THE EFFECT OF EXPERIENTIAL MARKETING AND PERCEIVED PRICE ON CUSTOMER LOYALTY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND REVISIT INTENTION

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Abstract

Indonesia is a beautiful archipelago, with its mountainous terrain making it a popular tourist destination. One such location is Lake Lut Tawar in Central Aceh Regency, ideal for camping. Companies must improve customer satisfaction and loyalty due to the intense competition in the Indonesian tourism industry, which attracts both domestic and international visitors. Customer loyalty is the dependent variable in this study, and customer satisfaction and revisit intention are the intervening variables. The independent variables examined in this study are experiential marketing and perceived price. The results show that experiential marketing has been shown to increase customer satisfaction; perceived price has been shown to increase customer satisfaction; experiential marketing has been shown to increase revisit intention; perceived price has been shown to increase revisit intention; experiential marketing has not been able to increase customer loyalty; perceived price has been shown to increase customer loyalty; customer satisfaction has been shown to increase customer loyalty; revisit intention has been shown to increase customer loyalty. In addition, customer satisfaction has a positive and significant effect on customer loyalty. This shows that when customer satisfaction increases, customer loyalty will increase; customer satisfaction cannot mediate the relationship between experiential marketing and customer loyalty. and finally, revisit intention partially mediates the relationship between perceived price and customer loyalty.

Keywords: Experiential Marketing, Perceived Price, Customer Satisfaction, Revisit Intention, Customer Loyalty

INTRODUCTION

In western Indonesia, Central Aceh Regency is a renowned tourist destination not only for its attractions. The natural flora and fauna of Central Aceh Regency, along with the friendliness of its people, are other renowned attributes. Furthermore, tourism in Central Aceh Regency offers a unique charm that sets it apart from other tourist destinations. Each tourist destination in Central Aceh Regency has distinct qualities that guests can enjoy. With its numerous tourist attractions, including coffee plantations, lakes, and beautiful mountains, Central Aceh Regency is a popular tourist destination. This is undoubtedly one of the factors that attracts travelers to Central Aceh Regency. A crucial component of domestic travel today is factory tourism. Due to the opportunities for sustainable development and the inherited expertise of industrial cultures, they are also revitalizing aging manufacturing sectors (Lin, 2019; Somoza-Medina & Monteserín-Abella, 2021). Visitors' ability to directly witness products and their manufacturing processes allows them to gain a deeper understanding of the product, industry, and corporate image. This is the biggest difference between factory tourism and traditional tourist destinations. The tourism business relies heavily on service. The level of satisfaction tourists experience is determined by their experience with the service. These businesses are concerned with how to remain competitive, considering the subjective and internal reactions that arise from interactions with customers (Meyer & Schwager, 2007; Shaw & Ivens, 2002). Pine & Gilmore (1998) proposed that providing unique, personalized, and memorable experiences to customers is crucial for increasing consumption. The concept of experiential marketing was first proposed by Schmitt (1999) as a way to captivate consumers through diverse experiences. Customer perception of a brand or product is crucial for increasing brand loyalty and consumer satisfaction (Söderlund, 2018; Huang & Zhang, 2010). In conclusion, experiential marketing is a significant trend in today's experience economy. Manufacturers who innovate their products and services more effectively than their competitors can multiply their profits, according to Tidd & Hull (2003). Consequently, we should increasingly highlight service innovation as a "hot issue" (Berry et al. 2006). For manufacturers trying to meet highly volatile market demand, this is a crucial issue (Biemans & Griffin, 2018; Shane & Ulrich, 2004). Therefore, if tourism

factories can concentrate on providing innovative services and satisfying customer desires, they will undoubtedly leave their mark on the market. Customer satisfaction is considered a key objective of a company's sustainable growth plan and is considered a determining factor in customer loyalty and market share (Hansemark & Albinsson, 2004). According to Zineldin (2000), satisfied consumers are individuals who are considered price-insensitive, less influenced by competitors, willing to purchase more goods and services, and loyal in the long term. Customers who receive good service are more likely to be loyal to a business and Make repeat purchases (Yang & Su, 2018). According to Kotler (1994), satisfied customers are more likely to be brand loyal, talk about the company's products with others, and want to make repeat purchases. Customer satisfaction, according to Kristensen et al. (2000), is the result of customers' assessments and reactions to their experience of purchasing and using a product. The answer is based on a comparison between gains and expectations. It is clear that consumer behavior is significantly influenced by customer satisfaction, which in turn influences consumer intentions. Long-term relationships can be built by tourism factories if they can predict and influence tourists' future behavioral intentions. Therefore, tourism is a crucial component of sustainable development. Although Indonesia was late to the tourism industry, its strategic location and unique local culture allow its tourism companies to showcase their creativity and attract tourists. Tourism companies need to market themselves, attract customers, and generate wealth and economic prospects.

The purpose of this study was to examine experiential marketing, customer satisfaction, service innovation, and other relevant topics in relation to visitors to a specific tourism facility. Sustainable development plans for many organizations include service innovation and customer satisfaction as essential components. Sustainable development can only be achieved by tourism facilities that consistently provide innovative services.

With the formulation of the problem as follows:
1. How does experiential marketing influence customer satisfaction among travelers in Aceh
Tengah Regency, Indonesia?
2. How does the perceived price affect customer satisfaction among travelers in Central Aceh
Regency, Indonesia?
3. How does experiential marketing affect revisit intention among travelers in Central Aceh
Regency, Indonesia?
4. How does perceived price affect revisit intention among travelers in Aceh Tengah Regency, Indonesia?
5. How does experiential_marketing influence customer loyalty among travelers in Aceh
Tengah Regency, Indonesia?
6. How does perceived price influence customer loyalty among travelers in Central Aceh
Regency, Indonesia?
7. How does customer satisfaction influence customer loyalty among travelers in Central Aceh
Regency, Indonesia?
8. How does the influence of revisit intention affect customer loyalty among travelers in Aceh
Tengah Regency, Indonesia?
9. Does customer satisfaction mediate the relationship between experiential marketing and customer loyalty at Travelers in Aceh Tengah Regency, Indonesia?
10. Does revisit intention mediate the relationship between perceived price and customer
loyalty among travelers in Aceh Tengah Regency, Indonesia?

LITERATURE REVIEW

Experiential Marketing

AccAccording to Pine & Gilmore (1998), experiential marketing occurs when organizations create service stages and employ items as customer props. The items are physical, the services are intangible, and the experiences are unforgettable. According to Schmitt (1999), experience is a consumer response to the appearance of a specific stimulating event, which is frequently created by direct observation or participation rather than occurring spontaneously. Brand rights and values must be strengthened to improve the consumer experience (Österle, et al. 2018). Schmitt (1999) highlighted four fundamental aspects of experiential marketing: 1) Emphasize the customer experience; 2) View consumption as a holistic experience; 3) Assume customers are rational and emotional creatures; and 4) Recognize that methods and tools are in equilibrium. Experiential modules are a collection of experiential marketing methods used to express feelings, emotions, thoughts, behaviors, and relationship experiences. These experiences are implemented by the Experience Provider (ExPro), which includes communications, visual and verbal identity, product availability, and electronic media. Wu and Liang, (2009)) investigated the relationship between experiential marketing, consumer satisfaction, and openness to feedback. Experiential marketing focuses on feeling, thought, action, and connection (Schmitt, 1999). These findings indicate that experiential marketing on leisure farms has a strong beneficial effect on customer satisfaction. Chou and colleagues measured them using Schmitt's Schmitt (1999), experimental modules. Chou et al. (2010) investigated the role of experiential marketing in Lantern Festival celebrations. The findings indicate that experiential marketing played a vital role in shaping the event's image and consumers' propensity to attend joyful events again. In conclusion, Schmitt's five experiential modules quantify customer experience sensations. According to Schmitt's definition of experiential marketing, this study described experiential marketing as a process in which individuals feel a certain stimulation, generate motivation to buy, and identify with their thoughts after seeing and participating in events.

Preceived Price

The concept of perceived price is designed and linked to other literature structures, including benefits, costs, usefulness, value, and quality. Although research on these structures exists, their relationships remain inconsistent. specifically, Yoon et al., 2014; Wu et al., 2015), and Campbell et al. (2014) suggest that perceived prices are comparable to perceived value, usefulness, and quality. According to Lee and Han (2015), perception value, utility, and quality are socially acceptable norms or objectives based on assessment assessments, while perception price is the outcome of a particular evaluation (Sweeney and colleagues 1999).

Customer Satisfaction

Pre- and post-sales processes are key components of modern marketing business relationships with their clients. To maintain this relationship, customers must be happy. Influencing potential clients is less expensive than influencing current ones, as marketing personnel freely acknowledge. Thus, maintaining the current clientele is more crucial than offline into new ones. A happy consumer is essential to keeping them as clients. A delighted client makes complementary comments about the company, refers to others, plans to return, and ignores rival brands and marketing. Businesses may be at risk of disgruntled consumers. According to Kotler and Turner (1993), a happy customer refers to a good service to three others, whereas unsatisfied consumers share negative information about a product or service with 11 others. Acccordering to Man et al. (2002), Park et al. (2004), Bei and Shang (2006), evaluations reflecting post-sale positive or negative emotions, and Han et al. (2011), customer satisfaction can be explained as the degree to which experiences from a product align with expectations. According to Eggert and Ulaga (2002), customer satisfaction is the outcome of valuing pre-purchase expectations and post-purchase outputs proportionately. Customer satisfaction or discontent results from this judgment when the gap between expectations and reality turns positive, negative, or equal. Customer satisfaction combines with value since it is a combination of features related to pricing and service quality, according to Cronin et al. (2000). Furthermore, "evaluation of emotion" is the definition of satisfaction. Following the use of a service, customers' good feelings are reflected in their level of satisfaction. An object's personal value triggers an emotional reaction, which in turn prompts action. Because it plays a significant role in determining the performance of a system, customer satisfaction is thus a crucial goal for corporate operations (Roh et al., 2005).

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Customer Loyalty

Accordering to Mahamad & Ramayah (2010) a customer's attitude toward a brand, company, or service is referred to as loyalty. Because repurchases may not correspond to loyalty, the behavioral approach, which expresses consumer loyalty as purchase frequency, is thought to be insufficient to define customer loyalty on its own. Srinivasan et al. (2002) have highlighted the attitudinal component of loyalty. Kandampully (1998) defines customer loyalty as the establishment of an emotional bond between customers, service quality, and customers' emotional loyalty to the company. Scholars and professionals in the marketing domain view client loyalty as a tactical objective in the service industry (Loureiro & Kastenholz, 2011). Building a loyal customer base is one of the best business precautions to take. as a result, many companies' marketing initiatives continue to foster and enhance consumer loyalty (Nyadzayo and Khajehzadeh 2016). According to Smith (1996), businesses can achieve consumer integration by winning their hearts. The consumer loyalty model, created by Dick and Basu (1994), examines loyalty typology in four sections and states that customer loyalty to brands and enterprises can vary. Customers exhibiting "undeveloped loyalty" are those who are attached to a business or brand with a relatively high attitude and repurchase behavior. Customers displaying "absolute loyalty" have a relatively high attitude and high repurchase behavior. "Disloyal customers" lack the purpose or loyalty for special goods or services (Garland and Gendall, 2004).

Revisit Intention

The concept of revisit intention, which is a follow-up action developed following consumers' selected usage, is the potential for customers to use a service provider again, even in the future (Son et al. 2011). Furthermore, from an extended-term perspective, revisit intention is a critical component of the steady creation of corporate profits or performance. (Hyunjin 2013). According to Nguyen (2020), recurrence intention has been identified as a major behavioral intention and is considered a crucial topic in previous studies on tourism locations. The recurrence of a given action or return visit to a destination is linked to tourists' capacity to return to and visit a particular tourism destination, which is considered tourist post-consumption behavior (Nguyen, 2020). According to Khasawneh and Alfandi (2019) and Stylos et al. (2017), a visitor's intention to revisit is also related to their assessment of their likelihood of doing so in the future and recommending the location to others. The tourist sector sees intention to return as a critical factor in the expansion and sustainability of businesses (Abbasi et al., 2021).

Development Hypotheses

1. The Effect of Experiential Marketing on Customer Satisfaction

Using SEM analysis of quantitative data, Zena and Hadisumarto (2012) examined 80 respondents to determine the effects of experiential marketing on customer happiness, loyalty, and service quality. The results imply that consumer satisfaction is impacted by experiential marketing initiatives, which also give companies a competitive edge. Using data from 243 respondents who have engaged in experiential marketing, Kanopaite (2015) demonstrated how strongly consumers sense, feel, and act on experiences that affect customer happiness. The findings also demonstrate a reciprocal relationship between customer retention and the happiness brought about by experiential marketing. Using a quantitative method to survey 100 customers, Wahyuningtyas, et al. (2017) investigated the connection between experiential marketing and customer happiness. According to these findings, consumer satisfaction and loyalty are significantly influenced by experiential marketing variables, particularly those related to sense, think, feel, act, and relate. Furthermore, 205 survey respondents' answers were used in Ishara and Gayathree's (2020) quantitative evaluation of experiential marketing's function in customer retention. These results imply that experiential marketing employs a customer-centric strategy that engages consumers' emotional and cognitive senses and influences their satisfaction.

Hhypothesis 1. Experiential marketing has a positive and significant influence on customer satisfaction among travelers in Aceh Tengah Regency, Indonesia

2. The Effect of Perceived Price on Customer Satisfaction(Okay)

Accordering to Acaci et al. (2019), perceived prices are defined as the use of the benefits that consumers obtain from goods. Ali and Bhasin (2019) distinguish between consumer-perceived prices and real product prices. The perceived price is the cost that customers pay for a good or service. According to Zeithaml (1988), customers place greater importance on the cost of something perceived as more expensive than the actual cost. The intention and behavior of customers' purchases are influenced by their perceived prices (Ali & Bhasin, 2019). Many online retailers are now using pricing strategies, including free shipping and discounts, to increase perceived value and increase the probability that customers will purchase more. According to several other studies (Albari & Kartikasari, 2019;

Djumarno & Djamaluddin, 2018; Asadi, et al. 2014), perceived pricing is a precursor to or a significant influence on raising customer happiness. According to Bei and Chiao's (2006) research, pricing has a significant role in determining consumer satisfaction because, after assessing the worth of the good or service they have obtained, customers always consider the cost of the good or service. Generally speaking, a fair price is determined by how well-informed consumers believe producers to be about the prices they set for the entire market. Therefore, the authors propose the following hypothesis:

Hhypothesis 2. The perceived price has a positive and significant influence on customers
sAtisfaction among travelers in Aceh Tengah Regency, Indonesia

3. The Effect of Experiential Marketing on Revisit Intention

Customers seek more fun and enjoyment in the experience economy in addition to goods and services (Tsai, 2016). Without question, visitors' inclination to return to a location increases with the quality of their visit (Drengner et al., 2008). In their 2012 study, Kwon and Park examined how experiential marketing affected the behavioral intentions and enjoyment of exhibition visitors. Behavioral, associational, and thought marketing all significantly influence visitor pleasure, but feeling marketing has no effect at all. According to Kim (2008) and Tan (2017), visitor satisfaction also has a significant impact on the referrals and revisits made by visitors to inventions. Customer satisfaction has an independent and significant indirect effect on revisit invention; however, customer satisfaction as an intermediary has no significant indirect effect on revisit invention (Lim and Ahn, 2012; Hyunjin, 2013). Tourists' place cognition and attachment emotions are positively impacted by their travel experience, which also has an impact on their likelihood of revisiting an invention. Customers' intentions to return were positively and significantly impacted by experiential marketing in Malaysian cruise tourism, as reported by Shahijan et al. (2018). Then, according to additional research conducted by Hyunjin (2013), franchised beauty salons' experiential marketing significantly influences customers' intentions to return. From the above explanation thus the hypothesis is formulated as follow:

Hhypothesis 3. Experiential marketing has a positive and significant influence on revisit intention among travelers in Aceh Tengah Regency, Indonesia

4. The Effect of Perceived Price on Revisit Intention

The price of a product or service is an important component in predicting consumer behavior before, during, and after using it. According to (Hanif et al. 2010), price is the total cost that consumers must pay to obtain the benefits of owning or using a product or service, or the amount of money charged by a business. The evaluation of products or services by clients and the average price, as determined by comparing them with competitors, is the basis of their perspective, according to previous research (Keaveney, 1995). Regarding customer behavior, price perception refers to the amount of sacrifice people are willing to make during a transaction. It indicates the extent to which customers believe they are losing something of value in exchange for a good or service. Consequently, customers' perceived price for the offering decreases as the perceived sacrifice decreases (Zeithaml (1988); Rondan-Cataluña & Rosa-Diaz (2014)). According to Chiang & Jang (2007), the term refers to the relative price evaluations customers make based on the monetary value of a good or service and their determination of whether the price is reasonable, affordable, and consistent with the benefits of the good or service. The notion of pricing has been found to encompass the time and effort invested in a tourism product, according to a study by Gallarza and Saura (2006). If tourists want to save time and effort on their trip, they may choose to stay at accommodations close to their destination. Nicolau (2011) also noted that when visitors understand that part of the costs go toward maintaining and restoring historical structures such as buildings or archaeological sites, their sensitivity to price decreases. Li et al. (2013) observed that the destination can influence how people perceive prices. Visitors seeking excitement, for example, may be more tolerant of the cost of their chosen accommodation. This awareness leads to the following hypothesis:

Hhypothesis 4. Perceived price has a positive and significant influence on revisit intention
among travelers in Aceh Tengah Regency, Indonesia.

5. The Effect of Experiential Marketing on Customer Loyalty (paste)

In order to increase overall consumption value, individual customers present different experiences and identify with products or services, which is defined by Nadya (2020) as experiential marketing. A similar viewpoint is expressed by Özgen and Argan (2017), who add that it is expected that consumers will feel valued and develop loyalty to the product brand in addition to the stimulation generated by experiences and media applications. For this reason,

businesses need to monitor client loyalty to understand customer demands and expectations and achieve goals. Customers who are loyal to a brand in the future are those who have a strong desire to do so despite facing circumstances and promotional campaigns that can persuade them to change their behavior, according to Oliver (in Kotler & Keller, 2006). According to Lee & Chang (2012), we cannot ignore experiential marketing for customers or the brand image developed to build customer loyalty. Customer loyalty is influenced by experiential marketing (Soliha, et al. 2021).

Hhypothesis 5. Experiential marketing has a positive and significant influence on customer loyalty among travelers in Aceh Tengah Regency, Indonesia.

6. The Effect of Perceived Price on Customer Loyalty

Surviving and growing in business depends on having loyal customers. According to Chen (2012), an organization's ability to anticipate profit levels and market share is greatly influenced by customer loyalty, which is considered a competitive asset. According to Oliver (1980), loyalty is a strong willingness to continue purchasing a particular product or service repeatedly in the future. Experts currently agree that bthat loyalty is non-random repeat purchasing behavior after going through an assessment procedure (behavioral loyalty) (Costabile et al., 2002).

Ranaveera and Neely (2003) investigated the direct relationship between price perception and Customer loyalty in the telecommunications sector. Customer decisions are always influenced by price, and this plays a significant role in developing loyalty towards a particular product or service (Lichtenstein et al., 1993). Nakleh (2012) studied the relationship between relationship marketing tactics, relationship quality, and customer loyalty in the telecommunications sector of Gujarat. Therefore, based on the literature, the following hypothesis is proposed:

Hhypothesis 6. Perceived price has a positive and significant influence on customer loyalty among travelers in Aceh Tengah Regency, Indonesia.

7. The Effect of Customer Satisfaction on Customer Loyalty

According to Robbins and Judge (2016), consumer satisfaction results from two factors: service performance following consumption, and expectations and anticipation prior to consumption. Positive or negative satisfaction was determined by comparing the differences in values between the two periods. Luo et al. (2018) suggested that a positive difference or increased satisfaction would result when the actual performance surpassed expectations. However, if performance did not meet expectations, there would be a discrepancy or discontent. Kotler and Keller (2012) defined satisfaction as a feeling of contentment or dissatisfaction when a product's results are compared to what are considered to be perceived results. Additionally, customers' level of satisfaction is determined by how they perceive or interpret both performance and expectations; in the event that performance falls short of their expectations, they will not be satisfied. There is a favorable correlation between customer satisfaction and future behavioral intention or customer loyalty, according to numerous studies on the subject (Anton, Camarero, & Laguna-Garcia, 2017). Customer satisfaction strongly influences client loyalty (Avordiadou & Theodorakis, 2014). Thus, this study hypothesized:

Hhypothesis 7. Customer satisfaction has a positive and significant influence on customers Loyalty among travelers in Aceh Tengah Regency, Indonesia.

8. The Effect of Revisit Intention on Customer Loyalty

Research has shown that customer loyalty boosts the intention to repurchase or visit a business (Lee, 2016; Song et al., 2014); however, other research (Suh and Yi, 2006) has found that a measurable outcome of customer loyalty is the desire to return to the same business or brand on future visits. Additionally, research indicates that the core of loyalty is revisit intention (Han et al., 2009). The relationship between revisit intention and loyalty is shown by these explanations. Customers who simply express a preference for the restaurant, however, cannot be regarded as dedicated patrons of this establishment. Customers must be satisfied with the business and return frequently in order to become devoted patrons. Because of this, the consumer must intend to return in orders to gauge the company's level of client loyalty. Therefore, with the understanding that revisit intention is an antecedent in forming loyalty, the following hypothesis has been developed:

Hhypothesis 8. Revisit intentions have a positive and significant influence on customer loyalty
among travelers in Aceh Tengah Regency, Indonesia.

9. Relationship Between Experiential Marketing to Customer Loyalty Mediated by Customer Satisfaction

Preserving consumer loyalty can be achieved through improving the buying experience. Experiential marketing has also been shown in numerous previous studies to enhance consumer satisfaction (Alkilani, Ling, & Abzakh, 2013; Tsaur, 2007), which in turn influences customer loyalty (Lee and Chang, 2012). Stated differently, the degree of customer delight functions as a mediating factor in the context of experiential marketing, encouraging a rise in client loyalty.

H9: Customer satisfaction positively mediates experiential marketing and customer loyalty among travelers in Aceh Tengah Regency, Indonesia

10. Relationship Between Perceived Price to Customer Loyalty Mediated by Revisit Intention

According to Bassay (2014) and Xia et al. (2004), there is evidence that loyalty is significantly impacted by perceived price justice. Studying the relationship between the service industry and tourism reveals that customer satisfaction and quality is one of the factors that contribute to both loyalty (Cronin et al., 2000; Mahamad & Ramayah, 2010; Stank et al., 1999) and revisit intention (Han et al., 2009; Kim et al., 2013). But, a consumer may not return under all circumstances simply because they were satisfied. Customers may feel that the amount they pay for the service they receive is excessive, even when they are happy with the assistance they receive. Customers' intentions to return may suffer as a result of this situation, since they may see the goods and services as having less value (Petrick, 2002). Customers who have no intention of returning are not likely to become devoted patrons. However, clients who believe that the cost they pay is reasonable given the quality of the goods and services they receive may be more likely to return (Bassey, 2014; Ha and Jang, 2010). As a result, it appears plausible to infer that the relationship between perceived price justice and customer loyalty is mediated by revisit intention. The following hypothesis has been developed for this reason:

H10: Revisit intention positively mediates perceived price and customer loyalty among travelers in Aceh Tengah Regency, Indonesia

Based on previous studies and the development of the hypothesis, we present the conceptual framework model in Figure 1 below.
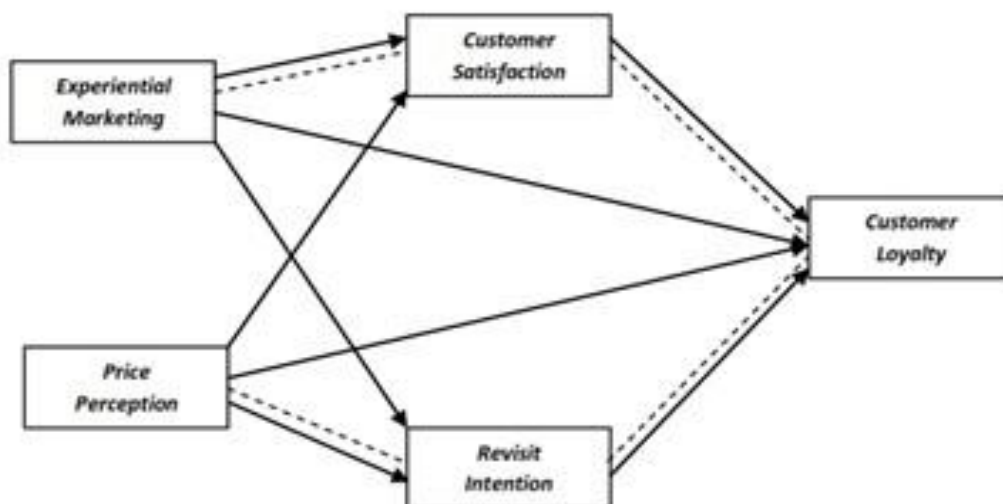
Figure 1.1 Research Model

Data

The data used in this study consists of primary and secondary data. Primary data in this study were obtained from respondents' questionnaire answers and field observations. Secondary data were obtained from previous research journals. The data collection technique in this study was by distributing questionnaires. The independent variables in this study were Experiential Marketing and Price Perception, while the dependent variables were Visitor Loyalty and Customer Satisfaction, with Revisit Intention as an intervening variable.

Data analysis

This dataset presents a quantitative study based on an experimental design. We extend previous research by examining customer interactions in the service industry. To examine the influence and strength of relationships among the constructs of the data articles, the IBM SPSS AMOS program (version 21) was used to examine the dataset. This study examines the camping tourism service industry on the shores of Lake Lut Tawar, Central Aceh Regency, Indonesia. The total population of camping tent package customers obtained was approximately 300 tourists who spent New Year's Eve. Sample data were collected from 120 camping tent package customers. This dataset presents a quantitative study based on an experimental design. We extend previous research by examining customer interactions in the service industry. To examine the influence and strength of relationships among the constructs of the data articles, the IBM SPSS AMOS program (version 21) was used to examine the dataset. This study examines the camping tourism service industry on the shores of Lake Lut Tawar, Central Aceh Regency, Indonesia. The total population of camping tent package customers obtained was approximately 300 tourists who spent New Year's Eve. Sample data were collected from 120 camping tent package customers.

Materials & Methods

The population and sample calculation for all visitors, both foreign and domestic, who plan to return to Central Aceh Regency, were used as the research population. In this study, nonprobability sampling was used for sampling.
research and the availability of resources, including money, time, and effort, led us to choose a non-probability sampling methodology (Mohsin, 2016). Unlike probability sampling, which uses random selection, nonprobability sampling does not use probability sampling methods, as proposed by Vehovar et al. (2016). Purposive sampling is the chosen nonprobability sampling method. Structural Equation Modeling (SEM) from the Amos software package is the analytical method used in this investigation. Relative error, latent variables, and observable variables are all calculated using a powerful multivariate analysis method known as SEM (Shah, 2012). Sampling from a population based on certain criteria. According to Ferninand (2005), the appropriate sample size ranges from 100-200. If the sample size is too large, for example 400, then this method becomes very sensitive so that it is difficult to obtain a good goodness-of-fit measure. good goodness-of-fit measure. Therefore, the recommended minimum sample size is 5 to 10 for each estimated parameter. The number of question or statement indicators in this study is 20, so the sample calculation result is 6 x 20. The sample calculation result is 6 x 20 = 120 respondents. Confirmatory Factor Analysis (CFA) is a tool used to verify the instrumentality of each construct, especially the instrumentality of each construct, specifically by examining the load factor value of each indicator, ensuring the factor value of each indicator, and ensuring that the results obtained from each statement have a value greater than 0.60.

RESULTS AND DISCUSSION

Descriptive Respondents' Answers

AnDescriptive analysis is a statistical analysis that looks at the minimum value, maximum value, average value (mean), range value, and standard deviation value. Descriptive statistical analysis of respondents' answers aims to determine the minimum value, maximum value, and average value (mean) of respondents' answers.

SEM Analysis Stages

Validity tests were conducted on both exogenous and endogenous notions, and this study provides Confirmatory Factor Analysis (CFA). With the exception of the EM2 (0.208), RI3 value (0.471), and EM4 value (0.239), the results demonstrated that all CFA values obtained from the Amos SEM outputs were valid. Because the CFA value is less than 0.60 for the EM2, RI3, and EM4 values (ie, the CFA indicator value), it is necessary to reject the incorrect CFA indicator value (Ghozali, 2013). If each item's loading factor value or CFA indicator value is more than 0.60, the indicator is deemed valid (Ghozali, 2013).

Table 1.6
Conclusion of Construct Reliability Test Results &
Variance Extracted

No	Construct Reliability Variance Extracted Variables	ThisCut Off Value			Thislai Off Earnings
1	Customer Loyalty	0.7	0.855	0.5	0.596
2	Revisit Intention	0.7	0.781	0.5	0.543
3	Customer Satisfaction	0.7	0.846	0.5	0.580
4	Perceived Price	0.7	0.776	0.5	0.536
5	Experiential Marketing	0.7	0.831	0.5	0.621

Based on the data in Table 1.6, it can be explained that all constructs in this research model have good reliability and convergent values, so that the model can be processed for the next stage.

Full Model Test
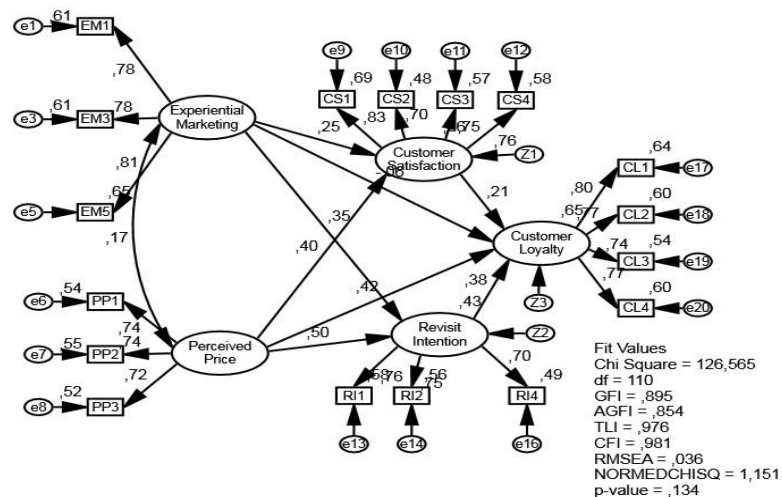
Figure 1.2 Full Model

The results of the goodness-of-fit analysis indicate that the overall model evaluation meets the requirements, with the exception of the GFI and AGFI values of 0.895 and 0.854, which are still considered marginal considering that GFI values range from 0 (poor fit) to 1 (perfect fit). A GFI and AGFI value of 0.90 indicates a good fit, while $0.80 < GFI <$
0.90 is often referred to as marginal fit (Khairi et al., 2021). Thus, overall, this research model has a good fit.

Table 1.8
PThe influence of exogenous variables on endogenous variables

			Estimate	S.E.	CR	P
Customer Satisfaction	<---	Experiential Marketing	0.267	0.113	2,368	0.018
Customer Satisfaction	<---	Perceived_Price	0.427	0.121	3,524	0.0001
Revisit_Intention	<---	Experiential Marketing	0.306	0.094	3,243	0.001
Revisit_Intention	<---	Perceived_Price	0.430	0.103	4,184	0.0001
Customer Loyalty	<---	Revisit_Intention	0.395	0.137	2,890	0.004
Customer Loyalty	<---	Customer Satisfaction	0.179	0.084	2,123	0.034
Customer Loyalty	<---	Perceived_Price	0.378	0.118	3,197	0.001
Customer Loyalty	<---	Experiential Marketing	-0.052	0.090	-0.581	0.561

Direct, Indirect and Total Influence

To see the influence of the mediation effect, we will first see how big the direct influence, indirect influence and total influence of the experiential marketing variable, perceived price, are on customer loyalty at the Camping Ground Tourism on the shores of Lake Lut Tawar, Central Aceh Regency with customer satisfaction and revisit intention as intervening variables.

Table 1.9
PDirect, Indirect and Total Influence

	Perceived	Experiential Marketing	Revisit Intention	Customer Satisfaction	Customer Lloyalty
DDirect Effects					
Revisit intention	0.498	0.347	0	0	0
Customer Satisfaction	0.405	0.248	0	0	0
Customer Loyalty		-			
Indirect Effects					
Revisit intention	0	0	0	0	0
Customer Satisfaction	0	0	0	0	0
Customer Loyalty			_		
Total Effects					
Revisit intention	0.498	0.347	0	0	0
Customer Satisfaction	0.405	0.248	0	0	0
Customer Loyalty	0.696	0.127	0.381	0.21	0

Uji Intervening:

Figure 1.3 OutputSobel test calculator

Discussion

The Influence of Experiential Marketing on Customer Satisfaction among Travelers in Central Aceh Regency, Indonesia

The results of this study indicate that there is an influence between experiential marketing on customer satisfaction among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.113 with a CR value that is much greater than the minimum CR required of 1.96 of (2.368 > 1.96) and a probability that is smaller than the error rate (alpha) $\alpha = 0.05$ of (0.018 < 0.05), thus it can be stated as significant. The results of this study strengthen previous research examining experiential marketing and its influence on customer satisfaction, such as that conducted by Wahyuningtyas et al. (2017), which stated that experiential marketing has a positive and significant effect on customer satisfaction.

The influence of perceived price on customer satisfaction among travelers in Aceh Central Regency, Indonesia
The results of this study indicate that there is an influence between perceived price and customer satisfaction among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.145.with a CR value that is much greater than the minimum CR required of 1.96 of (3.524 > 1.96) and a probability smaller than the error rate (alpha) $\alpha = 0.05$ of (0.0001 < 0.05), thus it can be declared significant. The results of this study strengthen the results of previous research conducted by Sahri & Syahyuni (2022) which stated that perceived price has a positive and significant effect on customer satisfaction.

The Influence of Experiential Marketing on Revisit Intention Among Travelers in Aceh Central Regency, Indonesia
to see whether or not there is an influence between experiential marketing on customer loyalty. The results of the study prove the standardized estimate coefficient value of 0.094 with a CR value that is much greater than the minimum CR required of 1.96 of (3.243 > 1.96) and a probability that is greater than the error rate (alpha) $\alpha = 0.05$ of (0.001 > 0.05), thus it can be stated as significant. Therefore, the results of this study accept the hypothesis that states that experiential marketing has a significant effect on revisit intention. This means that if experiential marketing is implemented, revisit intention will increase. The results of this study strengthen the results of previous research conducted by Hidayat & Setiawan, (2016) which stated that experiential marketing has a significant effect on revisit intention.

The influence of perceived price on revisit intention among travelers in Central Aceh Regency, Indonesia
The results of this study indicate that there is an influence between Perceived Price on Revisit Intention among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.103 with a CR value that is much greater than the minimum CR required of 1.96 of (4.184> 1.96) and a probability that is smaller than the error rate (alpha) $\alpha = 0.05$ of (0.0001<0.05), thus it can be stated as significant. The results of this study strengthen the results of previous research conducted by Sahri & Syahyuni (2022) stating that Perceived Price has a positive and significant effect on revisit intention.
The Influence of Experiential Marketing on Customer Loyalty among travelers in Central Aceh Regency, Indonesia

to see whether or not there is an influence between experiential marketing and customer loyalty. The research results prove that the standardized estimate coefficient value is 0.090 with a CR value that is much smaller than the minimum CR required of 1.96, namely (-0.581 > 1.96) and a probability that is greater than the error rate (alpha) $\alpha = 0.05$, namely (0.561 > 0.05), thus it can be stated as insignificant. Therefore, the results of this study reject the hypothesis that experiential marketing has no effect on customer loyalty. This means that if experiential marketing is implemented, customer loyalty will not increase. These results confirm previous research conducted by Soliha et al. (2021) that found experiential marketing had no significant effect on customer loyalty. Conversely, these results weaken the research of Sebayang and Sembiring (2017), which stated that employee experiential marketing had a positive and significant effect on customer loyalty.

The Influence of Perceived Price on Customer Loyalty among Travelers in Aceh Central Regency, Indonesia
The results of this study indicate that there is an influence between perceived price on customer loyalty among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.118 with a CR value that is much greater than the minimum CR required of 1.96 of (3.197> 1.96) and a probability that is smaller than the error rate (alpha) $\alpha = 0.05$ of (0.001<0.05), thus it can be stated as significant. The results of this study strengthen the results of previous research conducted by Sahri & Syahyuni (2022) stating that perceived price has a positive and significant effect on customer loyalty.

The Influence of Customer Satisfaction on Customer Loyalty among Travelers in Aceh Central Regency, Indonesia
The results of this study indicate that there is an influence between customer satisfaction on customer loyalty among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.084 with a CR value that is much greater than the minimum CR required of 1.96 of (2.123 > 1.96) and a probability smaller than the error rate (alpha) $\alpha = 0.05$ of (0.034 < 0.05), thus it can be stated as significant. The results of this study strengthen previous research examining customer satisfaction and its influence on customer loyalty as conducted by Wahyuningsih, (2019) stating that customer satisfaction has a positive and significant effect on customer loyalty.

The influence of revisit intention on customer loyalty among travelers in Aceh Central Regency, Indonesia
The results of this study indicate that there is an influence between revisit intention on customer loyalty among travelers in Aceh Tengah Regency, Indonesia with a standardized estimate coefficient value of 0.137 with a CR value that is much greater than the minimum CR required of 1.96 of (2.890 > 1.96) and a probability that is smaller than the error rate (alpha) $\alpha = 0.05$ of (0.004 < 0.05), thus it can be stated as significant. The results of this study strengthen the results of previous research conducted by Sahri & Syahyuni (2022) stating that revisit intention has a positive and significant effect on customer loyalty.

Customer Satisfaction Mediates Experiential Marketing with Customer Loyalty among Travelers in Aceh Tengah Regency, Indonesia
Customer loyalty cannot be directly influenced by experiential marketing, but it can be influenced by customer satisfaction. Whether customer satisfaction acts as a mediating variable that indirectly influences the relationship between experiential marketing and customer loyalty can be seen from the test results referring to the theory of Baron & Kenny (1986) using the Sobel test tool developed by Preacher and Hayes (2004). According to SEM rules, the test cannot be continued because it does not meet the mediation requirements, so the ninth hypothesis (H9) is rejected.

Revisit Intention Mediates Perceived Price with Customer Loyalty among Travelers in Aceh Tengah Regency, Indonesia
Calculations using the Sobel test, an interactive calculation tool for mediation tests, have shown that the probability value on the C' path is significant (0.015), meaning that the revisit intention variable mediates partially between the perceived price variable and customer loyalty among travelers in Aceh Tengah Regency, Indonesia. In other words, the revisit intention variable has a weaker impact in increasing the influence of perceived price on customer loyalty.

CONCLUSION

THE EFFECT OF EXPERIENTIAL MARKETING AND PERCEIVED PRICE ON CUSTOMER LOYALTY: THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND REVISIT INTENTION
Syamsul Bahri

The conclusions that can be drawn from this study include: 1) experiential marketing is proven to increase customer satisfaction; 2) Perceived price is proven to increase customer satisfaction; 3) experiential marketing is proven to increase revisit intention; 4) perceived price is proven to increase revisit intention; 5) experiential marketing cannot have an influence in increasing customer loyalty; 6) Perceived price is proven to increase customer loyalty; 7) customer satisfaction is proven to increase customer loyalty; 8) revisit intention is proven to increase customer loyalty; 9) customer satisfaction cannot mediate the relationship between experiential marketing and customer loyalty; and 10) revisit intention mediates the partial relationship between perceived price and customer loyalty.

THEORETICAL IMPLICATION

This research model contributes to the development of customer loyalty theory related to experiential marketing and perceived price. The theory used to support the relationship pattern in this study uses customer satisfaction and revisit intention as intervening variables.

Managerial Implications

The expected managerial contribution in this research model involves individual intervention by company management in the form of strengthening experiential marketing and perceived price which aims to increase satisfaction, revisit intention and customer loyalty of the Camping Ground Tourism on the shores of Lake Lut Tawar, Central Aceh Regency, including:

1) The direct influence of endogenous variables on the endogenous variables in this study has an influence strong and effective unless experiential marketing has no effect on customer loyalty. 2)

There is no role of customer satisfaction in increasing customer satisfaction towards customer loyalty, while the role of revisit intention as an indirect effect in mediating perceived price towards customer loyalty tends to be weak, not as strong as the direct influence.

Limitations and Future Avenues of Study

While this study has important theoretical and managerial implications, it has several limitations. It did not cover all types of camping tourism. Other potential mediators of the relationship between experiential marketing and perceived value may also exist, such as customer relationship management quality and brand image, customer satisfaction, revisit intention, and customer loyalty. Therefore, future research should consider other types of camping tourism and their potential mediators.

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