

Does Customer Satisfaction Mediate Experiential Marketing and Promotion Against Customer Loyalty at Kentucky Fried Chicken (KFC) Restaurants in City "P" East Java?

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ABSTRAK

Penelitian ini memprediksi Experiential Marketing dan promosi terhadap loyalitas pelanggan serta kepuasan pelanggan sebagai mediasinya pada restoran cepat saji Kentucky Fried Chicken (KFC) Kota "P" di Jawa Timur. Metode penelitian yang digunakan adalah penelitian asosiatif kuantitatif. Sampel penelitian terdiri dari 100 responden yang merupakan konsumen yang datang untuk membeli dan menikmati produk KFC. pengambilan sampel menggunakan metode convenient sampling. Data dianalisis menggunakan alat analisis Partial Least Square Structural Equation Modeling (PLS-SEM). Sebelum menguji hipotesis, dilakukan evaluasi terhadap indikator terhadap konstruksinya (Measurement model) dan evaluasi hubungan antar konstruk variable (Structur model) hasilnya memenuhi kriteria dan layak dilanjutkan uji hipotesis. Hasilnya menunjukkan bahwa Experiential Marketing berpengaruh langsung pada kepuasan dan loyalitas pelanggan, promosi juga berpengaruh langsung terhadap kepuasan dan loyalitas pelanggan. Kepuasan pelanggan selain berpengaruh langsung terhadap loalitas, juga mampu berfungsi sebagai mediator pelengkap antara Experiential Marketing dan promosi terhadap loyalitas pelanggan. Implikasi dari penelitian ini adalah pentingnya restoran cepat saji KFC dalam memperhatikan pengalaman pelanggan dan strategi promosi untuk meningkatkan kepuasan dan loyalitas pelanggan.

ABSTRACT

This study predicts Experiential Marketing and promotion of customer loyalty and customer satisfaction as mediation at Kentucky Fried Chicken (KFC) fast food restaurant City "P" in East Java. The research method used is quantitative associative research. The research sample consisted of 100 respondents who were consumers who came to buy and enjoy KFC products. Sampling using convenient sampling method. The data were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) analysis tool. Before testing the hypothesis, an evaluation of the indicators against the construct (Measurement model) and evaluation of the relationship between construct variables (Structur model) the results meet the criteria and are worthy of continuing the hypothesis test. The results show that Experiential Marketing has a direct effect on customer satisfaction and loyalty, promotions also have a direct effect on customer satisfaction and loyalty. Customer satisfaction in addition to having a direct effect on loality, is also able to function as a complementary mediator between Experiential Marketing and promotion of customer loyalty. The implication of this study is the importance of KFC fast food restaurants in paying attention to customer experience and promotional strategies to increase customer satisfaction and loyalty.

1. INTRODUCTION

Fast food is a rampant condition at this time. One of the businesses that provide fast food is Kentucky Fried Chicken (KFC); to maintain business sustainability (KFC) needs to develop business by building consumer loyalty. The concept of loyalty is related to fulfilling customer expectations (Armstrong & Kotler, 2017; Hermanto et al., 2019). Loyalty refers to a pattern of repeated purchases of products of the same type and brand (Dawes et al., 2021; Rosalina et al., 2019). Therefore, customer loyalty is customers' loyalty to a particular product, whether it is goods or specific services.

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Loyal consumers will not easily switch to purchasing products at other companies, even though the company is experiencing price changes or others, so companies are required to maintain consumer loyalty. Consumer loyalty is the commitment or loyalty of consumers to a product, be it goods or services, for a certain time. Maintaining customer loyalty is more challenging than achieving it because customer loyalty is connected to fulfilling their expectations. This is in line with the views of previous research, where loyalty includes the tendency to make repeated purchases of products of the same type and brand. Therefore, "Customer loyalty indicates customer constancy towards a product, whether in the form of goods or services."

Customer satisfaction plays a significant role in influencing customer loyalty. Customer satisfaction pertains to the emotions of contentment or dissatisfaction experienced by customers when they compare their expectations with the products or services they have received (Deng et al., 2013; Koenig-Lewis & Palmer, 2014). To enhance and foster customer satisfaction and loyalty, businesses employ marketing strategies such as experiential marketing and promotional activities. Experiential marketing is an approach focused on establishing a loyal customer base through emotional engagement and delivering positive interactions with the company's offerings (Alfiani & Rachmawati, 2020; Ismunandar & Lestari, 2019).

Creating a pleasant experience and making consumers comfortable is the key to garnering customer loyalty. Through experiential marketing, companies can stimulate consumers' emotions and create positive feelings towards the product or service provided. In turn, this can provide satisfaction to consumers. Numerous prior research endeavors have pointed out that experiential marketing tactics exert a favorable and notable influence on customer loyalty.

The utilization of Experiential marketing strategies within the company holds the potential to enhance the degree of customer contentment. The correlation between customer satisfaction and the extent of loyalty is a crucial factor. This discovery corroborates earlier investigations carried out by (Fauzi & Quintania, 2021; Pamungkas & Hidayati, 2021; Rahman & Fitri, 2022), which also indicate that experiential marketing yields a favorable and noteworthy impact on consumer loyalty levels, as conveyed through consumer satisfaction (Hult et al., 2017; Manthiou et al., 2014). Nevertheless, an alternative study undertaken by other research yielded dissimilar outcomes, revealing that experiential marketing strategies yield an adverse and inconsequential influence on customer loyalty through customer satisfaction (Aburayya et al., 2020; Nafiah & Trihudiyatmanto, 2021).

Satisfaction is an initial assessment and evaluation of the actual performance of the service described after the experience of receiving the service. It can also be understood as an emotional response that arises after purchasing or providing services. Satisfied consumers as an emotional response reflecting feelings of contentment or discontentment following a comparison between the received product or service and their initial expectations. When customers experience satisfaction, they tend to adopt a loyal demeanor that can have favorable repercussions, including advocating for the company's products to their acquaintances. This observation aligns with earlier studies, indicating a positive connection between customer satisfaction and customer loyalty (Pamungkas & Hidayati, 2021; Panjaitan, 2017). Nevertheless, previous research uncovered that customer satisfaction carries a negligible impact and leans toward adversely influencing customer loyalty (Minh et al., 2019; Pradana, 2018).

Promotional efforts can also influence consumer loyalty. As explained (Fatihudin & Firmansyah, 2019, p. 181), Promotion is a form of communication that aims to convince consumers about the products or services offered by a company (Alexandrescu & Milandru, 2018; Rosalina et al., 2019). Promotion is the art of luring customers and potential consumers so that they decide to buy more products from the company. Attractive promotions can attract consumers' attention and encourage them to buy products or use the company's services. In addition, promotions also have an essential role in creating product positioning in the minds of consumers, which can impact the formation of loyal consumers. Promotional efforts that are well-designed offer appeal and helpful information, and present the product as advertised are believed to influence consumer satisfaction after they consume the product.

This corresponds with the outcomes of earlier investigations conducted by similar research, which show that promotional efforts have a positive and significant impact on the level of consumer loyalty (Ningsih et al., 2022; Rahayu & Syafe'i, 2022). Similar findings were also found in research, indicating that promotions yield a beneficial and significant influence on the extent of customer loyalty (Kartini et al., 2021; Kumara et al., 2021). This underscores the idea that promotions possess a favorable and substantial effect on customer satisfaction.

Promotion plays a crucial role in attracting consumers' attention, and when the product or service offered matches what is advertised, it can generate consumer satisfaction and support the development of their loyalty to the brand or company. Findings of previous research similarly indicate that promotion wields a positive impact on customer satisfaction (Novianti et al., 2018; Sukmanawati & Purwati, 2022). Furthermore, these studies demonstrate that promotion positively and substantially influences consumer

loyalty by acting as an intermediary for the level of customer satisfaction. However, contrasting findings are presented by a separate study, asserting that promotion lacks a noteworthy effect on customer satisfaction (Herlambang & Komara, 2021; Runtunuwu et al., 2014).

Given the aforementioned depiction, scholars are motivated to undertake an investigation into experiential marketing, promotion, customer satisfaction, and customer loyalty. This decision was taken because there are still differences of opinion in previous research results and the need for studies examining the context of Kentucky Fried Chicken (KFC). The objective of this study is to elucidate whether the impact of experiential marketing, promotion, and customer satisfaction can indeed influence customer loyalty across KFC outlets situated in City "P," East Java. The uniqueness of this study lies in the novel approach of measuring predictive aspects using PLS path modeling. With this approach, this study seeks to provide an in-depth evaluation of the proposed model and provide new insights into how the factors under study are interconnected and impact customer loyalty in the context of KFC.

2. METHODS

This research applies a quantitative approach with a focus on associative methods. This approach aims to produce findings through data collection through research instruments, Statistical examination of data using quantitative methods and experimentation to assess formulated hypotheses. The objective of this study is to ascertain the correlation between two or more variables. The population is consumers who come to buy and enjoy products at KFC Kota "P" East Java, the convenient sampling technique is chosen when the population is infinite, and the research objectives are to test theoretical truths (Creswell & Creswell, 2017; Hulland et al., 2018). Calculating the sample size involves multiplying the number of arrow directions indicated by latent constructs in the research model by a factor of 10 (there are five arrow directions in this research model multiplied by 10 equals 50); This study included a participant pool of 100 respondents, meaning that it exceeded the minimum sample size limit. Namely, consumers who come to buy and enjoy products at KFC City "P". The collection of primary data involves administering surveys to individuals who make purchases and experience products at KFC Kota "P". The questionnaire employs a Likert scale, encouraging participants to assess using a rating scale comprising Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1) (Sugiyono, 2017).

The data analysis technique employed is Partial Least Square Structural Equation Modeling (PLS-SEM), a method used to predict endogenous variables involving many exogenous variables. The analysis tool uses the Smart PLS-4 application through several stages: the data description and normality test; the data is categorized as customarily distributed if the kurtosis result is $-7 \leq \text{Kurtosis} \leq 7$ and the result of skewness $-2 \leq \text{skewness} \leq 2$ and two model evaluations with outer model analysis) and inner model analysis. Based on the Table 1 we can see Indicators variable from this research.

Table 1. Indicators Variable

Variable	Indicators
Experiential Marketing	Sense is an approach companies apply that focuses on consumers' experiences through their senses, examples like vision, auditory perception, olfaction, gustation, and tactile sensation. Feel is the experience created in the minds of consumers after purchasing a product or using the company's services, where the impression is positive. Think is the company's strategy to create experiences that encourage consumers to generate innovative ideas for the company and strengthen their belief in the company's products or services.
Promotion	Advertising is a communication effort that seeks to influence potential consumers to make purchases or use company services through advertising media. Sales Promotion is an incentive tactic companies provide to consumers to increase sales of the company's products or services. Personal Selling is a marketing strategy in which companies communicate directly or face-to-face with potential customers. Public Relations is a management activity that aims to establish relationships between an agency and other agencies, as well as with the community around the agency and consumers who use its products or service.
Consumer Satisfaction	Expectations are consumers, pre-existing preferences prior to purchasing a product or engaging with a company's service.

Variable	Indicators
Consumer Loyalty	Performance refers to tangible outcomes perceived by consumers from the products or services they utilize, uninfluenced by prior expectations.
	Comparison is the act of comparing products or services from one company to another.
	Repeat Purchase is the tendency of consumers to make repeated purchases of products or services offered by the company.
	Retention is the ability of consumers to remain loyal or survive despite facing negative things related to the company.
	Referrals are the action of consumers in recommending a company's products or services to others.

Source: (Fatihudin & Firmansyah, 2019)

3. RESULTS AND DISCUSSIONS

Results

Respondent Characteristics

Table 2. Characteristics of Respondent

Characteristics	Frequency	Percent
Gender		
Male	43	43%
Female	57	57%
Occupation		
Students	31	31%
Employees	43	43%
Private	11	11%
Army or Police	2	2%
Others	13	13%
Age		
≤ 25 years	57	57%
25 - 35 years	27	27%
36 - 45 years	11	11%
≥ 45 years	5	5%
Education		
High school	73	73%
Diploma	8	8%
Bachelor	17	17%
Masters	2	2%

Source: Primary data processing, 2023

Kentucky Fried Chicken City "P" consumers who became respondents according to the description of their characteristics are as follows, the majority of respondents are female 57%, aged less than 25 years as much as 57%, and ages between 25-35 years 27%, the most dominant high school education as much as 73%, and employment status as employees 43% and status as students 31%.

Descriptive Analysis and Data Normality Test

Before further testing, it is necessary to carry out descriptive analysis and data feasibility; derived from the results presented in [Table 3](#) of the normality assessment, the Kurtosis value is between $-7 \leq \text{kurtosis} \leq 7$, and the skewness value is between $-2 \leq \text{Skewness} \leq 2$, table 3 data shows the normal distribution and will produce good model analysis.

Table 3. Descriptive and Normality Statistics

Construct	Item Code	Descriptive Statistics				Normality Statistics	
		Min	Max	Mean	Std deviation	Kurtosis	Skewness
EM	EM1	2	5	4.290	0.683	1.022	-0.829
	EM2	3	5	4.270	0.661	-0.750	-0.364
	EM3	2	5	4.370	0.702	1.065	-1.020

Construct	Item Code	Descriptive Statistics				Normality Statistics	
		Min	Max	Mean	Std deviation	Kurtosis	Skewness
PR	PR1	2	5	4.290	0.752	1.436	-1.113
	PR2	2	5	4.240	0.736	1.474	-1.028
	PR3	2	5	4.380	0.759	1.823	-1.328
	PR4	2	5	4.280	0.801	1.634	-1.266
CS	CS1	2	5	4.320	0.705	0.820	-0.898
	CS2	2	5	4.450	0.654	0.881	-1.011
	CS4	3	5	4.270	0.661	-0.750	-0.364
CL	CL1	2	5	4.320	0.705	0.820	-0.898
	CL2	2	5	4.240	0.750	1.245	-1.008
	CL3	2	5	4.150	0.910	-0.314	-0.790

Source: Primary data processing, 2023

Outer Model Analysis

Convergent Validity and Internal Consistency Reliability Test

Conducting the convergent validity assessment aims to gauge the validity of the indicator as a measure of the variable. Convergent validity can be measured using a loading factor value is >0.7. If the loading factor is less than 0.7, the indicator is excluded from the model, and the AVE value must be > 0.5. The outcomes of the convergent validity examination are displayed in Figure 1 and outlined in Table 4.

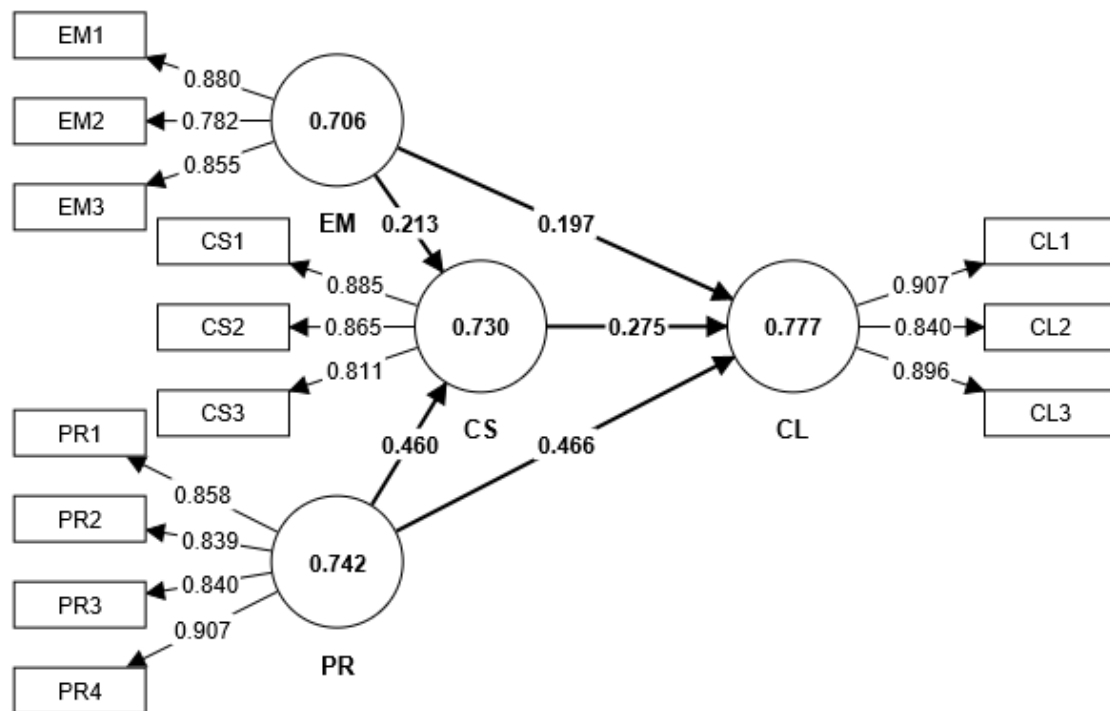


Figure 1. PLS-Path Model, Loading Factor and AVE

Source: Primary data processing, 2023

Table 4. Validity Analysis and Reliability Analysis

Construct	Item Code	Outer Loading	Cronbach's Alpha	Rho_a	Rho_c	AVE
CL	CL1	0.907	0.856	0.866	0.912	0.777
	CL2	0.840				
	CL3	0.896				
CS	CS1	0.885	0.818	0.843	0.890	0.730
	CS2	0.865				
	CS3	0.811				
EM	EM1	0.880	0.799	0.848	0.878	0.706
	EM2	0.782				

Construct	Item Code	Outer Loading	Cronbach's Alpha	Rho_a	Rho_c	AVE
PR	EM3	0.855	0.885	0.897	0.920	0.742
	PR1	0.858				
	PR2	0.839				
	PR3	0.840				
	PR4	0.907				

Source: Primary data processing, 2023

The data presented in Table 4 illustrates that the loading factor values for the variable indicators, encompassing experiential marketing, promotion, customer loyalty, and customer satisfaction, exceed the threshold of 0.7. Additionally, all variables exhibit an AVE value surpassing 0.5. A composite reliability figure should range from >0.7 to <0.95 . Drawing from the results of the evaluations pertaining to Convergent Validity and Internal Consistency Reliability, it can be deduced that all variables are deemed valid and dependable. They satisfy the requisites of the convergent validity examination.

Discriminant Validity Test

A discriminant validity assessment is performed to quantify the extent to which the validity of a latent variable indicator is distinct and separate from other indicators of variables. This test is measured using cross-loading, where the cross-loading value on the latent variable must be ≥ 0.7 and differs from the value on the cross-loading of other latent variables. The findings from the test evaluating discriminant validity are showcased in the following Table 5.

Table 5. Cross Loading

	CL	CS	EM	PR
CL1	0.907	0.538	0.366	0.533
CL2	0.840	0.495	0.318	0.526
CL3	0.896	0.514	0.421	0.682
CS1	0.452	0.885	0.307	0.446
CS2	0.631	0.865	0.247	0.512
CS3	0.370	0.811	0.342	0.346
EM1	0.424	0.345	0.880	0.306
EM2	0.232	0.171	0.782	0.123
EM3	0.359	0.299	0.855	0.229
PR1	0.549	0.484	0.327	0.858
PR2	0.493	0.267	0.149	0.839
PR3	0.650	0.418	0.204	0.840
PR4	0.579	0.569	0.264	0.907

Source: Primary data processing, 2023

Table 5 reveals that the cross-loading values for each indicator surpass the cross-loading values found in the respective columns of alternative latent variables. As a result, these values can be deemed valid and are in accordance with the criteria set by the discriminant validity assessment as presented in Table 6.

Table 6. Discriminant Validity: Utilizing Heterotrait-Monotrait Ratio Statistics (HTMT) and Applying the Fornell-Larcker Criterion

	Heterotrait-Monotrait Ratio				Fornell-Larcker Criterion			
	CL	CS	EM	PR	CL	CS	EM	PR
CL					0.881			
CS	0.676				0.585	0.854		
EM	0.480	0.408			0.422	0.341	0.840	
PR	0.749	0.578	0.302		0.664	0.519	0.280	0.862

Source: Primary data processing, 2023

Contrasting the mean heterotrait-heteromethod correlations with the mean monotrait-heteromethod correlations. Heterotrait-Monotrait Ratio Statistics critical limit value ≤ 0.85 if between variables conceptually there is no similarity, if between variables conceptually there is similarity the critical

limit value is ≤ 0.90 . Derived from the outcomes of the Heterotrait-Monotrait Ratio analysis, the correlation between constructs is below 0.85, so each construct is unique.

In accordance with the Fornell-Larcker Criterion, the square root of the Average Variance Extracted (AVE) of the latent variable should exceed the correlation between that latent variable and all other variables. The outcomes of the Discriminant Validity Fornell-Larcker Criterion examination reveal that each latent variable exhibits a stronger correlation compared to other variables. Therefore, distinctions exist among the indicators of latent variables: experiential marketing, promotion, customer loyalty, and customer satisfaction.

Inner Model Analysis

Collinearity

In the Collinearity test between latent variables, it is said that there is multicollinearity if the VIF value ≥ 5.0 . The examination outcomes indicate that the Variance Inflation Factor (VIF) between latent variables remains under five, so there is no multicollinearity between latent variables, as shown in [Table 7](#).

Table 7. Variance Inflation Factor (VIF)

Path	VIF
CS -> CL	1.452
EM -> CL	1.151
PR -> CL	1.392
EM -> CS	1.085
PR -> CS	1.085

Source: Primary data processing, 2023

PLS predict

PLSpredict is a prediction-orientated model evaluation with a straightforward approach to evaluating the predictive ability of PLS path models. (Shmueli et al., 2019) By comparing PLS-SEM RMSE < LM RMSE for all indicators: [Table 8](#) of the PLSpredict test results shows that PLS-SEM RMSE is smaller in the majority compared to LM RMSE. This indicates moderate predictive power (Hair Jr et al., 2021; Shmueli et al., 2019).

Table 8. Assessment of PLS-Predict and Q Square

Construct	Item Code	Q ² predict	PLS-SEM_RMSE	LM_RMSE
CL	CL1	0.295	0.598	0.618
	CL2	0.271	0.646	0.661
	CL3	0.501	0.648	0.662
CS	CS1	0.171	0.649	0.658
	CS2	0.216	0.585	0.591
	CS3	0.127	0.625	0.579

Source: Primary data processing, 2023

F-Square, R-Square, R-Square Adjusted

R-square gauges the extent to which the independent variable influences the dependent variable. The R-square coefficients correspond to 0.5 (substantial), 0.33 (moderate), and 0.19 (limited). A higher R-square value signifies an improved predictive and research model. In this study, the R-square value falls within the moderate range, as it spans 0.33, as depicted in [Table 9](#).

Table 9. f², R² and R² Adjusted

Path	f ²	R ²	R ² adjusted
CS -> CL	0.117	0.554	0.540
EM -> CL	0.076		
PR -> CL	0.350		
EM -> CS	0.060	0.311	0.297
PR -> CS	0.283		

Source: Primary data processing, 2023

The R-squared adjusted outcomes displayed in Table 9 reveal that the adjusted R-squared value for the consumer loyalty variable is 0.540. This indicates that experiential marketing, promotion, and customer satisfaction collectively account for a 54.0% impact on customer loyalty, while the remaining 46.0% is influenced by variables not considered in this study. Furthermore, the adjusted R-Square value on the R-Square adjusted consumer satisfaction variable is 0.297; experiential marketing and promotion have an influence of 29.7% on customer satisfaction, and other variables outside this study influence the remaining 61.3%.

Although the average predictive capacity of exogenous variables in relation to endogenous variables is higher than 0.02, as indicated in Table 9, signifying that experiential marketing and promotion moderately predict customer satisfaction and loyalty, the evaluation criterion is whether the f-Square is ≤ 0.02 (weak), between 0.02 and 0.15 (moderate), or ≥ 0.35 (strong) (Hair Jr et al., 2021).

Test the Direct and Indirect Effects

Direct and indirect effect tests are conducted to measure the relationship between exogenous variables and endogenous variables or often called hypothesis testing. A hypothesis can be said to be significant or accepted, as seen from the t-value $\geq t$ -table (1.645 from one tail with alpha (α) 0.05) and p-value ≤ 0.05 , and the value of the confidence interval (5% and 95%) does not go through zero. The test of direct and indirect effects obtained from bootstrapping is presented in Figure 2, and Table 10.

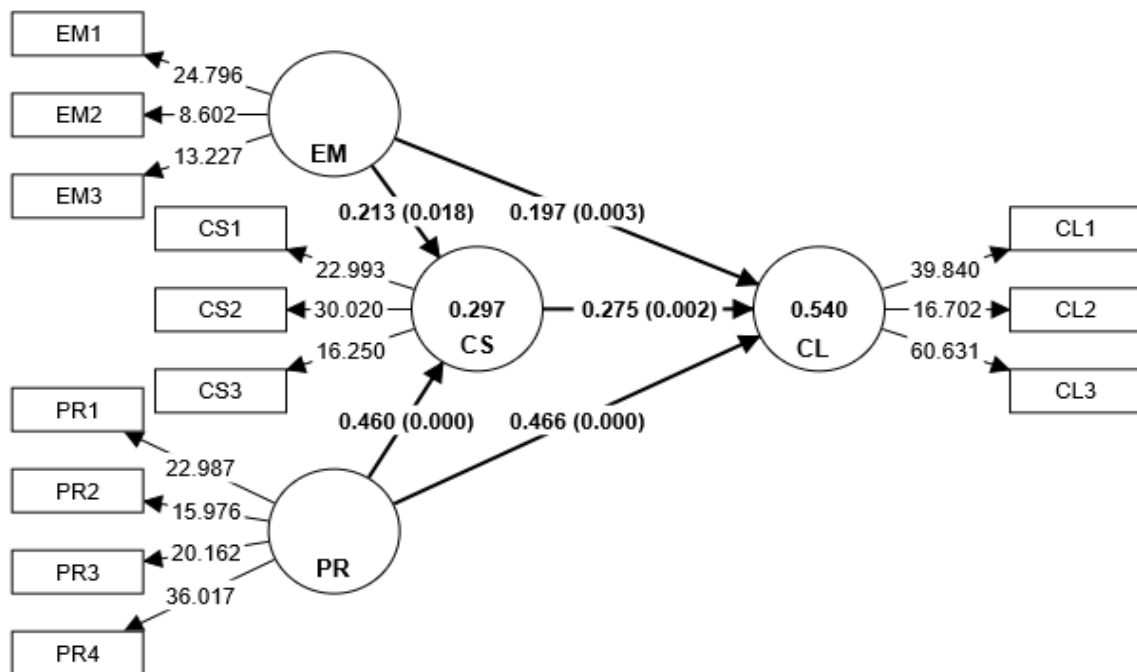


Figure 2. Hypothesized PLS-Path Model
Source: Primary data processing, 2023

Table 10. Summary of Hypotheses Testing

Hypotheses	Path	Std. Beta	Std. Error	t Value	p Value	Bias	Confident Interval		Supported
							5.0%	95.0%	
H1	EM -> CL	0.197	0.071	2.767	0.003	0.009	0.090	0.321	Yes
H2	PR -> CL	0.466	0.067	6.910	0.000	-0.004	0.351	0.569	Yes
H3	CS -> CL	0.275	0.094	2.929	0.002	-0.013	0.117	0.417	Yes
H4	EM -> CS	0.213	0.101	2.102	0.018	0.005	0.043	0.375	Yes
H5	PR -> CS	0.460	0.108	4.253	0.000	-0.001	0.276	0.631	Yes
H6	PR -> CS -> CL	0.127	0.057	2.216	0.013	-0.003	0.043	0.232	Yes
H7	EM -> CS -> CL	0.059	0.033	1.785	0.037	-0.002	0.016	0.129	Yes

Source: Primary data processing, 2023

From Figure 2, and Table 10, the explanation is as follows: (a) Direct effect (H1): The impact of experiential marketing on consumer loyalty is evident with a (t-value of $2.767 \geq 1.645$), a (p-value of $0.010 \leq 0.05$), and a confidence interval that excludes zero. This signifies a direct and noteworthy influence

of experiential marketing on consumer loyalty; (b) Direct effect (H2), The impact of promotion on consumer loyalty is evident with a (t-value of $6.910 \geq 1.645$), a (p-value of $0.000 \leq 0.05$), and a confidence interval that excludes zero. This indicates a direct and substantial influence of promotion on consumer loyalty; (c) Direct effect (H3), The impact of customer satisfaction on consumer loyalty is evident with a (t-value of $2.929 \geq 1.645$), a (p-value of $0.002 \leq 0.05$), and a confidence interval that excludes zero. This signifies a direct and noteworthy influence of customer satisfaction on consumer loyalty; (d) Direct effect (H4), The influence of experiential marketing on consumer satisfaction is evident through a (t-value of $2.102 \geq 1.645$), a (p-value of $0.018 \leq 0.05$), and a confidence interval that excludes zero. This indicates a direct and meaningful impact of experiential marketing on consumer satisfaction; (e) Direct effect (H5), The impact of promotion on consumer satisfaction is evident with a (t-value of $4.253 \geq 1.645$), a (p-value of $0.000 \leq 0.05$), and a confidence interval that excludes zero. This indicates a direct and substantial influence of promotion on consumer satisfaction; (f) Indirect effect (H6), The impact of promotion on consumer loyalty via consumer satisfaction is reflected in a (t-value of $2.216 \geq 1.645$), a (p-value of $0.013 \leq 0.05$), and a confidence interval that does not include zero. This suggests that promotion exerts an indirect and noteworthy influence on consumer loyalty through consumer satisfaction; (g) Indirect effect (H7), The effect of experiential marketing on customer satisfaction and consumer loyalty is shown by a (t-value of $1.785 \geq 1.645$), a (p-value of $0.037 \leq 0.05$), as well as a confidence interval that doesn't go above zero. This suggests that experiential marketing exerts an indirect and meaningful influence on consumer loyalty through customer satisfaction.

Discussion

Derived from the findings of this research, experiential marketing significantly and positively influences customer loyalty, supporting his research (Baisyir & Quintania, 2021; Pamungkas & Hidayati, 2021; Panjaitan, 2017). However, it is different from previous research, this research asserts that experiential marketing yields an insignificant and adverse impact on consumer loyalty (Nafiah & Trihudyatmanto, 2021; Rindengan et al., 2018). The most prominent contributing indicator is the sense indicator, where the halal label on KFC City "P" products can convince consumers that the product is safe for consumption with the appropriate taste so that it can allow consumers to recommend the company to their closest people. While the smallest value is the feel indicator, this shows that employees must be more careful when recording orders so that the orders received match what consumers ordered and consumers remain loyal to make purchases.

In addition to loyalty, Experiential marketing has a notable and favorable influence on customer contentment. The outcomes of this study correspond with the findings of prior research, this research affirms that experiential marketing exerts a constructive and notable impact on customer contentment (Prentice et al., 2019; Wahyudi, 2021). The biggest value contributor is a sense, where varied food and beverage products with savory, delicious, and refreshing flavors can satisfy and satisfy consumers in rebuying the product. What needs to be improved is feel, where employees must be more friendly to consumers to provide a positive feeling, and consumers feel valued and satisfied with the service provided.

Promotional activities exert a constructive and substantial impact on customer allegiance. The findings of this study align with those of previous research (Ningsih et al., 2022; Nurwulandari & Maharani, 2021; Rahayu & Syafe'i, 2022). The most significant contributor to the advertising and public relations indicators where the promotions carried out by KFC Kota "P" are informative, actual, and transparent. The advertised promotions are under the products received by consumers to maintain a relationship between consumers and KFC Kota "P" creating a sense of satisfaction and fostering a loyal attitude towards the company. While the smallest value is on the sales promotion indicator, where KFC Kota "P" needs to explain the benefits of purchasing certain products to consumers, such as when consumers make purchases in specific combo packages, they will get bonus CD albums and children's toys, and this can attract consumers to repeat purchases.

The outcomes of this study align with the findings of previous research which stated that besides loyalty, promotional activities have a constructive and substantial influence on customer contentment. The outcomes of this study align with the findings of previous research (Kumara et al., 2021; Ningsih et al., 2022; Nurwulandari & Maharani, 2021). By maintaining public relations in collaboration with other online marketing media, where if consumers are lazy to leave the house but want to enjoy KFC Kota "P" products, They have the option to make purchases using digital transportation platforms like Gojek and Grab; this can provide convenience for consumers so that they feel satisfied. Furthermore, increase sales promotion, where KFC Kota "P" must increase promotions, especially saving package products at more affordable prices, To enhance customer contentment.

Similar research stated that customer contentment yields a constructive and notable influence on customer allegiance (Abd Wahab et al., 2016; Budur & Poturak, 2021; Sugistianto & Ispriyahadi, 2021).

However, it differs from other research which stated that customer contentment exerts a negligible and adverse impact on customer commitment (Pradana, 2018; Putri et al., 2021). The biggest giver of value in the expectations indicator, where new products at KFC Kota "P" are attractive and do not make consumers feel bored. The existence of new products at KFC Kota "P" does not make consumers feel bored with the previous product, thus creating a good impression for consumers. While the smallest value is on the comparison indicator, this shows that KFC Kota "P" needs to improve its services due to a lot of service competition, especially in terms of timeliness when giving orders to consumers; this is done so that consumers do not wait for orders for a long time, to provide satisfaction and foster a loyal attitude towards the company.

Previous research states that customer satisfaction can function as a mediating factor for experience-based marketing, which produces a profitable and important impact on customer loyalty (Brun et al., 2017; Kamath et al., 2020). However, this is the case with similar research which states that experiential marketing has a constructive and large impact on customer loyalty by increasing customer satisfaction, where KFC City "P" food and beverage products vary with savory, delicious and refreshing flavors (Baisyir & Quintania, 2021; Pamungkas & Hidayati, 2021). Meanwhile, customer service needs to be improved so that employees must be more friendly to consumers, and this can provide a positive feeling for consumers. So, in addition to serving a good product, KFC Kota "P" needs to pay attention to the services provided to consumers, especially friendly attitudes and accuracy when recording orders; If all these aspects are perceived positively by consumers, it will cause satisfaction, and of course, consumers will more easily recommend the company to their closest people.

Similar to experiential marketing, customer satisfaction can act as a mediator between promotion and customer loyalty, exhibiting a notable and favorable impact. The outcomes of this investigation align with those of the prior study (Nurwulandari & Maharani, 2021; Rahayu & Syafe'i, 2022). By maintaining sales promotion, by providing bonuses and gifts when consumers make purchases on combo packages such as bonus CD albums and children's toys, they can create satisfaction so that they repeat purchases and increase personal selling by explaining the benefits of purchasing certain products, consumers will more easily choose product purchases, coupled with bonuses and gifts provided by KFC Kota "P", consumers will be satisfied and recommend the company to their closest people and repeat purchases.

The implication / contribution of these findings to the development of the scientific field studied is to provide a better understanding of the importance of customer satisfaction as a mediator in the relationship between Experiential Marketing and promotion with customer loyalty. However, this study also has some limitations that need to be considered. First, this research was conducted in City "P" East Java, so the generalization of the results of this study is limited to that context. The results of this study may not be directly applicable to KFC restaurants in other areas with different characteristics. Based on these limitations, several recommendations can be given. First, further research can be conducted by involving a larger sample and involving KFC restaurants in other areas to broaden the generalization of research results.

4. CONCLUSION

In accordance with the analysis of data and the subsequent deliberation conducted by researchers, The inference drawn is that KFC City "P" should have a halal label, products can convince consumers that the product is safe for consumption. KFC Kota "P" food and beverage products vary with savory, delicious, and refreshing flavors that can provide a sense of satisfaction for consumers, promotions carried out by KFC Kota "P" are informative, actual, and precise promotions are under the products received by consumers. Consumers who are lazy to leave the house but want to enjoy KFC Kota "P" Items have the option to make orders via digital transportation platforms like Gojek and Grab, which can provide satisfaction for consumers. New products at KFC Kota "P" are attractive and do not make consumers feel bored; in addition to good products, KFC Kota "P" needs to pay attention to the services provided to consumers to increase customer satisfaction. Providing bonuses and gifts on purchases in combo packages, such as bonus CD albums and children's toys, can create satisfaction, and consumers will repeat purchases. Derived from the outcomes of the discourse within this research, several recommendations can be provided to enhance the company's performance; experiential marketing carried out by KFC Kota "P" needs to be improved again, especially in terms of service, employees need to improve their friendly attitude, and employees must be more thorough in recording orders so that consumers do not feel disappointed and can provide a positive feeling when making a purchase. KFC Kota "P" needs to explain the benefits of purchasing certain products to consumers, such as when purchasing specific combo packages will get bonuses or gifts so that consumers will be more loyal. KFC Kota "P" needs to increase promotions, especially saving package products at more affordable prices, to increase customer satisfaction.

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