

**THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMER
COMMITMENT WITH CUSTOMER SATISFACTION AS MEDIATING
VARIABLE AT NUJU COFFEE BANDAR LAMPUNG**

(Undergraduate Thesis)

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UNDERGRADUATE MANAGEMENT PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS LAMPUNG

2026

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As One of the Requirements to Earn a Bachelor of Management Degree

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On

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ABSTRAK**PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER COMMITMENT DENGAN CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI PADA NUJU COFFEE BANDAR LAMPUNG****Oleh:****Tiara Rizky Cahya**

Pesatnya pertumbuhan industri kedai kopi di Bandar Lampung telah meningkatkan persaingan antar pelaku usaha, sehingga mendorong perusahaan untuk tidak hanya berfokus pada kualitas produk tetapi juga pada penciptaan pengalaman pelanggan yang bermakna. Penelitian ini bertujuan untuk menganalisis pengaruh experiential marketing terhadap customer commitment dengan customer satisfaction sebagai variabel mediasi pada Nuju Coffee Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non probability purposive sampling. Data dikumpulkan melalui kuesioner yang disebarakan kepada 180 responden yang pernah berkunjung dan dine in di Nuju Coffee Bandar Lampung dalam tiga bulan terakhir. Variabel independen dalam penelitian ini adalah experiential marketing, variabel mediasi adalah customer satisfaction, dan variabel dependen adalah customer commitment. Analisis data dilakukan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa experiential marketing berpengaruh positif dan signifikan terhadap customer satisfaction, customer satisfaction berpengaruh positif dan signifikan terhadap customer commitment, serta customer satisfaction secara signifikan memediasi pengaruh experiential marketing terhadap customer commitment. Temuan ini menunjukkan bahwa experiential marketing berperan penting dalam meningkatkan customer satisfaction dan memperkuat customer commitment jangka panjang pada industri kedai kopi.

Kata kunci: *experiential marketing, customer satisfaction, customer commitment, Nuju Coffee..*

ABSTRACT

THE IMPACT OF EXPERIENTIAL MARKETING ON CUSTOMER COMMITMENT WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE AT NUJU COFFEE BANDAR LAMPUNG

By:
Tiara Rizky Cahya

The rapid growth of the coffee shop industry in Bandar Lampung has increased competition among businesses, encouraging companies to focus not only on product quality but also on creating meaningful customer experiences. This study aims to analyze the effect of experiential marketing on customer commitment with customer satisfaction as a mediating variable at Nuju Coffee Bandar Lampung. This research uses a quantitative approach with a non probability purposive sampling technique. Data were collected through questionnaires distributed to 180 respondents who had visited and dined in at Nuju Coffee Bandar Lampung within the last three months. The independent variable in this study is experiential marketing, the mediating variable is customer satisfaction, and the dependent variable is customer commitment. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software. The results show that experiential marketing has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer commitment, and customer satisfaction significantly mediates the effect of experiential marketing on customer commitment. These findings indicate that experiential marketing plays an important role in increasing customer satisfaction and strengthening long term customer commitment in the coffee shop industry.

Keywords: experiential marketing, customer satisfaction, customer commitment, Nuju Coffee.

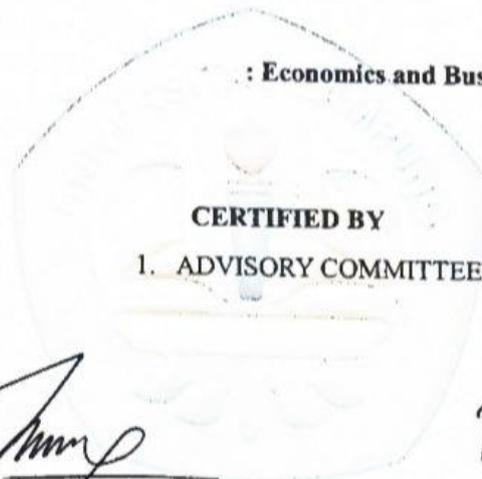
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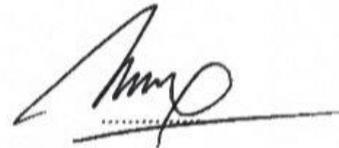
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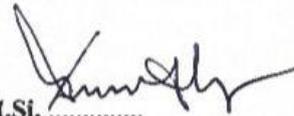
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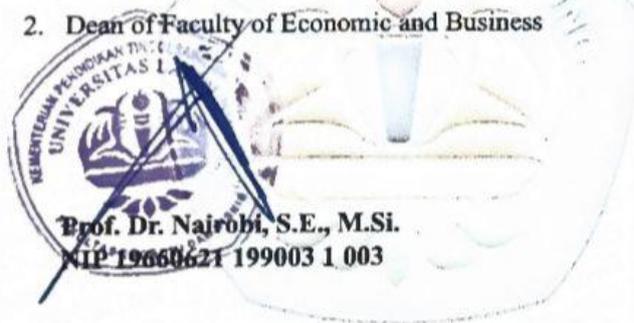
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STATEMENT OF PLAGIARISM-FREE

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I hereby declare that this research is my own work, and that this undergraduate thesis does not contain any material, in whole or in part, that I have copied or plagiarized in the form of sentences or symbols that express ideas or opinions from other research without acknowledging the original researcher. If it is later proven that this statement is untrue, I am prepared to accept punishment or sanctions in accordance with applicable regulations.

Bandar Lampung, 25 February 2026



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BIOGRAPHY



The author, Tiara Rizky Cahya, was born in Bandar Lampung on September 17, 2003, to Mr. Bukhori and Mrs. Endah Sukpti. She is the first child in the family and has two younger siblings. The author began her educational journey at SDN 1 Sukarame and graduated in 2016. She continued her studies at SMP Negeri 1 Bandar Lampung, completing her junior high school education in 2019, and later pursued her senior high school education at SMAS Al Kautsar Bandar Lampung, from which she graduated in 2022.

In 2022, the author was officially enrolled as a student at the University of Lampung. Through the SBMPTN national selection pathway in 2022, she was successfully admitted to the Undergraduate Management Study Program (S1 Management), Faculty of Economics and Business, and joined the International Management Class with a concentration in Marketing Management.

During her university years, the author actively participated in various academic and professional development programs. She was awarded the Djarum Beasiswa Plus Scholarship Batch 40 and completed an internship at Bank Indonesia, Lampung Representative Office. She also joined several international programs, including Research Training and Student Mobility at Universiti Teknologi MARA (UiTM), Malaysia; the 17th Asian Online International School by Saint Petersburg University, Russia; and an International Online Short Course by Aoyama Gakuin University, Japan.

Beyond academics, the author was active in student organizations both on and off campus, including AIESEC, the Economic English Club (EEC) Universitas Lampung, and HMJ Management Universitas Lampung. She also participated in international innovation competitions and earned a Silver Medal at the Digitalised International Invention, Innovation and Design Competition (DIID) organized by UiTM, Malaysia.

MOTTO

“Allah does not burden a soul beyond that it can bear.”
(QS. Al-Baqarah [2]: 286)

“Just because it’s hard doesn’t mean it’s impossible”

DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil‘alamin, the researcher expresses the deepest gratitude to Allah SWT, and sends prayers and blessings upon Prophet Muhammad SAW. By His grace, love, and mercy, every process has been eased, allowing this undergraduate thesis to be completed successfully.

I present this undergraduate thesis for Both of my parents

Mr. Bukhori M and Mrs. Endah S.

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Universitas Lampung

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Bandar Lampung, 25 February 2026
writer,

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I. INTRODUCTION

1.1 Background

The coffee industry is one of the business sectors that continues to experience significant growth worldwide. Global data shows that coffee consumption continues to increase year after year, reflecting the growing demand and spread of coffee drinking culture in various countries. In 2024, the global coffee market value is estimated to reach around USD 245.2 billion. This figure is projected to continue increasing to USD 381.52 billion by 2034, with a compound annual growth rate (CAGR) of around 4.52% over the period 2025 to 2034, as shown in the graph below.

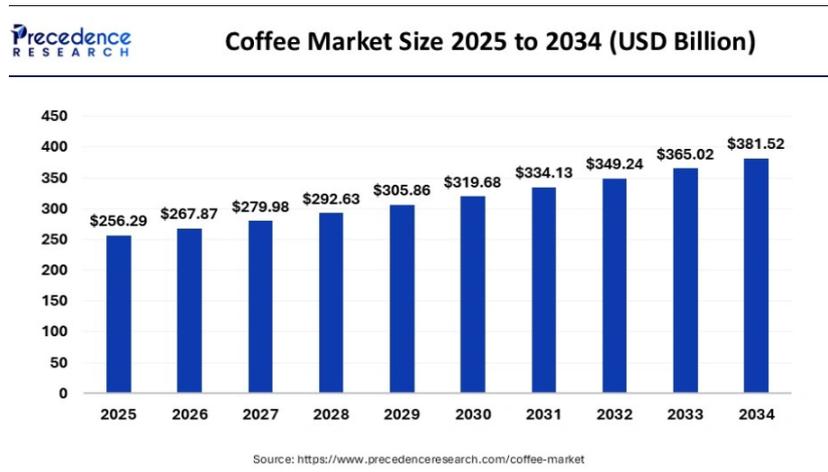


Figure 1.1 Coffee Market Size 2025 to 2035

Source: Precedence Research

Indonesia occupies an important position as one of the major players in the global coffee industry. According to data from the Central Statistics Agency (BPS) in the report “Indonesian Coffee Statistics 2023,” total national coffee production in 2023 reached an impressive figure of 758,700 tons. In the same year, Indonesia also recorded a coffee trade surplus, with export volumes exceeding imports by 239,040 tons.

This production achievement is the result of accumulated coffee production across various provinces throughout Indonesia. Among the many coffee-producing regions, there are five provinces with the largest contributions to national coffee production, as shown in the graph below.

Table 1.1 Indonesian Coffee Plantation Area and Production by Province and Producer Type (hectares, tons)

No	Province	Total Production
1	Sumatera Selatan	207.320
2	Lampung	105.807
3	Sumatera Utara	89.610
4	Aceh	71.084
5	Bengkulu	50.745

Source: BPS (2023)

Among the main coffee-producing provinces, the highest coffee production comes from South Sumatra province, which reached 207,320 tons or about 27.32 percent of the national total, followed by Lampung with 105,807 tons, or around 14%, and North Sumatra with 89,610 tons, or around 12% of the national total (BPS, 2023). This data indicates that Lampung is one of the main centers of national coffee production. This potential has driven the rapid growth of modern coffee shops, particularly in urban areas. Even the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) estimates that by 2023, the total number of coffee shops in Indonesia will reach 10,000.

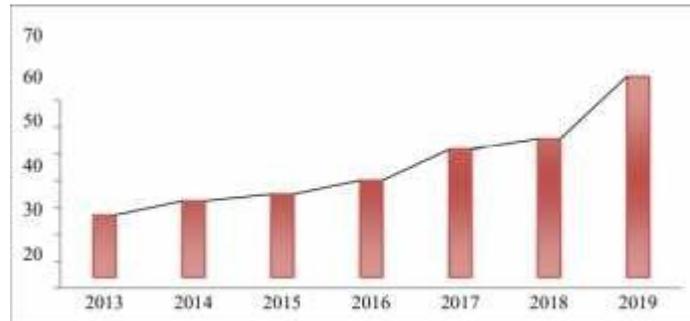


Figure 1.2 Development of the Number of Coffee Shops in Bandar Lampung in 2013-2019

Source: (Hartati, 2020)

Bandar Lampung is one of the cities experiencing rapid growth in the coffee shop industry. As shown in the graph, the number of coffee shops has continued to increase from 2013 to 2019. This phenomenon reflects the growing interest of the public in the evolving coffee culture.

The rapid growth of coffee shops in Bandar Lampung has created increasingly competitive conditions in the industry, requiring each business to have a competitive advantage that sets them apart from their competitors. This advantage is not only related to product quality, such as the taste of the coffee or the variety of items on the menu, but also includes the overall experience provided to customers. In this context, the application of experiential marketing is important, because this strategy is focused on creating experiences that involve the five senses, emotions, and customer interaction, so as to leave a lasting impression.

The latest theory by Gahler, Klein, and Paul (2023) states that customer experience encompasses sensory, emotional, cognitive, behavioral, and relational dimensions, which functionally align with the five dimension in experiential marketing: Sense, Feel, Think, Act, and Relate. Alkilani (2013)

In this context, experiential marketing plays an important role in shaping customer satisfaction. Customer satisfaction is the perception that customer expectations have been met through the products or services received. This reflects the level of satisfaction or happiness felt by customers after interacting with a business. Satisfied customers feel that their needs and desires have been met or even exceeded

their expectations, and they see value in the products or services they receive (Singh et al., 2023).

Irfan Ali Shah et al. (2018) mention that experiential marketing has a significant impact on customer satisfaction. This means that the experiences created by companies through experience marketing can enhance customers positive perceptions of the brand, ultimately leading to higher levels of satisfaction.

According to Kotler and Keller (2012), customer satisfaction is achieved when the product or service provided matches or exceeds customer expectations. Conversely, if expectations are not met, dissatisfaction can occur, which can affect the company's reputation and reduce customer loyalty.

Furthermore, customer satisfaction also serves as the foundation for the development of customer loyalty. Customer commitment is a form of long-term attachment to an organization, which includes various elements such as brand, brand image, and brand reputation (Tu & Chang, 2014).

Customer commitment is reflected through customer loyalty, which is demonstrated by the decision to continue purchasing or subscribing to the brand's products and services consistently (Diatmono et al., 2020). This approach is used to foster emotional engagement, positive perceptions, and long-term customer commitment to the brand (Gahler et al., 2023). Jones et al. (2010) mention 3 dimensions of customer commitment, affective commitment, normative commitment, and continuance commitment

One concrete example of the coffee shop trend is Nuju Coffee. Nuju Coffee, which was established in 2019, has experienced rapid growth until 2025 with a total of 11 branches, consisting of 9 branches in Bandar Lampung and 2 branches in Yogyakarta. The expansion to Yogyakarta was successfully realized in 2025 as a strategic step in expanding market reach. In addition to physical growth, Nuju has also been actively building its digital presence through the Instagram platform. As of September 2025, Nuju's official Instagram account has gained 75,800 followers with a high level of engagement. Not only that, Nuju also has a community channel

on Instagram called Nuju for Everyone, which has 687 members as of September 2025, as a place for loyal followers to interact more closely with the brand.

By adopting a modern concept, an aesthetically pleasing interior, and a strong digital marketing strategy through social media, Nuju Coffee has successfully attracted the attention of various consumer segments.

Based on average daily visit data, Nuju Coffee shows a higher number of visitors compared to other coffee shops. This illustrates that the number of visits to Nuju Coffee is relatively stable and consistent, indicating that consumers have a fairly high level of interest in this place.

Table 1.2 The average daily customer visits at coffee shops in Bandar Lampung

No	Coffe Shop Name	Average number of visits per day
1	Kopi ketje kedaton	150
2	Els Coffee House	54
3	Bun Coffee Unila	250
4	Nuju Coffee	300

Source: (Ramadhani, 2025; Lestari, Haryono, & Adawiyah, 2022; Sari & Sormin, 2025; primary data, 2025)

Compared to its four main competitors, Nuju Coffee shows its superiority with a higher than average number of daily visits. However, behind this popularity, there are mixed customer reviews on various platforms such as Google Reviews and social media.

Table 1.3 Nuju Coffee Online Customer Review

Positive Review	Negative Review
“Such a cozy little gem in the heart of the city! Nuju Kedaton has this calm, peaceful vibe perfect for catching up with friends, working, or just enjoying a good cup of coffee. The food is tasty, the drinks are solid, and the ambiance is on point. Definitely coming back!.”	“How about this, the restaurant system takes a really long time to process the dishes, please change the system, it takes too long to wait for the customer's order, even though the driver is also waiting for the customer. If this is the case, the customer blames the driver because the order takes too long to arrive, even though the restaurant takes a long time to serve it”

Positive Review	Negative Review
<p>“Such a cozy little gem in the heart of the city! Nuju Kedaton has this calm, peaceful vibe perfect for catching up with friends, working, or just enjoying a good cup of coffee. The food is tasty, the drinks are solid, and the ambiance is on point. Definitely coming back!”</p>	<p>“How about this, the restaurant system takes a really long time to process the dishes, please change the system, it takes too long to wait for the customer's order, even though the driver is also waiting for the customer. If this is the case, the customer blames the driver because the order takes too long to arrive, even though the restaurant takes a long time to serve it”</p>
<p>“Good place to hang out and have a meeting. Indoor and outdoor available. Plenty of power plug. Internet is good. Food also good.”</p>	<p>“the queue for the cashier is too long. Where is there only 1 cashier? It takes a long time to serve. Have at least 2 cashiers, and can provide online scanning services”</p>
<p>“I recently visited this charming cafe with friends, and we were all impressed by the excellent service and delicious food. The atmosphere was cozy and intimate, making it the perfect spot for a catch-up. The coffee was rich and smooth, just the way I like it. I highly recommend this cafe for anyone looking for a relaxing spot to enjoy good food and drinks. We will definitely be back!”</p>	<p>“sekilas nuju mati lampu gk ada genset !!!”</p>
<p>“tempat nya nyaman dan luass banget, makanan dan minuman nya jg enak enakk, pelayanan nya okee bngett rekomend dehh”</p>	<p>“Bukan bermaksud menjatuhkan, tpi kasih bintang 1 agar di notice, tempat bagus, makanan minuman enak, tpi yg sangat disayangkan kursi meja kurang memadai, padahal bisa di tambah dan tempat juga masih luas, parkir mbl juga susah, tolong pengelola dan owner di tambah lgi kursi dan meja”</p>

Source: Google review

Based on the reviews above, some customers praise the comfortable atmosphere and consistent coffee flavor, but many also express complaints about unfriendly service, long waiting times, and inconsistent experiences between branches. This indicates that while the coffee product itself may be functionally acceptable, the overall customer experience is not necessarily optimal.

The relationship between experiential marketing, satisfaction, and customer commitment can be understood through the perspective of Social Exchange Theory (SET). This theory explains that every customer interaction with a company is always seen as an exchange process. Customers will weigh whether the benefits they feel are worth the sacrifices they make, whether in terms of cost, time, or effort. If the experience offered is perceived to be more valuable than what is sacrificed, then customers tend to feel satisfied. This satisfaction then develops into the basis for long-term commitment. Therefore, the application of SET in this study provides a clear framework for understanding how experiential marketing, when implemented effectively, not only creates satisfaction but also strengthens customer commitment to Nuju Coffee.

In addition, this study also uses Expectation Disconfirmation Theory (EDT) to reinforce the explanation of customer satisfaction. EDT states that satisfaction arises when customers compare their initial expectations with the actual performance of a product or service (Oliver, 1980). Recent studies confirm the relevance of this theory; for example, Schiebler, Lee, and Brodbeck (2025) found through meta-analysis that perceived performance and disconfirmation significantly affect consumer satisfaction, while Hossain et al. (2018) showed that expectations and perceptions of actual performance directly affect satisfaction through disconfirmation. In the context of Nuju Coffee, when the experiential marketing provided exceeds customer expectations, positive disconfirmation occurs, resulting in higher satisfaction. This satisfaction then becomes the basis for stronger customer commitment. Thus, the integration of SET and EDT provides a comprehensive theoretical perspective for understanding how experiential marketing can increase satisfaction while strengthening customer commitment.

Seeing this phenomenon, an important question arises: has Nuju Coffee's experiential marketing strategy been able to create customer satisfaction that leads to long-term commitment? In an increasingly competitive coffee shop industry, it is not only product quality that determines loyalty, but also the overall customer experience, from the initial interaction to the post visit impression.

Several researchers have studied this topic, such as the study conducted by Suprayogi et al. (2023), which showed that experiential marketing and brand image showed that experiential marketing and brand image influence customer satisfaction and encourage loyalty in the context of coffee shops. This study highlights the fundamental difference between customer commitment and customer loyalty. Customer loyalty focuses more on repetitive behaviors such as purchase frequency and recommendations (Genoveva & Fauziah, 2025). Loyalty is behavioral in nature, so it is easily influenced by external factors such as promotions or the availability of alternatives.

In contrast, customer commitment is rooted in deeper psychological aspects. Commitment encompasses affective (emotional attachment), normative (sense of obligation), and continuance (rational cost benefit considerations) dimensions (Jones et al., 2010; Marshall, 2010). Thus, even though customers exhibit loyal behavior, it does not necessarily mean they have long-term commitment. For example, customers may continue to buy because of proximity (loyalty), but without emotional or normative ties, they will easily switch when other alternatives are available.

Therefore, this study presents a novelty by shifting the focus from loyalty (which is behavioral) to commitment (which is psychological attachment). Commitment is considered more relevant in understanding the long-term relationship between customers and Nuju Coffee, as it involves emotional aspects, social obligations, and rational considerations that are more difficult for competitors to replicate (Fullerton, 2005; Van Tonder & De Beer, 2018).

In addition, research by Alkilani, Ling, and Abzakh (2013) highlights the influence of experiential marketing on customer satisfaction and commitment in the context of social media, where consumer experiences are largely shaped through virtual interactions/online. In contrast to this research, this study emphasizes experiential marketing in an offline context, namely the real experience/offline at Nuju Coffee Bandar Lampung. Customer interactions with the café atmosphere, coffee aroma, service, and coffee community identity are believed to create a more comprehensive experience than mere digital interactions. Therefore, this study offers novelty by

shifting the focus from the online realm to direct experiences in the F&B sector, thereby providing new insights into how experiential marketing influences customer satisfaction and commitment in the rapidly growing café setting in Indonesian cities.

Furthermore, existing research findings are diverse. First, a study by Alkilani et al. (2013) in the context of social media found that the Sense and Feel dimensions of experiential marketing significantly influence customer satisfaction, but not all dimensions directly influence customer commitment. This finding suggests that commitment is more determined by the level of satisfaction rather than experience alone.

Conversely, research by Beda Bramantoko & Herry Maridjo (2024) in the fast fashion industry (Uniqlo brand) shows that the Sense and Relate dimensions have a direct influence on customer loyalty and commitment, although some other dimensions do not have a direct effect. Experiential marketing in this study was able to shape customer commitment directly or through the mediation of satisfaction.

Based on the above, the study titled “The Impact of Experiential Marketing on Customer Commitment with Customer Satisfaction as a Mediating Variable at Nuju Coffee Bandar Lampung” is important to conduct.

1.2 Problem Formulation

Based on the background described above, the research question in this study is:

1. Does experiential marketing have a positive and significant effect on customer satisfaction at Nuju Coffee Bandar Lampung?
2. Does customer satisfaction have a positive and significant effect on customer commitment at Nuju Coffee Bandar Lampung?
3. Does experiential marketing have a positive and significant effect on customer commitment through customer satisfaction as a mediating variable at Nuju Coffee Bandar Lampung?

1.3 Objectives

1. To determine the effect of experiential marketing on customer satisfaction at Nuju Coffee Bandar Lampung.
2. To determine the effect of customer satisfaction on customer commitment at Nuju Coffee Bandar Lampung.
3. To determine the effect of experiential marketing on customer commitment through customer satisfaction as a mediating variable at Nuju Coffee Bandar Lampung.

1.4. Research Benefits

1.4.1 Theoretical Benefits

This research is expected to contribute to the development of science, especially in the field of marketing, with a focus on the application of experiential marketing and customer satisfaction and its effect to customer commitment. The results of this study are also expected to be a reference for future studies related to consumer behavior and marketing strategies in the coffee shop industry.

1.4.2. Practical Benefits

This research is expected to provide insights and recommendations for business owners, especially NUJU Coffee Bandar Lampung, in designing effective strategies to increase customer commitment through experiential marketing and customer satisfaction. This research can also be a reference for other local coffee shops to create customer experiences and achieve customer commitment through experiential marketing and customer satisfaction. the findings of this research will also help researchers to apply theoretical knowledge in real-world business contexts, especially in the coffee shop industry.

II. LITERATURE REVIEW

2.1 Marketing

Marketing essentially encompasses a series of activities, institutions, and processes aimed at creating, communicating, and exchanging offerings that have value for consumers. The role of marketing is not limited to introducing products, but also ensuring that the value offered is truly relevant to the needs and desires of the target market. With the rapid development of technology and social media, conventional marketing methods are increasingly losing their effectiveness. Traditional strategies that were once able to drive growth are no longer able to guarantee the sustainability of business performance in a highly competitive and dynamic digital era (Khabibullaev, 2024).

Furthermore, according to Grewal (2017), marketing can be understood as a process in which individuals or groups strive to fulfil their needs and desires through the creation, offering, and exchange of products or services that have value with other parties. This definition emphasizes that marketing is not only about transactions, but also about building mutually beneficial relationships between companies and customers. In other words, marketing serves as a bridge that connects the value generated by the company with customer expectations, so that the exchange process can provide satisfaction and create long-term commitment.

2.2 Consumer Behavior

Consumer behavior, according to Leon G. Schiffman, is a complex process influenced by various aspects of the individual and the surrounding environment. Schiffman emphasizes the importance of understanding this behavior for marketers in order to predict how consumers will purchase products and adjust their marketing strategies accordingly. Factors to consider include motivation, perception, learning, attitude, personality, as well as the influence of culture, social class, family, and other social environments. The consumer decision-making process consists of several stages, such as recognizing needs, seeking information, evaluating options,

making purchasing decisions, and post-purchase behavior, which do not always occur sequentially depending on consumer conditions (Schiffman & Kanuk, 2025).

Joe Wisenblit added that developments in digital technology and social media have greatly influenced consumer behavior today. Consumers now rely more on the internet to search for information, compare products, and make purchasing decisions. They are more price conscious and often use mobile devices to check prices or reviews when shopping, both online and in physical stores. The impact of this digitalization has increased consumer power, so companies must adapt with strong digital marketing strategies to remain competitive (Schiffman & Wisenblit, 2025).

2.3 Customer Review

According to Arief et al. (2023), online customer reviews are a form of electronic word of mouth (e-WOM) conveyed by consumers through digital platforms, such as reviews, comments, and ratings of products or services. The information that emerges from these reviews becomes an important reference and is often more trusted by potential buyers when they make decisions to purchase a product.

This study identifies three main dimensions in customer reviews, namely review quantity, review valence (positive or negative), and review credibility. Review quantity signals the popularity of a product; positive valence strengthens purchase interest and expectations, while negative valence can lower quality perceptions. Review credibility determines the extent to which consumers trust the information provided and significantly influences purchase intention and customer satisfaction. The findings of this study indicate that the more credible positive reviews there are, the higher the level of consumer trust in the brand in question, thereby potentially increasing customer commitment.

2.4 Social Exchange Theory (SET)

Social Exchange Theory (SET Social Exchange Theory (SET) is a theory pioneered by Blau that widely used in marketing research to explain the relationship between companies and customers. This theory argues that every interaction is seen as an exchange process, in which customers will assess whether the benefits (rewards) they receive are greater than the sacrifices (costs) they incur. If the perceived

benefits are higher, then customers will feel satisfied and more likely to continue a long term relationship with the company.

Recent research shows that this theory is still very relevant. Amin et al. (2023) found that personalized service can foster gratitude in customers. This gratitude then encourages the intention to repurchase and strengthens the emotional bond with the service provider. This supports the view that positive exchanges not only create satisfaction but also result in deeper attachment.

Furthermore, Rizwan et al. (2024) emphasize that experiential marketing can increase customer value perception. When customers feel that the experience offered is useful and worthwhile, it will lead to satisfaction. This satisfaction then serves as the basis for long-term commitment.

In addition, Mishra and Mund (2025), through a review of recent consumer research, emphasize that SET remains one of the most powerful theoretical frameworks for understanding modern customer behavior. They assert that satisfaction is the result of a mutually beneficial exchange, and it is this satisfaction that then develops into customer commitment.

2.5 Expectation Disconfirmation Theory (EDT)

Expectation Disconfirmation Theory (EDT) is a theory introduced by Oliver and widely used in marketing and consumer behavior research to explain customer satisfaction. This theory states that satisfaction arises from a comparison between the customer's initial expectations and the actual performance of the product or service. When performance exceeds expectations, positive disconfirmation occurs, resulting in satisfaction. Conversely, if performance falls short of expectations, negative disconfirmation occurs, leading to dissatisfaction. If performance aligns with expectations, customers remain neutral Zhang et al. (2022)

Furthermore, Alkhwalidi and Sharma (2024), through a review of recent consumer research, confirm that EDT remains one of the most powerful theoretical frameworks for understanding post-purchase evaluation. They argue that satisfaction or dissatisfaction arising from expectation disconfirmation is a key determinant of long-term customer relationships.

2.6 Experiential Marketing

Experiential marketing is a marketing approach that focuses on creating memorable and meaningful experiences for consumers through direct interaction with products or brands. According to Muljani (2021), this strategy does not only display product features or advantages, but involves consumers' emotions and personal experiences.

Kusumawati (2011) emphasizes that experiential marketing builds an emotional connection between consumers and brands by involving all five senses, thereby increasing loyalty and repurchase intentions.

Alkilani. K. et al (2013) developed five main dimensions in experiential marketing:

1. Sense: experiences created through sight, hearing, smell, taste, and touch.
2. Feel: creating emotional experiences that touch consumers' feelings.
3. Think: stimulates thinking through innovative and creative experiences.
4. Act: involves lifestyle and consumer behavior that reflects the brand.
5. Relate: builds social connections between consumers and other communities or groups.

Through these five dimensions, experiential marketing aims to create positive experiences that strengthen brand image and drive consumer purchasing decisions.

By measuring the level of satisfaction on a regular basis, companies can evaluate and improve services, so as to maintain customer loyalty in the long run.

According to a study by Soliha et al., 2021, there are 10 indicators of experiential marketing, including

1. Cafe decoration design
2. Beautiful scenery Feel
3. Food and drink at the cafe
4. Cozy cafe atmosphere Think
5. Finding solutions to consumer complaints
6. An inspiring cafe atmosphere Act
7. Activities offered by the café is attractive.
8. Increased consumer social activation Relate

9. Cafe choice shows taste.
10. Increasing social relations

2.7 Customer Satisfaction

Customer satisfaction is the perception that their expectations have been met through the products or services received. This reflects the level of pleasure or satisfaction felt by customers after interacting with a business. Satisfied customers feel that their needs and desires have been met, perhaps even exceeding expectations, and see value in the products or services obtained (Singh et al., 2023).

According to Kotler and Keller (2012), customer satisfaction is achieved when the product or service provided matches or exceeds customer expectations. Conversely, if expectations are not met, dissatisfaction can occur, which can affect the company's reputation and reduce customer loyalty.

Customer satisfaction is understood as a customer's overall assessment of a product or service, based on the extent to which the product or service meets their needs and expectations, in accordance with the value they feel they have received (Tj & Purnama, 2021).

According to research by Alkilani. K. et al., 2013, there are 5 indicators of customer satisfaction, including

1. Satisfaction with buying decision
2. Perceived wisdom of choice
3. Regret over buying decision (*reverse*)
4. Perceived correctness of decision
5. Happiness in buying the product and experience the service

2.8 Customer Commitment

Customer commitment is a form of long term attachment to an organization, which includes various elements such as brand, brand image, and brand reputation (Tu & Chang, 2014). This commitment is reflected through customer loyalty, which is demonstrated by the decision to continue purchasing or subscribing to the brand's products and services consistently (Diatmono et al., 2020).

Jones et al. (2010) mention 3 dimensions of customer commitment.

1. **Affective commitment:** Affective commitment describes the extent to which a customer feels a strong emotional attachment to an organization or brand. This attachment arises from positive feelings, pleasant experiences, and favorable perceptions that customers have of the brand. In other words, when customers have consistent experiences that bring them satisfaction and happiness, they will feel closer to the brand emotionally and feel a bond with it. Jones et al. (2010) explain that this form of commitment is based more on emotional aspects than purely rational considerations. This means that customers do not only use products or services because of necessity, but also because of the feelings of enjoyment, comfort, and pride they experience when interacting with the brand.
2. **Normative commitment :** According to Jones et al. (2010), normative commitment can be understood as the level of psychological attachment of customers to an organization or brand based on a sense of obligation. This sense of obligation generally arises due to social norms, unwritten rules, or environmental pressures that encourage individuals to behave in accordance with certain standards of behavior. For example, a customer may feel the need to remain loyal to a brand due to the influence of family, friends, or social communities who view using that brand as normal or even desirable. Thus, normative commitment does not arise solely from personal feelings or economic benefits, but from an awareness of moral and social obligations to remain with the organization or brand.
3. **Continuance commitment:** Sustained commitment, also known as calculative commitment, is based more on rational considerations that focus on economic benefits and the obstacles that may be encountered if one has to leave an organization. Marshall (2010) emphasizes that customers with a high level of sustained commitment have usually considered the limitations of available alternatives. Jones et al. (2010) also add that customers with this type of commitment tend to calculate the advantages and disadvantages of switching to another service provider. In other words, customers will continue to use the services or products of a particular brand because they assess that the benefits they currently receive are greater than the potential

benefits of switching brands, especially if the costs involved such as time, effort, or the cost of searching for a suitable alternative are considered to be higher. Therefore, this attachment is not due to emotional factors or social obligations, but rather logical considerations regarding efficiency and potential costs.

According to research by Alkilani. K. et al.,(2013), there are three indicators of customer commitment, including:

1. Sense of commitment
2. Sense of pride
3. Perceived loss if absent

2.9 The Effect Of Experiential Marketing On Customer Satisfaction

Experiential marketing is a marketing strategy that focuses on creating direct, profound, and memorable experiences for consumers, thereby building strong emotional connections with the brand (Hermawan Kertajaya, 2002). Meanwhile, customer satisfaction is defined by Philip Kotler as the feeling of pleasure or disappointment that arises after comparing perceptions of product or service performance with expectations (Kotler & Armstrong, 2012).

In the context of modern marketing, the connection between experiential marketing and customer satisfaction is crucial, as positive experiences can drive customer loyalty while creating a competitive advantage. Alkilani. K. et al (2013) identified five interconnected dimensions of experiential marketing:

- Sense (sensory): experiences that engage the five senses.
- Feel (emotional): affective experiences that touch the emotions.
- Think (cognitive): experiences that stimulate thought and creativity.
- Act (behavioral): experiences that influence physical actions or lifestyle.
- Relate (social): experiences that build social connections between brand or customer.

Schmitt and Zarantonello (2013) emphasize that experiential marketing is not merely about offering functional value, but rather about creating experiences that are felt through the senses, emotions, thoughts, actions, and social interactions. In line with this, Hermawan Kertajaya also emphasizes that this approach is capable of delivering positive experiences that touch the emotional side of customers, thereby forming long-term loyalty.

Comprehensively designed experiences combining sensory stimulation, emotional resonance, and cognitive and social stimulation can exceed customer expectations (Schmitt & Zarantonello, 2013). Research by Adiwijaya & Nurmala (2023) shows that sensory and emotional stimulation in experiential marketing significantly contributes to increased customer satisfaction in the hospitality sector.

A meta-analysis conducted by Arief, Anshori, & Yakin (2019) on 36 studies between 2010 and 2018 showed that Experiential Marketing (EM) has a positive and significant relationship with Customer Satisfaction, with a correlation value of approximately $r = 0.51$. This finding reflects a moderate to strong influence, meaning that the better the quality of experiential marketing perceived by customers, the higher their level of satisfaction.

Based on the theoretical foundation and empirical evidence, it can be concluded that experiential marketing has a positive effect on customer satisfaction. Therefore, the second hypothesis (H1) in this study is formulated as follows:

H1: Experiential marketing has a positive and significant effect on customer satisfaction.

2.10 The The Effect Of Customer Satisfaction On Customer Commitment

Philip Kotler defines customer satisfaction as the feeling of pleasure or disappointment that arises after comparing perceptions of product or service performance with expectations (Kotler & Armstrong, 2012). Meanwhile, customer commitment is understood as a form of long-term attachment to an organization, which includes various elements such as brand, brand image, and brand reputation (Tu & Chang, 2014).

Satisfied customers will build trust and confidence that choosing that brand was the right decision. This drives higher levels of loyalty, sustained loyalty, and reluctance to switch to competitors (Hsiao and Yang 2010). Consistent satisfaction can also strengthen emotional bonds, thereby forming a deeper affective commitment to the brand (Fullerton, 2005).

Based on Relationship Marketing Theory and Expectation Disconfirmation Theory, customer satisfaction is the primary determinant of customer commitment. Satisfaction creates positive feelings and reduces uncertainty in business relationships (Hennig-Thurau et al., 2002). In other words, companies that can provide high levels of satisfaction are more likely to have loyal and committed customers in the long term. Alkilani et al. (2013) mentioned that enhancing customer satisfaction, this will lead to a higher degree of customer commitment among the users

Based on this theoretical foundation, it can be conclude that *Customer satisfaction has a positive effect on customer commitment*. Therefore, the second hypothesis (H2) in this study is formulated as follows:

H2: Customer satisfaction has a positive and significant effect on customer commitment.

2.11 The Effect Of Experiential Marketing On Customer Commitment Through Customer Satisfaction

Experiential marketing is a marketing approach that focuses on creating memorable and meaningful experiences for consumers through direct interaction with products or brands. According to Muljani (2021), this strategy does not only display product features or advantages, but involves consumers' emotions and personal experiences.

Kusumawati (2011) emphasizes that experiential marketing builds an emotional connection between consumers and brands by involving all five senses, thereby increasing loyalty and repurchase intentions that will guide to customer commitment.

According to Hsiao and Yang (2010), experiential marketing usually has a direct link to customer satisfaction. Customer satisfaction is a key factor that connects

experiential marketing with customer loyalty, where satisfied customers are more likely to show loyalty to a brand (Hermanto & Ngatimun, 2023; Santi et al., 2020). In addition, research has also found that customer satisfaction not only has a direct impact on loyalty, but also increases the influence of experiential marketing on customer commitment levels (Bramantoko & Maridjo, 2024).

Based on the theoretical foundation and empirical evidence, it can be concluded that customer satisfaction positively mediates experiential marketing and customer commitment. Therefore, the third hypothesis (H3) in this study is formulated as follows:

H3: Customer satisfaction mediates the positive and significant effect of experiential marketing on Customer Commitment.

2.12 Theoretical Framework



Figure 2.1 Research Model

Source: Alkilani. K. et al.,(2013)

2.13 Previous Research

Table 2.1 Previous Research Table

NO	Researcher Name, Year of Publication, and Journal Source	Title	Result
1.	Khaled Alkilani, Kwek Choon Ling and Anas Ahmad Abzakh. (2013) Published in <i>Asian</i>	The Impact of Experiential Marketing and Customer Satisfaction on Customer	The findings concluded that only sense and feel experiences are positively related to the customer satisfaction as well as customer satisfaction is

NO	Researcher Name, Year of Publication, and Journal Source	Title	Result
	<i>Social Science</i> , Canadian Center of Science and Education.	Commitment in the World of Social Network.	positively related to the customer commitment.
2.	Beda Bramanto,Herry Maridjo, Journal of World Science (JWS). (2024)	The Influence Of Experiential Marketing On Customer Loyalty Mediated With Customer Satisfaction	The research results found that sense and relate directly have a positive effect on customer loyalty, feel, think, and act do not directly have an effect on customer loyalty, sense and relate affect loyalty, partially mediated by job satisfaction, and feel, think, and act have no effect on customer loyalty and are fully mediated by customer satisfaction.
3.	Inês S. do Carmo, Susana Marques, and Álvaro Dias. article_82232 (2022) article_82232 Published in <i>Journal of Promotion Management</i> , Taylor & Francis.	The Influence of Experiential Marketing on customer satisfaction and loyalty	The study found that customer satisfaction is directly improved by emotional and sensory experiences, while customer loyalty grows through emotional and behavioral experiences. It also shows that sensory and emotional experiences can lead to loyalty indirectly, by first increasing satisfaction, which then boosts loyalty.
4.	Elvie Maria, Wan Suryani,	Experiential Marketing and Service	The study found that both experiential marketing and service quality have a

NO	Researcher Name, Year of Publication, and Journal Source	Title	Result
	Lenggogeni, Wikrama Wardana and Anthon Tondo. (2023) Published in ONOMÁZEIN Journal.	Quality, And Customer Loyalty: Social Concept and Application	positive and significant impact on customer loyalty at Eating Abeng 38. Experiential marketing enhances customers' emotional and sensory experiences, which strengthens their loyalty, while higher service quality such as faster responses, clearer information, and better comfort also increases customer commitment. When combined, experiential marketing and service quality jointly contribute to a stronger overall effect on customer loyalty, as shown by the F-test results.
5	Burhani Maulana Suprayogi, Andriani Kusumawati, and Mukhammad Kholid Mawardi. (2024) Published in Advances in Economics, Business and Management Research (AEBMR), Atlantis Press.	The Effect of Experiential Marketing, Brand Image on Customer Satisfaction and Customer Loyalty: Coffee-Shop Context	The research has found that experiential marketing has a positive effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty, with satisfaction acting as the main mediator.

III. RESEARCH METHOD

3.1. Research Design

Research design is essentially a blueprint or structured plan that outlines the steps for collecting, measuring, and analyzing data. This plan is systematically organized with the aim of providing clear guidance in answering research questions. Through research design, the process becomes more focused so that the data obtained is relevant, reliable, and capable of producing valid conclusions in accordance with the research objectives (Sekaran & Bougie, 2016).

This type of research is quantitative research with an explanatory approach. This study aims to identify and explain the relationship between the variables studied. The data collection technique was carried out through distributing questionnaires. The variables involved in this study are: customer commitment, Customer Satisfaction, and Experiential Marketing.

3.2 Sources of Data

In collecting data sources, researchers collect data sources in the form of primary and secondary data. in the form of primary data and secondary data.

3.2.1 Primary Data

In this study, the sampling technique used was non-probability sampling with the purposive sampling method. Purposive sampling is a technique for selecting respondents based on specific criteria that are in line with the research objectives, so that the selected respondents are expected to provide the most accurate and relevant information for the research needs (Sekaran & Bougie, 2016).

The measurement of research variables in this study used a Likert scale, which is an interval scale. This scale consists of five response options, namely Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, which allow respondents

to indicate their level of agreement with each statement presented. (Sekaran & Bougie, 2016).

Table 3.1 Likert Scale Table

Description	Score
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.2.2 Secondary Data

Secondary data is data taken from previous research, journals, literature studies and documentation (Sholihin, 2021). This data is usually through documents, books, reports, or other scientific works related to the research. related to this research

3.3 Population and Sample

3.3.1. Population

According to Sekaran & Bougie (2016), a population is the entire group of individuals, events, or objects that are the focus of the researcher's attention and that they wish to study. In research, the population includes all elements that have certain characteristics in accordance with the research objectives. The population does not only include individuals, but can also be objects or things that have certain characteristics. The use of population in research aims to help researchers determine the subjects or individuals who will be the main focus in the process of collecting the required data. The population in this study are all individuals who have bought product from Nuju Coffee Bandar Lampung. However, the exact number of the population is unknown.

3.3.2. Sample

A sample is a part of a population that is selected to be the object of research. Sampling is done because it is not possible or efficient to study the entire

population. The sample must adequately represent the population so that the research results are valid (Sekaran & Bougie, 2016: 236). This study used nonprobability sampling techniques with a purposive sampling approach. Purposive sampling is a sampling technique based on specific criteria relevant to the research objectives. The sampling criteria in this study are as follows:

1. Minimum age of 17 years old.
2. Customers who have dined in at Nuju Coffee Bandar Lampung.
3. Visited within the last 3 months.

This study refers to the guidelines proposed by Creswell & Creswell (2023), which suggest that determining the sample size in quantitative research can consider the complexity of the research model, the number of variables, and the analysis techniques used. For models with a certain number of indicators, an adequate sample size is generally calculated based on multiples of the number of indicator variables, for example, 5 to 10 respondents per indicator, with a minimum total sample size recommended to be in the range of 100 respondents or more to ensure the strength of the analysis and generalization of the findings. In this study, there are 18 indicator variables multiplied by 10. Based on this sample size calculation, the researcher determined the number of respondents to be included in the sample.

Number of samples = Indicator x 10

Total sample = $18 \times 10 = 180$ respondents.

Since the object of this study is Nuju Coffee in Bandar Lampung, the total of 180 respondents were divided proportionally according to the number of branches, which is 9 branches. Thus, each branch was represented by 20 respondents so that the sample distribution was more balanced and representative.

3.4 Research Variable

According to Sekaran & Bougie (2016), variable can be understood as something whose value is not fixed, but can change or vary according to circumstances. The value indicated by a variable can differ over time even when referring to the same object or individual. Conversely, at the same time, the value of a variable can also

differ when comparing one object or individual to another. This demonstrates that variables are dynamic, as their changes are influenced by specific conditions or situations.

3.4.1 Independent Variable (X)

An independent variable is a variable that plays a role in influencing changes in the dependent variable, either positively or negatively. In other words, the existence of an independent variable will always be followed by the existence of a dependent variable. Every time the independent variable increases by one unit, the dependent variable tends to change as well, either increasing or decreasing, depending on the direction of the relationship. Therefore, the variations observed in the dependent variable can be explained by changes in the independent variable, making it often regarded as the primary cause or determining factor in a study (Sekaran & Bougie, 2016). In the context of this study, there is an independent variable that is the main focus, namely Experiential Marketing (X) – a variable that directly or indirectly affects the dependent variable.

3.4.2 Dependent Variable (Y)

Sekaran & Bougie (2016) mentioned that dependent variable is a variable that is the main focus of a study. Researchers usually pay special attention to this variable in order to understand, describe, explain, and predict its changes. In other words, a dependent variable is a key variable that is studied because it is considered a relevant and important factor to analyze. Through observation and analysis of the dependent variable, particularly by identifying the factors or other variables that influence it, researchers can find answers to research questions and obtain solutions to the problems being studied. In this study, the dependent variable measured is Customer Commitment (Y) the main variable influenced by Experiential Marketing and customer satisfaction

3.4.3 Mediating Variable (Z)

Sekaran & Bougie (2016) stated that mediating variables, often referred to as intervening variables, are variables that exist in the middle of the relationship between independent and dependent variables. These variables appear after the

independent variables begin to exert their influence, but before their effects are fully felt by the dependent variables. Therefore, mediating variables have a temporal dimension or temporal nature, indicating that the influence of an independent variable is not immediately and directly received by the dependent variable, but rather through a specific process. By incorporating mediating variables into a research model, researchers can model the flow or mechanism of the relationship more clearly. The mediating variable in this research is Customer Satisfaction (Z) a mediating variable that explains the relationship between the independent and dependent variables

3.5 Operational Variable Table

Table 3.2 Operational Variable Table

Variable	definition	Dimention	indicator	Scale
Experiential Marketing	Experiential marketing is a way to create experiences that felt by customers when using products or services through the five senses (sense), affective experience (feel), creative thinking experiences (think), customer experiences related to the body in physical behavior and lifestyle and with experiences as a result of interaction	1.Sense 2. Think 3. Feel 4. Act 5. Relate (Soliha et al., 2021;Schmitt 1999)	1. Cafe decoration design 2. Beautiful scenery 3. Food and drink at the cafe 4. Cozy cafe atmosphere 5. Finding solutions to consumer complaints 6. An inspiring cafe atmosphere 7. Activities offered by the café is attractive. 8. Increased consumer social activation 9. Cafe choice shows taste. 10. Increasing social relations	Likert 1-5

Variable	definition	Dimension	indicator	Scale
	with other people (act) (Soliha et al., 2021)			
Customer satisfaction	An Individual overall evaluation of an experience, based on the extent to which it meets their expectations and needs. (Alkilani. K. et al.,2013)		1. Satisfaction with buying decision 2. Perceived wisdom of choice 3. Regret over buying decision (<i>reverse</i>) 4. Perceived correctness of decision 5. Happiness in buying the product and experience the service (Alkilani. K. et al.,2013)	Likert 1-5
Customer Commitment	Customer commitment refers to a customer's emotional attachment and willingness to maintain a long-term relationship. This reflected in feelings of loss if the relationship ends, pride in being associated with the brand, and a sense of loyalty. (Alkilani. K. et al.,2013)	1. Affective commitment 2. Normative commitment 3. Continuance commitment (Alkilani. K. et al.,2013)	1. Sense of commitment 2. Sense of obligation 3. Perceived loss if absent (Alkilani. K. et al.,2013)	Likert 1-5

3.6. Data Analysis Technique

This research uses a quantitative approach which is analyzed through distributing questionnaires in the form of numbers. The analysis technique used is Partial Least Square (PLS) with the help of SmartPLS software, which is part of the Structural Equation Modeling (SEM) method. SmartPLS is Graphical User Interface (GUI)-based software used to perform analysis using Structural Equation Modeling (SEM) techniques. Through SmartPLS, researchers can easily import indicator data from variables used in research models. In applying the SEM method using SmartPLS, relationships between variables can be clearly depicted using Path Analysis notation (Rozanda, Razmi, Zarnelly, & Megawati, 2021).

3.7 Model Evaluation

3.7.1 Measurement Model (Outer Model)

1. Convergent validity

At this stage, validity testing is carried out by calculating the relationship between each indicator score and the construct or variable score being measured. The level of validity can be seen through the outer loading value, where an indicator is considered valid if it has a correlation value above 0.70 (Hair et al., 2021).

2. Construct Validity and Reliability

Construct validity and reliability testing was conducted to ensure that the research instruments used were able to measure variables accurately and had a good level of consistency. According to Hair et al. (2022), construct validity and reliability testing is an important stage in evaluating measurement models in the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This test was conducted using Cronbach's Alpha, Composite Reliability, rho A, and Average Variance Extracted (AVE) values obtained through data processing using SmartPLS version 4.0 software.

A construct is considered reliable if the Cronbach's Alpha, Composite Reliability, and rho A values are greater than 0.70, indicating that the indicators in the construct

have good internal consistency (Hair et al., 2022). Meanwhile, construct validity is assessed through the AVE value, where an AVE value exceeding 0.50 indicates that the construct is able to explain most of the variance of its constituent indicators, thus meeting the criteria for construct validity (Hair et al., 2022).

3.8.2.2 Structural Model (Inner Model)

The structural model analysis is capable of clarifying the relationships among latent variables rooted in substantive theory. The structural model can be evaluate using:

1. Path Analysis

Path Analysis is a statistical method used to test causal relationships between variables in a structural model. This technique allows researchers to assess both direct and indirect effects between variables (Kline, 2015). Kline (2015) explains that Path Analysis helps researchers understand the patterns of interrelationships between variables and estimate path coefficients that describe the strength of influence in each relationship. Path Coefficient The evaluation is conducted by analyzing the minimum value, which is determined to be 0.1. In the context of the model, a path can be considered to have an influence if the outcome of the path coefficient test surpasses the minimum value of 0.1 (Hair et al., 2012).

2. R-Square (R²)

The R-square (R²) value in the endogenous construct (dependent variable) is used to assess the extent to which exogenous variables (independent variables) influence endogenous variables. Changes in the R-square value reflect the magnitude of the contribution of independent variables in explaining dependent variables. According to Hair et al. (2013), an R-square value of 0.670 is categorized as strong, a value of 0.333 is categorized as moderate, while a value of 0.190 is categorized as weak. Thus, the higher the R² value obtained, the better the predictive ability of the model and the stronger the proposed research model.

3. Goodness of Fit (GoF)

Goodness of Fit (GoF) measurements are used to evaluate the overall suitability of the proposed research model, indicating how well the model represents the observed data. In the context of Partial Least Squares Structural Equation Modeling

(PLS-SEM), model suitability assessment aims to ensure that the measurement model and structural model are sufficiently aligned with empirical data.

Unlike covariance-based SEM, PLS-SEM does not emphasize a single global fit index. Instead, model fit assessment in PLS-SEM relies on a limited number of fit measures that compare the correlations implied by the model with the observed correlations. Among these measures, the Standardized Root Mean Square Residual (SRMR) is considered the primary and most recommended indicator for overall model fit in PLS-SEM (Henseler et al., 2016; Hair et al., 2022).

SRMR measures the standardized difference between the observed correlation matrix and the correlation matrix implied by the model. A lower SRMR value indicates better fit between the proposed model and the empirical data. According to Hair et al. (2022), an SRMR value ≤ 0.08 indicates good model fit, while values up to 0.10 are still considered acceptable in behavioral and social science research.

In addition to SRMR, this study also reports the Normalized Fit Index (NFI) as an additional measure for assessing model fit. NFI evaluates the improvement of the proposed model compared to the zero model (baseline). A higher NFI value indicates better model fit, with values closer to 1 reflecting a higher level of model fit (Hair et al., 2022). Although NFI is not a primary criterion in PLS-SEM, it is often reported to support the overall assessment of model fit.

Therefore, model fit in this study was primarily evaluated using the SRMR criterion, with NFI reported as a supporting indicator to provide a more comprehensive assessment of overall model fit, covering both the measurement model (outer model) and the structural model (inner model).

3.8 Hypothesis Testing

Hypothesis testing in this study was conducted to empirically assess the relationship between variables formulated in the research model. The analysis techniques used were P Value Analysis and Path Analysis, both of which are commonly used in

quantitative research to measure the level of significance and strength of the relationship between variables.

3.8.1 P Value Analysis

P-value analysis is used to test the statistical significance of the proposed hypothesis. The P-value represents the probability that the test results occurred by chance. According to Hair et al. (2014), if the P-value is less than the significance level $\alpha = 0.05$, then the null hypothesis can be rejected, and the relationship between variables is considered statistically significant. Generally, the significance level used is 5% (0.05), meaning that the Type I error rate (rejecting the null hypothesis when it is true) can be tolerated at 5% (Hair et al., 2014).

V. CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of data analysis and hypothesis testing conducted on the effect of experiential marketing on customer commitment with customer satisfaction as a mediating variable at Nuju Coffee Bandar Lampung, it can be concluded that overall, this research model has been positively accepted by consumers. These findings indicate that the experiential marketing strategy implemented by Nuju Coffee has been successful in creating meaningful and relevant customer experiences. Nuju Coffee's focus on creating a comfortable cafe atmosphere, positive emotional experiences, and social interactions that are in line with the lifestyles of young consumers has proven to increase satisfaction and build customer commitment. These results also illustrate that the behavior of Nuju Coffee consumers is influenced by emotional experiences, comfort, and lifestyle identity suitability, in line with the experiential marketing, consumer behavior, Social Exchange Theory, and Expectation Disconfirmation Theory approaches. Based on this, the following conclusions can be drawn:

1. *Experiential marketing has a positive and significant effect on customer satisfaction at Nuju Coffee Bandar Lampung.* This indicates that the better the experience felt by consumers through the aspects of sense, feel, think, act, and relate, the higher the level of customer satisfaction with Nuju Coffee.
2. *Customer satisfaction has a positive and significant effect on customer commitment at Nuju Coffee Bandar Lampung.* This means that customers who are satisfied with their experience, service, and decision to visit Nuju Coffee tend to have emotional attachment, pride, and a desire to maintain a long-term relationship with Nuju Coffee.
3. *Customer satisfaction mediates the effect of experiential marketing on customer commitment at Nuju Coffee Bandar Lampung.* This shows that experiential marketing does not directly shape customer commitment without prior satisfaction. Customer satisfaction acts as the main

mechanism that connects customer experience with the formation of long-term commitment to Nuju Coffee.

5.2 Suggestion

5.2.1 Practical Recommendation

Based on the findings of this study, Nuju Coffee Bandar Lampung is encouraged to strengthen its experiential marketing strategy by focusing on indicators with relatively low mean scores. The attractiveness of promotions or special offers (mean = 3.11) needs to be improved through more creative and value driven campaigns that better capture customer interest. In addition, the relatively modest score on customers perceived loss if Nuju Coffee were no longer operating (mean = 3.16) indicates the need to strengthen emotional attachment and brand significance through more memorable experiences, loyalty programs, and community engagement. Furthermore, the confidence that dining at Nuju Coffee is the right choice (mean = 3.14) should be reinforced by ensuring consistent service quality, enhancing overall dining value, and clearly communicating the café's unique advantages. By addressing these areas, Nuju Coffee can improve customer satisfaction and foster stronger long term customer commitment.

5.2.2 Theoretical Recommendation

From a theoretical perspective, this study contributes to the development of marketing literature, particularly in the fields of experiential marketing, customer satisfaction, and customer commitment. Future research is encouraged to expand the research model by incorporating additional variables such as service quality, brand image, perceived value, or trust to obtain a more comprehensive understanding of factors influencing customer commitment. Researchers may also apply this research framework to different industries or service sectors to examine the generalizability of the findings. Furthermore, future studies could compare offline and online experiential marketing to explore how different types of customer experiences influence satisfaction and commitment. Employing qualitative or mixed-method approaches is also recommended to gain deeper insights into customers emotional responses and experiential perceptions.

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