

CHAPTER IV

CONCLUSION AND SUGGESTIONS

4.1 Conclusions

The research on "The Influence of Experiential Marketing and Brand Experience on Customer Loyalty Through Customer Satisfaction (Study on Customer Anantari Coffee Semarang)" produced the following findings:

1. Customer satisfaction is significantly positively impacted by experiential marketing; hence, the more effective Anantari Coffee experiential marketing, the greater the customer satisfaction level. Anantari Coffee experiential marketing may affect customer happiness by stimulating consumer cognition and producing enjoyable encounters.
2. Brand Experience has a significantly positive effect on Customer Satisfaction; in other words, the better the Brand Experience, the higher the Customer Satisfaction. Anantari Coffee is able to give the impression of a pleasant response and atmosphere towards a positive experience to consumers directly when visiting through a strong impression on the visual senses, resulting in pleasant emotions and being able to become a comfortable place to increase productivity.
3. Experiential Marketing has a significant positive effect on Customer Loyalty, meaning that the better the Experiential Marketing, the higher the Customer Loyalty. Anantari Coffee can implement a marketing strategy that aims to create a deep experience for consumers so that the relationship with Anantari Coffee is an unforgettable experience for consumers.

4. Brand Experience has a significant positive effect on Customer Loyalty, meaning that the better the Brand Experience, the more it will increase Customer Loyalty. Anantari Coffee can implement a marketing strategy that aims to create a deep experience for consumers so that the relationship with Anantari Coffee is an unforgettable experience for consumers.
5. Customer loyalty is positively correlated with customer satisfaction, therefore the more satisfied customers are, the more loyal they will be. Anantari Coffee places a high priority on customer satisfaction since happy customers are more likely to stick around.
6. Experiential Marketing has a significant positive effect on Customer Loyalty through Customer Satisfaction. Experiential marketing provided from Anantari Coffee can affect customer loyalty through customer satisfaction because it can create positive experiences for customers.
7. Through customer satisfaction, brand experience significantly improves customer loyalty. Because customers are more happy and loyal to Anantari Coffee when they have a positive brand experience, brand experience influences customer loyalty through customer satisfaction.

4.2 Research Limitations

Finding flaws and restrictions in the study's completion is not difficult during the research procedure. The following are some of the research's faults and limitations:

1. Because the questionnaire used in this study is closed-ended, it is not feasible to get more detailed information from participants on the

variables that may affect customer loyalty using the indicators that are provided in the questionnaire's statements.

2. Based on the R-Square value, it is known that the variables Experiential Marketing and Brand Experience only have an influence on the variable Customer Loyalty (Y) by 48.6%, and the remaining 51.6% is influenced by other variables outside this study.

4.3 Suggestions

This study can also offer suggestions for the continuation of research to be carried out by future researchers, given the constraints and deficiencies that the researcher has described in the preceding sub-discussion. The following suggestions can be made in light of this research's progress:

1. For future research, it is hoped that qualitative or mixed-method studies can be conducted to include open-ended questionnaires in subsequent research to provide a more detailed picture of consumer perceptions in enhancing brand loyalty.
2. For future research, independent variables such as Customer Value, Sales Marketing, Brand Relationship, Brand Trust, Brand Awareness, Perceived Quality, Brand Association, or Customer Engagement can be added, similar to the independent variables used in previous studies, in order to increase the R- Square value.