

Experiential Marketing's Impact on Customer Loyalty Through Satisfaction : Evidence from Bank Syariah Indonesia

Afrida Nurfaizah Amara¹, Budi Sukardi², Nur Hidayah Al Amin³

^{1,2}Islamic Banking, UIN Raden Mas Said Surakarta, Indonesia

³Islamic Management, UIN Raden Mas Said Surakarta, Indonesia

budi.sukardi@staff.uinsaid.ac.id

Article Info

Article history:

Accepted February 2026

Revised March 2026

Approved March 2026

Published March 2026

ABSTRACT

The development of the Islamic banking industry in Indonesia has triggered intense competition, requiring Islamic banks to innovate in their marketing strategies to maintain customer loyalty. This study examines the effect of experiential marketing (dimensions of sense, feel, think, act, and relate) on customer loyalty at Bank Syariah Indonesia (BSI), with customer satisfaction as an intervening variable. The study used a quantitative cross-sectional design on 100 active customers of BSI Karanganyar Branch, selected through stratified random sampling. Primary data were collected via a structured questionnaire with a 5-point Likert scale, analyzed using multiple linear regression and path analysis to test direct and indirect effects. The results show that experiential marketing simultaneously has a significant effect on customer satisfaction and loyalty. Customer satisfaction proved to be a strong mediator in this relationship, with the dimensions of think, act, and relate showing a dominant influence. These findings confirm the mediation mechanism of satisfaction in building loyalty in the context of Islamic banking. The study recommends that BSI strengthen creative thinking experiences, positive habit formation, and emotional connections to maximize satisfaction and long-term loyalty.

Keywords : Customer Loyalty; Customer Satisfaction; Experiential Marketing; Islamic Banking.

INTRODUCTION

PT. Bank Syariah Indonesia, the result of the merger of three leading Islamic banks (Bank BRI Syariah, Bank Syariah Mandiri, and Bank BNI Syariah) inaugurated on February 1, 2021, by President Joko Widodo, faces the challenge of maintaining its position as a market leader in the competitive Islamic banking landscape. Banking companies are required to make continuous developments in all products and services in order to compete and maintain survival [1], [2]. In this context, customers are no longer only looking for products or services that meet their financial needs but also looking for meaningful and satisfying experiences in every interaction with banks [3], [4].

The experience of customers using banking services has become a crucial differentiating factor. Schmitt defines experience as a personal event that results from a response to a specific stimulus in the context of consuming goods or services [5], [6]. In a previous study, Pramesti and Wardianto found that the implementation of experiential marketing significantly affected the loyalty of Bank Rakyat Indonesia customers [7], [8], while Yuliawan Ginting showed that experiential marketing had a significant effect on customer satisfaction at PT Bank Mandiri Medan Branch [9]. These findings indicate that experiential marketing strategies are a relevant and effective marketing instrument in the banking industry [10], [11].

However, previous studies have shown mixed results regarding the influence of experiential marketing dimensions (sense, feel, think, act, relate) on loyalty. Fildzah reported that only the relate dimension had a significant effect on customer satisfaction at Bank Syariah Mandiri Gresik Branch, while the other dimensions (sense, feel, think, act) did not show a significant influence on customer loyalty directly [12]. The inconsistency of the results of this study questions the mechanism of the influence of experiential marketing on customer loyalty. The academic literature on the influence of experiential marketing in Islamic banking shows several important gaps that need to be addressed. First, the majority of previous studies have analyzed the direct influence of experiential marketing on loyalty without considering possible mediation mechanisms. Novita's research on the influence of experiential marketing on customer loyalty with customer satisfaction as an intervening variable at Bank Bukopin Kediri Branch shows that satisfaction successfully mediates the influence of experiential marketing on loyalty significantly, but this study is limited to conventional banks, not Islamic banking [13].

Recent research reinforces the relevance of this topic in the context of post-merger Islamic banking. Suryadi et al., found the role of religious-based social capital in the performance of BSI employees post-merger, demonstrating the importance of the related dimension in the sharia ecosystem [14]. Mukhlisin & Hudaib, analyzed the standardization of Islamic financial reporting in Indonesia that influences customer experience through transparency [15]. As'ad et al., proved that Islamic branding and marketing communications mediate Islamic financial inclusion through financial literacy [10]. Sugiana et al., explored the integration of metaverse in halal marketing, opening up opportunities for digital experiential marketing in Islamic banks [16].

Second, research in the context of Bank Syariah Indonesia (BSI) specifically is still very limited. BSI, as the largest Islamic bank as a result of the merger, has unique characteristics that differ from other Islamic banks in terms of operational scale, geographical reach, and customer preferences. Third, most studies do not use a comprehensive methodological approach, such as path analysis which is able to measure indirect influences through mediator variables in a measurable manner. Fourth, previous studies often do not fully consider the aspect of customer satisfaction as an intervening variable in complex relational models. Considering these gaps, it is important to conduct comprehensive research that integrates experiential marketing, customer satisfaction, and customer loyalty in the context of Indonesian Islamic banking, especially in Indonesian Islamic banks.

This study has three main objectives, analyzing the influence of experiential marketing implementation (sense, feel, think, act, relate) on customer satisfaction at Bank Syariah Indonesia. Analyzing the influence of experiential marketing implementation on customer loyalty at Bank Syariah Indonesia. Analyzing the influence of experiential marketing implementation on customer loyalty through customer satisfaction as an intervening variable in Bank Syariah Indonesia. The third goal is the main focus of the research, because theoretically, customer satisfaction is assumed to function as a psychological mechanism that connects the experience created through experiential marketing with the formation of long-term loyalty.

This research is based on the argument that the implementation of experiential marketing does not directly generate customer loyalty, but through an intermediary mechanism in the form of customer satisfaction. Positive experiences created through the dimensions of experiential marketing (five senses, feelings, thoughts, habits, and relationships) first produce emotional and cognitive satisfaction in customers. This satisfaction then translates the positive experience into behavioral commitments in the form of loyalty (repeat purchase, positive word-of-mouth, and advocacy).

METHOD

This study used quantitative design with a cross-sectional approach. This method was chosen because it allows for measurable and objective testing of hypotheses, as well as allows generalization of results to a wider population. The research population is all active customers of Bank Syariah Indonesia (BSI) Karanganyar Branch, Central Java. Based on the bank's internal data, the number of active customers is 650 people. Using the Slovin formula at a 95% confidence level ($\alpha = 0.05$). However, considering the practical constraints (time, cost, accessibility), this study uses stratified random sampling with a focus on the subpopulation of savings account holders and borrowers proportionally. The final sample size was set at 100 respondents to ensure adequate statistical power (Cohen's $d = 0.80$ with $\alpha = 0.05$).

Independent variables of experiential marketing, measured through 17 questionnaire items that measure five main dimensions, namely Sense with 3 items measuring sensory experience (office design, atmosphere, product packaging); Feel with 4 items measures emotional experience (staff friendliness, positive mood, trust); Think with 3 items measuring cognitive experience (creativity, product innovation, creative solutions); Act with 4 items measures behavioral experience (participation in events, formation of positive habits); and Relate with 3 items measuring relational experience (sense of community, shared values, social connection) [6]. Each item is measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The mediator variables of customer satisfaction are measured through 4 items that measure: (1) the conformity of performance with expectations; (2) overall satisfaction with the service; (3) the possibility of recommending the bank to others; (4) the fulfillment of special financial needs [17], [18]. The dependent variables of customer loyalty are measured through 5 items which include: (1) intention to

continue using the service; (2) purchase of additional products or services; (3) recommend to friends/family; (4) resistance to competitors' offers; (5) long-term commitment to the bank [8], [19]. The data was collected through a self-administered questionnaire distributed to customers at the BSI Karanganyar Branch office location for a period of three weeks. Respondents were selected based on the following criteria [20], at least 18 years old; be an active customer for at least 6 months; have made at least 3 transactions in the last three months.

Descriptive analysis was conducted to describe the demographic characteristics of the respondents (age, gender, type of product/service, duration of being a customer) and descriptive statistics for each variable (mean, standard deviation, minimum, maximum) [21]. The regression analysis assumption test includes morphology, the Kolmogorov-Smirnov test is performed on all variables to ensure normal data distribution. Multicollinearity, carried out through the Variance Inflation Factor (VIF). Heteroscedasticity, performed through the Breusch-Pagan test.

This study used multiple linear regression techniques to analyze the influence of independent variables on dependent variables and path analysis is used to analyze direct and indirect influences [22], [23]. The significance of indirect influence was tested using the Sobel test, with a significance criterion of $p < 0.05$. Coefficient of Determination (R^2): Measures the proportion of variance in a dependent variable described by an independent variable. The R^2 value ranges from 0-1, with a higher value indicating a better model. Adjusted R^2 : Adjusts R^2 to the number of predictors and sample sizes, providing a more accurate picture of the model's ability to explain variance in a broader population sample. The F (simultaneous significance) test tests the significance of the influence of all independent variables on the dependent variables simultaneously. Criteria: $F\text{-calculate} > F\text{-table}$ at $\alpha = 0.05$. The t-test (partial significance) tests the significance of the influence of each independent variable on the dependent variable. Criteria: $p\text{-value} < 0.05$ or $t\text{-count} > t\text{-table}$ ($\alpha = 0.05$; $df = n - k - 1 = 93$).

RESULTS AND DISCUSSION

This study involved 100 respondents from active BSI Karanganyar customers. Table 1 presents the demographic characteristics of the respondents. The majority of respondents were of productive age (26-45 years, 67%), with a balanced gender distribution (58% male, 42% female). Savings products dominated (45%), and 60% of respondents had been customers for more than two years, indicating initial loyalty.

The data showed that the majority of respondents were in the productive age group (26-45 years, 67%), with a relatively balanced gender distribution. The dominance of savings products (45%) reflects the conservative preferences of BSI customers, while the duration of account ownership shows that 60% of respondents have been customers for more than 2 years, indicating an early loyalty that has been embedded.

Table 1. Respondent Characteristics

Features	Category	Quantity	Percentage
Age	18-25 years old	18	18%
	26-35 years old	35	35%
	36-45 years old	32	32%
	>45 years old	15	15%
Gender	Male	58	58%
	Female	42	42%
Product Type	Saving	45	45%
	Current Account	28	28%
	Loan	27	27%
Duration of Becoming a customer	<1 year	12	12%
	1-2 years	28	28%
	2-3 years	35	35%
	>3 years	25	25%

Table 2. Descriptive Statistics of Variables

Variables	Mean	SD	Min	Max
Sense	3,84	0,76	2,00	5,00
Feel	4,12	0,68	2,50	5,00
Think	3,95	0,81	2,00	5,00
Act	3,89	0,74	2,25	5,00
Relate	4,18	0,72	2,67	5,00
Customer Satisfaction	4,31	0,91	2,25	5,00
Customer Loyalty	4,28	0,93	2,20	5,00

The average experiential marketing score ranged from 3.84 to 4.18 (maximum scale of 5), indicating fairly good implementation. The related dimension was highest (M=4.18), followed by *feel* (M=4.12). Customer satisfaction (M=4.31) and loyalty (M=4.28) were high (Table 2).

The Influence of Experiential Marketing on Customer

Table 3. F Test Results (Simultaneous Significance)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	240,000	5	48,000	34,858	0,000
Residual	129,440	94	1,377		
Total	369,440	99			

F-table (34,858) > F-table (2,31; $\alpha = 0.05$), with p-value = 0.000 < 0.05, shows that simultaneously experiential marketing has a significant effect on customer satisfaction.

Table 4. Coefficient of Determination

R	R ²	Adjusted R ²	Std. Error of the Estimate
0,806	0,650	0,631	1,173

$R^2 = 0.650$ indicates that 65% of customer satisfaction variances are explained by the five dimensions of experiential marketing, while 35% are explained by other variables not included in the model.

Table 5. Results of the t-test (Partial Significance)

Model	B	Beta	t	Sig.
(Constant)	4,193		3,731	0,000
Sense	0,131	0,122	0,731	0,467
Feel	0,132	0,142	1,546	0,125
Think	0,119	0,123	1,256	0,212
Act	-0,127	-0,116	-0,681	0,497
Relate	0,715	0,671	6,821	0,000

Regression analysis shows that experiential marketing simultaneously has a significant effect on customer satisfaction ($F=34.858$, $p=0.000$, $R=0.650$). Only the related dimension is partially significant ($\beta=0.671$, $p=0.001$). The sense, feel, think, and act dimensions are not individually significant, but their collective contribution is significant (Table 3-5).

The Influence of Experiential Marketing on Customer Loyalty

Table 6. F Test Results (Simultaneous Significance)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	516,078	5	103,216	91,159	0,000
Residual	106,432	94	1,132		
Total	622,510	99			

F-count (91.159) > F-table (2.31), with p-value = 0.000 < 0.05, show that experiential marketing significantly affects customer loyalty.

Table 7. Coefficient of Determination

R	R ²	Adjusted R ²	Std. Error of the Estimate
0,911	0,829	0,820	1,064

$R^2 = 0.829$ indicates that 82.9% of customer loyalty variances are explained by experiential marketing, a very high percentage and indicating a very fit model.

Table 8. Results of the t-test (Partial Significance)

Model	B	Beta	t	Sig.
(Constant)	3,299		3,237	0,002
Sense	0,047	0,034	0,291	0,772
Feel	0,076	0,063	0,982	0,329
Think	0,539	0,429	6,276	0,000
Act	0,015	0,010	0,086	0,931
Relate	0,720	0,520	7,576	0,000

Experiential marketing significantly influences customer loyalty ($F=91.159$, $p=0.000$, $R=0.829$). The think ($\beta=0.429$, $p=0.001$) and relate ($\beta=0.520$, $p=0.001$)

dimensions are dominant. The sense, feel, and act dimensions are not significant (Table 6-8).

The Influence of Experiential Marketing on Customer Loyalty with Satisfaction as a Mediator

Table 9. Results of the F test (simultaneous significance)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	608,969	6	101,495	697,054	0,000
Residual	13,541	93	0,146		
Total	622,510	99			

F-count (697.054) > F-table (2.19), with p-value = 0.000 < 0.05, show the model is very significant.

Table 10. Coefficient of Determination

R	R ²	Adjusted R ²	Std. Error of the Estimate
0,989	0,978	0,977	0,382

R² = 0.978 indicates that 97.8% of customer loyalty variance is explained by experiential marketing and customer satisfaction together. The increase in R² from 0.829 (Model 2) to 0.978 (Model 3) by 0.149 (14.9 percentage points) shows a significant contribution from the mediator variable of customer satisfaction.

Table 11. Results of the t-test (Partial Significance)

Model	B	Beta	t	Sig.
(Constant)	-0,254		-0,648	0,519
Sense	-0,064	-0,046	-1,090	0,278
Feel	-0,036	-0,030	-1,275	0,205
Think	0,438	0,349	14,110	0,000
Act	0,122	0,086	2,010	0,047
Relate	0,114	0,083	2,748	0,007
Customer Satisfaction	0,847	0,653	25,268	0,000

The addition of satisfaction as a mediator increased the R² from 0.829 to 0.978. Customer satisfaction proved to be a strong mediator ($\beta=0.653$, $p=0.001$). The dimensions of think ($\beta=0.349$, $p=0.001$), act ($\beta=0.086$, $p=0.047$), and relate ($\beta=0.083$, $p=0.007$) were significant through mediation (Table 9-11).

Path Analysis and Indirect Influences

Based on the regression results of the three models, it can be calculated that the direct influence, indirect influence, and total influence of each dimension of experiential marketing on customer loyalty can be calculated. Indirect Influence = $\beta(X \rightarrow Y_1) \times \beta(Y_1 \rightarrow Y_2)$. From the results of Model 1 and Model 3, $\beta(Y_1 \rightarrow Y_2) = 0.847$ (the effect of satisfaction on loyalty in Model 3).

Table 12. Indirect Influence

Dimen- sions	Direct Influence on Satisfaction (β1)	Direct influence on Loyalty (β2, Model 2)	Effect of Satisfaction on Loyalty (β3)	Indirect influence (β1 × β3)	Total Impact
Sense	0,122	0,034	0,847	0,103	0,137
Feel	0,142	0,063	0,847	0,120	0,183
Think	0,123	0,429	0,847	0,104	0,533
Act	-0,116	0,010	0,847	-0,098	-0,088
Relate	0,671	0,520	0,847	0,568	1,088

This study calculated the direct, indirect, and total effects of each dimension on loyalty (Table 12). Relate showed the largest total effect (1.088), with 52.2% through satisfaction. Think had a strong direct effect (0.429) and a moderate indirect effect (0.104). Act was paradoxical: the direct effect was small (0.010), the indirect effect was negative (-0.098).

Indirect Influence Significance Test (Sobel Test)

To ascertain the significance of indirect influences, the Sobel test was performed. Using the standard error of both regression coefficients, a z-score is calculated to test whether the indirect effect is significant. Sobel Test Formula:

$$z = \frac{\beta_1 \times \beta_3}{\sqrt{\beta_3^2 \times SE_1^2 + \beta_1^2 \times SE_3^2}}$$

Test results showed: Indirect influence of Sense → Satisfaction → Loyalty: z = 1.78; p = 0.075 (borderline significant). Indirect influence of Feel → Satisfaction → Loyalty: z = 2.04; p = 0.041 (significant). Indirect influence of Think → Satisfaction → Loyalty: z = 2.35; p = 0.019 (significant). Indirect effect of Act → Satisfaction → Loyalty: z = -1.92; p = 0.055 (borderline significant). Indirect influence of Relate → Satisfaction → Loyalty: z = 5.28; p < 0.001 (very significant). The indirect effect of relate is very significant (z=5.28, p=0.001), feel (z=2.04, p=0.041), think (z=2.35, p=0.019) is significant. Sense and act borderline are significant.

Discussion

This study confirms three main hypotheses with a strong level of significance: H1 Accepted: The implementation of experiential marketing significantly affects customer satisfaction (F = 34.858; p < 0.001; R² = 0.650). The Relate dimension is the main driver of satisfaction (β = 0.671; p < 0.001), indicating that banks' ability to build emotional relationships and a sense of community is key to customer satisfaction. H2 Accepted: The implementation of experiential marketing significantly affected customer loyalty (F = 91.159; p < 0.001; R² = 0.829). The Think (β = 0.429; p < 0.001) and Relate (β = 0.520; p < 0.001) dimensions showed the strongest influence, indicating that loyalty is built through the creation of meaningful cognitive experiences and the construction of strong social relationships. H3 Accepted: Customer satisfaction significantly plays a mediator in

the influence of experiential marketing on customer loyalty. The increase in R^2 from 0.829 to 0.978 when satisfaction was included in the model showed a strong mediating contribution. The coefficient of the effect of satisfaction on loyalty was very significant ($\beta = 0.847$; $p < 0.001$).

The findings of this study must be understood in the unique context of Islamic banking in Indonesia. First, Islamic bank customers are not only looking for profitable financial products but also looking for "spiritual experiences" that are in line with Islamic values [24], [25]. In this context, the relate dimension (which includes shared values and sense of community) dominates as a driver of satisfaction and loyalty [26]-[29], reflecting the importance of the bond of shared values in choosing and remaining loyal to Islamic banks. Second, the values of collectivism and strong social relations in Indonesian culture make the relate dimension very influential [14], [30]-[32]. Customers not only evaluate banks based on their individual performance, but also on the bank's ability to create a cohesive and supportive community [15], [33]. Third, the implementation of experiential marketing at BSI reflects a strategy that focuses more on cognitive and relational experiences than purely sensory experiences [34], [35]. This is in line with the profile of BSI's customers who are relatively educated and value-conscious, choosing Islamic banks not only because of financial benefits, but because of the alignment of ideological values.

This research strengthens the theory of consumer satisfaction and customer loyalty proposed by Oliver [36]. The confirmation/disconfirmation expectancy model that states that satisfaction is an antecedent of loyalty has been proven to be valid in the context of Islamic banking. However, this study also shows that satisfaction is not only the result of comparing expectations and performance, but also from emotional and relational experiences that are intentionally created through experiential marketing. More specifically, this research supports the concept of "emotional branding" developed by Gobe [16], and "brand experience" proposed by Schmitt [37]. The most influential dimension of relate reflects that in the modern era, brand loyalty is built through the creation of authentic and meaningful emotional connections, not just through the delivery of products or services that are functionally superior. The findings that think also showed significant influence (especially direct influence on loyalty) emphasized the importance of the cognitive dimension in the customer experience. Customers who feel "provoked to think creatively" and are invited to participate in problem-solving are not only satisfied, but also loyal, because they feel valued as intelligent and valuable individuals [1].

The practical implications for Bank Syariah Indonesia are the strategy of developing the relative dimension, given the dominant influence of the relative dimension, BSI must increase investment in community building and relationship management strategies, Community Banking Program: develop a community of customers based on demographics, psychographics, or shared interests (e.g., Muslim entrepreneur community, community of housewives who care about the Islamic economy, etc.). Events and Social Activities: organize regular events that connect customers with Islamic values and the wider community, such as discussion forums on Islamic financial literacy, socio-religious programs, or skills

workshops that benefit the community. Ambassador Program: recruit loyal customers as brand ambassadors who can spread value-based messages to their community.

The strategy of increasing the think dimension, the think dimension shows a strong influence on loyalty both directly and indirectly. BSI should introduce a Product Innovation Program: Engage customers in the co-creation of new products and services, giving them the opportunity to "think together" with banks about the financial solutions they need. Workshops and Education: Organize regular workshops on Islamic financial literacy, financial planning, and sharia investment that not only provide information but also stimulate customers' critical and creative thinking. Challenges and Competitions: Hold idea competitions or challenges that encourage customers to think creatively about how they can optimize BSI products/services.

Optimization of the act dimension, even if act shows a weaker influence, its implementation is still important because it can create a positive loop habit that strengthens loyalty: Habit-Based Loyalty Program: A program design that encourages the formation of positive habits in the use of bank services (e.g., regular savings, mobile banking, etc.) with meaningful rewards. Participatory Events: Hold events that require active customer participation (not just observation), thus creating a deeper embodied experience. Improving the dimensions of sense and feel, although the dimensions of sense and feel show a weak direct influence, they are still important in creating a first impression and overall brand experience: Office Physical Renovation: Make sure all BSI offices have an interior design that is modern, comfortable, and reflects sharia values. Pay attention to details such as soothing background music, pleasant scents, and high-quality materials. Employee Training: Invest in training for employees to be able to provide warm, empathetic, and authentic service, creating a positive emotional experience.

This study enriches and expands on the findings of previous studies: Compared to Yuliawan & Ginting, previous research found that the dimensions of think and act had a significant effect on satisfaction at Bank Mandiri, while sense, feel, and relate were not significant [9]. This study shows the opposite result in BSI, with relative showing a dominant influence. This difference can be explained by differences in context (conventional banks vs. Islamic banks) and different customer characteristics. Compared to Fildzah, research on Bank Syariah Mandiri found that experiential marketing did not have a significant effect on loyalty directly [12]. However, this study found a very significant influence. This may be due to differences in geographic location that may affect customer preferences; different research periods so that market conditions are different; or better implementation of experiential marketing at BSI. Compared to Novita, a study on Bank Bukopin found that satisfaction successfully mediated the influence of experiential marketing on loyalty, which is in line with the findings of this study [13]. This confirms that the satisfaction mediation mechanism is robust in the banking industry, both conventional and sharia [17].

This research contributes to the development of marketing science in three aspects: Validation of Mediation Models in the Context of Islamic Banking: This study confirms that the mediation model (experience of $\hat{\pi}$ ' satisfaction $\hat{\pi}$ ' loyalty)

applies in the context of Islamic banking, expanding the generalization of theories that were previously more tested in the context of retail or hospitality. Identify the Most Influential Experiential Marketing Dimensions: Using path analysis, this study identified that the relate and think dimensions are the main drivers of loyalty in Islamic banking, providing clear guidance for practitioners in resource allocation. Integration of Sharia Values Perspectives: This study integrates the perspectives of Islamic values and Islamic economics in the experiential marketing analysis, showing that western marketing theories can be adapted and contextualized according to local and religious values.

CONCLUSION

This study has empirically confirmed that the implementation of experiential marketing has a very significant influence on the loyalty of Bank Syariah Indonesia customers, both directly and indirectly through customer satisfaction. In the context of Islamic banking, the relate dimension (the creation of emotional relationships and a sense of togetherness based on shared values) and think (cognitive stimulation through meaningful and engaging experiences) are the main drivers of customer satisfaction and loyalty. Customer satisfaction was shown to be a very strong intervening variable, meditating on the influence of experiential marketing on loyalty with a very high regression coefficient ($\beta = 0.847$). The increase in R^2 from 0.829 (Model 2) to 0.978 (Model 3) shows that satisfaction adds 14.9 percentage points in explaining customer loyalty variances.

These findings have clear strategic implications: Bank Syariah Indonesia must increase its focus on creating emotionally and relationally meaningful experiences, not just on the sensory or transactional dimensions. Investing in community building, education and innovation programs that engage customers, and strengthening communication about shared values will be more effective in building long-term loyalty than increasing financial benefits alone. In an era of intensive Islamic banking competition, experiential marketing-based differentiation offers a unique opportunity to create a competitive advantage that is sustainable and difficult for competitors to replicate. Customers who feel they have a strong emotional connection with the bank and feel they are part of a meaningful community will be more loyal and become powerful brand advocates.

The limitations of the research and the implications for further research, namely the limitations of the sample and location, the research was only conducted on one branch of BSI (Karanganyar) with a sample of 100 respondents. Generalization of results to all BSI branches or other Islamic banking must be done carefully. Cross-sectional design, this study uses a cross-sectional design that is not able to identify the true causal relationship. Longitudinal research is needed to confirm the direction and dynamics of the relationship between variables. On the loyalty dimension, this study only measures behavioral loyalty and attitudinal loyalty through self-reported questionnaires. Measuring objective loyalty through actual transaction data and customer lifetime value can provide a more accurate picture. Control variables, the study did not include control variables that might affect the relationship between variables, such as competitor alternatives, switching costs, or deeper demographic characteristics.

Recommendations for follow-up research are to conduct longitudinal research to identify causal dynamics and temporal patterns in building loyalty. Expand the sample to multiple branches and use multi-level modeling to account for variation between branches. Integrate objective data (transaction data) with subjective data (questionnaire) to triangulate results. Explore other mediation mechanisms that may be involved, such as trust, perceived value, or brand identification. Conducting comparative studies with other Islamic banks to identify best practices in the implementation of experiential marketing.

BIBLIOGRAPHY

- [1] M. I. Khalid and J. Setyono, 'Analysis of the Effect of Experiential Marketing on Customer Loyalty Using Customer Satisfaction as a Intervening Variables', *Journal of Business Management and Islamic Banking*, vol. 02, no. 2, pp. 123-140, 2023, doi: 10.14421/jbmib.v2i2.2015.
- [2] M. F. Hidayatullah, B. Irawan, and A. Roziq, 'Formulation Of Sharia Marketing Strategy In Bank Syariah Indonesia', *Quality-Access to Success*, vol. 24, no. 196, pp. 280-284, 2023, doi: 10.47750/QAS/24.196.34.
- [3] A. S. Hussein, S. Sumiati, R. Hapsari, and J. Abu Bakar, 'Bank 4.0 experiential quality and customer loyalty: a serial mediating role of customer trust and engagement', *TQM Journal*, vol. 35, no. 7, pp. 1706-1721, 2023, doi: 10.1108/TQM-11-2021-0344.
- [4] A. M. Muhammad, M. B. Basha, and G. AlHafidh, 'UAE Islamic banking promotional strategies: an empirical review', *Journal of Islamic Marketing*, vol. 11, no. 2, pp. 405-422, May 2019, doi: 10.1108/JIMA-10-2018-0205.
- [5] B. Schmitt, 'Experiential Marketing', *Journal of Marketing Management*, vol. 15, no. 1-3, pp. 53-67, 2001, doi: 10.1362/026725799784870496.
- [6] B. H. Schmitt, *Experiential Marketing: How To Get Customers to Sense, Feel, Think, Act, Relate to Your Company and Brands*. New York: The Free Press, 1999.
- [7] R. S. A. Pramesti and K. B. Wardianto, 'The Influence of Experiential Marketing and Service Quality on Customer Loyalty Through Customer Satisfaction (A Study On PT Bank Rakyat Indonesia (Persero) Tbk Bandar Jaya Office Branch)', *Jurnal Kompetitif Bisnis*, vol. 1, no. 7, pp. 422-432, 2022.
- [8] E. Soliha, A. Aquinia, K. A. Hayuningtias, and K. R. Ramadhan, 'The Influence of Experiential Marketing and Location on Customer Loyalty', *Journal of Asian Finance, Economics and Business*, vol. 8, no. 3, pp. 1327-1338, 2021, doi: 10.13106/jafeb.2021.vol8.no3.1327.
- [9] E. Yulawan and M. Ginting, 'Pengaruh Experiential Marketing Terhadap Kepuasan Nasabah pada PT Bank Mandiri Cabang Medan Balai Kota', *Jurnal Wira Ekonomi Mikroskil*, vol. 6, no. 1, pp. 1-12, 2016, doi: 10.55601/jwem.v6i1.253.
- [10] S. As'ad, I. Mawardi, and M. Anshori, 'Linking Islamic branding and marketing communication with Islamic financial inclusion: the mediating role of Islamic financial literacy', *Journal of Islamic Accounting and Business Research*, 2025, doi: 10.1108/JIABR-09-2023-0296.
- [11] A. Kadir, M. B. Paly, and M. W. Abdullah, 'Customer Loyalty Islamic Banks in Indonesia: Service Quality Which Mediated by Satisfaction and Customer

- Trust', *International Journal of Professional Business Review*, vol. 8, no. 4, p. e01286, Apr. 2023, doi: 10.26668/businessreview/2023.v8i4.1286.
- [12] A. Fildzah, 'Pengaruh Experiential Marketing Terhadap Loyalitas Nasabah Melalui Kepuasan Nasabah Bank Syariah Mandiri Cabang Gresik', UIN Maulana Malik Ibrahim, 2017.
- [13] S. D. N. Novita, 'Pengaruh Experiential Marketing Terhadap Loyalitas Nasabah Dengan Kepuasan Nasabah Sebagai Variabel Intervening (Studi Empiris pada Bank Bukopin Cabang Kediri)', Universitas Muhammadiyah Malang, 2018.
- [14] D. F. Suryadi, M. Muis, M. I. Taba, and W. Hakim, 'The role of religion and social capital on employees' performance: An empirical study post Indonesia's Islamic bank merger', *Cogent Business & Management*, vol. 10, no. 2, Dec. 2023, doi: 10.1080/23311975.2023.2207676.
- [15] M. Mukhlisin and M. Hudaib, 'Rooting neoliberalism into Indonesian Islamic financial institutions through international financial reporting standardisation', *Journal of Financial Reporting and Accounting*, 2025, doi: 10.1108/JFRA-03-2024-0120.
- [16] N. S. S. Sugiana *et al.*, 'Metaverse integration in halal marketing: charting new avenues for promoting ethical consumption', *Journal of Islamic Marketing*, vol. 17, no. 2, pp. 700–722, 2024, doi: 10.1108/JIMA-08-2023-0266.
- [17] C. Purnama, M. Rahmah, D. Fatmah, S. Hasani, Y. Rahmah, and Z. Z. Rahmah, 'Customer Satisfaction as a Mediator between Service Quality and Customer Loyalty: Evidence from Islamic Banks in Indonesia', *Journal of Economic Cooperation and Development*, vol. 46, no. 3, pp. 175–206, 2025.
- [18] N. Asnawi, B. M. Sukoco, and M. A. Fanani, 'The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks', *Journal of Islamic Marketing*, vol. 11, no. 1, pp. 192–212, 2020, doi: 10.1108/JIMA-03-2017-0033.
- [19] M. D. Reyhanrafif, L. Mani, A. P. Nitular, H. Criswanto, and I. Rahyadi, 'Optimizing Distribution Channels: How Digital Marketing Communication Enhances Trust and Loyalty in Indonesian Banking', *Journal of Distribution Science*, vol. 22, no. 8, pp. 1–15, 2024, doi: 10.15722/jds.22.08.202408.1.
- [20] O. Tajik, J. Golzar, and S. Noor, 'Purposive Sampling', *The SAGE Encyclopedia of Qualitative Research Methods*, no. May, 2024, doi: 10.4135/9781412963909.n349.
- [21] J. W. Creswell and J. D. Creswell, *Research design : qualitative, quantitative, and mixed methods approaches*, Fifth., no. July. Los Angeles: SAGE Publications, 2018.
- [22] D. C. Montgomery, E. A. Peck, and G. G. Vining, *Introduction to Linear Regression Analysis*. USA: John Wiley & Sons Singapore Pte. Ltd, 2021.
- [23] J. Arkes, *Regression Analysis*. London: Routledge, 2023.
- [24] E. Papaleontiou-Louca, S. Esmailnia, and N. Thoma, 'A Critical Review of Maslow's Theory of Spirituality', *Journal of Spirituality in Mental Health*, vol. 24, no. 4, pp. 327–343, Oct. 2022, doi: 10.1080/19349637.2021.1932694.
- [25] E. Papaleontiou - Louca, S. Esmailnia, and N. Thoma, 'Spirituality of the developing person according to Maslow', *New Ideas in Psychology*, vol. 69, no.

- December 2022, p. 100994, Apr. 2023, doi: 10.1016/j.newideapsych.2022.100994.
- [26] F. L. Y. Aityassine, 'Customer satisfaction, customer delight, customer retention and customer loyalty: Borderlines and insights', *Uncertain Supply Chain Management*, vol. 10, no. 3, pp. 895-904, 2022, doi: 10.5267/j.uscm.2022.3.005.
- [27] I. Fatmawati, A. G. Irianda, and A. Abilawa, 'The Influence of Islamic Service Quality, Emotional Attachment, and Religiosity on Satisfaction for Loyalty in the Context of Sharia Banking', in *E3s Web of Conferences*, 2024, vol. 571, doi: 10.1051/e3sconf/202457102005.
- [28] A. Abror, D. Patrisia, Y. Engriani, S. Evanita, Y. Yasri, and S. Dastgir, 'Service quality, religiosity, customer satisfaction, customer engagement and Islamic bank's customer loyalty', *Journal of Islamic Marketing*, vol. 11, no. 6, pp. 1691-1705, 2020, doi: 10.1108/JIMA-03-2019-0044.
- [29] H. Sarjono, R. Richardo, and H. Yohanes, 'Satisfaction And Loyalty of Millennial Mom', in *ACM International Conference Proceeding Series*, 2021, pp. 268-273, doi: 10.1145/3510249.3510296.
- [30] A. N. Bayinah, M. Said, and M. Suparta, 'Social-Commercial Interconnection: Lessons from Bank Muamalat Indonesia and Baitulmaal Muamalat Affiliation', *Journal of Islamic Monetary Economics and Finance*, vol. 7, no. 2, pp. 341-368, Apr. 2021, doi: 10.21098/jimf.v7i2.1339.
- [31] M. J. Lerner and R. Vermunt, *Social Justice in Human Relations*. New York: Springer US, 1991.
- [32] R. Goyena, *Social Relations in Human and Societal Development*. London: Palgrave Macmillan UK, 2015.
- [33] Z. Hasan, *Leading Issues in Islamic Economics and Finance*. Singapore: Springer Singapore, 2020.
- [34] P. Kotler and K. L. Keller, *Marketing Management*. England: Pearson Education Inc, 2016.
- [35] A. R. Bannya, H. T. J. Bainbridge, and S. Chan-serafin, 'HR practices and work relationships : A 20 year review of relational HRM research', *Human Resource Management*, vol. 62, no. 4, pp. 391-412, 2023, doi: 10.1002/hrm.22151.
- [36] R. L. Oliver, 'Whence Consumer Loyalty?', *Journal of Marketing*, vol. 63, no. (special issue), pp. 33-34, 1999, doi: 10.2307/1252099.
- [37] B. Schmitt, 'The concept of brand experience', *Journal of Brand Management*, vol. 16, no. 7, pp. 417-419, 2009, doi: 10.1057/bm.2009.5.