

THE INFLUENCE OF EXPERIENTIAL MARKETING, LIFESTYLE, CUSTOMER VALUE AND TASTE ON CUSTOMER LOYALTY AT MARUGAME UDON GRAND MALL BATAM

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Abstract: : This study aims to analyze the influence of Experiential Marketing, Lifestyle, Customer Value, Taste on customer loyalty in marugame udon grand mall batam. The research method used was a survey with a questionnaire as a data collection tool. Respondents consisted of consumers who consumed marugame udon and took as many as 100 samples, data analysis using multiple regression techniques to test the relationships between variables. Based on the results of the calculation of the spss, it was obtained (X1) that counted $-1.395 < 1.661$ and was significant $0.166 > 0.05$, (X2) there was a count of $4.881 > 1.661$ and a significant of $0.000 < 0.05$, (X3) there was a count of $4.881 > 1.661$ and a significant $0.000 < 0.05$, (X4) there was a count of $0.907 < 1.661$ and a significant of $0.367 > 0.05$ the results of the study showed that Experiential Marketing (X1) has a negative influence on customer loyalty but Lifestyle, (X2) Customer Value (X3), Taste (X4) positively affects customer loyalty at Marugame Udon Grand Mall Batam.

Keywords: Experiential Marketing, Lifestyle, Customer Value, Taste, Customer Loyalty

1. Introduction

The F&B industry, which stands for food and beverage, is a business sector engaged in food and beverages. This industry includes various types of businesses ranging from restaurants, cafes, food stalls, to food and beverage manufacturers (bizhare.id). The food and beverage industry is an interesting and challenging business because there are so many trends that are developing in the food and beverage industry, one of which is Japanese food. The food culture of the Japanese and Indonesian people is almost the same. Some Japanese restaurants in Indonesia certainly offer a variety of menus that suit the tastes of the Indonesian people. Japanese cuisine that is popular in Indonesia has many variations, including ramen, sushi, sashimi, onigiri, udon, miso soup, yakitori, and takoyaki. One of the Japanese foods that is popular among the public is udon. Udon is in great demand by the Indonesian people. One of the famous Japanese restaurants is Marugame Udon. The udon provided by Marugame is a type of sanuki Udon, typical of Kagawa prefecture, Japan. Of all the udon in Japan, Sanuki is one of the ones that has very good quality. The name of this restaurant, marugame, is also taken from the city located in Kagawa, Japan. Marugame Udon was first opened in Indonesia on February 14, 2013 at the garden orchid mall.

2. Literature Review

According to Nopriani in (Nafiah Lailatun & Trihudiyatmanto, 2021), loyalty is a deep commitment to customers to resubscribe or repurchase selected products/services consistently

in the future. According to Anisimova in (Putra Rachman, Rudiansyah Herman, et al., 2022) explained that customer loyalty has an impact on the success of the company. Indicators of customer loyalty according to Kotler and Keller in (Pamungkas & Gurindo 2019), indicators of loyalty include: Repeat Purchase, Retention, Referral. Customer loyalty can be influenced by several factors that are consumer issues such as Experiential marketing, lifestyle, customer value, and taste.

Experiential marketing is an approach to provide more information than just about a product or service. Through Experiential marketing, companies can provide experience to customers. According to Schmitt & Rea in (Karuniatama et al., 2020) Experiential marketing is a development of traditional marketing strategies which are based on customer desires on product factors, communication and marketing campaigns that can deliver experiences.

Lifestyle is part of consumer behavior in making a purchase. According to Sari Dalam (Darmianti & Prabawani, 2019) Lifestyle is the active adaptation of individuals to social conditions in order to meet people's needs to integrate and socialize with others, especially those related to self-image to reflect their social status. Especially how he wants to be perceived by others, so his lifestyle is very much related to the social status he holds. To reflect this image, certain status symbols are needed that play a very important role in influencing consumption behavior. In addition, lifestyle is part of the secondary needs of humans that can change depending on the times or a person's desire for his lifestyle.

Customer value is the level of satisfaction that consumers get from buying a product or service that is in accordance with the price. However, the purchase price is not the only source of consumer satisfaction. There are many other aspects that affect customer satisfaction indicators, including brand, product quality, and long-term benefits According to Assauri in (Fakhrudin et al., 2022) states that value is a reflection of many benefits as well as tangible and intangible costs for consumers. customers have a trinity, namely quality, service, and price (QSP). According to Logiawan and Subagio in (Dewi Maharani, 2022), Customer Value indicators include: Social Value, Price Value, Emotional Value, Quality Value.

Furthermore, Taste is a consumer perception of food or beverage products, where there is a sensation of stimuli and stimuli that can come from external or internal and then felt Taste is a way of selecting food or beverages that are distinguished from that taste According to Drummond & Brefere in (Maimunah et al., 2019). According to Imantoro in (Winscott Suherman & Charly Hongdiyanto, 2020) defines that Taste is a way of selecting food that must be distinguished from the taste of the food. Taste is an attribute of food that includes appearance, smell, taste, texture, and temperature.

3. Method

This type of research is descriptive quantitative research. Quantitative research is a method used to examine a population or sample to find out the value of each variable. The population and sample that became the object of this study were customers of marugame udon grand mall batam from October, November, December 2023 with a total of 100 people from the existing data. The sampling technique in this study uses the slovin formula calculation method.

The test was carried out by comparing the calculated r value with the table r value at a significant level of 0.05. The reliability test is intended to measure a questionnaire that is an indicator of a variable. A variable is said to be reliable if it gives a Cronbach alpha value > 0.60 .

A. Classic Assumption Test

- a. Normality test: a way to test whether the data in the data is distributed normally.

- b. Multicolonality test: to find out if there is a high relationship between independent variables.
- c. Heteroscedasticity test: check whether there is a variance disparity between one observation residue and another.
- B. Multiple Linear Regression Analysis: aims to determine the significance value of dependent variables over independent variables.
- C. Uji Hypothesis
 - a. T test (partial): to determine the influence of dependent variables on independent variables.
 - b. F test (simultaneous): to determine the influence of dependent variables together.
 - c. R2 coefficient of determination test: used to measure how well the model is able to explain the variation of dependent variables.

4. Result and Discussion

Validity Test

The results of the validity test on variables (X1), Experiential marketing, (X2) lifestyle, (X3) customer value, (X4) taste for customer loyalty (Y), were declared valid, namely:

- a. The value of r calculated $> r$ of the table is declared valid with the value r of the table = 0.1966
- b. The value of $\text{sig} < \alpha$, then it is declared valid with the value $\alpha = 0.05$.

Reliability Test

Table 1. Reliability Test

Variable	Cronbach's Alpha	Normal Range	Description
Experiential Marketing	0,931	$>0,60$	Reliable
Lifestyle	0,918	$>0,60$	Reliable
Customer Value	0,944	$>0,60$	Reliable
Taste	0,953	$>0,60$	Reliable
Customer Loyalty	0,957	$>0,60$	Reliable

Sources: Hasil Pengolahan SPSS (2024)

From the table, it is known that all variables have Cronbach's alpha value > 0.6 so it is concluded to be reliable.

Normality Test

Based on the results of the histogram and Normal P-P plot regression standardized Residual if the points are distributed longitudinally along a diagonal line, this indicates that the data studied is distributed normally.

Multicolonality Test

The value of VIF Experiential marketing has a tolerance of $0.209 > 0.10$ and VIF of $4.789 < 10$. The lifestyle has a tolerance of $0.199 > 0.10$ and a VIF of $5.026 < 10$. Customer value has a tolerance of $0.124 > 0.10$ and VIF of $8.052 < 10$. Taste has a tolerance of $0.186 > 0.10$ and VIF of $5.377 < 10$. It can be concluded that in the regression model there are no symptoms of multicollinearity.

Heteroscedasticity Test

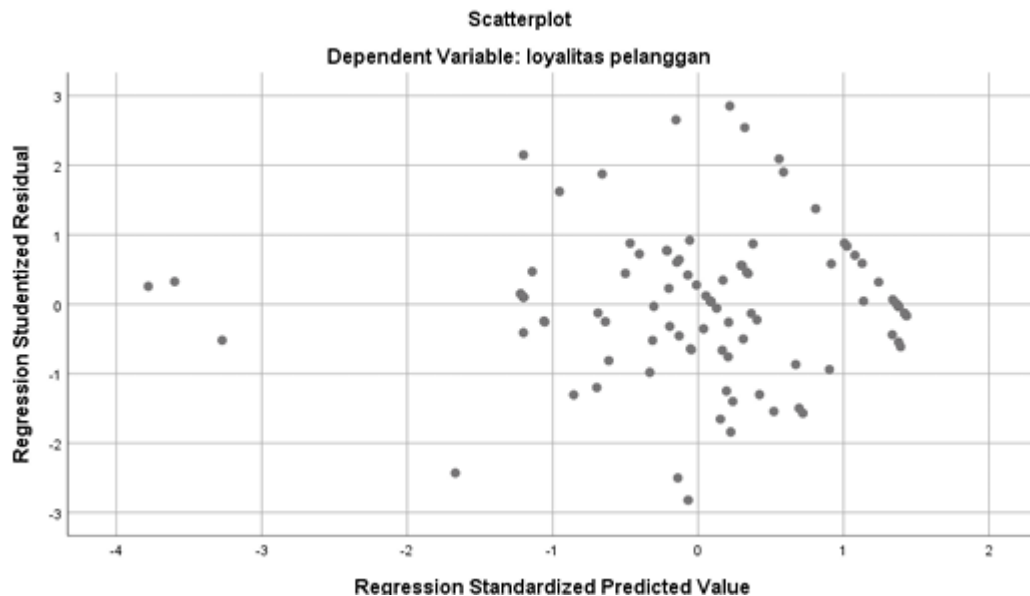


Figure 1: Scatterplot Result

Sources: SPSS Processing Results (2024)

There is no heteroscedasticity in this test if the dots in the scatterplot are scattered and do not form any pattern. So from the image above, it is concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis

- The value of the constant has a negative value of -0.585. A negative sign indicates the opposite influence between the independent variable and the dependent variable.
- The value of the coefficient for regression in the X1 variable is -0.092. this value shows a negative influence in the opposite direction between the variable X1 and the variable Y.
- The value of the coefficient for regression in the X2 variable is 0.474. This value shows a positive influence in the direction between the X2 variable and the Y variable.
- The value of the coefficient in the X3 variable gets a positive value of 0.084 which means that if the variable increases by 1 percent, then customer loyalty will also increase to 0.084 assuming that other independent variables are considered constant. A positive sign means that it indicates a co-directional influence between independent variables and dependent variables.
- The value of the coefficient in the X4 variable gets a positive value of 0.589 which means that if the variable increases by 1 percent, customer loyalty will also increase to 0.589 assuming other independent variables are considered constant. A positive sign means that it shows an influence in the same direction between independent variables and dependent variables.

T Test (Partial)

Table 2. T Test (Partial)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-0.585	1.179		-0.496	0.621
Experiential Marketing	-0.092	0.066	-0.118	-1.395	0.166
Lifestyle	0.474	0.097	0.425	4.881	0.000
Customer Value	0.084	0.100	0.100	0.907	0.367
Taste	0.589	0.556	0.556	6.181	0.000

Sources: SPSS Processing Results (2024)

The t-test serves to prove the correctness of a previously drawn partial hypothesis. The hypothesis is accepted if the $t_{count} > t_{table}$ and $sig. < 0.05$. The t_{table} is determined from df , namely n (number of respondents) – (the number of all variables studied) = $100 - 5 = 95$, with an error rate of 5%, so that the t_{table} is 1.661. So from table 1 4.14, it is concluded that:

- From the results of the table, it can be seen that the effect of Experiential marketing on customer loyalty is $-1.395 < 1.661$, while the significant value is $0.166 > 0.05$ which means that the Experiential marketing variable has a negative and insignificant effect on the customer loyalty variable
- The results in the calculation were $4,881 > 1,661$ on the Lifestyle variable with a significant value of $0.000 < 0.05$ which means that the Lifestyle variable is positive and significant to the Customer loyalty variable
- In the table of customer value variables, it can be seen that the value of the calculation is $0.907 < 1.661$ and the significant value is $0.367 > 0.05$ which means that the customer value variable has no effect on customer loyalty.
- In the table of Taste variables, it can be seen that the t_{count} value is $6,181 > 1.661$ and the significant value is $0.000 < 0.05$ which means that Taste has a positive and significant effect on the customer loyalty variable

F Test (Simultaneous)

Table 3. Test F Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2235.976	4	558.994	142.366	0.000 ^b
Residual	373.014	95	3.926		
Total	2608.990	99			

Sources: SPSS Processing Results (2024)

From the test results, it was obtained that $142,366 > 2.36$ and $Sig. 0.000 < 0.05$ so that it can be concluded that H_5 is accepted, namely experiential marketing, lifestyle, customer value, and taste simultaneously has an effect and is significant on customer loyalty.

Coefficient of Determination Test (R²)

Table 4. Result Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.926 ^a	0.857	0.851	1.98153

Sources: SPSS Processing Results (2024)

From the table above, it is known that the Adjusted R Square is 0.851. This means that the influence of experiential marketing, lifestyle, customer value, and taste on customer loyalty has a percentage of 85.1%, the remaining 14.9% is explained by other variables that have not been researched. which is very strong between the independent variable and the dependent variable used.

- The Influence of Experiential Marketing on Customer Loyalty**
Based on the results of multiple linear analysis testing, it is known that Experiential Marketing has a negative constant, namely -0.092, tcount -1.395 < ttable 1.661 and sig. 0.166 > 0.05 so that it can be concluded that the Experiential Marketing variable has a negative and insignificant effect on the Customer Loyalty variable.
- The Influence of Lifestyle on Customer Loyalty**
Based on the results of the multiple linear analysis test, it is known that the lifestyle has a positive constant, which is 0.474, tcount 4.881 > ttable 1.661 and sig. 0.000 < 0.05 so that it can be concluded that lifestyle variables have a positive and significant effect on Customer Loyalty variables.
- The Influence of Customer Value on Customer Loyalty**
Based on the results of the multiple linear analysis test, it is known that the customer value has a positive constant, which is 0.084, a tcount of 0.907 < a table of 1.661 and sig. 0.367 > 0.05 so that it can be concluded that the customer value variable has a negative and insignificant effect on the Customer Loyalty variable.
- The Influence of Taste on Customer Loyalty**
Based on the results of the multiple linear analysis test, it is known that taste has a positive constant, which is 0.589, tcount 6,181 > ttable 1.661 and sig. 0.000 < 0.05 so that it can be concluded that the taste variable has a positive and significant effect on the Customer Loyalty variable
- The Influence of Experiential Marketing, Lifestyle, Customer Value, and Taste on Customer Loyalty**
Based on the results of the F (simultaneous) test, it is known that the fcount is 142.366 > ftable 2.36 and sig. 0.000 < 0.05 so that it can be concluded that H5 is accepted, namely experiential marketing, lifestyle, customer value, and taste simultaneously have an effect and significant on Customer Loyalty which is presented based on a Determination coefficient (R²) of 85.1%.

5. Conclusions

The purpose of this study is to find an answer to the formulation of the problem posed in the study, namely whether Experiential Marketing, lifestyle, customer value, and taste affect

customer loyalty at Marugame Udon Grand Mall Batam. The results of these findings prove and provide conclusions to answer customer loyalty problems. Based on the process developed in this study, it can be concluded.

- a. Based on the results of the multiple linear analysis test, it is known that Experiential Marketing has a negative constant, which is -0.092, $t_{count} 1.395 < t_{table} 1.661$ and $sig. 0.166 > 0.05$ so that it can be concluded that the Experiential Marketing variable has a negative and insignificant effect on the Customer Loyalty variable.
- b. Based on the results of the multiple linear analysis test, it is known that the lifestyle has a positive constant, which is 0.474, $t_{count} 4.881 > t_{table} 1.661$ and $sig. 0.000 < 0.05$ so that it can be concluded that lifestyle variables have a positive and significant effect on Customer Loyalty variables.
- c. Based on the results of the multiple linear analysis test, it is known that the customer value has a positive constant, which is 0.084, a t_{count} of $0.907 < a \text{ table of } 1.661$ and $sig. 0.367 > 0.05$ so that it can be concluded that the customer value variable has a negative and insignificant effect on the Customer Loyalty variable.
- d. Based on the results of the multiple linear analysis test, it is known that taste has a positive constant, which is 0.589, $t_{count} 6,181 > t_{table} 1.661$ and $sig. 0.000 < 0.05$ so that it can be concluded that the taste variable has a negative and insignificant effect on the Customer Loyalty variable.
- e. Based on the results of the F (simultaneous) test, it is known that the f_{count} is $142.366 > f_{table} 2.36$ and $sig. 0.000 < 0.05$ so that it can be concluded that H_5 is accepted, namely experiential marketing, lifestyle, customer value, and taste simultaneously have an effect and significant on Customer Loyalty which is presented based on the Determination coefficient (R^2) of 85.1% and 15% is examined by other variables

Acknowledgements

Based on the results of the above conclusions which refer to the results of the research that has been carried out, the researcher proposes suggestions, namely:

- a. For Companies to pay attention to experiential marketing and customer value because experiential marketing and customer value have a negative effect on customer loyalty which will reduce customer loyalty and purchasing power. So the author suggests not to follow up on this variable. Taste affects customer loyalty so it is expected that the Company maintains the authenticity of taste.
- b. For further research This study found that Lifestyle and Taste are the variables that have the most influence on customer loyalty, so it is recommended for future researchers to use lifestyle variables and taste in researching customer loyalty. To make this research a reference and add other variables related to customer loyalty so that the right solution is found in the marketing of each company.

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