is a significant positive influence between the Consumer Loyalty variable on Consumer Satisfaction directly, There is a significant positive influence between the Experiential Marketing variable on Consumer Loyalty directly, there is a significant positive influence between the Service Quality variable on Consumer Loyalty directly, the direct influence is small -0.008 and the indirect influence is 0.178, it means that indirectly Experiential Marketing through Consumer Satisfaction has a significant effect on loyalty, the direct influence is 0.291 and the indirect influence is 0.273, it means that indirectly Service Quality through Consumer Satisfaction does not have a significant effect on loyalty..
Keywords: *Experiential Marketing; Service Quality; Consumer Satisfaction; Loyalty.*

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh Pengaruh Experiential Marketing Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dengan Loyalitas Sebagai Variabel Intervening Pada Bening’s Clinic Kota Sungai Penuh baik secara langsung maupun tidak langsung. Populasi pada penelitian ini adalah seluruh konsumen yang berkunjung di Bening’s Clinic Kota Sungai Penuh. Sampel untuk penelitian ini berjumlah 80 orang responden dengan teknik melalui penyebaran kuesioner Berdasarkan hasil analisis dan pembahasan sebelumnya, berikut ini dapat disimpulkan Tidak terdapat pengaruh positif yang signifikan antara variabel experiential marketing dan kepuasan konsumen secara langsung, terdapat pengaruh positif yang signifikan antara variabel kualitas pelayanan terhadap kepuasan konsumen secara langsung,Terdapat pengaruh positif yang signifikan antara variabel Loyalitas Konsumen terhadap Kepuasan Konsumen secara langsung,Terdapat pengaruh positif yang signifikan antara variabel Experiential Marketing terhadap Loyalitas Konsumen secara langsung,terdapat pengaruh positif yang signifikan antara variabel Kualitas Pelayanan terhadap Loyalitas Konsumen secara langsung, pengaruh langsung kecil -0,008

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dan pengaruh tidak langsung sebesar 0,178, maka memiliki arti bahwa secara tidak langsung Experiential Marketing melalui Kepuasan Konsumen berpengaruh secara signifikan terhadap loyalitas, pengaruh langsung sebesar 0,291 dan pengaruh tidak langsung sebesar 0,273, maka memiliki arti bahwa secara tidak langsung Kualitas Pelayanan melalui Kepuasan Konsumen tidak berpengaruh secara signifikan terhadap loyalitas.
Kata Kunci: *Experiential Marketing*; Kualitas Pelayanan; Kepuasan Konsumen; Loyalitas.

I. INTRODUCTION

Along with the development of industry, technology, and culture in the modern era, beauty care has become a vital need for both men and women. Women's increasingly sophisticated lifestyles and the growing need for personal care and beauty have significantly impacted the growth of the beauty industry in Indonesia. The beauty industry, particularly in major cities, is experiencing rapid growth and increasingly fierce competition, allowing potential customers to benefit from increasingly selective alternatives. This situation demands that service providers be more creative in offering their services to potential customers. Furthermore, the increasingly fierce competition indirectly requires every beauty clinic to develop strategies that appeal to customers, including providing the best service and satisfying results with fast results. Modern beauty equipment can support the success of beauty clinics. Throughout history, every woman has undoubtedly been deeply concerned with her beauty. They seek not only material goods but also the satisfaction of being able to enhance their beauty and well-groomed appearance. This situation will encourage various beauty and personal care companies to continue innovating to create the quality services customers seek and achieve market share.

The beauty clinic industry in Sungai Penuh City has developed quite rapidly, as evidenced by the growth of the skincare market. The intense competition among beauty clinics currently requires each company to maximize its relationships with its customers, one example being Bening's Clinic in Sungai Penuh City. The establishment of Bening's Clinic in Sungai Penuh City benefits consumers through excellent service, the availability of a wide variety of sophisticated and verified laser devices, and the use of BPOM-approved products, consistently using the best ingredients at competitive prices. Many beauty clinics have experienced declines and even closures, but Bening's Clinic in Sungai Penuh City has seen a surge in popularity, evidenced by the increasing number of customers.

Bening's Clinic in Sungai Penuh City is highly popular due to its unique advantages. Bening's Clinic's wide range of products offers benefits for treatments from head to toe. Its main advantage, which differentiates it from other beauty clinics, is its excellent service and comfort, attracting customers who subscribe and return to the clinic. Furthermore, numerous services are available to facilitate consumer product acquisition, including online purchases and through resellers, particularly in the Sungai Penuh area. Bening's Clinic strives to meet consumer needs by enhancing its service offerings, providing a memorable experience for consumers. This fosters loyalty and increases their return visits through several marketing strategies implemented at the clinic.

Customer satisfaction is a fundamental concept in modern marketing, consistently a primary goal of any business. When satisfaction is achieved, it encourages repeat customers and potentially attracts new ones (Mabini Jr. et al., 2024). Satisfied customers are more likely to make repeat purchases and recommend products or services to others, which in turn can increase customer loyalty and company revenue.

The phenomenon related to the aforementioned definition demonstrates that consumers are increasingly discerning in choosing safe treatments and product quality. This has led to some consumers being dissatisfied with the results after treatment at Bening's Clinic in Sungai Penuh City, leading to a decrease in customer retention.

According to Hasan (in Titiek et al., 2024), measuring customer satisfaction and dissatisfaction at a beauty clinic is a crucial aspect of customer loyalty. Customer loyalty is a deep commitment to consistently repurchase or re-patronize a chosen product or service in the future, despite situational influences and marketing efforts that could potentially lead to behavioral changes. Customer loyalty is crucial for both service and product (goods) companies to increase profits. If customers are not loyal to a company's products, they will likely switch to other products. One way to maintain customer loyalty is by providing good service and improving product quality, which is expected to encourage repeat purchases.

Consumer loyalty to Bening's Clinic, Sungai Penuh City, based on the indicators above, is considered loyal if the customer demonstrates regular purchasing behavior or if there is a condition requiring the customer to purchase at least twice within a certain time interval. Meanwhile, some customers switch to other products because they feel unsuitable for the products offered by Bening's Clinic, Sungai Penuh City, or because the service quality does

not meet their expectations, which leads them to switch to other products. In addition, consumer satisfaction is influenced by experiential marketing. Experiential marketing is a marketing approach that places direct experience or direct interaction with a product or brand at the center of its marketing strategy. Its primary goal is to create a deeper connection between the brand and the consumer by allowing consumers to experience the product or service directly. This approach leverages emotions, sensations, and physical interactions to build a strong and positive impression of the brand (Pancayoga et al., 2017). One key aspect of experiential marketing is creating engaging and memorable experiences for consumers. This can be achieved through various means, from hosting events or interactive activities at the point of sale to using technology or creative media to convey brand messages. The phenomenon is that some consumers experience less than satisfactory experiences because the number of products and treatments is less than the selling price. This leads to consumers reducing purchases of products and treatments because the prices are quite expensive for some groups, resulting in consumers reducing purchases.

Consumer satisfaction is influenced by service quality as a consumer attraction. According to (Tjiptono, 2019), service quality principally focuses on efforts to meet customer needs and desires and the accuracy of delivery to match customer expectations. Service quality is a form of activity undertaken by a company aimed at meeting consumer expectations. Service is defined as the service provided by the service provider, encompassing convenience, speed, relationships, friendliness, and competence demonstrated through attitudes and characteristics in providing service to achieve customer satisfaction. Service quality is the level of expected excellence and the control over that excellence to meet customer desires.

According to (Tjiptono, 2019), to determine the actual service quality perceived by consumers, there are service quality indicators located across five service dimensions: reliability (the ability to provide promised services promptly, accurately, and satisfactorily), responsiveness, assurance, empathy, and tangibles.

Based on the indicators above, those related to the phenomenon occurring at Bening's Clinic in Sungai Penuh City include reliability indicators, which include service accuracy, fast and accurate service, appropriate handling, providing information, and meeting needs.

Meanwhile, the reality that occurred at Bening's Clinic in Sungai Penuh City was that several consumers complained about the quality of service which was not fast and accurate enough so that consumers had to wait when they wanted a consultation and it took some time when the medication given was formulated according to their skin condition and problems. Not all consumers were suited to the recommended medication, which could affect consumer demand.

This research expands on previous research conducted by Tien Galuh et al., 2024. Tien Galuh et al.'s (2024) study examined the effect of experiential marketing on customer loyalty through the mediation of customer satisfaction. This study examines the effect of experiential marketing and service quality on customer satisfaction, with loyalty as an intervening variable. Furthermore, this study aims to address the gap in previous research that has not addressed loyalty as an intervening variable in enhancing customer satisfaction.

Based on the findings at Bening's Clinic in Sungai Penuh City, customer satisfaction must be supported by various variables, including experiential marketing and service quality, with customer loyalty as an intervening variable. The better the experiential marketing or customer experience, and the better the service quality, the more likely visitors are to visit Bening's Clinic in Sungai Penuh City. Based on the aforementioned findings, the author is interested in conducting a research article entitled "The Effect of Experiential Marketing and Service Quality on Customer Satisfaction, with Loyalty as an Intervening Variable at Bening's Clinic in Sungai Penuh City."

II. THEORETICAL STUDIES

Consumer Satisfaction

According to Zikmund et al. (Manorek et al., 2024), satisfaction can be defined as a post-purchase evaluation derived from a comparison between pre-purchase expectations and actual performance. Satisfaction is influenced by perceived performance and expectations. Customer satisfaction can be defined as consumers' perceptions or assessments after using a product, whether the value they received was commensurate with the cost they incurred.

Tjiptono (2019) defines customer satisfaction indicators as follows:

1. Satisfaction (in terms of satisfaction with the product and service), which is the customer's expression of satisfaction or dissatisfaction when receiving good service and quality products from the company.

2. Repurchase: Customers will continue to use and purchase a product if their expectations are met.
3. Recommendation: Customers who are satisfied after using a product or service will tell others about it and potentially create new customers for the company.
4. Fulfillment of consumer expectations after purchasing a product, namely whether or not the quality of a product or service after purchase matches the consumer's expectations.

Loyalty

According to (Anggraini & Budiarti, 2020), a consumer is considered loyal if they demonstrate regular purchasing behavior or if there is a condition that requires the consumer to purchase at least twice within a certain time interval. According to (Pasianus et al., 2021), there are four dimensions of consumer loyalty: making regular repeat purchases, purchasing across product and service lines, referring others, and demonstrating immunity to the pull of competitors.

Experiential Marketing

Experiential marketing is a company's effort to identify customer desires with the aim of exceeding their expectations. It involves reciprocal interactions between consumers and employees as a key part of providing added value. Experiential marketing is a marketing strategy used by marketers to package products or services in a way that triggers emotional experiences that can move and connect with consumers' hearts and minds (Araci et al., 2017). According to (Priansa, 2017), the indicators of experiential marketing include:

1. Sense creates sensory experiences through sound, sight, touch, taste, and smell. Sense can be used to differentiate companies and products, to motivate customers, and to add value to products.
2. Feel creates inner feelings and emotions in customers, with the goal of creating affective experiences ranging from positive moods associated with a brand.
3. Think creates cognitive, problem-solving experiences that engage customers creatively.
4. Act aims to influence bodily experiences, lifestyles, and interactions. Lifestyle changes are often more motivational, inspirational, and spontaneous and are driven by influencers/role models.

5. Relate encompasses the marketing aspects of Sense, Feel, Think, and Act. However, Relate marketing expands beyond personal and individual feelings to enhance individual experiences and connect individuals with themselves, others, and culture. They associate attraction with the need to be perceived positively by other individuals (e.g., peers, girlfriends, partners, family and coworkers).

Service Quality

According to (Ramdhani & Widyasari, 2022), customer satisfaction is an important priority because satisfied customers will return to repurchase a product. Customer satisfaction is a person's satisfaction after comparing expectations with perceived results or outcomes, making service delivery key to customer satisfaction (Putra & Budiyarti, 2022).

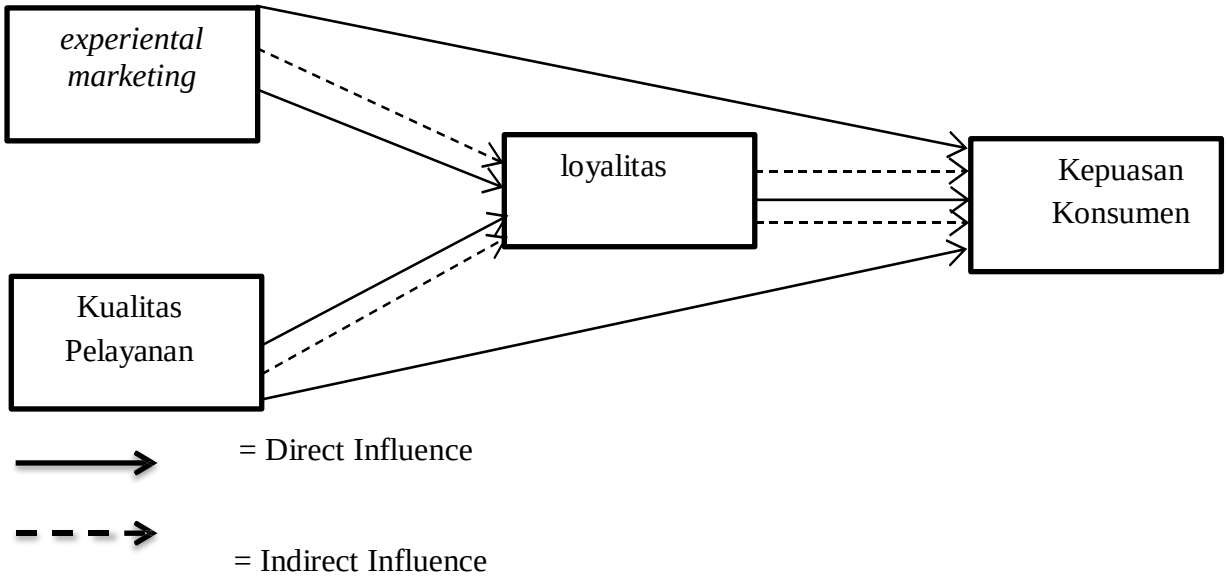
According to (Tjiptono, 2019), to determine the actual service quality perceived by consumers, there are service quality indicators located across five service dimensions, including:

1. Reliability, which is the ability to provide promised services promptly, accurately, and satisfactorily.
2. Responsiveness, which is the staff's willingness to assist customers and provide prompt service.
3. Assurance, which encompasses the knowledge, competence, courtesy, and trustworthiness of staff: freedom from danger, risk, or doubt.
4. Empathy, which includes ease in establishing relationships, good communication, personal attention, and understanding of individual customer needs.
5. Tangibles, which include physical facilities, equipment, employees, and communication tools.

The conceptual framework that served as a guide for the author in carrying out the data analysis steps is as shown in the following figure:

Conceptual Framework

Figure 1. Conceptual Framework



Hypothesis

A hypothesis is a temporary answer to a research problem statement. Therefore, research problem statements are usually formulated in the form of questions (Sugiyono, 2022). Based on the theoretical framework outlined above, the hypotheses proposed in this study are:

H1: There is a direct influence of experiential marketing on loyalty.

H2: There is a direct influence of service quality on loyalty.

H3: There is a direct influence of experiential marketing on customer satisfaction.

H4: There is a direct influence of service quality on customer satisfaction.

H5: There is a direct influence of loyalty on customer satisfaction.

H6: There is an indirect influence of experiential marketing on customer satisfaction through loyalty.

H7: There is an indirect influence of service quality on customer satisfaction through loyalty

III. RESEARCH METHODS

Research Scope

This study focused on visitors to Bening's Clinic in Sungai Penuh City, conducted in 2024. The discussion focused on the influence of experiential marketing and service quality on customer satisfaction, with loyalty as an intervening variable at Bening's Clinic in Sungai

Penuh City. The independent variables in this study were experiential marketing (X1), service quality (X2), and loyalty (Z). The dependent variable was customer satisfaction (Y). The research schedule began in September 2024. The research method used was quantitative, emphasizing analysis of numerical data processed using statistical methods. Quantitative methods will determine the significance of relationships between variables (Sugiyono, 2022).

Population and Sample

According to Sugiyono (2022), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study was all customers visiting Bening's Clinic in Sungai Penuh City.

According to (Sugiyono, 2022), a sample is a subset of the population and its characteristics. The sample selection uses non-probability sampling. Non-probability sampling is a sampling technique that does not provide an equal chance for every element or member of the population to be selected. The sampling technique used is accidental sampling, a sampling method that uses anyone encountered by chance as a sample. According to Roscoe in Sugiyono (2022), if a study will conduct multivariate analysis (correlation or multiple regression), the sample size should be at least 10 times the number of variables being studied. Since the number of variables in this study is four (independent + dependent), the sample size is 4 x 20 = 80 respondents.

Data Sources

In this study, the researcher obtained data from various sources, both directly and indirectly, including:

1. Primary data, which is data obtained directly from the primary data source at the research location or research object. Primary data is obtained from primary data sources, namely the primary source from which data is generated (Sugiyono, 2022). The primary data in this study were obtained from consumers visiting Bening's Clinic in Sungai Penuh City.
2. Secondary data is data obtained from records, books, and magazines, including company published financial reports, government reports, articles, books on theories, and so on (Sujarweni, 2015).

The secondary data used by researchers in this study came from books and journals relevant to the research title, as well as the internet to obtain information.

Data Collection Techniques

Data collection in this study was conducted by distributing questionnaires to residents visiting Bening's Clinic in Sungai Penuh City. A questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer. Questionnaires can be closed-ended or open-ended, and can be given to respondents in person, sent by post, or online (Sugiyono, 2022). The questionnaire in this study used a Likert scale approach, a scale used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. The Likert scale used in this study ranges from 1-5, ranging from strongly agree to strongly disagree.

Operational Definition of Variables

According to (Sugiyono, 2022), an operational definition is a research element that explains how to measure a variable, or in other words, a kind of implementation guide for measuring a variable. The operationalization of the variables is presented in the table below:

Table 1. Operational Definition of Variables

No	Variabel	Indikator	Sumber
1	Kepuasan Konsumen (Y)	Perasaan puas	Tjiptono (2019)
		Selalu membeli produk	
		Akan merekomendasikan kepada orang lain	
		Terpenuhnya harapan konsumen setelah membeli produk	
2	*Experiential Marketing* (X1)	Melakukan pembelian ulang secara teratur	Pasianus et al. (2021)
		Melakukan pembelian lini produk yang lainnya	
		Memberikan referensi pada orang lain	
		Menunjukkan kekebalan terhadap tarikan dari pesaing	
3	Kualitas Pelayanan (X2)	*Sense*	Priansa (2019)
		Feel	
		Think	
		Act	
		Relate	
4	Loyalitas (Z)	Reliabilitas (*reliability*)	Tjiptono (2019)
		Daya tanggap (*responsiveness*)	
		Jaminan (*assurance*)	
		Empati (*empathy*)	
		Bukti fisik (*tangibles*)	

Instrument Testing

Validity Test

According to (Ghozali, 2020), a questionnaire is used to measure the validity of a questionnaire. A questionnaire is considered valid if the statements in the questionnaire are able to reveal what it is intended to measure. An instrument is considered valid if it has high validity, i.e., a calculated correlation value of r > r table. Conversely, an instrument that is less valid has low validity, i.e., a calculated correlation value of r < r table (Jogiyanto, 2005:120). The instrument validity test uses the Product Moment correlation formula as follows:

$$rxy = \frac{(\sum Xy) - (\sum X)(\sum y)}{\sqrt{\{n\sum x^2 - (\sum x)^2\}\{n\sum Y^2 - (\sum Y)^2\}}} \quad \ldots\ldots(2)$$

Description:

rxy = correlation coefficient of one item / n

= number of subjects

X = score of an item / n

Y = total score

Reliability Test

According to (Ghozali, 2020), reliability is a tool for measuring a questionnaire, which is an indicator of a variable. A questionnaire is considered reliable if a person's answers to the questions are consistent or stable over time. Reliability can be measured with a single shot, or a single measurement. This involves measuring the data only once and then comparing the results with other questions or measuring the correlation between the answers and the question. SPSS V12.0 provides a facility for measuring reliability using the Cronbach's Alpha (α) statistical test.

A construct or variable is considered reliable if it produces a Cronbach's Alpha value > 0.60.

Formula:

$$\alpha = \frac{k1}{k-1} = \left[1 - \frac{\sum s2j}{s2x}\right] \quad \ldots\ldots(3)$$

Description:

Alpha reliability coefficient k = number of items

Sj = respondent variation for item

I Sx = number of variables total score

Analysis Tools

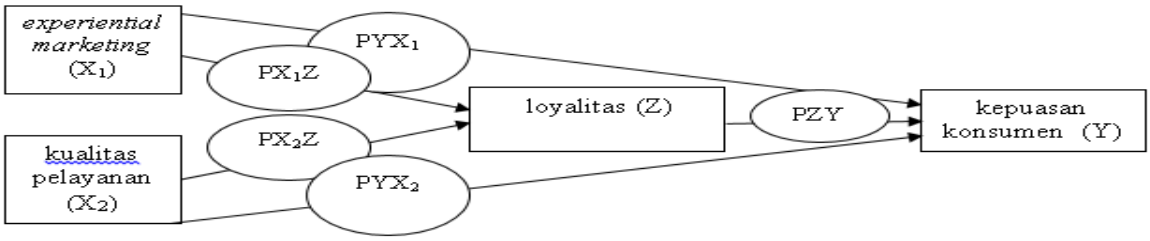
Path Analysis

According to (Ghozali, 2020), path analysis is a statistical technique used to test causal relationships between interrelated variables, taking into account the direction, strength, and significance of the relationship. This allows us to determine whether these variables are significantly related and how much influence they have on each other.

Model and Structure

In this study, the data analysis technique used was Path Analysis to analyze the influence of experiential marketing and service quality on customer satisfaction, with loyalty as an intervening variable at Bening's Clinic in Sungai City. The research model that can be used as a guideline for path analysis is:

Figure 2 Path Analysis



The path analysis section of the path analysis section above is then broken down into two substructures for conducting path analysis.

Description:

X1 = experiential marketing

X2 = service quality

Z = loyalty

Y = Customer Satisfaction

PYX_1 : The path coefficient of the experiential marketing variable (X1) on consumer satisfaction (YANG) describes the magnitude of the direct influence of experiential marketing (X1) on consumer satisfaction (Y).

PYX_2 : Path Coefficient of the service quality variable (X2) on consumer satisfaction (YANG), describes the magnitude of the direct influence of service quality (X2) on consumer satisfaction (Y)

PYZ : The path coefficient of the loyalty variable (Z) describes the magnitude of the influence of loyalty (Z) on consumer satisfaction (Y).

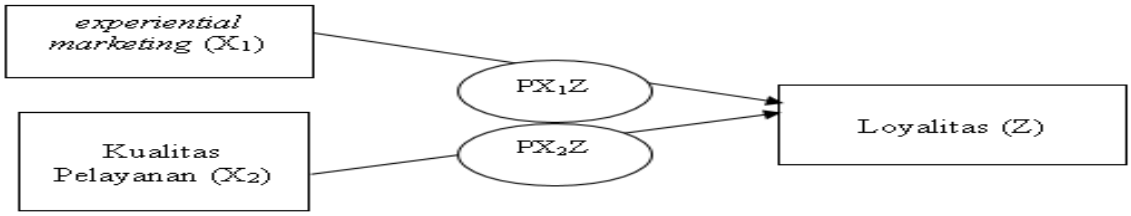
PX_1Z : Path Coefficient of Experiential Marketing Variable (X1) Against Loyalty (Z),

	describes the magnitude of the role of loyalty in influencing experiential marketing.
PX_2Z	The path coefficient of the service quality variable (X2) on loyalty (Z) illustrates the significant role of loyalty in influencing service quality.

With two models or testing methods, as follows:

1. First Substructure

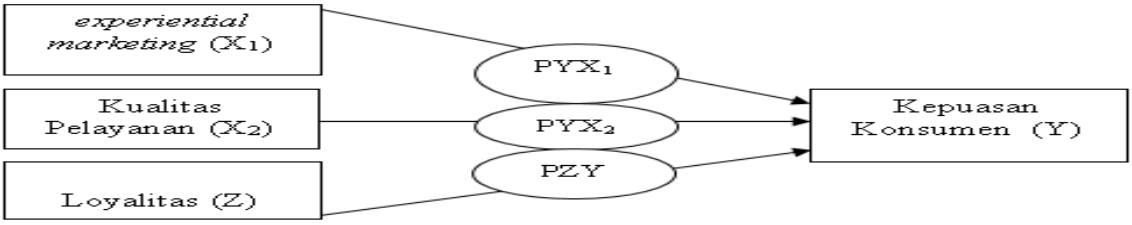
Figure 3 Substructure 1



Structural equation: Z = Pzx1x1 + Pzx2x2

2. Second Substructure

Figure 4 Substructure 2



Structural equation: Z = PYx1x1 + PYx2x2 + PzzY

Direct and Indirect Effects

1. Direct Effect $\sqrt{1 - R\ Square}$
   a. Direct Effect X1 →Y = Pyx1 . Pyx1
   b. Direct Effect X2 →Y = Pyx2 . Pyx2
   c. Direct Effect Z→Y = Pyz . Pyz
   d. Direct Effect X1 →Z = Pzx1 . Pzx1
   e. Direct Effect X2 →Z = Pzx2 . Pzx2
2. Indirect Effect
   a. X1 ΩZ →Y
   b. X2 ΩZ →Y

   Equation: Pyx2 . Pzx2 . Pyz

To assist the author in testing the substructure above, the author used SPSS software.

Intervening Influence Criteria

To determine whether Z plays a role as an intervening variable, compare the magnitude of the direct and indirect influences using the following criteria:

1. If the indirect influence is greater than the direct influence, it plays a role.
2. If the direct influence is less than the direct influence, it does not play a role.

Hypothesis Testing

Conducted to determine the effect of the independent variable on the dependent variable in a partial multiple linear regression equation, assuming the other variables are held constant, as demonstrated by the following formula (Sugiyono, 2014):

$$t_{count} = \frac{b_i}{Sb_i} \quad \text{.....(8)}$$

Where:

bi = Regression Coefficient

Sbi = Standard Error of Regression Coefficient

Test criteria:

1. If t count ≥ t table, then H0 is rejected (Ha is accepted), meaning there is a partial effect of the independent variable on the dependent variable.
2. If t count < t table, then H0 is accepted (Ha is rejected), meaning there is no partial effect of the independent variable on the dependent variable.

IV. RESEARCH RESULTS

Validity Test

The results of the validity and reliability tests for the variables Consumer Satisfaction (Y), Consumer Loyalty (Z), Experiential Marketing (X1), and Service Quality (X2) are as follows:

Table 2. Results of the Consumer Satisfaction Validity Test

Variabel	R Tabel	R Hitung	Status
Kepuasan Konsumen (Y)	0,361	0,808	Valid
	0.361	0,856	Valid
	0.361	0,822	Valid
	0,361	0,820	Valid
	0.361	0,862	Valid
	0.361	0,881	Valid

	0,361	0,812	Valid
	0.361	0,790	Valid

(Source: processed primary data, 2025)

Table 3. Loyalty Validity Test Results

Variabel	R Tabel	R Hitung	Status
Loyalitas Konsumen (Z)	0,361	0,804	Valid
	0.361	0,819	Valid
	0.361	0,766	Valid
	0,361	0,868	Valid
	0.361	0,830	Valid
	0.361	0,860	Valid
	0,361	0,821	Valid
	0,361	0,804	Valid

(Source: processed primary data, 2025)

Table 4. Results of the Experiential Marketing Validity Test

Variabel	R Tabel	R Hitung	Status
Experiential Marketing (X_1)	0,361	0,594	Valid
	0.361	0,445	Valid
	0.361	0,573	Valid
	0,361	0,713	Valid
	0.361	0,742	Valid
	0.361	0,568	Valid
	0,361	0,834	Valid
	0.361	0,772	Valid

(Source: processed primary data, 2025)

Table 5. Service Quality Validity Test Results

Variabel	R Tabel	R Hitung	Status
Kualitas Pelayanan (X_2)	0,361	0,715	Valid
	0.361	0,759	Valid
	0.361	0,877	Valid
	0,361	0,827	Valid
	0.361	0,687	Valid
	0.361	0,842	Valid
	0,361	0,820	Valid
	0.361	0,848	Valid

(Source: processed primary data, 2025)

Reliability Test

Reliability testing aims to examine whether there are similarities in data across time points. According to (Ghozali, 2020), reliability is measured by the Cronbach's Alpha coefficient (α). If a variable is reliable, it will have a Cronbach's Alpha value above 0.6. The

reliability of each item was tested using IBM SPSS version 26. The results of this research test can be seen in Table 6 below:

Table 6. Reliability Results

No	Variabel	Standar Reliabelitas	Cronbach Alpha	Keterangan
1	*Experiential Marketing* (X_1)	0,60	0, 863	Reliabel
2	Kualitas Pelayanan (X_2)	0,60	0,943	Reliabel
3	Kepuasan Konsumen (Y)	0,60	0, 935	Reliabel
4	Loyalitas Konsumen (Z)	0,60	0,936	Reliabel

Data Analysis

Hypothesis Testing

The hypothesis testing for substructure path 2 uses regression analysis to estimate the causal relationship between the variables influencing experiential marketing and service quality on customer satisfaction, with loyalty as an intervening variable, at Bening's Clinic Kota Sungai. This analysis was performed using the path analysis shown in Table 2 below.

Substructure Path Analysis 2

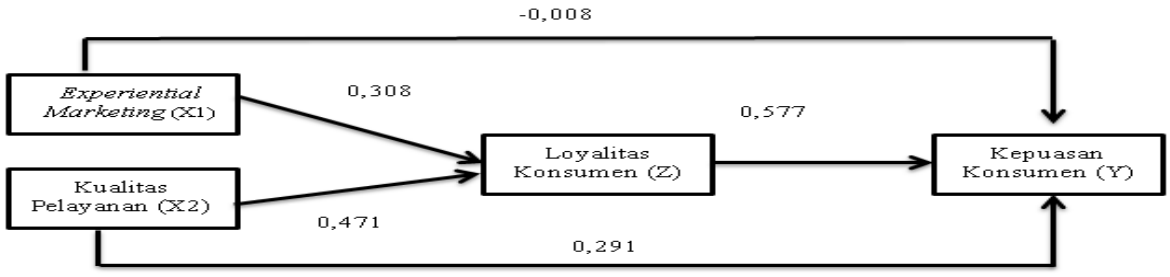
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.943	3.549		.548	.586
	EXPERIENTIAL MARKETING	-.010	.122	-.008	-.083	.934
	KUALITAS PELAYANAN	.248	.091	.291	2.718	.008
	LOYALITAS KONSUMEN	.572	.099	.577	5.808	.000

a. Dependent Variable: KEPUASAN KONSUMEN

Y = 0.008X1 + 0.291X2 + 0.577Z + 1.943

Meanwhile, the value of e1 can be found using the formula $eI = \sqrt{1 - 0{,}639} = 0{,}201$



The Effect of Experiential Marketing (X1) on Consumer Satisfaction (Y)

There is no significant negative effect between experiential marketing and customer satisfaction at Bening's Clinic in Sungai Penuh City. This is evidenced by the calculated t-value < t-table, which is -0.083 < -1.991, with a significance value of 0.934 > 0.05, indicating insignificant results. This is also supported by research by (A. Widyastuti & Kusumawardhani, 2020). The lack of effect of experiential marketing on customer satisfaction can be caused by various factors, both external and internal. Because consumers visiting Bening's Clinic have experienced quality service and their satisfaction has been met, consumers are already included in the experiential marketing experience, so there is no effect.

The Effect of Service Quality (X2) on Consumer Satisfaction (Y)

There is a significant positive effect between service quality and customer satisfaction at Bening's Clinic in Sungai Penuh City. This is evidenced by the calculated t-value < t-table, namely 2.718 < 1.991, with a significance value of 0.008 > 0.05, indicating significant. This is also supported by research results from (Dr. H. Zainal Abidin, 2020), which found that service quality has a significant influence on customer satisfaction because meeting customer needs increases positive perceptions and builds customer loyalty at Bening's Clinic.

The Influence of Consumer Loyalty Decisions (Z) on Consumer Satisfaction (Y)

There is a significant positive effect between the variable Consumer Loyalty and Customer Satisfaction at Bening's Clinic in Sungai Penuh City. This is evidenced by the calculated t-value > t-table, namely 5.808 > 1.991, with a significance value of 0.000 < 0.05, indicating significant. This is also supported by research results from (Dr. Erwin, SE., 2023), which found that consumer loyalty can increase customer satisfaction through repeated positive experiences among Bening's Clinic visitors.

Hypothesis testing in path analysis 1 uses regression analysis to estimate the causal relationships between previously established variables based on theory. The causal relationships between accessibility and social media variables on trust are presented in the table below.

Substructure Path Analysis 1

Coefficients[a]

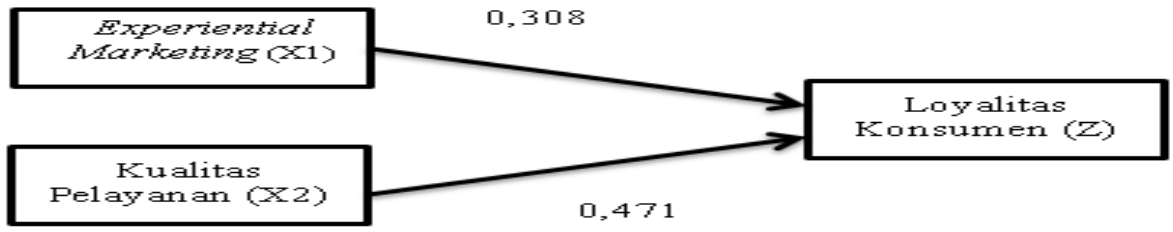
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.884	4.080		-.952	.344
	EXPERIENTIAL MARKETING	.374	.134	.308	2.786	.007
	KUALITAS PELAYANAN	.403	.095	.471	4.258	.000

a. Dependent Variable: LOYALITAS KONSUMEN

Z = 0.308 X1 + 0.471X2 + -3.884

Meanwhile, the value of e1 can be found using the formula $e2 = \sqrt{1 - 0{,}520} = 0{,}279$

Figure 5 Substructure Model 1



The Effect of Experiential Marketing (X1) on Consumer Loyalty (Z)

There is a significant positive effect between the variable Experiential Marketing on Consumer Loyalty at Bening's Clinic in Sungai Penuh City. This is evidenced by the calculated t-value > t-table, namely 2.786 > 1.991, with a significance value of 0.007 < 0.05, indicating significant. This is also supported by research by (Dr. Yuliana, 2023) that positive and emotional experiences increase customer satisfaction and loyalty at Bening's Clinic.

The Effect of Service Quality (X2) on Consumer Loyalty (Z)

There is a significant positive effect between the variable Service Quality on Consumer Loyalty at Bening's Clinic in Sungai Penuh City. This is evidenced by the calculated t-value < t-table, namely 4.258 < 1.991, with a significance value of 0.000 > 0.05, indicating significant. This is also supported by research by (Dr. H. Zainal Abidin, 2020), which states that service quality can increase customer satisfaction and loyalty by meeting needs and expectations.

Indirect Effect of Experiential Marketing on Customer Satisfaction with Loyalty as an Intervening Variable

There is a direct effect of Experiential Marketing through customer satisfaction on loyalty at Bening's Clinic in Sungai Penuh City as an intervening variable. This is achieved by multiplying the beta value (Experiential Marketing on Customer Satisfaction) by the beta value (Loyalty on Customer Satisfaction), which is 0.308 x 0.577 = 0.178. Based on the calculation above, the direct effect is -0.008 and the indirect effect is 0.178. This means that the indirect effect is greater than the direct effect. Therefore, it can be concluded that Experiential Marketing through Customer Satisfaction has a significant indirect effect on loyalty at Bening's Clinic in Sungai Penuh City. This is in line with research (Andriyanto, 2022), which states that several factors influence this influence, namely the quality of the experience and good relevance to consumer needs.

Indirect Effect of Service Quality on Consumer Satisfaction with Loyalty as an Intervening Variable

There is an indirect effect of Service Quality through Consumer Satisfaction on Loyalty at Bening's Clinic in Sungai Penuh City as an Intervening Variable. This is obtained by multiplying the beta value (Experiential Marketing on Consumer Satisfaction) by the beta value (Loyalty on Consumer Satisfaction), which is 0.471 x 0.577 = 0.273. Based on the calculation above, the direct effect is 0.291 and the indirect effect is 0.273. This means that the indirect effect is smaller than the direct effect. Therefore, it can be concluded that Service Quality through Consumer Satisfaction does not have a significant effect on loyalty at Bening's Clinic in Sungai Penuh City. (Andriyanto, 2022) Poor service quality for some Bening's Clinic visitors can increase and reduce consumer satisfaction and commitment.

V. CONCLUSION

1. There is no direct, significant, positive effect between experiential marketing and customer satisfaction at Bening's Clinic in Sungai Penuh City.
2. There is a direct, significant, positive effect between service quality and customer satisfaction at Bening's Clinic in Sungai Penuh City.
3. There is a direct, significant, positive effect between customer loyalty and customer satisfaction at Bening's Clinic in Sungai Penuh City.

4. There is a direct, significant, positive effect between experiential marketing and customer loyalty at Bening's Clinic in Sungai Penuh City.
5. There is a direct, significant, positive effect between service quality and customer loyalty at Bening's Clinic in Sungai Penuh City.
6. The indirect effect is greater than the direct effect, thus concluding that experiential marketing, through customer satisfaction, has a significant indirect effect on customer loyalty.
7. The indirect effect is smaller than the direct effect, thus concluding that service quality does not have a significant indirect effect on customer loyalty.

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