BALI JOURNAL OF HOSPITALITY, TOURISM AND CULTURE RESEARCH

The Effect of Experiential Marketing Approach on Consumer Loyalty at Café Atsabe in Dili, Timor-Leste

Aíres Inácio Marques[1], Ni Luh Putu Agustini Karta[2] iD

Instituto De Apoio ao Desenvolvimento Empresarial, Dili, Timor Leste[1], University of Triatma Mulya, Badung, INdonesia[2]

airestl237@gmail.com[1], agustini.karta@triatmamulya.ac.id[2]

ABSTRACT

Experiential marketing is a marketing concept that aims to form loyal customers by touching their emotions and giving a positive feeling to products and services. Experiential marketing can be used as a tool to measure consumer satisfaction with a product or service. Customer engagement at this stage includes five things called Strategic Modules, which are modules that can be used to create various types of experiences for consumers, sense, feel, think, act and relate. The purpose of this reserach is to analyze the influence of sense, feel, think, act, and relate on the creation of consumer loyalty at Café Atsabe in Dili, Timor-Leste. The method used in this study is a quantitative method with loading factor analysis, inner model and hypothesis testing in PLS SEM with a bootstrapping procedure. The population in this study is consumers of Café Atsabe, the number of the population is 100 respondents. The results of the study can be concluded that five independent variables that were tested for their influence on consumer loyalty. The independent variable relates is the most influential variable with a path coefficient of 0.361, and the next variable is successively influential is the independent variable of sense with a path coefficient of 0.258 and the independent variable of act with a path coefficient of 0.323. Two other independent variables, namely feel and think, do not have the original value of the sample so they cannot be interpreted.

1. Introduction

In the contemporary globalized economy, competitive dynamics across industries continue to intensify. The beverage sector, particularly coffee businesses, represents a highly sought-after market segment due to its profitability and the commodity's status as a consumer staple. Coffee consumption has become integral to daily life, often serving as a secondary nutritional source after food. Recent lifestyle shifts have further popularized out-of-home beverage consumption, driven by convenience and its role in recreational socialization with family and peers, thereby heightening market competition (Jadari & Ernawati, 2023).

Experiential marketing addresses increasingly complex consumer demands by fulfilling emotional and hedonic needs through aesthetically driven experiences (Ariyanto, 2022). This approach represents an evolution in marketing theory, seeking to engage customers psychologically and emotionally during product consumption. By bridging academic and practical domains, experiential marketing fosters enduring customer relationships through five strategic elements: sensory (sense), affective (feel), cognitive

(think), behavioural (act), and social (relate) dimensions. These components collectively enhance consumer loyalty (Ananda et al., 2022). The framework emphasizes holistic experiences tailored to individual touchpoints, positing that comprehensive experiential engagement cultivates customer satisfaction. Kotler defines satisfaction as the fulfillment of customer expectations (Ananda et al., 2022). Beyond functional benefits, experiential marketing prioritizes emotional engagement to create memorable experiences that foster product attachment and willingness to pay premium prices.

Successful implementation requires delivering multisensory, emotionally resonant interactions that shape brand perceptions. For coffee establishments like Café Atsabe, this may involve distinctive atmospherics, service rituals, or personalized engagement to establish emotional connections. Research confirms that satisfaction derived from experiential marketing predicts loyalty and reduces customer defection (Ananda et al., 2022). Café Atsabe can deepen consumer relationships through curated events, workshops, and interactive activities.

Table 1. Café Atsabe Visitors in 2023

No.	Month	Number of Visitors (People)
1	January	1200
2	February	1653
3	March	1320
4	April	1140
5	May	1210
6	June	1450
7	July	1539
8	August	1345
9	September	1223
10	October	1321
11	November	1421
12	December	1257
	Sum	16079

As shown in Table 1, Café Atsabe received a total of 16,079 visitors throughout 2023, with an average monthly attendance of approximately 1,340 individuals. This figure indicates a relatively stable customer base over the course of the year. The highest visitor numbers were recorded in February (1,653), followed by July (1,539), while the lowest were observed in April (1,140) and January (1,200). These fluctuations suggest a pattern of seasonal variation, with peak periods occurring in February, June, and July. Such increases may correspond with national holidays, special events, or promotional campaigns commonly held during these months. Notably, the June–July interval appears to represent a mid-year high season, as evidenced by consistently elevated visitor numbers. In contrast, the declines observed in January and April may be attributed to the post-holiday period, during which consumers typically resume routine activities or manage financial constraints after year-end expenditures. The absence of major events or promotional initiatives during these months may also contribute to the decline in customer traffic.

Further analysis reveals noteworthy month-to-month changes. There was a sharp increase from January to February, with visitor numbers rising by 453 people (a 37.8% increase). Similarly, an increase of 240 visitors (19.8%) occurred from May to June. Conversely, notable declines were recorded from February to March (a drop of 333 visitors or 20.2%) and from July to August (a decrease of 194 visitors or 12.6%).

Based on these trends, Café Atsabe could benefit from strategic interventions aligned with seasonal fluctuations. Specifically, implementing targeted promotions in the low-performing months of January and April may help stimulate customer interest and boost foot traffic. Conversely, enhancing service capacity during high-traffic months—namely February, June, and July—will be essential to maintain service quality

amidst increased demand. Additionally, promotional events in May and August may help to stabilise visitor numbers during transitional periods.

Overall, the data reflect a consistent customer base with identifiable peaks and troughs, suggesting that Café Atsabe possesses strong visitor potential with predictable seasonal variations. With appropriate marketing and operational strategies, the café can increase patronage during slower months and maintain customer satisfaction during peak periods. The café's diverse menu offerings, including authentic Atsabe coffee, contribute to its popularity not only as a coffee destination but also as a venue for lunch and dinner. Patrons report a unique customer experience, characterised by distinctive coffee flavours, a relaxing ambiance, and friendly service. Furthermore, the café's attractive and exotic interior design enhances customer omfort and encourages extended visits.

The primary objective of this study is to examine the extent to which the five dimensions of experiential marketing namely sense, feel, think, act, and relate influence customer loyalty at Café Atsabe in Dili, Timor-Leste. By analysing how these experiential elements shape consumer perceptions, satisfaction, and behavioural intentions, the research seeks to provide empirical insights into the effectiveness of experiential marketing strategies within the context of a local café business. The study aims to identify which dimensions have the most significant impact on loyalty and to offer practical recommendations for enhancing customer engagement and retention through tailored experiential marketing approaches.

2. Literature Review

Experiential marketing is a strategic marketing approach that seeks to create memorable and engaging experiences for consumers, allowing them to interact emotionally and sensorially with brands. Unlike traditional marketing, which is often product- or feature-centric, experiential marketing focuses on creating immersive encounters that evoke emotions, stimulate the senses, and foster consumer-brand relationships (Ananda et al., 2022; Hadiwidjaya & Dharmayanti, 2023).

The essence of experiential marketing lies not only in the consumption of a product or service but also in the quality and depth of the experience itself. For instance, at Café Atsabe, experiences are enhanced through simple yet meaningful gestures, such as staff opening the door for customers as they exit, leaving a positive emotional impression that encourages loyalty (Azhar & Nirawati, 2022).

This approach involves stimulating consumers' five senses (sense), eliciting emotional responses (feel), encouraging cognitive engagement (think), fostering active participation (act), and creating social connections (relate) that align with personal and cultural values (Ananda et al., 2022; Maulidya et al., 2021; Trilaksono & Prabowo, 2023). These five experiential dimensions, first introduced by Schmitt, serve as a foundational framework in experiential marketing.

Furthermore, experiential marketing enables marketers to design multi-sensory brand experiences that connect with consumers on a deeper psychological and emotional level. These experiences are not only pleasurable but also serve to increase consumer satisfaction, trust, and ultimately loyalty (Zena, 2021; Tian, 2022). Zena (2021) emphasizes that the experiential marketing framework integrates elements of entertainment, aesthetics, escapism, and education into product and service offerings, thereby enhancing perceived value. Similarly, Rendi (2021) suggests that companies that successfully stimulate emotional and rational aspects of consumers through experiential elements are more likely to influence long-term behavioural intentions.

In the context of Café Atsabe, focusing on experiential elements such as service quality, emotional engagement, and sensory stimulation can significantly enhance customer loyalty. According to Ananda et al. (2022), the integration of experiential marketing and product quality contributes to higher customer satisfaction, which in turn fosters repeated patronage and brand advocacy.

As supported by previous studies (Rendi, 2021; Hadiwidjaya & Dharmayanti, 2023), experiential marketing is most effective when combined with two-way communication strategies that embody brand

personality and respond to the desires and lifestyles of target consumers. By doing so, brands develop lasting emotional bonds that differentiate them from competitors in a crowded marketplace.

Sense marketing refers to how brands stimulate the five senses—sight, sound, smell, taste, and touch—to create a memorable and pleasurable sensory experience. These sensory stimuli are intended to generate strong impressions that influence a customer's perception of a product or service (Hidayanti & Widiyanti, 2023). Sensory marketing strategies aim to immerse consumers through visual aesthetics, auditory cues, olfactory elements, tactile sensations, and taste to enhance overall brand engagement (Karuniatama, Barata, & Suyoto, 2020; Ananda, Suherman, & Siregar, 2022).

Feel marketing focuses on the emotional dimension of consumer experiences. It aims to evoke feelings ranging from gentle moods to deep emotions such as joy, pride, and affection. According to Rendi (2021), the feel dimension engages consumers on an affective level, fostering emotional connections that go beyond functional product use. When consumers feel positively about a brand, whether due to satisfaction, emotional resonance, or self-expression, their loyalty tends to increase (Ananda et al., 2022).

Think marketing is another essential experiential marketing dimension, which targets consumers' cognitive and intellectual engagement. This approach encourages consumers to think creatively, solve problems, and reflect on the brand in innovative ways. Think marketing utilises elements of surprise, novelty, and intellectual stimulation to position the product as not just a commodity, but as part of a thought-provoking experience (Muljani, 2021). Through this engagement, brands can foster deeper customer involvement, allowing consumers to feel intellectually connected and actively participate in shaping their brand interactions (Ananda et al., 2022).

Act marketing refers to marketing strategies that influence consumer behaviour, lifestyle, and interpersonal relationships. This dimension seeks to change or reinforce physical actions and lifestyle choices associated with the brand. Studies show that act marketing can enhance loyalty by encouraging consumers to embody brand values in their personal habits and social interactions (Paransa, Massie, & Roring, 2020; Ananda et al., 2022; Basuki & Tyastuti, 2020). By engaging consumers physically and behaviourally, brands can position themselves as integral parts of daily life and social identity.

Relate marketing integrates all other experiential components—sense, feel, think, and act to connect customers with broader social and cultural contexts. It focuses on creating shared experiences that strengthen the consumer's relationship not only with the brand but also with other consumers. According to Muljani (2021), indicators of relate marketing include the quality of relationships among owners, employees, and customers, fostering a sense of belonging and emotional attachment. Consumers who feel socially connected to a brand community are more likely to exhibit loyalty and recommend the brand to others (Ananda et al., 2022).

Customer loyalty itself is manifested in behaviours such as repurchasing despite attractive alternatives, trying new products across the same brand line, recommending the brand to others, and offering honest feedback to help the company improve (Subadra, 2024; Wola, Massie, & Saerang, 2021; Baisyir & Quintania, 2021). These behaviours are often a result of sustained and positive experiential interactions across the five experiential marketing dimensions.

Customer loyalty is defined as a behavioural and emotional tendency of consumers to make repeated purchases and maintain a psychological attachment to a particular brand or company (Prasiasa et al., 2025; Hendayana & Solichati, 2021). Empirical research confirms that experiential marketing significantly influences customer loyalty by fostering memorable experiences and emotional connections (Subadra, 2024; Santoso et al., 2023). Indicators used to assess customer loyalty typically include repeated purchases, habitual brand usage, strong brand preference, belief in the superiority of the brand, and willingness to recommend the brand to others (Hendayana & Solichati, 2021).

In addition to experiential factors, service quality and store atmosphere also significantly impact customer satisfaction and, in turn, loyalty. Aristo and Ken (2023) found that satisfied customers are more likely to revisit, recommend the brand, and demonstrate high levels of exclusive loyalty. High customer

satisfaction is positively correlated with repeat purchase intentions and the likelihood of recommending the brand to others (Tahulending et al., 2023). Loyalty, therefore, is not only a reflection of consistent purchasing behaviour but also a manifestation of the customer's overall experience and emotional engagement with the brand. This preference is often marked by a strong inclination to continue purchasing from the same seller despite the presence of competing alternatives (Clarence & Naingolan, 2024).

Furthermore, loyalty can be described as the expected behavioural outcome that arises when consumers perceive that a product or service delivers maximum satisfaction, making them less susceptible to competitor offerings (Karuniatama, Barata, & Suyoto, 2020). According to Griffin, as cited in Adnan (2020), consumer loyalty can be measured through four primary behaviours: 1. Frequent repurchasing, 2. Cross-purchasing across product or service lines, 3. Referrals to others, and 4. Resistance to switching despite competitor promotions. From a managerial perspective, the benefits of customer loyalty are both long-term and cumulative. The longer a customer remains loyal, the more profitable they become for the company over time (Abadi, Nursyamsi, & Syamsudin, 2020).

3. Methodology

This study aims to examine the influence of five experiential marketing dimensions: sense, feel, think, act, and relate on consumer loyalty at Café Atsabe in Dili, Timor-Leste. The research involves six latent variables, consisting of five exogenous variables: Experiential Marketing Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5), and one endogenous variable: Consumer Loyalty (Y).

An explanatory research approach was employed to explore the causal relationships between these variables. This approach was chosen to assess the extent to which the independent variables (sense, feel, think, act, and relate) influence the dependent variable (consumer loyalty). The study population comprised all visitors to Café Atsabe. The sample consisted of 100 respondents who had visited the café at least three times to construct the validity and reliability (Subadra, 2025).

Data were collected using a structured questionnaire based on a Likert scale, which was distributed to the selected respondents. Additionally, document analysis was used to support the questionnaire results, enabling the researchers to obtain relevant contextual data related to consumer loyalty at the café. The analytical technique used to test the five hypotheses was Partial Least Squares Structural Equation Modeling (PLS-SEM).

PLS-SEM comprises two key models: the measurement model (outer model) and the structural model (inner model). The validity and reliability of the measurement model were assessed through convergent validity, discriminant validity, and composite reliability (Hair at al., 2016). The structural model was evaluated using the R^2 value and effect size (f^2), which measure the strength and significance of relationships among variables. The research process followed the standard stages of causal quantitative studies, including: 1. Problem formulation, 2. Theoretical review, 3. Hypothesis formulation, 4. Data collection, 5. Data processing, and 6. Conclusion and recommendation drawing (Pangesti et al., 2016).

4. Results

This study consisted of six latent variables, five exogenous latent variables and one endogenous latent variable. Variables let exogenous from: *Experiential Marketing sense* (X1), *Experiential Marketing feel* (X2), *Experiential Marketing think* (X3), *Experiential Marketing act* (X4), and *Experiential Marketing relate* (X5). And there is one endogenous latent variable, namely Consumer Loyalty (Y). The hypotheses of this study are:

H_1 : Experiential Marketing Sense (X1) has a positive effect on Consumer Loyalty (Y).
H_2 : Experiential Marketing Feel (X2) has a positive effect on Consumer Loyalty (Y).
H_3 : Experiential Marketing Think (X3) has a positive effect on Consumer Loyalty (Y).
H_4 : The Experiential Marketing Act (X4) has a positive effect on Consumer Loyalty (Y).
H_5 : Experiential Marketing Relate (X5) has a positive effect on Consumer Loyalty (Y).

The analysis was carried out using *Partial Least Square-Structural Equation Modeling* (PLS SEM) to answer the five hypotheses. In PLS SEM, there are two models that must meet the criteria for the goodness of each model, namely the measurement model (*Loading Factor*) and the structural model (*inner model*).

The measure of goodness *of the Loading Factor* can be explained through convergent validity, discriminant validity and reliability. Meanwhile, the measure of *the inner goodness of the model* can be seen based on the R-square and f-square values.
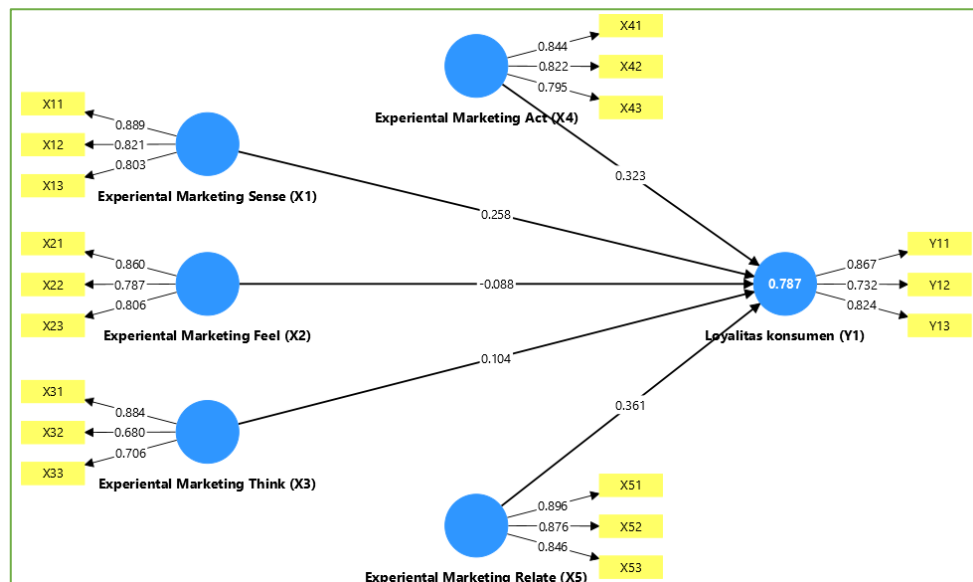
4.1. Loading Factor

The Loading Factor must meet all 3 measures, namely convergent validity, discriminant validity, and reliability. Convergent validity can be seen based on *the value of the Loading Factor* or *Average Variance Extracted* (AVE). If the *Loading Factor value* is above 0.7 or the AVE value is greater than 0.5, then it can be said that the indicator meets good convergent validity. Table 4.1 presents the Loading Factor values of each indicator.

Table 2. Load Factor Value of Reach Indicator

Leave variable	Indicators	Loading Factor	Information
Experiential Marketing Sense (X1)	X11	0.889	Valid
	X12	0.821	Valid
	X13	0.803	Valid
Experiential Marketing Feel (X2)	X21	0.86	Valid
	X22	0.787	Valid
	X23	0.806	Valid
Experiential Marketing Think (X3)	X31	0.884	Valid
	X32	0.680	Valid
	X33	0.706	Valid
Experiential Marketing Act (X4)	X41	0.844	Valid
	X42	0.822	Valid
	X43	0.785	Valid
Releate Marketing Experience (X5)	X51	0.896	Valid
	X52	0.876	Valid
	X53	0.846	Valid
Consumer Loyalty (Y)	Y11	0.867	Valid
	Y12	0.732	Valid
	Y13	0.824	Valid

Based on table 2, it is known that all *loading factor* values are above 0.7, this indicates that the indicator used has met good convergent validity. Figure 1, also describes the *Loading Factor value* of each indicator.

Figure 1. Loading Factor of Reach Indicator

In addition to looking at the Loading Factor value, the convergent validity can also be determined based on the AVE value. Table 3 presents the AVE value for each latent variable.

Table 3. AVE Value of Each Latent Variable

Variable Lets	Average Variance Extracted (AVE)	Information
Experiential Marketing Act (X4)	0.674	Valid
Experiential Marketing Relate (X5)	0.762	Valid
Experiential Marketing Sense (X1)	0.703	Valid
Experiential Marketing Think (X3)	0.581	Valid
Experimental Marketing Feel (X2)	0.669	Valid
Consumer Loyalty (Y)	0.656	Valid

Based on Table 3 it is known that all AVE values for each latent variable have a value greater than 0.5. Thus, it can be concluded that the indicators used on each of these latent variables meet good convergent validity.

In addition to convergent validity, the Loading Factor must also meet discriminant validity and reliability. The validity of the discriminator can be determined based on *the Cross Loading* and *Fornell-Larker Criterion* measures. Table 4., presents the *Cross Loading* values for each indicator.

Table 4. Cross Loading *Value*

Indicators	Experiential Marketing Sense (X1)	Experiential Marketing Feel (X2)	Experiential Marketing Think (X3)	Experiential Marketing Act (X4)	Experiential Marketing Relate (X5)	Consumer Loyalty (Y)
X11	**0.889**	0.715	0.652	0.703	0.727	0.751
X12	**0.821**	0.619	0.580	0.621	0.575	0.619
X13	**0.803**	0.750	0.653	0.693	0.618	0.631
X21	0.685	**0.860**	0.654	0.710	0.661	0.589
X22	0.746	**0.787**	0.594	0.730	0.728	0.700
X23	0.582	**0.806**	0.627	0.647	0.553	0.583
X31	0.670	0.684	**0.884**	0.667	0.731	0.712
X32	0.511	0.462	**0.680**	0.476	0.533	0.497

Indicators	Experiential Marketing Sense (X1)	Experimental Marketing Feel (X2)	Experiential Marketing Think (X3)	Experiential Marketing Act (X4)	Experiential Marketing Relate (X5)	Consumer Loyalty (Y)
X33	0.517	0.583	**0.706**	0.575	0.518	0.500
X41	0.687	0.677	0.623	**0.844**	0.579	0.603
X42	0.676	0.785	0.653	**0.822**	0.614	0.659
X43	0.616	0.644	0.587	**0.795**	0.780	0.754
X51	0.673	0.768	0.820	0.755	**0.896**	0.793
X52	0.655	0.632	0.610	0.679	**0.876**	0.713
X53	0.687	0.688	0.627	0.694	**0.846**	0.672
Y11	0.762	0.641	0.625	0.718	0.812	**0.867**
Y12	0.607	0.670	0.597	0.674	0.552	**0.732**
Y13	0.553	0.565	0.630	0.615	0.635	**0.824**

In table 4 the numbers that are bolded are called *Loading Factor*, while those that are not bolded are called *cross loading*. Based on *the cross loading criteria,* the indicator is said to meet good discriminant validity if the *Loading Factor* value is greater than the *cross loading* value. Based on table 4.1, it can be seen that all *the Loading Factor* values are greater than their *cross-loading* values, so it can be concluded that the indicators have met the good discriminant validity.

Furthermore, to find out whether the indicator has good reliability or reliability, it can be known based on *the Composite Reliability* value. Table 5 presents the *Composite Reliability values.*

Table 5. Composite Reliability *Value*

Variaebl Let	Composite Reliability	Information
Experiential Marketing Act (X4)	0.861	Reliable
Experiential Marketing Relate (X5)	0.906	Reliable
Experiential Marketing Sense (X1)	0.876	Reliable
Experiential Marketing Think (X3)	0.804	Reliable
Experimental Marketing Feel (X2)	0.859	Reliable
Consumer Loyalty (Y)	0.850	Reliable

4.2. Inner Model

The evaluation of the inner model can be seen based on $R$the values of -square and -square$f$. The Rvalues of -square and -square range from 0-1. The higher the -square value means that the more diversity or Description the model is able to explain. The -square value obtained from the model is 0.775 which is relatively strong. This value can be interpreted as the Picture of Consumer Loyalty that can be explained by fRR *Experiential Marketing Sense, Experiential Marketing Feel, Experiential Marketing Think, Experiential Marketing Act, and Experiential Marketing Relate* is 77.5%. According to Coohen (1988) cited by Pangesti *at.al* (2016) gave the criteria for *R-square* 0.75 and *f-square* 0.35 values to be categorized as high, *R-square* values 0.5 and *f-square* 0.15 to medium and *R-square* 0.35 and *f-square* 0.02 to be categorized as weak. The f -square value can be seen in table 6.

Table 6. The Value of f-square

Leave variable	Consumer Loyalty (Y)	Information
Experiential Marketing Sense (X1) -> Consumer Loyalty (Y)	0.081	Medium
Experimental Marketing Feel (X2) -> Consumer Loyalty (Y)	0.007	Weak
Experimental Marketing Think (X3) -> Consumer Loyalty (Y)	0.016	Weak
Experiential Marketing Act (X4) -> Consumer Loyalty (Y)	0.102	Medium

Leave variable	Consumer Loyalty (Y)	Information
Experiential Marketing Relate (X5) -> Consumer Loyalty (Y)	0.152	Medium

Based on table 6 of the -square values f of *Experiential Marketing Feel* and *Experiential Marketing Think* have a weak effect. A weak effect will usually result in the relationship between variables being insignificant. Meanwhile f square, the variables *Experiential marketing Sense, Experiential Marketing Act,* and *Experiential Marketing Relate* have a medium effect.

4.3. Hypotesis Testing

Hypothesis testing in PLS SEM is carried out by *bootstrapping* procedure, which is repeated sampling. The relationship between variables is said to be significant if p the -value is less than 0.05 or the t-value is greater than 1.96. Table 7 presents hypothesis testing for each relationship between latent variables. Table 7 is used to answer the research hypothesis.

Table 7. Hypotesis Testing

Relationships Between Latent Variables	Original Sample	Standard Deviation	T Statistics	P Values	Information
Experiential Marketing Sense (X1) -> Consumer Loyalty (Y)	0.258	0.106	2.442	0.015	Significant
Experimental Marketing Feel (X2) -> Consumer Loyalty (Y)	-0.088	0.139	0.631	0.528	Insignificant
Experiential Marketing Think (X3) -> Consumer Loyalty (Y)	0.104	0.108	0.965	0.335	Insignificant
Experiential Marketing Act (X4) -> Consumer Loyalty (Y)	0.323	0.163	1.983	0.048	Significant
Experiential Marketing Relate (X5) -> Consumer Loyalty (Y)	0.361	0.112	3.230	0.001	Significant

Hypothesis 1. Experiential Marketing Sense has a Positive Effect on Consumer Loyalty

Based on table 7, it is known that the p-value of the relationship between Experiential Marketing Sense to Consumer Loyalty is 0.015 less than 0.05 and the t-statistics value of 2.442 is greater than 1.96, this shows that Experiential Marketing Sense has an effect on Consumer Loyalty. The original value of the sample (path coefficient) was 0.258 and positive, this shows that the influence of Experiential Marketing Sense on Consumer Loyalty is positive by 25.8%. This means that if Experiential Marketing Sense is improved, Consumer Loyalty will also increase by 25.8%.

Hypothesis 2. Experimental Marketing Feel (X2) has a positive effect on Consumer Loyalty (Y)

Based on table 7, it is known that the p-value of the relationship between Experimental Marketing Feel to Consumer Loyalty of 0.528 is greater than 0.05 and the t-value of 0.631 is less than 1.96, this shows that Experimental Marketing Feel has no effect on Consumer Loyalty. Because Experimental Marketing Feel has no effect on Consumer Loyalty, the value of the Original Sample cannot be interpreted.

Hypothesis 3. Experimental Marketing Think (X3) has a positive effect on Consumer Loyalty (Y)

Based on table 7, it is known that the p-value of the relationship between Experimental Marketing Think to Consumer Loyalty of 0.335 is greater than 0.05 and the t-value of 0.965 is smaller than 1.96, this shows that Experimental Marketing Think has no effect on Consumer Loyalty. Because Experimental Marketing Think has no effect on Consumer Loyalty, the value of the Original Sample cannot be interpreted.

Hypothesis 4. Experiential Marketing Act has a positive effect on Consumer Loyalty(Y)

Based on table 7, it is known that the p-value of the relationship between the Experiential Marketing Act on Consumer Loyalty is 0.048 less than 0.05 and the t-statistical value of 1.943 is greater than 1.96, this

shows that the Experiential Marketing Act has an effect on Consumer Loyalty. The original value of the sample (path coefficient) was 0.323 and positive, this shows that the influence of the Experiential Marketing Act on Consumer Loyalty is positive by 23.3%. This means that if the Experiential Marketing Act is improved, Consumer Loyalty will also increase by 23.3%.

Hypothesis 5. Experiential Marketing Relate has a positive effect on Consumer Loyalty (Y)
Based on table 7, it is known that the p-value of the relationship between the Experiential Marketing Act on Consumer Loyalty is 0.001 less than 0.05 and the t-statistical value of 3.230 is greater than 1.96, this shows that Experiential Marketing Relate has an effect on Consumer Loyalty. The original value of the sample (path coefficient) was 0.361 and positive, this shows that the effect of Experiential Marketing Relate on Consumer Loyalty is positive by 36.1%. This means that if Experiential Marketing Relate is increased, Consumer Loyalty will also increase by 36.1%.

5. Conclusion

This study concludes that certain dimensions of experiential marketing significantly influence consumer loyalty at Café Atsabe in Dili, Timor-Leste. Specifically, the sense, act, and relate dimensions of experiential marketing were found to have a positive impact on consumer loyalty. This indicates that when consumers engage their senses, participate actively, and feel a strong connection with others through the brand experience, they are more likely to remain loyal to the café.

On the other hand, the feel and think dimensions of experiential marketing did not demonstrate a significant influence on consumer loyalty in this context. Emotional responses and cognitive engagement, while potentially valuable in other marketing contexts, may not be primary drivers of loyalty among Café Atsabe's clientele.

For the management of Café Atsabe, it is recommended to strengthen the relational aspects of the customer experience. The café already serves as a community hub for coffee enthusiasts and provides an environment that supports social interaction and community building. Maintaining this welcoming, inclusive atmosphere—characterised by a modern yet natural design and friendly servicecan further foster customer attachment and repeat patronage.

Future research on experiential marketing and loyalty should consider expanding the population and sampling scope to improve generalisability. Researchers are also encouraged to explore additional variables beyond the five experiential dimensions, such as trust, brand image, and customer engagement, which may offer deeper insights into the mechanisms influencing loyalty.

This study affirms previous research on the economic experience in Bali's tourist villages, which underscores the value of cultural richness and interaction in shaping loyalty. It also supports findings that local culture and authentic experiences significantly influence customer satisfaction and, in turn, strengthen destination or brand loyalty.

References

Abadi, R. R., Nursyamsi, L., & Syamsudin, A. R. (2020). Effect of customer value and experiential marketing to customer loyalty with customer satisfaction as intervening variable (Case study on Gojek Makassar consumers). *The Asian Journal of Technology Management*, 13(1), 82–97. https://doi.org/10.12695/ajtm.2020.13.1.7

Adnan, A. A. (2020). Pengaruh experiential marketing terhadap loyalitas konsumen pada kedai teh tarik Dmr Tulungagung. Juremi: *Jurnal Riset Ekonomi*, 2(4), 505–520. https://doi.org/10.51178/juremi.v2i4.87

Ananda, R. R., Suherman, & Siregar, M. E. S. (2022). Pengaruh experiential marketing dan kualitas produk terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3(3), 211–230. https://doi.org/10.21009/JBMK.030303

Aristo, E., & Ken, K. (2023). Studi tentang faktor-faktor yang mempengaruhi kepuasan pelanggan kedai kopi di Jakarta. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 7(6), 1268–1280. https://doi.org/10.35137/jmbk.v7i6.987

Ariyanto, M. M. (2022). Pengaruh penerapan experiential marketing terhadap loyalitas pelanggan (Studi pada Coffee Toffee Malang). *Jurnal Ilmiah Mahasiswa FEB*, 4(2), 89–104.

Azhar, F. Ny., & Nirawati, L. (2022). Pengaruh experiential marketing dan emotional branding terhadap loyalitas pelanggan melalui kepuasan konsumen Starbucks di Surabaya. *Jurnal Manajemen dan Sains*, 7(2), 528–535. https://doi.org/10.33087/jmas.v7i2.421

Baisyir, F., & Quintania, M. (2021). Pengaruh experiential marketing terhadap kepuasan konsumen dan dampaknya pada loyalitas konsumen. *Jurnal Telaah Manajemen*, 5(1), 621–631.

Basuki, R. A., & Tyastuti, M. R. (2020). Pengaruh experiential marketing terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan dan kepercayaan merek. *Jurnal Bisnis dan Kewirausahaan*, 6(1), 1–13.

Clarence, K. C., & Naingolan, R. (2024). Pengaruh persepsi harga, suasana tempat, dan variasi menu terhadap loyalitas pelanggan Gisoe Coffee Surabaya. *Jurnal PERFORMA*, 9(2), 112–126.

Hadiwidjaya, R. S., & Dharmayanti, D. (2023). Analisis hubungan experiential marketing, kepuasan pelanggan, loyalitas pelanggan Starbucks Coffee di Surabaya Town Square. *Jurnal Manajemen Pemasaran*, 2(2), 121–131.

Hair, J. F., Jr., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Hendayana, Y., & Solichati, U. (2021). Pengaruh experiential marketing dan kepercayaan terhadap loyalitas konsumen pengguna marketplace Shoppe di Kota Bekasi. *Jurnal Manajemen dan Bisnis*, 18(2), 145–160.

Hidayanti A. A., & Widiyanti, N. M. N. Z. (2023). Analisis pengaruh experiential marketing terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel intervening (Studi kasus pada Ud. Mm). *Jurnal Ilmiah Perhotelan*, 12(2), 545–550.

Jadari, A., & Ernawati, S. (2023). Pengaruh experiential marketing dan bukti fisik terhadap loyalitas konsumen Tea Break Cafe di Kota Lama. *LANCAH: Jurnal Inovasi dan Tren*, 1(2), 53–60. https://doi.org/10.35870/lancah.v1i2.89

Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh experiential marketing terhadap loyalitas pelanggan ritel di Indonesia. *Widyakala: Jurnal Universitas Pembangunan Jaya*, 7(1), 28–42.

Maulidya, A., Saroh S., & Zunaida, D. (2021). Pengaruh experiential marketing dan bauran pemasaran terhadap minat beli ulang konsumen (Studi kasus pada konsumen musiman Café Kota Malang). *Jiagabi*, 10(2), 205–212.

Muljani, N. (2021). Pengaruh experiential marketing terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan (studi pada restoran Boncafe di Surabaya). *Jurnal Ilmiah Manajemen*, 9(2), 210–221.

Pangesti, R. D. et al. (2016). Partial Least Square Structural Equation Modeling (PLS-SEM) on Binary Data (Case: A Driving Factor for Increasing Knowledge of Dairy Cooperatives in Indonesia). [Master's thesis, Bogor Agricultural University]. *International Journal of Engineering and Management Research*, 6(4), 327–332.

Paransa, R., Massie, J. D. D., & Roring, F. (2020). Analysis of the influence of experiential marketing on customer loyalty at Rumah Kopi Z Manado. *EMBA Journal*, 8(3), 112–125.

Prasiasa, D. P. O., Subadra, I. N. & Widari, D. A. D. S. (2025). Rebranding Museum Tourism in Bali: A Strategic Destination Branding Model for Engaging Gen Z Tourists. *International Journal of Innovative Research and Scientific Studies*, 8(4), 1529–1541. https://doi.org/10.53894/ijirss.v8i4.8129

Rendi, A. (2021). Pengaruh experiential marketing dan kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan sebagai variabel intervening di Kota Palembang. *Jurnal Intelektual: Islam, Sosial dan Sains*, 10(1), 45–62.

Santoso, A. L., Japarianto, E., Tandijaya, T. N. B., & Andreani, F. (2023). Pengaruh experiential marketing terhadap loyalitas pelanggan melalui customer engagement sebagai variabel intervening IKEA Ciputra World. *Jurnal Manajemen Pemasaran*, 17(2), 81–89.

Suarthana, I. K. P., Wisnawa, I. M. B., Karta, N. L. P. A., & Sarukunaselan, K. (2024). Unlocking loyalty: The power of local culture in Bali tourism. *Jurnal Kajian Bali (Journal of Bali Studies)*, 14(2), 498–521.

Subadra, I N. (2025). *Rahasia Mempublikasikan Penelitian Kualitatif pada Jurnal Internasional Bereputasi: Pengalaman Empiris dari Penulis Sukses*. Denpasar: YAGUWIPA.

Subadra, I.N. (2024). *Cloud Tour Services in Paradise: A Newly Marketing Paradigm in Bali Tourism History. In: Maingi, S.W., Gowreesunkar, V.G., Korstanje, M.E. (eds) Tourist Behaviour and the New Normal*, Volume I. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-031-45848-4_9. https://bit.ly/4euOAPe

Tahulending, P. et al. (2023). Faktor-faktor yang mempengaruhi kepuasan dan minat beli ulang pelanggan kafe. SEIKO: *Jurnal Manajemen & Bisnis*, 6(2), 219–227.

Tian, Y. (2022). How the five dimensions of experiential marketing affect customer satisfaction: Focused on Starbucks. *Journal of Consumer Marketing*, 39(3), 225–238. https://doi.org/10.1108/JCM-01-2021-4387

Trilaksono, A. I., & Prabowo, B. (2023). Analisis pengaruh experiential marketing terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening: Studi kasus pada Gojek di Surabaya. *Reslaj: Jurnal Pendidikan Agama Sosial Laa Roiba*, 5(1), 101–115.

Hardini, W., N. L. P. A., Karta, J. H. P., & Suarthana. (2015). The study on Bali tourism village management towards four dimensions of experience economy. *E-Journal of Tourism Udayana University*, 2(1), 49–54.

Wola, M. I., Massie, J. D. D., & Saerang, R. T. (2021). The effect of experiential marketing and e-wom on customer loyalty (Case study: D-Linow Restaurant). *EMBA Journal*, 9(1), 78–92.

Zena, P. Ara. (2021). The study of relationship among experiential marketing, service quality, customer satisfaction, and customer loyalty. *ASEAN Marketing Journal*, 4(1), 45–58. https://doi.org/10.21002/amj.v4i1.2028