

EXPERIENTIAL MARKETING, SALES PROMOTION, AND PRICE DISCOUNT ANALYSIS ON ELECTRONIC PRODUCT BUYING DECISION

Agustiawan Djoko Baruno¹
(agustiawanb@unitomo.ac.id)

Novriza Annisa Sulistydea²
(novrizaannisa2114@gmail.com)

^{1,2} Dr. Soetomo University Of Surabaya, Indonesia

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ABSTRACT

This research intended to verify as well as analyze the connection of experiential marketing, sales promotion and price discount variables to electronic product buying. Population of the research are consumers of Miami Elektronik Surabaya. Research sampling use purposive sampling technique with some specific thought then gained 65 respondents analysis method that used here is multiple linear regression with tool aid of SPSS version 2.0 application. Based on the study research either simultaneously and partially can be known that there are positive and significant effect among variables of experiential marketing, sales promotion and price discount to electronic product buying it can be verified with f-test show that significant value is smaller than 0,005 that is 0,025 and partially, Experiential Marketing have influence on buying decision, that is proved with t-test which show that significant value smaller than 0,05 namely 0,004 next to Sales Promotion partially influenced buying decision, this phenomenon verified with t-test which show that significant value smaller as 0,05 that is 0,007 then partially, Price Discount influenced on buying decision, this is proved with t-test show that significant value is smaller than 0,05 of 0,001.

Keywords: *experiential marketing, sales promotion, price discount and buying decision*

PRELIMINARY

The development of the increasingly modern business world has made competition very fierce among companies. Managers strive to create effective strategies to make the company the best company and able to compete with its competitors. Experiential marketing is a business that is used by companies or marketers to offer products, with experiential marketing, customers will be able to distinguish one product from another. According to Utarsih (2016) Experiential marketing tries to pay attention to both consumers individually or per group, presenting a communicative style of communication, dialogue, so as to provide experience and empathy to consumers. Experiential marketing of products and services must be able to generate experiences in consumers in order to be loyal to purchasing decisions.

Besides, there are several strategies that can attract consumers to make purchasing decisions. These strategies include sales promotion and price discounts. Sales promotion according to Sari (2017) is one of the determinants of the success of a marketing program. Sales promotion is basically all activities intended to convey or communicate a product or service to the target market to immediately take an

action. Sales promotion is very much needed in the company in increasing sales volume and expanding the company's market share. Sales promotion must be able to attract consumer interest and behavior to make purchasing decisions.

According to Nasib (2017) Price discount is a price discount given by sellers to consumers with the aim of rewarding certain activities from buyers that are pleasing to sellers. Companies often provide consumers with discounts on the products they buy. Many companies adjust their price lists and provide discounts for a variety of reasons, such as early payment of accounts receivable, a certain amount of purchases, and the end of the buying season. Prihastama (2016) explains that Price Discount is one of the efforts made by companies to attract consumers, in making purchases at minimarket customers, concluding that by giving discounts to consumers or customers who are considered loyal to the company, it will increase consumer purchasing decisions. This form of discount can be in the form of a discount directly given to the customer when the explanation takes place.

From the experience of several consumers. The strategy applied by Experiential marketing at Miami Elektronik is very lacking because 45% of the products sold such as: blenders, choppers, irons, fans often experience damage during post-purchase, when tested, the product runs normally and there is no damage, after arriving home and used. , the chopper turned out to have a broken propeller, so that the consumer did not want to buy any more products at Miami Elektronik. Presumably this is due to the lack of experiential marketing approach to consumers in Miami Electronic. This problem makes the author to investigate the experiential marketing approach in Miami Electronics further.

In accordance with the introduction above, the formulation of the problem in the study is whether experiential marketing, sales promotion and price discount simultaneously influence purchasing decisions?, Does experiential marketing have a partial effect on purchasing decisions?, Does sales promotion have a partial effect on purchasing decisions? Is the price discount partially influencing purchasing decisions?, The objective of this research is to find out and analyze the effect of experiential marketing, sales promotion and price discount, either simultaneously or partially on purchasing decisions.

THEORETICAL FRAMEWORK

Experiential Marketing

According to Yuliawan (2016) experiential marketing is a customer experience that is able to differentiate products and services from one another, because customers can experience and gain experience directly through five approaches (sense, feel, think, act and relate), both before and when customers consume. a product and service. Experiential marketing is an approach that companies use to offer products or services through emotional experiences to touching hearts.

Experiential Marketing Indicator

In this study, experiential marketing variables were measured using indicators:

1. Have a pleasant service (sense).
2. Products are arranged according to the brand (feel).

3. The products offered are in accordance with the needs (think).
4. Establish good relationships with customers (relate).

Sales Promotion

Sales Promotion is incentive tools used to stimulate the purchase or sale of a product or service faster and larger which is usually short-term. Kotler and Armstrong (2016: 76) define promotion as promotion referencing activities that communicate to merits of the product and persuade target customers to buy it. The definition states that promotion refers to activities by communicating products and persuading targeted customers to buy these items.

Sales Promotion Indicator

In this study, variable sales promotion is measured using indicators:

1. *Advertising*
2. *Personal Selling*
3. Accuracy in promotional media
4. *Event/Experienceness*

Price Discount

Kotler (2012: 485) defines discount as a basic price adjustment to reward customers for certain reactions, such as early payments and large purchases. Price discount is a price discount or reduction given by the seller to the buyer at a certain time.

Price Discount Indicator

In this study, the variable price discount is measured using the following indicators:

1. Can trigger consumers to buy in large quantities
2. Anticipating competitors' promotions
3. Price compatibility with product quality
4. Promotional vouchers / coupons.

Buying Decision

Suharto (2016: 30) states that buyer decisions are all actions that determine all available options to be selected, one of which is through the introduction, information search, alternative assessment, buying decisions and post-purchase behavior. And repurchasing according to Peter and Olsen (2002) in Baruno (2017: 274) is a purchase activity that is carried out more than once or several times. The satisfaction obtained by a consumer can encourage him to make repeat purchases to be loyal to the product so that consumers can tell good things to others. Purchasing decisions are made after consumers make choices for the product or service and consumers who have re-purchased the product or service.

Buying Decision Indicator

Buying decision variables are measured using indicators:

1. Stability on a product.
2. Habits in buying products.
3. Provide recommendations to others.
4. Make repeat purchases.

Hypothesis

Based on the conceptual framework, the hypotheses proposed in this study are:

1. Experiential marketing, sales promotion and price discount simultaneously have a significant effect on purchasing decisions.
2. Experimental marketing partially significant effect on purchasing decisions.
3. Sales promotion has a partially significant effect on purchasing decisions.
4. Price discount has a partially significant effect on purchasing decisions.

RESEARCH METHODS

Population and Sample

The population used in this study were consumers from Miami Elektronik Surabaya by distributing 100 questionnaires. In this study, researchers used a purposive sampling technique. Purposive sampling is a sampling technique with certain considerations. Then the considerations or criteria in the sampling used are as follows:

- a. Consumers who visit Miami Elektronik Surabaya more than once a year.
- b. Consumers who have or are currently using products from Miami Electronic Surabaya.
- c. Consumers who visit Miami Elektronik Surabaya will buy these products.
- d. Consumers who are already members of Miami Elektronik Surabaya.

Based on the above considerations, there are as many as 65 consumers who meet the criteria above and are sampled in this study.

Types of Data and Data Sources

This type of research uses quantitative methods. From the opinion of Sugiyono (2017: 8) that quantitative methods as a research method based on the philosophy of positivism, are used to research on certain populations or samples, collect and use research instruments, data analysis is quantitative statistics, with the aim of testing predetermined hypotheses.

The data source used by researchers in this study is primary data. According to Sugiyono (2017: 137), primary data is data obtained directly from the results of interviews, observations and questionnaires distributed to a number of sample respondents who are in accordance with the target target and are considered to represent the entire population in this study, namely consumers of Miami Electronic Surabaya.

Method of Analysis

The test tools used in this research are:

1. Test the validity of the data by correlating the measurement items with the variable scores under study with $p\text{-value} = 0.05$.
2. Data reliability test. Reliability test is used to explain the feasibility level of the reliability of measuring instruments. There are various methods in testing reliability, but in this research construct reliability is used, using the Cronbach Alpha test approach.
3. Classical Assumption Test, including normality test, linearity test, multicollinearity test, autocorrelation test and heteroscedasticity test.
4. Multiple Linear Regression Analysis.

RESULTS AND DISCUSSION

1. Validity Test Results

This test is conducted to determine whether the measuring instrument used measures the effect of experiential marketing, sales promotion and price discount on purchasing decisions. A measuring instrument with high validity will have a small error rate, so that the data collected is sufficient data. From the results of the SPSS program data processing, the following results were obtained:

Table 1. Validity Test Results

Statement	Variable	Statement	Notes
1	Experiential Marketing	,000	Valid
2	Sales Promotion	,000	Valid
3	Price Discount	,000	Valid
4	Buying Decision	,000	Valid

Source: Attachment 3

Based on the output above, it can be seen that the correlation between the item scores on each of the natural variable statements of experiential marketing (X_1), sales promotion (X_2), price discount (X_3) and buying decision (Y) shows significant results < 0.005 , which means that all statements used in the dependent and independent variables are **valid**.

2. Reliability Test Results

Reliability test is a test that is used to ascertain whether the researcher's questionnaire can be used more than once, at least by the same respondent which will produce consistent data.

Table 2. Reliability Test Results

Cronbach's Alpha	N Of Items	Notes
,622	20	Reliable

Source: Attachment 3

Based on the test results above, it can be seen that the Cronbach alpha number is 0.622. This figure (0.622) is greater than the predetermined minimum value of Cronbach alpha, which is 0.60. Therefore it can be concluded that the research instrument used to measure the effect of experiential marketing, sales promotion and price discounts on purchasing decisions can be said to be **reliable**.

3. Classical Assumption Test Results

a. Normality Test

The normality test is a test that aims to assess whether in the regression model, confounding or residual variables have a normal distribution. There are two ways that can be used to test for normality, namely using a probability plot graph and the Kolmogorov-Smirnov (KS) non-parametric statistical test with the 1-sample test.

Table 3. Results of One-Sample Kolmogorov-Smirnov

		Unstandardized Residual
N		65
Normal Parameters ^{a,b}	Mean	0,000000
	Std. Deviation	1,4769273
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,079
Kolmogorov-Smirnov Z		,617
Asymp. Sig. (2-tailed)		,841

a. Test distribution is Normal.

b. Calculated from data.

The results of the normality test using the Kolmogorov - Smirnov (KS) non - parametric statistical test show that the Kolmogorov - Smirnov value is 0.617 with an insignificant value of $0.841 > 0.05$. This shows that the residual data is normally distributed and the regression model is feasible to use in this study.

b. Multicollinearity Test

The multicollinearity assumption test is used to show a linear relationship between the independent variables in a regression model. One method used to determine whether there is multicollinearity is by looking at the value of the Variance Inflation Factor (VIF). Tolerance value to measure the variability of the selected independent variable which cannot be explained by other independent variables. A commonly used cut-off value is a tolerance value of 0.10 or equal to a VIF value above 10.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Experiential Marketing	,984	1,016
Sales Promotion	,968	1,033
Price Discount	,978	1,022

a. Variabel Dependen: Buying Decision

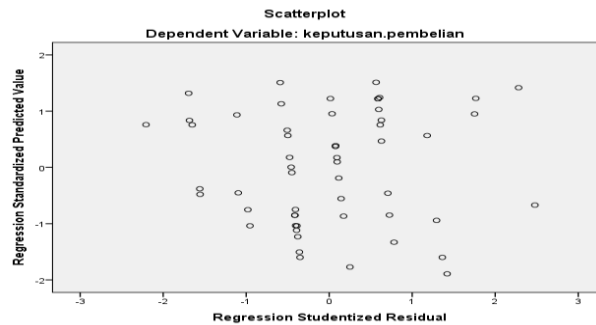
Source: The results of data processing using SPSS, Attachment 4

From the table above, it can be seen that the Experiential Marketing, Sales Promotion and Price Discount variables have a tolerance value greater than 0.1 and VIF less than 10, so it can be concluded that this study is free from multicollinearity.

c. Heteroscedasticity Test

Heteroscedasticity test is a test that aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to other observations. If the variance of the residuals from observers to other observers remains, it is called homoscedasticity and if it is different it is called heteroscedasticity.

Figure 1. Heteroscedasticity Test Results



From the picture above, it can be seen that the dots do not form a clear pattern. The dots spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity problem or heteroscedasticity free in this regression model.

d. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding error in period t and confounding error in period t-1 (previous). How to detect the presence or absence of autocorrelation with the Durbin Watson test.

Table 5. Autocorrelation Test

Model	Durbin-Watson
1	1,545

- a. Predictors: (Constant), Experiential Marketing, Sales Promotion, Price Discount
- b. Dependent Variable: Buying Decision

Source: The results of data processing using SPSS, Attachment 4

From the results above, it can be seen that the Durbin-Watson value is 1.545. This means that the Durbin-Watson value lies between negative 2 to 2, this indicates that the Durbin-Watson value does not occur autocorrelation or is autocorrelation free in the regression model.

4. Multiple Linear Regression Analysis Test Results

Multiple linear regression analysis is used to determine the influence of the independent variable on the dependent variable, in this case the influence of the variable Experiential Marketing, Sales Promotion and Price Discount on Purchasing Decisions. From the results of the SPSS program data processing, the following results were obtained:

Table 5. Multiple Linear Regression Analysis Test Results

1. Model	2. Unstandardized Coefficients		3. Standardized Coefficients	4. t	5. Sig.
	6. B	7. Std. Error	8. Beta		
10. (Constant)	11. 13,254	12. 1,749	13.	14. 2,881	15. ,006
16. Experiential Marketing	17. ,484	18. ,122	19. ,466	20. 3,640	21. ,004
22. Sales Promotion	23. ,325	24. ,136	25. ,320	26. 2,887	27. ,007
28. Price Discount	29. ,312	30. ,168	31. ,410	32. 3,943	33. ,001

a. Dependent Variable: Buying Decision

$$Y = \alpha_0 + \alpha_1 EM + \alpha_2 SP + \alpha_3 PD + e$$

$$\text{Buying Decision} = 13,254 + 0,484 EM + 0,325 SP + 0,312 PD + e$$

Based on the results of the multiple linear regression model above, it can be explained as follows:

1. The constant value (α) is 13.254. This shows that the value of Experiential Marketing, Sales Promotion and Price Discount is 0, so the level of Buying Decision is positive, which is 13,254.
2. The regression coefficient value of the Experiential Marketing variable (α_1) is positive, which is equal to 0.484. This shows that for each increase of one unit, Experiential Marketing will also increase by 0.484 assuming the other independent variables have a fixed value.
3. The value of the Sales Promotion variable regression coefficient (α_2) is positive, which is equal to 0.325. This shows that for each increase of one unit, the Sales Promotion will increase by 0.325 assuming the other independent variables have a fixed value.
4. The regression coefficient value of the Price Discount variable (α_3) is positive, which is equal to 0.312. This shows that for each increase of one unit, the Price Discount will also increase by 0.312 assuming the other independent variables have a fixed value.

5. Determination Coefficient Test Results (R^2)

The determination coefficient (R^2) basically measures how far the model's ability to explain the variation in the independent variable. The coefficient of determination is between zero and one (Ghozali, 2013). If the value of R^2 is small, it means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. From the results of data processing using the SPSS program, the following data results were obtained:

Table 6. Coefficient Determination Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,725 ^a	,638	,603	3,445

- a. Predictors: (Constant), Experiential Marketing, Sales Promotion, Price Discount
 b. Dependend Variabel: Buying Decision
 c.

Based on the above calculations, the adjusted R² value is 0.638, which indicates that the variability of the dependent variable which can be explained by the independent variable is 63.8%. This means that 63.8% of the disclosure of Purchasing Decisions can be explained by the Experiential Marketing, Sales Promotion and Price Discount variables, while 36.2% of the disclosure of Purchasing Decisions can be explained by other variables outside the variables used in this model.

6. Hypothesis Test Results

a. Simultaneous Test (Test F)

The F statistical test is basically to see whether all the independent variables have a joint effect on the dependent variable.

Table 7. Result of Goodness of Fit Test with F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	24,876	12	4,125	3,089	,025 ^b
Residual	167,306	51	3,197		
Total	168,182	63			

- a. Dependend Variabel: Buying Decision
 b. Predictors: (Constant), Experiential Marketing, Sales Promotion, Price Discount

From the results of the F test above, it can be seen that the significance value of 0.025 is smaller than 0.05. This shows that the variables Experiential Marketing, Sales Promotion and Price Discount together (simultaneously) affect the Purchasing Decision. So it can be concluded that this model is suitable for use in research.

b. Partial Test (t test)

The t test is basically to show how far the influence of one independent variable individually in explaining the dependent variable.

Table 8. Result of t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,254	1,749		2,881	,006
Experiential Marketing	,484	,122	,466	3,640	,004
Sales Promotion	,325	,136	,320	2,887	,007
Price Discount	,312	,168	,410	3,943	,001

- a. Dependend Variable: Buying Decision

Based on the results of the above analysis, it can be explained that the t value with the significance level of the Experiential Marketing, Sales Promotion and Price Discount variables is as follows:

1. The Experiential Marketing variable has a t value of 3,640 with a significance level of 0.004. This shows that the significance level of Experiential Marketing is less than 0.05, so statistically it can be said that there is a significant influence of the Experiential Marketing variable on Purchasing Decisions, so that H_1 is accepted. Experiential Marketing is a marketing concept that seeks to communicate the products sold by attracting consumers' attention, touching the heart to instill a good impression into the hearts and minds of consumers about the products being sold so that it will create a sense of purchase.
2. Sales Promotion variable has a t value of 2.887 with a significance level of 0.007. This shows that the level of significance of the Sales Promotion is less than 0.05, so statistically it can be said that there is a significant influence of the Sales Promotion variable on Purchasing Decisions, so that H_2 is accepted. Promotion of print media, television, brochures, exhibitions and the web that are carried out by marketing can encourage consumer decisions to make purchases of products. When marketers carry out promotions to consumers after going through an evaluation of alternative purchases and getting that choice is in accordance with what consumers feel and in accordance with what is expressed in advertising and other promotions, positive behavior for purchases will occur, and vice versa after evaluation of consumers do not feel as you wish. With this advertising that is carried out, the bad behavior for purchases will be given by consumers in attractive promotions
3. Price Discount variable has a t value of 3,943 with a significance level of 0.001. This shows that the level of significance of the Price Discount is less than 0.05, so statistically it can be said that there is a significant influence of the Price Discount variable on the Buying Decision, so that H_3 is accepted. These results indicate that the discount program can have an asymmetric effect on purchasing decisions, namely discount prices, product brands and services. If the company provides a large enough discount, it is possible that consumers will decide to buy the product, because most Indonesians are consumptive.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the analysis and previous discussion, the conclusions that can be drawn from this study are as follows:

1. Simultaneously, the Experiential Marketing, Sales Promotion and Price Discount variables together have an effect on purchasing decisions, this is evidenced by the f test which shows a significance value less than 0.005, which is 0.025.
2. Partially, the Experiential Marketing variable has an effect on purchasing decisions, this is evidenced by the t test which shows a significance value less than 0.05, namely 0.004.
3. Partially, the Sales Promotion variable has an effect on purchasing decisions, this is evidenced by the t test which shows a smaller significance value of 0.05, namely 0.007.

4. Partially, the Price Discount variable has an effect on purchasing decisions, this is evidenced by the t test which shows a significance value less than 0.05, which is 0.001.

Research Limitations

Based on the results of the analysis and previous discussion, the limitations of the research that can be drawn from this study are as follows:

1. This study only uses three variables in analyzing and proving the effect of purchasing decisions. The three variables are the variable Experiential Marketing, Sales Promotion and Price Discount. Therefore, to optimize research results, new, more innovative variables can be added.
2. The study involved a limited number of research subjects, namely as many as 65 people from all consumers who visited Miami Elektronik so that the results were less than optimal.

Recommendations

Based on the results of the analysis and discussion and the limitations of the study, the following suggestions can be taken:

1. For future research, it is suggested that researchers develop other factors that can influence purchasing decisions, for example: customer loyalty, impulse buying, bonus packs, customer satisfaction and it is hoped that further research will also be able to expand the research orientation to a different population scope with different characteristics. So that this study can be a comparison or complement to further research.
2. Companies must also be able to provide affordable prices and remain at competitive prices so that consumers are more able to instill a sense of trust in the product and promotion efforts must be further improved.
3. Electronic products that offer price discounts should not be increased in price before being subject to a discount. Apart from that, electronic products that offer price discount promotions should also pay attention to the quality, even though they are cheap, they should still be of quality so that they are competitive with other electronic products.

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