The Relationship Between Parent-Child Communication and Brain Rot in Generation Z

Marcella Devina Setiawan, Wirawan Ed Radianto
Universitas Ciputra Surabaya, Indonesia
Email: mdevinasetiawan@gmail.com, Fairuz.rizalvi@ciputra.ac.id

Abstract.
The beauty salon industry in Indonesia has experienced significant growth, particularly in the service sector, which dominates 43.69% of the creative industry market. This study investigates the relationship between experiential marketing, customer experience, and customer loyalty at *Flaurent Salon* in Yogyakarta. The research approach used is quantitative; data were collected through questionnaires distributed to 83 consumers who are members of the salon. The findings reveal that experiential marketing significantly influences customer experience ($\beta = 0.669$, $p < 0.05$) and, in turn, customer loyalty ($\beta = 0.196$, $p < 0.05$). Additionally, experiential marketing directly affects customer loyalty ($\beta = 0.574$, $p < 0.05$). These results underscore the necessity for service-based companies to enhance their marketing strategies to foster loyalty through improved customer experiences. This study successfully demonstrates significant relationships between experiential marketing, customer experience, and customer loyalty in the context of *Flaurent Salon*, Yogyakarta. It provides insights for *Flaurent Salon* to refine its marketing efforts and ensure long-term customer retention.

Keywords: Experiential Marketing, Customer Experience, Customer Loyalty, Flaurent Salon, Yogyakarta.

INTRODUCTION

The state of Indonesia is a country that has a fairly high economic level, especially in the creative industry, namely an industry that has uniqueness that is supported by social factors, national culture, local wisdom, etc. Those included in the creative industry sector are service, culinary, fashion, and media companies (TV, radio), etc (Bairrada et al., 2018).
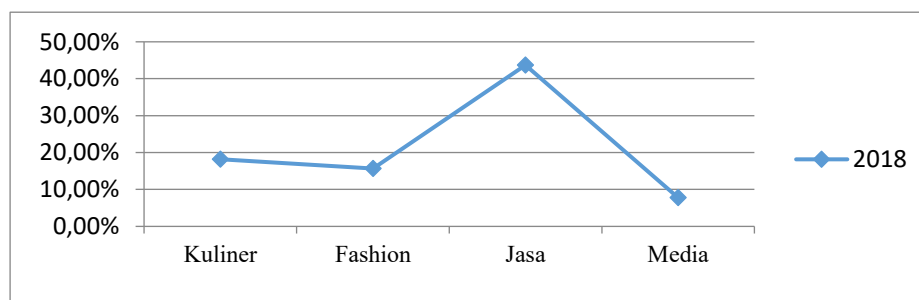

Figure 1. Comparison of creative industry growth in Indonesia
Source: BPS Central Statistics in 2017

Based on figure 1 about the comparison of the growth of the creative industry in Indonesia based on data from the BPS Central Statistics in 2017, it can be seen that companies in the service sector are superior to other companies by reaching 43.69% per year.

The definition of service according to Kotler and Keller (2016:277) is as follows: "service is any action or demonstration offered by one party to another party that is in principle intangible and does not cause any transfer". The beauty salon business opportunity in Indonesia is something very tempting and promising because beauty care has become a staple need for

women in this modern era and the growing awareness of millennial appearance and lifestyle makes the beauty salon business still in demand by consumers.

Based on the beauty salon business opportunity, Flaurent salon has the opportunity to open a salon business in the city of Yogyakarta because the need for beauty care in the city of Yogyakarta has begun to increase and is needed by all women.

Table 1. Comparison of beauty salons in the city of Yogyakarta

No	Flaurent Salon Branches	Characteristics
1	Flaurent Salon	A salon for women with affordable prices but five-star facilities
2	Laseca Lounge	A salon for women for the middle to upper class with a slightly expensive price and less comfortable facilities for consumers
3	Michelle Salon	Salon for women in the middle to lower class, affordable prices but uncomfortable facilities for consumers

Source: data processed

Based on table 1 about the comparison of beauty salons in the city of Yogyakarta, Flaurent salon has characteristics that provide more comfort to consumers compared to other salons. Flaurent salon also conducts several marketing activities to make consumers interested in doing treatments at Flaurent salon, namely:

Table 2. Marketing activities of Flaurent salon in 2019

No	Time	Marketing Activities
1	January	Create a video campaign about the 7 salon branches
2	February	The arrival of Artist Joanna Alexandra did a treatment at the salon and she directly reviewed on her social media
3	March	Make the latest treatment promo video and display it on LED billboards on Yogyakarta city streets
4	April	Collaborate with hair colouring brand Loreal to conduct a colouring demo at one of the Flaurent salon branches.
5	May	Make the latest treatment promo video and display it on LED billboards on Yogyakarta city streets
6	June	Collaborate with the Matrix brand to launch new products and provide a demo at one of the Flaurent salon branches
7	July	Endorsing the celebrity of the city of Yogyakarta, namely Michaela Thea with 11.3k followers to come to Flaurent salon and review the treatments carried out
8	August	Endorsing the celebrity of the city of Yogyakarta, namely Dingly Olivia with 55.8k followers to come to Flaurent salon and review the treatments carried out
9	September	Make the latest treatment promo video and display it on LED billboards on Yogyakarta city streets

Source: Data processed

Based on table 2, Flaurent salon has carried out marketing activities that are packaged in such a way that it is able to offer emotional experiences to touch the hearts and feelings of consumers, from this description it can be concluded that Flaurent salon has carried out experiential marketing. With the experiential marketing activities, Flaurent salon has improved in several aspects, one of which is in the aspect of Flaurent salon turnover in each of its branches.
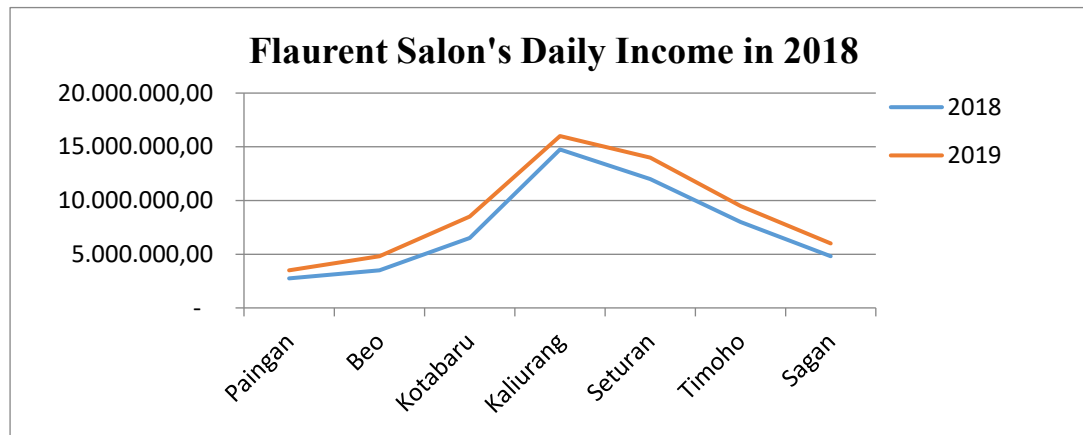

Figure 2. Daily salon Flaurent turnover in 2018
Source: data processed

Based on figure 2, it can be concluded that the difference in turnover from 2018 to 2019 experienced a significant difference of 52.5%. and it is proven that when Flaurent salon does experiential marketing, consumers will be interested and do treatments at Flaurent salon as well. According to Hermawan in Tri Setyawati (2015) said that to create customer loyalty, the thing that must be considered is to make the customer experience as attractive as possible and make the reality given to consumers in accordance with what is said, if the two things are suitable it will cause long-term loyalty with that if the more interesting experiential marketing is given to consumers, the higher the customer experience will be. If the customer experience is higher, customer loyalty will also be higher.

The urgency of this study is to refer to the consumer experience when doing treatment at Flaurent salon after experiencing experiential marketing provided by Flaurent salon such as endorsements to celebrities, making video campaigns, and others, it is hoped that consumers after experiencing experiential marketing and customer experience can become loyal consumers in the long term at Flaurent salon.

Based on the formulation of the problem above, the purpose of this study is to test the impact of Experiential Marketing on Customer Experience. To test the impact of Experiential Marketing on Customer Loyalty. To test the impact of the value of Customer Experience on Customer Loyalty. To test whether the value of Customer Experience can mediate the relationship between Experiential Marketing and Customer Loyalty. Based on the formulation of the problem and the purpose of the research, this study can benefit from this research: The results of this research are expected to provide input for the company in determining the next steps to be taken and can be used as a review of the company itself and can be used to advance the company in the future.

RESEARCH METHODS

The research approach used is a quantitative approach. It was carried out by distributing questionnaires to consumers who have repeatedly come to Flaurent salons, as evidenced by the existence of members owned by these consumers.

Table 3. Stages and timing of research

No	Stages of Activity	Implementation Time
		October 2019
1	Preparation	03 October 2019
2	Survey	07 October 2019
3	Data retrieval	09 October 2019
4	Processing data	12 October 2019
5	Consults	14 October 2019

Source: data processed

The population in this study was Flaurent salon consumers with membership and perform treatments at Flaurent salon based on experiential marketing from celebrity Dingly Olivia. The total population in this study is 500 people.

The sampling technique used in this study was purposive sampling. The amount used to get a sample was by using the Slovin formula:

N: 500

E: 0.01

$n = N/(1+N (e^2))$

$n = 500/(1+500 (\llbracket 0.01 \rrbracket^2))$

$n = 500/(1+5)$

n=83.3 rounded up to 83 consumers.

Thus, the samples taken were 83 consumers. The criteria used were:

a. Female
b. Already has a Flaurent salon member
c. Who does the treatment because of experiential marketing from celebrity Dingly Olivia.

RESULTS AND DISSOLUTION

A. Evaluation of Model Measurement (Outer Model)

In conducting structural model analysis, the first stage is the measurement of the model to test the validity and reliability of the indicators on each variable with path analysis. The measurement model used in this study is a reflective indicator so that it is measured by convergent validity and discriminant validity. As for the indicator block, composite reliability and Cronbach alpha are used (Choi et al., 2023).

1. **Convergent Validity**

To test the convergent validity used, it is to look at the value of outer loading or loading factor on the results of the data test using SmartPLS 3.0. Factor loading standardization describes the magnitude of correlation between each measurement item (indicator) and its contract. The expected value is > 0.7. However, according to Hair convergent validity testing with loading factor, indicators with a value of > 0.5 are considered significant (Ghozali et al., 2015). Meanwhile, according to Chin, the loading factor value of 0.5 to 0.6 is considered

sufficient to qualify for convergent validity (Ghozali and Latan, 2015). The following are the outer loading values of each variable indicator in the study:

Tabel 4. Outer Loading

Variable	Indicator	Outer loading	Conclusion
Experiential Marketing (X)	X1.1.1	0,754	Valid
	X1.1.2	0,968	Valid
	X1.1.3	0,945	Valid
	X1.1.4	0,863	Valid
	X1.1.5	0,833	Valid
	X1.1.6	0,736	Valid
	X1.2.1	0,942	Valid
	X1.2.2	0,754	Valid
	X1.2.3	0,963	Valid
	X1.2.4	0,763	Valid
	X1.2.5	0,810	Valid
	X1.2.6	0,836	Valid
	X1.3.1	0,934	Valid
	X1.3.2	0,705	Valid
	X1.3.3	0,850	Valid
	X1.3.4	0,899	Valid
	X1.3.5	0,715	Valid
	X1.3.6	0,923	Valid
	X1.4.1	0,850	Valid
	X1.4.2	0,815	Valid
	X1.4.3	0,824	Valid
	X1.4.4	0,900	Valid
	X1.4.5	0,953	Valid
	X1.4.6	0,753	Valid
	X1.5.1	0,994	Valid
	X1.5.2	0,817	Valid
	X1.5.3	0,914	Valid
	X1.5.4	0,893	Valid
	X1.5.5	0,924	Valid
	X1.5.6	0,854	Valid
Customer Experience **(Y1)**	Y1.1	0,886	Valid
	Y1.2	0,863	Valid
	Y1.3	0,968	Valid
	Y1.4	0,832	Valid
	Y1.5	0,975	Valid
	Y1.6	0,700	Valid
Customer Loyalty **(Y2)**	Y2.1	0,943	Valid
	Y2.2	0,826	Valid
	Y2.3	0,731	Valid
	Y2.4	0,719	Valid
	Y2.5	0,910	Valid
	Y2.6	0,988	Valid

Source: data processed through PLS, 2019

Another method is to look at the Average Variant Extracted (AVE) value for each indicator on the condition that the value must be > 0.5 for a good model (Ghozali, 2014). The AVE value of mamu indicates the ability of latent variable values to represent the data score. The greater the AVE value, the higher the ability to explain the value of indicators that measure latent variables.

Tabel 5. Average Variant Extraxcted

Variabel	AVE
Experiential Marketing (X)	**0,517**
Customer Experience (Y1)	**0,506**
Customer Loyalty (Y2)	**0,523**

Source: data processed through PLS, 2019

Table 5 shows that product variety, service quality, customer satisfaction and *repurchase intention* have an AVE value greater than 0.5. It can be interpreted that the indicator has a correlation with latent variables. The greater the AVE value, the higher its ability to explain the value in indicators that measure latent variables.

2. **Discriminant Validity**

Based on the measurement of discriminant validity using cross loading values, it can be found that an indicator meets discriminant validity if the cross loading value of the indicator on the variable is the largest value compared to the value of other variables (Ghozali, 2014). The following is the cross loading value of each indicator on the variable:

Tabel 6. cross loading

Variable	Indicator	*Outer loading*	Conclusion
Experiential Marketing (X)	X1.1.1	0,754	Valid
	X1.1.2	0,968	Valid
	X1.1.3	0,945	Valid
	X1.1.4	0,863	Valid
	X1.1.5	0,833	Valid
	X1.1.6	0,736	Valid
	X1.2.1	0,942	Valid
	X1.2.2	0,754	Valid
	X1.2.3	0,963	Valid
	X1.2.4	0,763	Valid
	X1.2.5	0,810	Valid
	X1.2.6	0,836	Valid
	X1.3.1	0,934	Valid
	X1.3.2	0,705	Valid
	X1.3.3	0,850	Valid
	X1.3.4	0,899	Valid
	X1.3.5	0,715	Valid
	X1.3.6	0,923	Valid
	X1.4.1	0,850	Valid
	X1.4.2	0,815	Valid
	X1.4.3	0,824	Valid
	X1.4.4	0,900	Valid
	X1.4.5	0,953	Valid
	X1.4.6	0,753	Valid
	X1.5.1	0,994	Valid
	X1.5.2	0,817	Valid

Variable	Indicator	*Outer loading*	Conclusion
	X1.5.3	0,914	Valid
	X1.5.4	0,893	Valid
	X1.5.5	0,924	Valid
	X1.5.6	0,854	Valid
Customer Experience **(Y1)**	Y1.1	0,886	Valid
	Y1.2	0,863	Valid
	Y1.3	0,968	Valid
	Y1.4	0,832	Valid
	Y1.5	0,975	Valid
	Y1.6	0,700	Valid
Customer Loyalty **(Y2)**	Y2.1	0,943	Valid
	Y2.2	0,826	Valid
	Y2.3	0,731	Valid
	Y2.4	0,719	Valid
	Y2.5	0,910	Valid
	Y2.6	0,988	Valid

Source: data processed through PLS, 2019

Table 6 above can be seen that each indicator in each variable has the largest value compared to the cross loading value of the other variable. Based on the table, it means that the above indicator is stated to have a good discriminative validity in compiling a variable because the overall value of each variable is above 0.7.

In addition to observing the cross loading value, discriminant validity can also be found by looking at the Fornell-Larcker table. It is used to confirm the validity of the discriminator, by comparing the correlation √AVE. A good discriminant validity model if the √AVE on the variable itself is greater than the correlation between other variables.

Table 7. AVE and √AVE Tables

Variable	AVE	√AVE
Experiential Marketing (X)	0,57	**0,719**
Customer Experience (Y1)	0,56	**0,711**
Customer Loyalty (Y2)	**0,53**	**0,723**

Source: data processed through PLS, 2019

Table 7 shows that the √AVE value of 0.723 in the Customer Loyalty variable is greater than the other variables. Also applicable to other variables, the √AVE value on the variable itself shows a larger number than the correlation between variables. Thus, it can be interpreted that it has met the requirements of discriminant validity as shown by the √AVE value that has been met

3. **Composite Reliability dan Cronbach Alpha**

Composite Reliability is the part used to test the reliability of the indicators of each variable. A variable can be declared reliable if the composite reliability value > 0.7 and the Cronbach alpha value is greater than 0.7. The following are the composite reliability and Cronbach alpha values for each variable.

Table 8. Reliability

Variable	Cronbach's Alpha	Composite Reliability
Experiential Marketing (X)	0,877	**0,894**
Customer Experience (Y1)	0,702	**0,799**
Customer Loyalty (Y2)	**0,715**	**0,809**

Source: data processed through PLS,2019

The table above shows that the Cronbach alpha value for each variable has met the requirements, which is greater than 0.7 and the same for the composite reliability value for each variable is greater than 0.7. Thus, it can be concluded that based on the results of the reliability test, all indicators can be declared reliable in measuring latent variables and overall the variables have a high level of reliability.

B. Evaluation of structural models (inner model)

Inner Model Evaluation aims to predict the relationship between latent variables. In this study, it will be explained about the results of the goodness of fit test and the results of the hypothesis test of each relationship.

1. Model Goodness Test (Goodness of Fit)

The goodness of fit model is measured using R-square of dependent latent variables using the same interpretation as regression. The Coefficient determination (R-Square) is used to measure how much an endogenous variable is affected by other variables. According to Chin, categorizing the assessment of the R^2 result, if R^2 is 0.67 and above for endogenous latent variables in the structural model, indicating that there is an influence of exogenous variables (influencing variables) on endogenous (affected variables), then it can be included in the good category. Meanwhile, if the results are in the range of 0.33 – 0.67, they are included in the medium category. And the third category is the weak category, if the value of R^2 is in the range of 0.19 – 0.33. The value of R^2 in the customer experience variable shown in the following table is 0.447, which can be interpreted as being in the medium category. So it is concluded that customer experience and customer loyalty have a strong influence on experiential marketing. And R2 is valued at 0.518 and is in the medium category. This means that experiential marketing is strongly influenced by the variables of customer experience and customer loyalty.

Table 9 shows the data processing that has been carried out using the SmartPLS 3.0 program, obtained the following R-Square values:

Table 9. R-Square

	R Square
Customer Experience (Y1)	0,447
Customer Loyalty (Y2)	0,518

Source: data processed through SmartPLS, 2019

Supported by the image of the model structure pls can be summarized in its entirety by referring to the *R-Square* value which is used to see how much the bound variables (Y1 and Y2) are affected by their independent variables (X1 and X2) Kusuma, K., Utami, C W.,

& Padmalia, M. 2018 Through the following table:

Table 10. Q-Square

Criterion	Result	Cut-Off Value
Q-Square = 1 –(1 –R1²) (1 – R22)	0,734	Between 0 – 1, closer to 1 the better
Q-Square = 1 – (1 –0,447) (1 –0,518)		
= 1- (0,553)(0,482)		
= 1- 0,266		
= 0,734		

Source: data processed through SmartPLS, 2019

Table 10 shows that the assessment of goodness of fit can be known through the value of Q-square, the value of Q-Square means the same as the coefficient determination (R-Square) in the regression analysis, where the higher the Q-Square, the better the model can be said or the better fit the data. From the table above, it shows that the Q-Square (predictive-relevance) value has a value of 0.734 or 73.4%. This value shows that the variables of repurchase intention and customer satisfaction can be explained by the variables of product variation and overall service quality of 73.4%. And the rest was influenced by other factors outside the research model by 10.3%

C. Hypothesis Test
1. Significance Test (Bootstrapping)
The final stage is related to hypothesis testing using the bootstrapping method procedure to produce t-statistical values to test outer loading and path analysis. The following is a table of outer loading with bootstrapping tests:

Table 11. Outer loading bootstrapping

	Original Sampel	Sample Mean	Standard Deviation	T Statistics	P Values
X1.1.1	0,453	0,456	0,052	8,649	0,000
X1.1.2	0,564	0,563	0,047	12,026	0,000
X1.1.3	0,444	0,441	0,063	7,074	0,000
X1.1.4	0,494	0,492	0,055	8,929	0,000
X1.1.5	0,353	0,356	0,063	5,584	0,000
X1.1.6	0,393	0,397	0,058	6,759	0,000
X1.2.1	0,492	0,491	0,049	10,099	0,000
X1.2.2	0,475	0,470	0,061	7,746	0,000
X1.2.3	0,369	0,360	0,064	5,749	0,000
X1.2.4	0,376	0,372	0,062	6,037	0,000
X1.2.5	0,410	0,409	0,071	5,819	0,000
X1.2.6	0,436	0,436	0,055	7,878	0,000
X1.3.1	0,324	0,327	0,097	3,351	0,000
X1.3.2	0,507	0,507	0,053	9,581	0,000
X1.3.3	0,450	0,448	0,058	7.721	0,000
X1.3.4	0,360	0,358	0,067	5,409	0,000
X1.3.5	0,571	0,570	0,044	13,037	0,000
X1.3.6	0,523	0,524	0,051	10,215	0,000

	Original Sampel	Sample Mean	Standard Deviation	T Statistics	P Values
X1.4.1	0,421	0,417	0,065	6,520	0,000
X1.4.2	0,518	0,515	0,053	9,722	0,000
X1.4.3	0,482	0,481	0,060	7,964	0,000
X1.4.4	0,500	0,495	0,054	9,335	0,000
X1.4.5	0,593	0,593	0,044	13,592	0,000
X1.4.6	0,537	0,539	0,051	10,535	0,000
X1.5.1	0,499	0,501	0,047	10,706	0,000
X1.5.2	0,517	0,518	0,050	10,243	0,000
X1.5.3	0,451	0,453	0,070	6,492	0,000
X1.5.4	0,516	0,516	0,053	9,821	0,000
X1.5.5	0,0524	0,522	0,054	9,776	0,000
X1.5.6	0,458	0,453	0,063	7,218	0,000
Y1.1	0,688	0,686	0,035	19,473	0,000
Y1.2	0,638	0,635	0,050	12,736	0,000
Y1.3	0,689	0,689	0,038	18,086	0,000
Y1.4	0,382	0,375	0,092	4.156	0,000
Y1.5	0,666	0,664	0,042	15,769	0,000
Y1.6	0,700	0,699	0,043	16,369	0,000
Y2.1	0,623	0,623	0,042	15,009	0,000
Y2.2	0,682	0,680	0,047	14,653	0,000
Y2.3	0,731	0,730	0,037	19,905	0,000
Y2.4	0,719	0,716	0,042	17,116	0,000
Y2.5	0,610	0,610	0,059	10,400	0,000
Y2.6	0,478	0,475	0,070	6,780	0,000

Source: data processed through PLS, 2019

Table 11 outer loading above shows that the p-value is less than 0.05. This can be interpreted as the indicator above can measure or explain the corresponding variables
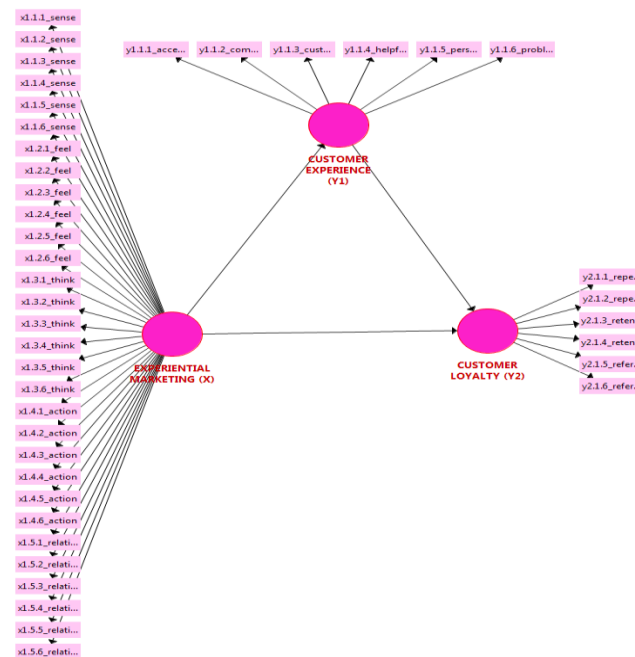

Figure 3. Model PLS Bootstrapping

Figure 3 above shows the PLS bootstrapping model with each path indicating that the hypothesis is accepted with a p-value smaller than 0.05.

With the aim of ensuring that a hypothesis can be said to be termed or rejected, it can be done by paying attention to the significance value between constructs, t-statistics and p-values. The bootstrapping method in this study, the hypothesis is accepted if the significance value of t-values is greater than 1.96 if the error rate is 5%, and 1.65 with an error rate of 10%. If the p-value is less than 0.05, then Ha is accepted and if it is greater than 0.05, then Ho is rejected.

Table 12. Results of t-statistics and p-values

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Experience -> Customer Loyalty	0,196	0,188	0,070	2,783	0,002
Experiential Marketing -> Customer Experience	0,669	0,680	0,038	17,535	0,000
Experiential Marketing -> Customer Loyalty	0,574	0,586	0,058	9,813	0,000

Source: data processed through PLS, 2019

The results of the five hypotheses, as follows:
a. H1 : Customer experience has a significant effect on customer loyalty of Flaurent salon Yogyakarta

   Based on the results of the statistical calculation above, it can be concluded that the hypothesis is accepted and stated that there is a significant influence of customer experience on customer loyalty. This is because the p-value of 0.002 is smaller than 0.05, so H0 is small.

b. H2 : Experiential marketing has a significant effect on the customer experience of Flaurent salon Yogyakarta.

   From the data of the statistical table and p-value, it shows that experiential marketing has a significant effect on the customer experience at Flaurent salon Yogyakarta. This is evidenced by the fulfillment of the criteria that the hypothesis is accepted, namely the p-value of 0.000 is less than 0.05 and the statistical T-value of 17.535 is more than 1.65. From these criteria, it is stated that the second hypothesis is accepted.

c. H3: Experiential marketing has a significant impact on customer loyalty

   Table 5.11 shows the results of the third hypothesis that the p-value is 0.05 smaller, the p-value is 0.000<0.05 and the statistical T-value of 9.813 is above the value of 1.65. From these criteria, it can be interpreted that Ha is accepted and shows that there is a significant influence of experiential marketing variables on customer loyalty

Discussion

1. Customer experience has a significant effect on customer loyalty at Flaurent salon Yogyakarta

Based on the results of the statistical calculation above, it can be concluded that the hypothesis is accepted and stated that there is a significant influence of customer experience

on customer loyalty with a path analysis value of 0.196. This is because the p-value of 0.002 is smaller than 0.05, and the calculated t-value of 2.783 is greater than the statistical t of 1.65

According to Vezina in Caru and Cova, experience is the main element of consumer life, for post-modern consumers consuming not only devouring or using products or services, but there needs to be a memorable experience in consuming. Customer experience is an important need that needs to be provided by companies.

This is in line with research conducted by Smilansky saying that there are two keys to making consumers have an experience, namely:

a. Sensory experience

Sensory experience is perceived by consumers directly affecting vision, hearing, taste, smell and touch. Giving a positive impression on consumers is the key to the success of sensory experience. Schmitt stated that all elements presented in order to provide a sensory experience aim to make consumers feel their own experience when purchasing products or services and recognize the identity or characteristics of a company

b. Emotional experience

Emotional experience determines the consumer's feelings towards the results of consuming a product or service. Roos in Nasermoadeliet al., (2012) stated that negative emotions of consumers will make consumers feel dissatisfied so that there is a great opportunity to change brands. Therefore, emotional experiences must provide consumers with positive emotions such as happy, proud, impressed, excited and relaxed.

Flaurent salon can provide an experience to consumers through the comfort provided to each consumer when they do treatments such as a calm music atmosphere, fragrant smell, treatment room and clean bathroom, then consumers also feel that their problems are solved when doing treatments at the Flaurent salon.

2. Experiential marketing has a significant effect on customer experience at Flaurent Salon Yogyakarta

The results of the path analysis determine the influence of experiential marketing on customer experience. The results of the analysis show that the beta coefficient in the relationship between experiential marketing and customer experience is 0.669. The results of the t-test were 17.535 with a probability of 0.000. ($p<0.05$) then the decision is that Ha is accepted. Therefore, the hypothesis that the quality of service has a significant effect on satisfaction is accepted.

According to research from Schmitt, in Febrini (2019) Experiential Marketing is a process of offering products and services by marketers to consumers with consumer emotional stimulation that produces various experiences for consumers through the five senses (sense), affective/feeling (feel), cognitive/creative thinking (think), physical, behavioral and lifestyle (act)), and social identities resulting from relationships with reference or cultural groups (relatives) known as strategic experiential modules (SEMs).

The benefits that a company can receive and feel when conducting experiential marketing activities include:

1. Resurrecting a declining brand.
2. To distinguish a product from a competitor's product.
3. To create the image and identity of a company.

4. To promote innovation.

5. To persuade experimentation, purchase and customer loyalty.

Then another research according to Pine and Gilmore (in Tetanoe, 2014) explains the concept of experiential marketing is a concept where when consumers buy a service, a set of activities that cannot be clearly stated. But when a consumer buys an experience, that consumer pays to spend time on an unforgettable opportunity or experience and make a company known in a different way.

According to Lemke et al. (in Widya 2018), Customer experience quality is a perception that is very closely related to customer goals. Furthermore, when quoted from Zeithaml's et al,. (2018) definition of quality, it defines experience quality as the perceived assessment of the excellence or superiority of the customer experience.

Based on the elaboration of several studies, there are similarities between experiential marketing and customer experience but the two things are very different, it can be seen that experiential marketing refers to the stimulation of consumer emotions towards the product/service used, while customer experience refers to the feeling of consumers when they feel that the product/service can overcome what is needed by the consumer.

3. Experiential Marketing has a significant effect on customer loyalty

Based on the third hypothesis test, the p-value is smaller than 0.05, the p-value is 0.000<0.05 and the T-statistical value of 9.813 is above the value of 1.65, while the path analysis value is 0.574. From these criteria, it can be interpreted that Ha is accepted and shows that there is a significant influence of experiential marketing variables on customer loyalty.

Based on research conducted by Oliver cited by Ratih Hurriyati (2014:432), the definition of customer loyalty is the commitment of customers to persist in depth to re-subscribe or repurchase selected products/services consistently in the future, even though the influence of the situation and marketing efforts have the potential for behavior change. According to Kotler & Keller in Ratih Hurriyati (2018), the indicators of customer loyalty are

a. Repeat Purchase

b. Retention (resistance to negative influences on the company)

c. Referrals (referencing the total essence of the company)

Another research that is in line with this was revealed by Hasan defining consumer loyalty as people who buy, especially those who buy regularly and repeatedly. A loyal customer is when the customer continuously or repeatedly comes to the same place to satisfy his desire by owning a product or getting a service and paying for the product or service.

To increase consumer loyalty, the company must increase an attractive experience to consumers so that every consumer who does treatments at Flaurent salon can feel an experience that answers their needs and according to what they want by providing this experience, consumers will become loyal to the company and will recommend it to others (Lim et al., 2014).

CONCLUSION

This study demonstrates that experiential marketing significantly influences customer experience, which in turn positively impacts customer loyalty, while also directly affecting loyalty at Flaurent Salon in Yogyakarta. These findings highlight the importance of creating

engaging, emotionally resonant marketing strategies and prioritizing customer satisfaction to foster long-term loyalty. Future research could explore how different elements of parent-child communication within Generation Z influence susceptibility to "brain rot," examining whether experiential marketing strategies can be adapted to address these psychological and social factors in this demographic.

REFERENCE

Bairrada, C. M., Coelho, F., & Coelho, A. (2018). Antecedents and outcomes of brand loyalty: The role of brand relationships. Journal of Retailing and Consumer Services, 43, 46-56. https://doi.org/10.1016/j.jretconser.2018.02.010

Choi, H. K., Kim, S. S., & Kim, B. S. (2023). Perceived justice and customer loyalty in the situation of beauty service failure. SAGE Open, 13(4). https://doi.org/10.1177/21582440231217729

Febrini, I. Y. (2019). The effect of experiential marketing on customer satisfaction and loyalty. International Journal of Business and Management, 14(3), 145-158.

Ghozali, I. (2014). Structural Equation Modeling: Metode Alternatif dengan Partial Least Squares. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). Partial Least Squares: Konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0. Semarang: Badan Penerbit Universitas Diponegoro.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). A primer on partial least squares structural equation modeling (PLS-SEM). Sage Publications.

Hurriyati, R. (2014). Bauran Pemasaran dan Loyalitas Konsumen. Bandung: Alfabeta.

Hurriyati, R. (2018). Customer Relationship Management and Service Quality. Jakarta: Rajawali Pers.

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.

Kusuma, K., Utami, C. W., & Padmalia, M. (2018). The influence of service quality on customer satisfaction and loyalty in service companies. Journal of Business Research, 12(2), 234-248.

Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts. Journal of Service Management, 22(3), 299-315.

Lim, S., Chae, H. W., & Jeon, H. C. (2014). The effect of experience marketing on brand attitude and brand loyalty of beauty salon franchise stores. Journal of Fashion Business, 18(6), 42-55.

Nasermoaddeli, A., Paige, S., Dipboye, A., Dorsey, J., Reed, D., McCord, M., & Gaither, C. A. (2012). The influence of customer experience on loyalty in service industries. International Journal of Consumer Studies, 36(4), 432-440.

Oliver, R. L. (2014). Satisfaction: A behavioral perspective on the consumer (2nd ed.). Routledge.

Pine, B. J., & Gilmore, J. H. (2014). The Experience Economy: Competing for Customer Time, Attention, and Money. Harvard Business Review Press.

Setyawati, T. (2015). The relationship between experiential marketing and customer loyalty through customer experience. Marketing Review, 15(2), 145-162.

Sugiyono. (2015). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Tetanoe, A. J. (2014). The impact of experiential marketing on customer experience in the hospitality industry. Journal of Hospitality Marketing & Management, 23(7), 755-780.

Widya, S. (2018). Customer experience quality and its impact on loyalty in retail services. Retail Management Journal, 8(3), 112-128.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). McGraw-Hill Education.