

INFLUENCE OF EXPERIENTIAL VALUE ON BRAND IMAGE AND CUSTOMER LOYALTY OF VISTA CONCRETE TILES PT. YASKA POST OF THE EARTHQUAKE DISASTER IN THE CITY OF MATARAM

by Saddam Husein

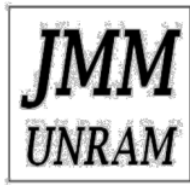
Submission date: 14-Feb-2023 02:15AM (UTC-0600)

Submission ID: 2013904576

File name: saddam_husein.pdf (488.15K)

Word count: 4163

Character count: 22634



INFLUENCE OF EXPERIENTIAL VALUE ON BRAND IMAGE AND CUSTOMER LOYALTY OF VISTA CONCRETE TILES PT. YASKA POST OF THE EARTHQUAKE DISASTER IN THE CITY OF MATARAM

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ARTICLE INFO	10 ABSTRACT
<p>Keywords: Experiential Value, Brand Image, Customer Loyalty, Concrete Tiles</p> <p>How to cite: Husein, Saddam., Saufi, Akhmad., Rinuastuti, Baiq Handayani. Influence Of Experiential Value On Brand Image And Customer Loyalty Of Vista Concrete Tiles PT. Yaska Post Of The Earthquake Disaster In The City Of Mataram (2023). JMM UNRAM, 12(1), 64-73</p> <p>DOI: 10.29303/jmm.v12i1.765</p> <p>Dikumpulkan : 10 Februari 2023 Direvisi : 13 Februari 2023 Dipublikasi : 14 Februari 2023</p>	<p>This study aims to find out the effect of <i>Experiential Value</i> on <i>Brand image</i> and customer loyalty at PT. Yaska after the earthquake in the city of Mataram using the associative quantitative method with a sample of 40 respondents and using a questionnaire as a tool for collecting data whose results were analyzed using smart PLS through the inner and outer model tests. The results of this study show significant positive results where the <i>Experiential Value</i> on <i>Brand image</i> and customer loyalty where the more positive the <i>Experiential Value</i> received by customers, the better the <i>Brand image</i> of a brand and increase customer loyalty</p> <p>Penelitian ini bertujuan untuk mencari tau pengaruh <i>Experiential Value</i> terhadap <i>Brand image</i> dan loyalitas pelanggan pada PT. Yaska pasa bencana gempa di kota Mataram dengan menggunakan metode kuantitatif asosiatif dengan sampel sebanyak 40 orang responden dan menggunakan kuestioner sebagai alat pengumpulan data yang hasilnya di analisis menggunakan smart PLS melalau uji iner dan outer model. Hasil penelitian ini menunjukan hasil positif signifikan dimana <i>Experiential Value</i> terhadap <i>Brand image</i> dan loyalitas pelanggan dimana semakin positif <i>Experiential Value</i> yang di terima pelanggan maka semakin baik <i>Brand image</i> dari suatu merek dan meningkatkan loyalitas pelanggan</p> <p>Copyright © 2023. Saddam Husein, Akhmad Saufi, Baiq Handayani Rinuastuti. All rights reserved.</p>

1. INTRODUCTION

Nowadays, the products on the market have experienced very rapid development, as a result of which the competition has become more intense. The large number of products on the market makes the spectrum of choices from consumers, consumers can easily look for alternatives to a product if consumers feel that the product does not match their expectations. Therefore, it is important for a company to be able to build strong bonds with its consumers to create customer loyalty. One of the variables that can determine the emergence of consumer loyalty is *Experiential Value*. According to Dwiastuti, (2006) *Experiential Value* is an actual experience that is felt when consumers make consumption that can be embedded in consumer memory. Mathwick et al., (2001) defines *Experiential Value* as the customer's perception of direct use or indirect observation of the selected product or service. Peter & Olson, (2010) *Experiential Value* is a value that consumers feel that can be positive or negative. Datta & Vasantha, (2013) explained that *Experiential Value* can bring economic value to the company.

Furthermore, *Experiential Value* can form a *Brand Image* from consumers for the goods or services they consume. According to Henderson, & Sugiharto, (2013) *Brand Image* is a representation of the overall perception of the brand and is formed from information and past experience of a product or brand. Rangkuti, (2002) which says: "If consumers think that a certain brand is physically different from competing brands, the brand image will be attached continuously so that it can form loyalty to a particular brand which is called brand loyalty".

Several previous studies revealed that *Experiential Value* can have an impact on *Brand Image* and customer loyalty. Tanoni, (2017) said that there is a positive and significant influence between *experiential value* and *brand image*. Devianti, (2020) *experiential value* has a direct and positive effect on *brand image*. Other results are shown by Oksario, & Dharmayanti (2013) stating that *experiential value* has no significant effect on *brand image*. The results of research discussing the effect of *e -periential value* on customer loyalty are shown by research conducted by Marisa & Rowena, (2017) which says that *experiential marketing* has a dominating influence on the formation of loyal customers. Sari, et al., (2017) which states that *experiential marketing* has a significant effect on customer loyalty. Samuel, & Dharmayanti, (2013) stated that *customer experience* has no significant effect on customer loyalty. With the inconsistency of the results from the previous studies described above, this study will conduct tests related to the influence of *Eperial Value on Brand Image* and *Consumer Loyalty* at PT. Yaskha after the earthquake disaster in the city of Mataram.

2. LITERATURE REVIEW

2.1. *Experiential Values*

Mathwick et al., (2001) defines *experiential value* as the customer's perception of direct use or indirect observation of the selected product or service. This definition assumes that consumers buy products and services to achieve value-related goals or to obtain benefits. Furthermore, according to Peter & Olson (2010) states that a value that is satisfied usually produces a positive impact (pleasure, joy, satisfaction); conversely a value that is blocked produces a negative impact (frustration, anger, disappointment).

2.2. *Brand Image*

Brand image is a representation of the overall perception of the brand and is formed from past information and experiences with the brand. Consumers who have a

positive image of a brand will be more likely to make a purchase. Some experts explain the notion of *brand image* as according to Schiffman and Kanuk (2007), *brand image* is a set of associations about a brand stored in the minds or memories of consumers. Meanwhile, according to Kolter (2012), *brand image* is a set of beliefs, ideas and impressions that a person has of a brand.

2.3. Customer loyalty

Loyalty according to Hermawan in Hurriyati (2015) is a manifestation of the fundamental human need to own, support, gain a sense of security and build attachment and create emotional attachments. According to Oliver, loyalty in Hurriyati (2015) is a customer's deep commitment to re-subscribing or repurchasing selected products/services in the future, even though situational influences and marketing efforts have the potential to cause behavior change.

2.4. Relations between Variables

2.4.1. Relationship Between Experiential Value Against Customer Loyalty

Several previous studies identified the effect of *experiential value* on *customer loyalty*, such as research conducted by Rani Trismayanti, (2017) said that there was a significant influence between *experiential value* on *customer loyalty* moderated by *customer satisfaction*, meaning that the more benefits perceived *experiential value*, the more customer loyalty is also great, this research is supported by Nainggolan and Nadya Astari, (2018) who analyze the effect of *experiential value* on *doodle bar customer loyalty*. So that the hypothesis can be drawn:

H1: Experiential Value Has a Significant Positive Effect on Customer Loyalty of Vista Concrete Roof Tiles After the Earthquake in Mataram City

2.4.2. The Relationship Between Experiential Value Against Brand Image

Several previous studies identified the effect of *experiential value* on *brand image*, such as research conducted by Tanoni (2017) who said that there was a positive and significant influence between *experiential value* and *brand image*, meaning that the *experiential value variable* had an influence on *brand image*. This research is supported by Yoki Devianti's research (2020) which examines the effect of *experiential value* on *brand image*. The result is that *experiential value variables* have a direct and positive effect on *brand image*. So that the hypothesis can be drawn:

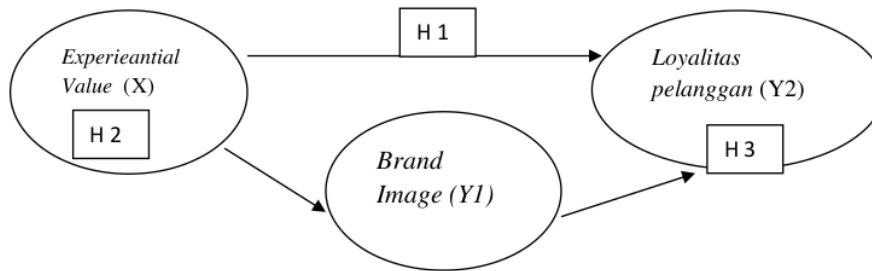
H1: Experiential Value Has a Positive Significant Influence on Brand Image Post-Earthquake Vista Concrete Tiles in Mataram City

2.4.3. Relationship Between Brand Image To Customer Loyalty

Several previous studies identified the effect of *brand image* on *consumer loyalty*, such as research conducted by ERni Yunaida (2017) who said that there was a positive and significant influence between *brand image* and *customer loyalty*, meaning that the *brand image variable* give effect to *customer loyalty*. This research is supported by Yoki Devianti's research (2020) which examines the effect of *brand image* on *consumer loyalty*. The result is that the *brand image variable* has a direct and positive effect on *customer loyalty*. So that the hypothesis can be drawn

H3: Brand Images Positive Significant Influence on Customer Loyalty in Purchase of Vista Concrete Tiles After the Earthquake in Mataram City

2.5. Conceptual framework



3. RESEARCH METHODS

The type of research used is associative quantitative research. The population in this study are buyers of vista concrete roof tiles at PT. Yaska more than once. The sampling technique used is non-probability sampling with the convenience sampling method. The sample in this study were 40 respondents. The data collection technique uses a questionnaire with a research instrument in the form of a questionnaire. The measurement scale uses a Likert scale 1-5. The data analysis technique was carried out by testing the outer structural model and inner structural model with the help of the Smart PLS version 3 application.

4. RESULTS AND DISCUSSION

4.1. Validity Test

Variable	Indicator	Loading Factor	Information
Experiential Value (X)	X1	0.738	Valid
	X2	0.661	Valid
	X3	0.875	Valid
	X4	0.808	Valid
	X5	0.871	Valid
Brand Image (Z)	Z1	0.609	Valid
	Z2	0.873	Valid
	Z3	0.868	Valid
	Z4	0.889	Valid
Customer Loyalty (Y)	Y1	0.888	Valid
	Y2	0.841	Valid
	Y3	0.792	Valid
	Y4	0.809	Valid

The results of processing using SmartPLS can be seen in the table above. The value of the outer model or the correlation between constructs and variables shows that overall the loading factor value is greater than 0.6 so that the constructs for all variables are valid from the model. The following is the result of the outer model structural model.

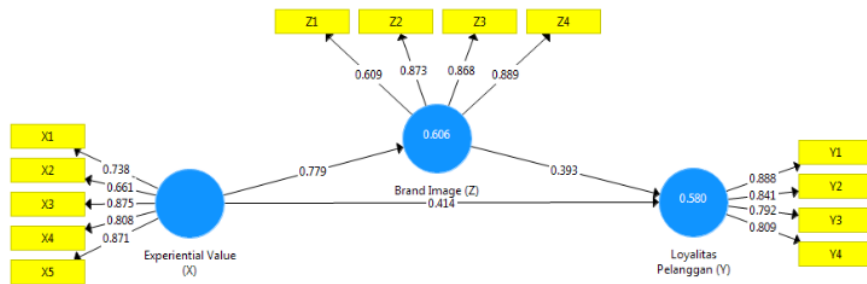


Figure 2 Outer Model

Variable	Average Variance Extracted (AVE)
Experiential Value (X)	0.669
Brand Image (Z)	0.631
Customer Loyalty (Y)	0.694

This test is conducted to see how big the difference between variables. The value seen in this test is the *average variance extracted (AVE)* value in all of the variables obtained as a result of estimation where the value is > 0.50 so that it can be declared valid .

4.2. Reliability test

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
Experiential Value (X)	0.829	0.888	> 0.70	Reliable
Brand Image (Z)	0.852	0.894		Reliable
Customer Loyalty (Y)	0.853	0.901		Reliable

Based on the table above it can be concluded that the constructs for the Management variables are all variables meet the criteria of reliability. This is indicated by the value of *Cronbach's Alpha* and *composite reliability* obtained from the SmartPLS estimation results. The resulting value is > 0.70 as recommended criteria.\

4.3. Hypothesis Testing

4.3.1. Structural Model (Inner Model)

Testing of the *inner model* or structural model is carried out to see the relationship between the constructs, the significance value and the *R-square* of the research model. The structural model was evaluated using the *R-square* for the dependent construct t test and the significance of the structural path parameter coefficients.

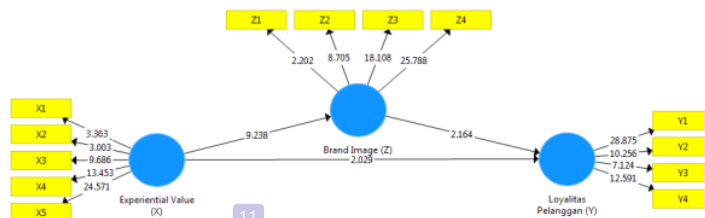


Figure Structural Model Inner Model

In assessing the model with PLS begins by looking at the *R-square* for each dependent latent variable. Table 4.7 is the result of *R-square estimation* using SmartPLS.

Table 4.7 Value of R Square

Variable	R Square
Customer Loyalty (Y)	0.580

In principle, this study uses 1 variable that is influenced by other variables. The results of the R Square value of the Customer Loyalty variable (Y) are 0.580 or 58% meaning that the Experiential Value and Brand Image variables can substantially explain the Customer Loyalty variable while the rest are influenced by other factors that are not included in this research variable.

4.3.2. Hypothesis test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output *path coefficient* . The table provides estimation output for structural model testing.

Path coefficient table

hypothesis	Original Sample	T Statistics	P Values	Information
H1: Experiential Value Has a Significant Positive Effect on Customer Loyalty of Vista Concrete Roof Tiles After the Earthquake Disaster in Mataram City	0.393	2,164	0.031	Be accepted
H2: Experiential Value Has a Significant Positive Effect on the Brand Image of Vista Concrete Tiles After the Earthquake Disaster in Mataram City	0.779	9,238	0.000	Be accepted
H3: Brand Image Has a Significant Positive Effect on Customer Loyalty in Purchase of Vista Concrete Tiles After the Earthquake in Mataram City	0.414	2029	0.043	Be accepted

Based on the hypothesis testing above, it can be explained as follows.

- a. Testing hypothesis 1 (Experiential Value Has a Significant Positive Influence on Customer Loyalty of Vista Concrete Tiles After the Earthquake Disaster in Mataram City)
 The results of hypothesis 1 testing show a p-value of 0.031 which is less than 0.05 so that it can be concluded that the meaning corresponds to hypothesis 1 (**hypothesis 1 is accepted**).
- b. Testing hypothesis 2 (Experiential Value Has a Significant Positive Effect on the Brand Image of Vista Concrete Tile After the Earthquake Disaster in Mataram City)
 The results of hypothesis 2 testing show a p-value of 0.000 which is less than 0.05 so it can be concluded that it is in accordance with hypothesis 2 (**hypothesis 2 is accepted**).
- c. Testing hypothesis 3 (Brand Image has a significant positive effect on customer loyalty of vista concrete roof tiles after the earthquake in the city of Mataram)
 The results of hypothesis 3 testing show a p-value of 0.043 greater than 0.05 so it can be concluded that it is in accordance with hypothesis 3 (**hypothesis 3 is accepted**)

4.4. Discussion

4.4.1. The Influence of *Experiential Value* on *Customer Loyalty* of Vista Concrete Tiles After the Earthquake Disaster in Mataram City

The findings from this study reveal that experiential value has a positive and significant effect on customer loyalty. It means getting higher *experiential value*, the higher the customer loyalty owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. This can be seen from the highest responses of respondents who stated that customers had a good and memorable experience when purchasing vista concrete roof tiles at PT Yaska so that customers feel comfortable and want to recommend vista concrete tile products from PT Yaska to others. Apart from that, customers become loyal customers by always buying concrete roof tiles at PT Yaska. In line with previous research which identified the effect of *experiential value* on *customer loyalty*, that is, as research conducted by Rani Trismayanti, (2017) says that there is a significant influence between *experiential value* on *customer loyalty* moderated by *customer satisfaction*, meaning that the more benefits perceived *experiential value*, the greater customer loyalty, this research is supported by Nainggolan and Nadya Astari, (2018) who analyzed the effect of *experiential value* on customer loyalty doodle bar, the results of his research were that experiential value had a significant positive effect on customer loyalty.

4.4.2. The Influence of *Experiential Value* on *Brand Image* of Vista Concrete Tiles After the Earthquake Disaster in Mataram City

The findings from this study reveal that experiential value has a positive and significant effect on brand image. This means that the higher the experiential value, the higher the brand image owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. This can be seen from the highest responses of respondents who stated that customers had good and memorable experiences when purchasing vista concrete roof tiles at PT Yaska. In addition, customers know PT Yaska vista concrete tile products from brochures and advertisements and have good product quality. So that customers always repurchase concrete roof tiles at PT Yaska. This is in line with research conducted by several previous studies which identified the influence of *experiential value* on *brand image*, namely research conducted by Tanoni (2017) who said that there was a positive and significant influence between *experiential value* on *brand image*, meaning that the *experiential value* variable give effect to the *brand image* (brand image). This research is supported by Yoki Devianti's research (2020) which examines the effect of *experiential value* on *brand image*. The result is that *experiential value* variables have a direct and positive effect on *brand image*.

4.4.3. The Influence of *Brand Image* on *Customer Loyalty* in Purchase of Vista Concrete Tiles After the Earthquake Disaster in Mataram City

The findings from this study reveal that brand image has a positive and significant effect on customer loyalty. This means that the higher the brand image, the higher the customer loyalty owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. This can be seen from the answers of respondents who stated that they knew PT Yaska's vista concrete tile products from brochures and advertisements. Customers feel that the Vista concrete tile from PT Yaska has very good quality and are very interested in the Vista concrete tile product from PT Yaska because of the good quality. So that they will continue to purchase Vista concrete tile products at PT Yaska. This is in line with several previous studies which identified the effect of *Brand Image* on *Consumer Loyalty*, namely research conducted by ERni Yunaida (2017) who said that there was a positive and significant influence between *brand image* and *customer loyalty*, meaning that the variable *brand image* (brand image) give effect to customer loyalty. This research is

supported by Yoki Devianti's research (2020) which examines the effect of *brand image* on consumer loyalty. The result is that the *brand image variable* has a direct and positive effect on *customer loyalty*.

5. CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Based on results study, analysis data and discussion, which has conducted regarding the influence of experiential value on brand image and customer loyalty of PT Yaksa vista concrete roof tiles after the disaster in Mataram City taken some conclusions as following:

1. Experiential value has a positive and significant effect on customer loyalty. This means that the higher the experiential value, the higher the customer loyalty owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. Customers who have a good and memorable experience when making a purchase will certainly increase their desire to repurchase and make them loyal customers.
2. Experiential value has a positive and significant effect on brand image. This means that the higher the experiential value, the higher the brand image owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. Customers feel they have had a good and memorable experience when purchasing vista concrete roof tiles at PT Yaska. In addition, customers know PT Yaska's vista concrete tile products from brochures and advertisements and have good product quality.
3. Brand image has a positive and significant effect on customer loyalty. This means that the higher the brand image, the higher the customer loyalty owned by Vista Concrete Tile customers after the Earthquake Disaster in Mataram City. Customers know PT Yaska's vista concrete tile products from brochures and advertisements. Customers feel that the vista concrete tile from PT Yaska has very good quality and are very interested in the vista concrete tile product from PT Yaska so they will continue to purchase vista concrete tile products at PT Yaska.

5.2. Theoretical Implications

Experiential values positive and significant effect on customer loyalty. This study supports research conducted by Rani Trismayanti, (2017) said that there is a significant influence between experiential value on customer loyalty moderated by customer satisfaction, meaning that the more benefits the experiential value feels, the greater customer loyalty will be. In addition, this research elaborates on research conducted by Nainggolan and Nadya Astari, (2018) which analyzes the effect of experiential value on customer loyalty.

Experiential value has a positive and significant effect on customer loyalty. This research supports the research conducted by several previous studies conducted by Tanoni (2017), namely identifying the effect of Experiential Value on Brand Image, namely as research conducted by Tanoni (2017) and Yoki Devianti (2020) said that there is a significant influence positive and significant relationship between experiential value and brand image, meaning that experiential value variables influence brand image.

Brand image has a positive and significant effect on customer loyalty. This research supports what was carried out by Erni Yunaida (2017) who said that there is a positive and significant influence between brand image on customer loyalty, meaning that the brand image variable is give effect to customer loyalty.

5.3. Managerial Implications

This research is useful for tile entrepreneurs who want to market their products better. How are tile entrepreneurs able to understand the desires or needs of consumers formed through experiential values regarding the type of tile or what model is desired in accordance with today's progress. With the experiential value received by consumers related to attractive promotions that are carried out, causing consumer stimuli to make recommendations from one person to another to buy roof tiles accompanied by the quality offered, consumers will become loyal to their products.

5.4. Research Limitations and Upcoming Research Opportunities

The sample used in this study only focuses on tile customers. The sample used in this study focuses only on the vista concrete tile of PT. Yaska. The number of respondents is limited and further research is expected to increase the number of samples in order to get a picture of the results that are closer to the actual conditions. In addition, the customer loyalty variable can be explained by experiential value and brand image each of 58%, the rest there are other factors that can influence such as *lifestyle* and *word of mouth*.

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