

ANALYSIS OF THE EFFECT OF EXPERIENTIAL MARKETING WITH THE CONCEPT OF "BETTER" MODEL AND EMOTIONAL BRANDING ON CONSUMER LOYALTY

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ABSTRACT

This research aims to describe experiential marketing factors with the concept of "BETTER" model and emotional branding on consumer loyalty, and analyze the influence of the "BETTER" model and Emotional Branding Factors on customer satisfaction and loyalty. The research location is at Bale Luwe Restaurant in Malang City. The sampling method in this research was non-probability sampling with a purposive sampling approach. The number of respondents was 100 respondents. Furthermore, the analysis method in the research used descriptive analysis and Structural Equation Modeling (SEM) analysis with the Warp Partial Least Square (WarpPLS) approach. Primary data was obtained through interviews and filling out online questionnaires, as well as field observations. Meanwhile, secondary data were obtained through literature studies from various related sources. The results of the Structural Equation Modeling (SEM) analysis show that Brand personality with sense indicators, Emotional Connection with feel indicators, Target audience with Think indicators, Exponential Element with act indicators, Two-way interaction with relate indicators and emotional branding variables all have a positive and significant effect on consumer loyalty.

Keywords: *experiential marketing, emotional branding, customer satisfaction, customer loyalty.*

INTRODUCTION

Economic growth and development in Indonesia is influenced by several sectors including the industrial sector. In addition, the development of technology and information is very fast. Therefore, entrepreneurs must be able to scale up their business by keeping up with the times and not being fanatical about traditional concepts. In addition, company owners must always come up with creative ideas so that their business can survive and can compete with other companies. These creative ideas can be created through attractive products offered to consumers, so that consumers feel satisfied with the products produced and establish a loyalty from consumers. Therefore, company leaders must have strategies to compete and develop their companies.

A company will definitely be faced with increasingly fierce business competition, both at present and in the future. Company management is required to be more careful in determining its business strategy. Currently, consumers can get very easy and complete information about a product with the rapid development of information technology.

Besides that, management must be able to maintain and increase customer loyalty. The development of the business world is currently increasing rapidly, increasing competition is a challenge and a threat to business people.

Every company is required to always be sensitive to changes that occur in the market and must be able to create creative ideas so that the products offered can interest consumers, so that what consumers want can be fulfilled properly and the company can survive in winning the competition.

Companies can use a variety of marketing concepts to attract consumer loyalty so that there are emotions between customers and their company's products, among the marketing concepts that can be used by a company to influence customer emotions, namely by using Emotional branding and experiential marketing. The concept of experiential marketing is a concept where when consumers buy a service, a set of activities that cannot be clearly stated. But when consumers buy an experience, these consumers pay to spend time for an unforgettable opportunity or experience and make a company known in a different way.

Experiential marketing is a form of marketing that analyzes consumers using psychological models of consumer behavior. In this approach, companies create products or services by touching consumers' senses, touching their hearts, and stimulating their minds. Experiential marketing is an effective marketing communication in the present and future by using a two-way experience orientation strategy. The best and systematic concept model in experiential marketing is the "BETTER" model, namely Brand Personality, Emotional Connection, Target Audience, Two-way Interaction, Exponential Element, and Reach (Smilansky, 2009).

The concept of experiential marketing must consider six stages systematically, namely with a model called the "BETTER" model, which is as follows:

1) Brand personality

Two or three key brand values, human-like characteristics expressed to form the Brand personality. The core values encoded in the existing brand communications must be translated and interpreted, thus forming the brand personality.

2) Emotional connection

Brands should strive to connect emotionally with their target consumers. This is best achieved through a combination of multi-sensory elements and three key attributes: authentic, positively connected and personally meaningful. This stage is very important in the BETTER model brainstorming concept because by tying consumers' emotions and creating a genuine emotional connection, the experience will always be embedded in the memory of their minds. The Emotional connection stage is designed to gather inspiration in order to stimulate emotional elements that are integrated with the brand personality results and then combined with the next stage, which is the target audience

3) Target audience

This stage is crucial in formulating the two-way interaction, and is the core of any experiential marketing campaign. It is important to know the target audience and ensure that the live brand experience is relevant to them. In other words, experiential marketing should also add value to their lives while keeping them interested and engaged with the brand itself. At this stage, it is checked whether the elements are relevant to the target audience, and examined what factors will make consumers enthusiastic about the brand and its products and inspire them to talk about the brand and products.

4) Two-way interaction

Experiential marketing is the marketing concept of the moment and is still valid in the future because it focuses on two-way interaction between companies and consumers. The purpose of two-way interaction is to integrate all marketing communication channels in an integrated manner with the target audience, so that they know that the brand and product care about them. Live brand experience involves interaction between consumers and brands in real-time (either long-distance or face-to-face). The first three stages, Brand Personality, Emotional Connection, and Target audience, should all inspire this. Live brand experience should also engage, excite and dazzle the target audience.

5) Exponential element

The idea of experiential marketing should integrate an exponential element where consumers are encouraged to tell others about the brand experience. As mentioned earlier that word of mouth (WOM) promotion, word of web (WOW) is one of the most powerful tools, and has strong benefits from experiential marketing. The Exponential Element should be designed to encourage participants or consumers to pass on their experience through word of mouth.

Getting maximum Reach for an experiential marketing campaign is essential. The initial Reach of the live brand experience, the Reach of the word-of-mouth, and the combined Reach of the selected amplification channels must be considered. The right amplification channels should be there primarily to extend the Reach of the live brand experience, so as to enable the campaign concept to engage more people.

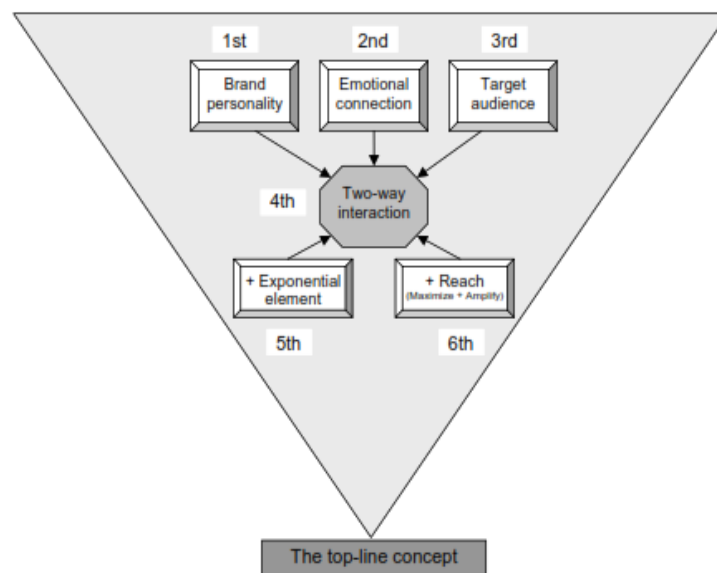


Figure 1. BETTER Model

The understanding of consumers emotional needs and wants is one of the keys to marketing success. Emotional is related to consumer feelings towards the product, either positive feelings or negative feelings. Positive feelings in the sense of love for a brand will make it more difficult for consumers to switch to other products. Entering the aspect of consumer feelings using the emotional branding method where each consumer is emotionally aroused to be interested in the product offered. Emotional branding is the concept of brand building with emotional nuances (Gobe, 2005).

Emotional Branding can generate closeness to a company's products with consumers at all times, the emotional connection between the company and consumers can bind consumers

to continue using the product. Therefore, companies must be able to provide emotional proximity from product brands to their consumers so that consumers have an emotional connection with product brands from a company. An emotional connection with a brand that creates sweet memories will be able to create loyalty (Gobe, 2005).

Customer loyalty is a way for companies to get revenue and one of the keys to business success. Loyal consumers indicate that a company is successful in managing its assets, considering that consumer loyalty is not an easy thing to maintain. Consumers can say they are satisfied with a product or feel satisfaction with a service, but this does not guarantee that satisfaction will keep them from moving to other products that offer better deals (Prawasti, 2014).

The concepts of experiential marketing and emotional branding can provide emotional experiences to customers directly. Both of these concepts are widely used by companies engaged in both products and services. One of the interesting applications of this concept to be studied is in the food and Beverage business. In Indonesia, the number of companies engaged in the culinary field is very large, especially in big cities such as Malang City which is a favorite of tourists and students from various parts of the archipelago. The city of Malang is a strategic area, because its location is close to the city of Batu which is famous for its tourism. In addition, the city of Malang is also a favorite destination for students from various regions, so the city of Malang is also known as the city of students or the city of education. With these conditions, many business people compete and make the city of Malang a favorite place to set up their business, especially in the city center which is close to the campus environment.

Bale Luwe Restaurant is located on Terusan Surabaya road No. 53, Bendungan Sutami road No. 15, and Kertoraharjo road, in that area there are so many restaurant businesses that compete with Bale Luwe restaurant. Therefore, the owner of the Bale Luwe Restaurant needs to improve the quality of its marketing. According to the theory mentioned above, the best marketing that can be used by a company is experiential marketing which is supported by emotional branding. If this company does not improve the quality of its marketing, the Bale Luwe restaurant will lose customers and they will move to buy products at companies or restaurants that are its competitors.

The purposes of this research are (1) Describing experiential marketing factors with the "BETTER" model and emotional branding on customer satisfaction and loyalty, (2) Analyzing the influence of the "BETTER" model and Emotional Branding factors on customer satisfaction and loyalty.

RESEARCH METHODS

The type of research used in this research is explanatory research, namely researchers explain the relationship between variables by testing hypotheses using a descriptive quantitative approach to discuss the relationship between research variables. This research was conducted in September-October 2021 at the Bale Luwe Restaurant in Malang City.

The sampling method in this research is non-probability sampling, namely not all populations have the same opportunity to become respondents. With a purposive sampling approach, namely sampling based on consideration of specific criteria determined by the researcher. According to Solimun (2017), the sample used in the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method is at least 30 to 100 respondents, the minimum sample required for Partial Least Square (PLS) analysis is 100 samples with the consideration that the accuracy of the data generated from the population is much better.

The measurement method used in this research is primary data and secondary data. Primary data is data obtained from the first source either from individuals or individuals, Primary data in this research comes from answers to questionnaires given to 100 respondents who visited the Bale Luwe restaurant in Malang City who ate on the spot (dine in). While secondary data is data obtained from literature studies and published literature. The BETTER model concept in experiential marketing is measured by experiential marketing indicator tools, with the following details: Brand personality, this factor is measured by the "sense" indicator, Emotional Connection, this factor is measured by the "feel" indicator. Target audience, this factor is measured by the "Think" indicator, Two-way interaction, this factor is measured by the "relate" indicator, Exponential Element, this factor is measured by the "act" indicator, Reach, seen from the influence produced by the five indicators above on customer satisfaction and loyalty.

There are 3 primary data collection methods, namely interviews, observations, and questionnaires. While the analysis method used is descriptive analysis and Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis with the WarpPLS approach.

The first thing to do in the analysis using the WarpPLS approach is to create a path diagram consisting of a structural model (inner model) and a measurement model (outer model). The structural model is the relationship between exogenous latent variables and endogenous latent variables. The measurement model is the relationship between indicators (manifest variables) and latent variables.

The hypothesis in this research is as follows:

H₁: Experiential marketing with the "BETTER" model concept is expected to have a positive and significant effect on customer satisfaction.

H₂: Experiential marketing with the "BETTER" model concept is thought to have a positive and significant effect on customer loyalty.

H₃: Emotional branding is expected to have a positive and significant effect on customer satisfaction.

H₄: Emotional branding is expected to have a positive and significant effect on customer loyalty.

H₅: Customer satisfaction is expected to have a positive and significant effect on customer loyalty.

Structural Equation Modeling (SEM) has the ability to estimate relationships between variables that are multiple relationships. The relationship between dependent and independent latent variables. The second reason is that Structural Equation Modeling (SEM) has the ability to describe the relationship between latent variables and manifest variables. Latent variables are variables that cannot be observed and measured directly, but indicators are needed to measure them. Manifest variables are variables that have a role as indicators in the SEM research model or known as observed or measured variables and serve as indicators for latent variables.

SEM-PLS consists of two sub models, namely the measurement model or commonly called the outer model and the structural model or commonly called the inner model. This measurement model shows how manifest variables form latent variables to be measured. Then the structural model shows the strength of the estimate between latent variables. The goal is to test the reliability and validity of items or indicators that form constructs. Indicators of latent variables in PLS can be reflexive or formative. The following is the inner model and outer model in this research

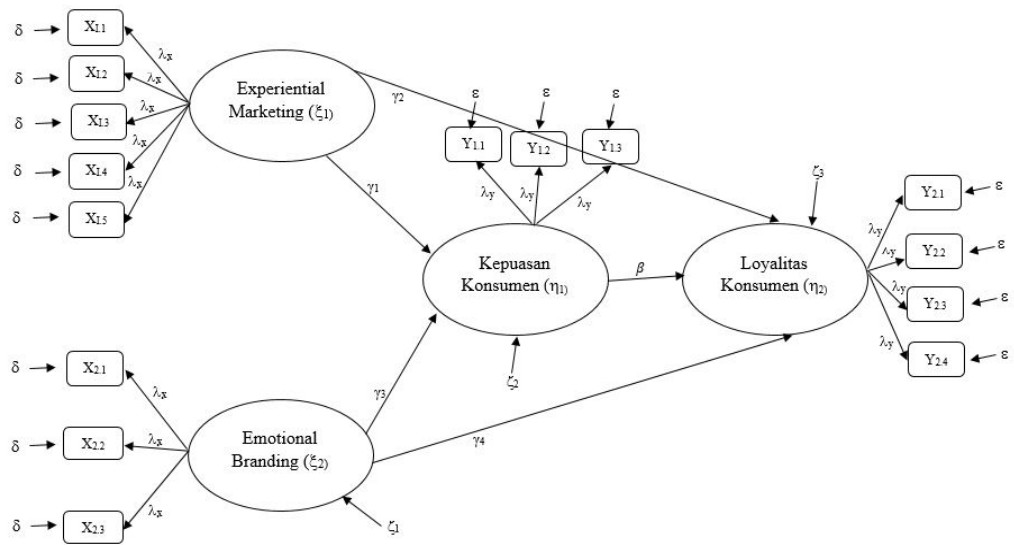


Figure 2. Inner dan Outer Model

RESULT AND DISCUSSION

Validity and Realiability Test

In this research, validity and reliability tests include internal consistency reliability, convergent validity, and discriminant validity. In internal consistency reliability, what is seen is the value of composite reliability and Cronbach alpha, while the purpose of composite reliability is to measure the reliability of the construct as a whole, while the Cronbach alpha value aims to measure the reliability of the questionnaire. Furthermore, to test validity, first, it is seen from the convergent validity of each indicator, which is seen from the Average Variance Extracted (AVE) value and the factor loading value. Second, discriminant validity is seen from the factor loading value which is greater than the cross loading on other latent variables. As for the discriminant validity of the questionnaire, it is evaluated by comparing the square root of AVE (AVEs) on each construct with the correlation value between constructs in the structural equation modeling-partial least square (SEM-PLS) model.

Table 1. AVE Value

Variabel	AVE
Experiential Marketing (X ₁)	0,552
Emotional Branding (X ₂)	0,6552
Kepuasan Konsumen (Y ₁)	0,569
Loyalitas Konsumen (Y ₂)	0,671

Table 2. AVEs Value

Variable	X1	X2	Y1	Y2
<i>Experiential Marketing</i> (X ₁)	(0,743)	0,539	0,443	0,509
<i>Emotional Branding</i> (X ₂)	0,539	(0,743)	0,415	0,364
Kepuasan Konsumen (Y ₁)	0,443	0,415	(0,754)	0,608
Loyalitas Konsumen (Y ₂)	0,509	0,364	0,608	(0,819)

Table 3. *Composite reliability and Alpha cronbach*

Variable	<i>composite reliability</i>	<i>alpha cronbach</i>
Experiential Marketing (X ₁)	0,853	0,780
Emotional Branding (X ₂)	0,782	0,609
Kepuasan Konsumen (Y ₁)	0,794	0,608
Loyalitas Konsumen (Y ₂)	0,890	0,832

Based on the table above, it can be seen that the questionnaire in this research is valid and reliable, both in terms of convergent validity and discriminant validity. The results of this validity test are corroborated by the opinion of Nurjannah (2017) which states that convergent validity is measured using factor loading for reflective indicator models, if the factor loading is ≥ 0.30 , then the indicator meets convergent validity. In addition, convergent validity is also seen from the Average Variance Extracted (AVE) value, if the AVE value ≥ 0.50 , it includes convergent validity. For discriminant validity, it can be measured using a comparison between loading and crossloading, if the loading value of an indicator is greater than the crossloading value, then the indicator meets discriminant validity. In addition, it is also seen that the square root value of Average Variance Extracted (AVEs), according to Sholihin and Ratmono (2013) states that in the AVEs square root table the value in parentheses must be greater than the value of other constructs in one diagonal column both above and below. Based on this, the questionnaire in this research meets the criteria for discriminant validity.

The results of the reliability test in this research can be said to be reliable, both seen from the Cronbach alpha value and composite reliability. The Cronbach alpha coefficient value in this research is 0.780 (X₁), 0.609 (X₂), 0.608 (Y₁), 0.832 (Y₂), meaning that it meets the reliability criteria. This can be explained based on the statement of Solimun (2017), namely the reliability analysis that is often used is internal consistency, by looking at the Cronbach alpha coefficient. If the α value ≥ 0.60 indicates that the questionnaire is reliable. The composite reliability value in this research is 0.853 (X₁), 0.782 (X₂), 0.794 (Y₁), 0.890 (Y₂), which means that it meets the reliability requirements. This is supported by the statement of Solimun (2017), namely if the composite reliability value $\rho_c \geq 0.70$, the questionnaire meets the criteria for good composite reliability.

Model Fit and Quality Indices

Goodness of Fit Model in WarpPLS analysis is a measure of the goodness of the relationship between leten variables or the inner model. There are several criteria and the 3 columns in table 4 have rule of thumb properties so that they do not apply absolutely, and if there are one or two indicators of Model Fit and Quality Indices that do not match the criteria, of course the model can still be used. The following lists the criteria for Model Fit and Quality Indices:

Table 4. Model Fit and Quality Indices

No	Model Fit and Quality Indices	Kriteria Fit	Hasil
1	Average path coefficient (APC)	p< 0.05	0.290 (p < 0.001)
2	Average R-squared (ARS)		0.374 (p < 0.001)
3	Average adjusted R-squared (AARS)		0.359 (p < 0.001)
4	Average block VIF (AFIV)	Acceptable if ≤ 5 , ideally ≤ 3.3	1,360
5	Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5 , ideally ≤ 3.3	1,672
6	Tenenhaus GoF (GoF)	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0,468
7	Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7 , ideally =1	1
8	R-squared contribution ratio (RSCR)	Acceptable if ≥ 0.9 , ideally =1	1
9	Statistical contribution ratio (SSR)	Acceptable if ≥ 0.7	1
10	Nonlinier bivariate causality direction ratio (NLBCDR)	Acceptable if ≥ 0.7	1

Hypothesis

In this research, hypothesis testing is carried out by using resampling stable 3, what is seen from this test is the path coefficient value and P-value with a significance level of ≤ 0.05 (5%). If the P-value ≤ 0.05 then the hypothesis significance is accepted. The following are the results of hypothesis testing in the research presented in the table below

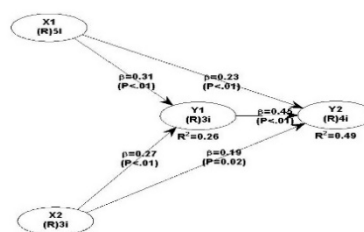


Figure 3. Structural Equation Modeling (SEM)

Effect of Exogenous Variables on Endogenous Variables

Table 5. Direct effect of exogenous variables on endogenous variable

Hipotesis	β	P-value	Keterangan
X1 \rightarrow Y1	0,309	<0,001	Diterima
X1 \rightarrow Y2	0,227	<0,01	Diterima
X2 \rightarrow Y1	0,272	<0,01	Diterima
X2 \rightarrow Y2	0,191	<0,05	Diterima
Y1 \rightarrow Y2	0,450	<0,001	Diterima

Based on the table above, it can be seen that the path coefficient value and p-value in the first hypothesis, namely the relationship between experiential marketing variables and customer satisfaction, is obtained at 0.309 and <0.01. These results indicate that experiential marketing (X1) has an influence that is included in the highly significant criteria on the customer satisfaction variable (Y1), in other words the first hypothesis (H1) is accepted. then in the second hypothesis test, namely knowing the effect of experiential marketing variables (X1) on customer loyalty (Y2), from the results of this hypothesis test, the path coefficient value is 0.227 and the p-value is <0.001, with the results of this p-value, it means that it is in the highly significant category. In addition, these results also show that the experiential marketing variable (X1) has a positive and significant effect on consumer loyalty (Y2) or in other words, the second hypothesis (H2) is accepted.

Furthermore, in the third hypothesis test, namely knowing and measuring the effect of emotional branding variables (X2) on customer satisfaction (Y1), from the results of this test, the path coefficient value is 0.272 and the p-value is <0.01, with this p-value, this hypothesis is included in the highly significant criteria. These results also show that the third hypothesis (H3) is accepted, namely the emotional branding factor (X2) has a significant effect on customer satisfaction (Y1). In testing the fourth hypothesis (H4), namely knowing and measuring the effect of emotional branding variables (X2) on consumer loyalty (Y2), the resulting path coefficient value is 0.191 and the p-value is <0.05, with this p-value, it is included in the significant category and Hypothesis (H4) is accepted.

The next hypothesis testing is the fifth hypothesis, namely to determine and measure the effect of the customer satisfaction variable (Y₁) on the customer loyalty variable (Y₂), from this test a path coefficient value of 0.450 and a p-value <0.01, the p-value is included in the highly significant criteria. Therefore, the fifth hypothesis (H₅) is accepted in the sense that the customer satisfaction variable (Y₁) has a significant effect on the customer loyalty variable (Y₂). Furthermore, the path coefficient results on H₁–H₅ are all positive. These results are supported by Solimun's (2017) statement that the path coefficient is positive, indicating that the better the exogenous variable, the better the endogenous variable.

The Effect of Experiential Marketing on Satisfaction (Y₁) and Consumer Loyalty (Y₂)

The results of structural equation modeling-partial least square (SEM-PLS) testing obtained a positive effect value of experiential marketing variables (X_i) on customer satisfaction variables (Y_i) by looking at the path coefficient of 0.309 and a p-value of <0.01, with a p-value of ≤ 0.01 (alpha 1%), this variable is in the highly significant category. Based on these results, it can be said that experiential marketing (X_i) has a positive and significant effect on customer satisfaction (Y_i). The test results above also show that the better the experiential marketing factor carried out by the Bale Luwe restaurant, the more satisfied consumers will be, and this (experiential marketing) has been carried out by the Bale Luwe restaurant well as evidenced by

the path coefficient and p-value, each of which is positive and significant. In addition, the test results above support the first hypothesis (H_1) in this research, namely experiential marketing with the "BETTER" model has a significant effect on customer satisfaction (Y_1).

The results of this research also support previous research conducted by Lin Mike Tz-yau (2019) with the title *Effects of Experiential Marketing on Experience Value and Customer Satisfaction in Ecotourism*, which in conclusion states that experiential marketing is a key factor and has a very positive and significant effect on Customer Satisfaction.

The analysis of structural equation modeling-partial least square (SEM-PLS) to determine the effect of experiential marketing (X_1) on the consumer loyalty variable (Y_2) resulted in a path coefficient value of 0.196 and a p-value of <0.01 . When viewed from the p-value which is ≤ 0.01 , this value is included in the highly significant criteria. Therefore, the experiential marketing variable (X_1) can be said to have a positive and significant effect on consumer loyalty (Y_2). The test results support the second hypothesis (H_2) in this research, namely experiential marketing (X_1) with the "BETTER" model has a positive and significant effect on consumer loyalty (Y_2).

The Effect of Emotional Branding on satisfaction (Y_1) and consumer Loyalty (Y_2)

The results of structural equation modeling-partial least square (SEM-PLS) testing on emotional branding variables on customer satisfaction variables (Y_1) resulted in a path coefficient value of 0.272 and a p-value of ≤ 0.001 . When viewed from the path coefficient value which is positive, it shows that emotional branding (X_2) has a positive effect on customer satisfaction (Y_1), then when viewed from the p-value which is ≤ 0.01 , this value is included in the highly significant criteria. Therefore, the results of this test support the third hypothesis (H_3) in this research, namely emotional branding (X_2) has a positive and significant effect on customer satisfaction (Y_1). This is supported by the opinion of McEwen (2004) that emotional branding can generate satisfaction for consumers by binding consumer emotions to keep buying the company's products or brands continuously.

The results of structural equation modeling-partial least square (SEM-PLS) testing on the emotional branding variable test on the consumer loyalty variable (Y_2) resulted in a path coefficient value of 0.191 and a p-value of 0.02. When viewed from the path coefficient value which is positive, it shows that emotional branding (X_2) has a positive effect on consumer loyalty (Y_2), then when viewed from the p-value which is ≤ 0.05 , it can be said that the emotional branding variable (X_2) has a significant effect on consumer loyalty (Y_2). Therefore, the results of this test support the third hypothesis (H_4), namely emotional branding (X_2) has a positive and significant effect on consumer loyalty (Y_2).

The results of this research are supported by Wu and Tseng (2015) who state that emotional-based marketing is an important factor in providing value in creating customer loyalty. In addition, Akgün et al in their research journal titled "An Emerging Consumer Experience: Emotional Branding" states that the emotional connection between the company and the customer and brand can generate commitment, customer satisfaction, loyalty, and repurchase intention.

The Effect of Consumer Satisfaction (Y_1) on Consumer Loyalty (Y_2)

The results of structural equation modeling-partial least square (SEM-PLS) testing on the customer satisfaction variable (Y_1) on the customer loyalty variable (Y_2) resulted in a path coefficient value of 0.406 and a p-value of <0.001 . When viewed from the path coefficient value which is positive, it shows that customer satisfaction (Y_1) has a positive effect on customer loyalty (Y_2), then when viewed from the p-value which is ≤ 0.05 , it can be said that the customer

satisfaction variable (Y_1) has a significant effect on customer loyalty (Y_2). Therefore, the results of this test support the fifth hypothesis (H_5), namely customer satisfaction (Y_1) has a positive and significant effect on consumer loyalty (Y_2).

The results of this research support previous research conducted by Hasnelly and Yusuf Edi (2012) with the title "Analysis of Market-Based Approach on the Customer Value and Customer Satisfaction and its Implication on Customer Loyalty of Organic Product in Indonesia" whose results state that customer value and customer satisfaction simultaneously have a significant effect of 83.58% on consumer loyalty for organic food products.

CONCLUSION AND SUGGESTION

Conclusion

- 1) Respondents or consumers of bale luwe restaurants mostly agree that there are brand personality factors (sense), emotional connection (feel), target audience (think), two-way interaction (relate), exponential element (think), reach called "BETTER" in experiential marketing variables, as well as emotional branding, the majority of consumers agree.
- 2) Structural equation modeling-partial least square (SEM-PLS) analysis shows that the factors of brand personality, emotional connection, target audience, two-way interaction, exponential element called the "BETTER" model on experiential marketing variables and emotional branding variables all have a positive and significant effect on customer satisfaction and loyalty.

Suggestion

It is recommended for the Bale Luwe restaurant to perfect the application of the "BETTER" marketing concept model and evaluate periodically related to obstacles or complaints experienced by consumers. In addition, it is also advisable to maintain the relationship so that the application of the marketing concept "BETTER" model in experiential marketing and emotional branding can be improved even better so that consumers are more loyal to the Bale Luwe restaurant and its products

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