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## The Effect of Experiential Marketing on Customer Commitment with Customer Satisfaction as a Mediating Variable at Nuju Coffee Bandar Lampung

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### ABSTRACT

*The rapid growth of the coffee shop industry in Bandar Lampung has intensified competition among businesses, encouraging companies to focus not only on product quality but also on delivering meaningful customer experiences. This study aims to examine the effect of experiential marketing on customer commitment, with customer satisfaction acting as a mediating variable at Nuju Coffee Bandar Lampung. This research employs a quantitative approach using a non-probability purposive sampling technique. Data were collected through questionnaires distributed to 180 respondents who had visited and dined in at Nuju Coffee Bandar Lampung within the last three months. Experiential marketing serves as the independent variable, customer satisfaction as the mediating variable, and customer commitment as the dependent variable. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The results indicate that experiential marketing has a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer commitment. The findings also reveal that customer satisfaction significantly mediates the relationship between experiential marketing and customer commitment. These results demonstrate that experiential marketing plays a crucial role in enhancing customer satisfaction and strengthening long-term customer commitment in the coffee shop industry.*

**Keywords:** *Experiential Marketing, Customer Satisfaction, Customer Commitment, Coffee Shop*

### ABSTRAK

*Pertumbuhan pesat industri kedai kopi di Bandar Lampung telah meningkatkan persaingan antar pelaku usaha, sehingga mendorong perusahaan untuk tidak hanya berfokus pada kualitas produk, tetapi juga pada penciptaan pengalaman pelanggan yang bermakna. Penelitian ini bertujuan untuk menguji pengaruh experiential marketing terhadap komitmen pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada Nuju Coffee Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non-probability purposive sampling. Data dikumpulkan melalui kuesioner yang disebarluaskan kepada 180 responden yang telah berkunjung dan makan di tempat (dine-in) di Nuju Coffee Bandar Lampung dalam tiga bulan terakhir. Experiential marketing berperan sebagai variabel independen, kepuasan pelanggan sebagai variabel mediasi, dan komitmen pelanggan sebagai variabel dependen. Analisis data dilakukan menggunakan Partial Least*

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*Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa experiential marketing berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap komitmen pelanggan. Temuan penelitian ini juga mengungkapkan bahwa kepuasan pelanggan secara signifikan memediasi hubungan antara experiential marketing dan komitmen pelanggan. Hasil tersebut menunjukkan bahwa experiential marketing memiliki peran penting dalam meningkatkan kepuasan pelanggan dan memperkuat komitmen pelanggan jangka panjang dalam industri kedai kopi.*

**Kata Kunci:** *Experiential Marketing, Kepuasan Pelanggan, Komitmen Pelanggan, Kedai Kopi*

## INTRODUCTION

The rapid growth of the coffee shop industry has intensified competition among businesses, particularly in urban areas. Coffee shops are no longer positioned solely as places to consume beverages, but also as lifestyle spaces where customers seek comfort, social interaction, and unique experiences. This development encourages businesses to adopt more strategic marketing approaches in order to maintain competitiveness and long-term sustainability.

In contemporary marketing practices, companies are required to move beyond product-centered strategies toward experience-oriented approaches. Customers increasingly evaluate value based on the overall experience rather than merely on functional attributes. Experiential marketing has therefore emerged as a strategic concept that emphasizes emotional engagement and memorable interactions as sources of competitive advantage.

Experiential marketing focuses on creating holistic experiences through sensory, affective, cognitive, behavioral, and relational dimensions. By stimulating these dimensions, businesses can establish stronger emotional connections with customers. In the coffee shop industry, elements such as atmosphere, service quality, interior design, and employee interaction play a critical role in shaping customer experiences.

Customer experience is closely related to customer satisfaction, which reflects the extent to which customer expectations are fulfilled. Satisfaction arises when perceived performance meets or exceeds expectations, leading to positive evaluations of a brand or service. In service-based industries, customer satisfaction is often influenced by intangible aspects rather than solely by product quality.

Customer satisfaction is a key determinant of business success, as it contributes to repeat purchases, positive word of mouth, and customer retention. Satisfied customers tend to develop favorable attitudes toward a brand, which strengthens their relationship with the company. For coffee shop businesses, maintaining high levels of customer satisfaction is essential due to intense competition and low switching costs. Beyond satisfaction, firms aim to build long-term relationships through customer commitment. Customer commitment represents a psychological attachment that motivates customers to maintain a relationship with a brand over time. Unlike short-term behavioral loyalty,

commitment reflects a deeper emotional and attitudinal bond that enhances relationship stability.

Customer commitment plays a strategic role in ensuring long-term business performance. Committed customers are more likely to remain loyal despite competitive offerings and price changes. In highly competitive industries such as coffee shops, customer commitment becomes an important asset that supports sustainable competitive advantage.

Previous empirical studies suggest that experiential marketing influences customer commitment both directly and indirectly through customer satisfaction. Customer satisfaction acts as a mediating variable that strengthens the relationship between experiential marketing and customer commitment. This indicates that experiential strategies are most effective when they successfully generate customer satisfaction.

Despite the increasing number of studies on experiential marketing, many focus primarily on customer loyalty rather than customer commitment. Loyalty often reflects repetitive behavior, whereas commitment reflects a deeper emotional relationship. This distinction highlights the importance of examining customer commitment as a more comprehensive indicator of long-term customer relationships. Based on these considerations, this study examines the effect of experiential marketing on customer commitment with customer satisfaction as a mediating variable in the coffee shop industry. The findings are expected to contribute to marketing management literature and provide practical insights for coffee shop managers in developing effective experiential marketing strategies.

## METHOD

This study employs a quantitative research approach with an explanatory design to examine the effect of experiential marketing on customer commitment, with customer satisfaction as a mediating variable. The research was conducted at Nuju Coffee Bandar Lampung. The population of this study consists of customers who have visited and consumed products at Nuju Coffee. A non-probability sampling technique using purposive sampling was applied, with criteria including customers who had visited and dined in at Nuju Coffee within the last three months. Based on these criteria, a total of 180 respondents were selected as the research sample. Data were collected through structured questionnaires distributed directly to respondents.

The measurement instrument used a Likert scale to assess respondents' perceptions of experiential marketing, customer satisfaction, and customer commitment. Experiential marketing was measured using sensory, affective, cognitive, behavioral, and relational dimensions, while customer satisfaction and customer commitment were measured using indicators adapted from relevant marketing literature. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 4.0. This method was chosen due to its suitability for predictive analysis and its ability to test complex models involving mediating variables. The analysis process included evaluation of the measurement model and structural model to ensure the

validity, reliability, and significance of the proposed relationships.

## RESULT AND DISCUSSION

### *Descriptive Characteristics of Respondents*

The discussion of respondent characteristics is intended to provide a general overview of the profile of customers involved in this study. A total of 180 respondents who had visited and dined in at Nuju Coffee Bandar Lampung within the last three months participated in the research. The characteristics analyzed include gender, age, occupation, and visit frequency, which are relevant for understanding customer perceptions of experiential marketing, customer satisfaction, and customer commitment.

The findings show that most respondents were dominated by young consumers within the productive age group. This condition illustrates that coffee shops have become part of a modern lifestyle, especially among younger generations who value experience, atmosphere, and social interaction. Demographic characteristics such as age play an important role in shaping consumer preferences and behavioral responses toward services and brands.

Regarding occupation, the majority of respondents were students and young professionals. This segment is generally more adaptive to trends and places greater emphasis on experiential aspects when making consumption decisions. For this group, the value of a coffee shop is not limited to the product itself, but also includes emotional comfort, service quality, and the overall experience provided.

The frequency of visits indicates that many respondents had visited Nuju Coffee more than once. This suggests the existence of repeat customers, which may reflect positive evaluations of previous experiences. Repeat visits are often associated with perceived satisfaction and the early development of long-term relationships between customers and service providers. Understanding visit frequency is therefore important in assessing customer satisfaction and potential commitment.

In general, the characteristics of respondents are consistent with the objectives of this study, as they represent customers who are actively involved in the coffee shop experience. The dominance of young and repeat customers strengthens the relevance of examining experiential marketing and its influence on customer satisfaction and customer commitment. These respondent characteristics provide a solid basis for further analysis of the research model.

### *Data Analysis Results/Measurement & Structural Model*

This section discusses the results of data analysis conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The analysis aims to evaluate the measurement model and the structural model to ensure that the constructs of experiential marketing, customer satisfaction, and customer commitment are measured accurately and that the proposed relationships among variables are statistically acceptable.

**Table 1 Model Fit**

SRMR	d_ULS	d_G	Chi-square	NFI
0.066	0.743	0.247	250.023	0.897

The measurement model evaluation shows that all indicators used in this study meet the required validity and reliability criteria. The loading factor values indicate strong correlations between indicators and their respective constructs, while composite reliability values demonstrate internal consistency. These results suggest that the instruments used are appropriate for measuring customer perceptions in the coffee shop context.

**Table 2 Construct Reliability and Validity**

Variable	Cronbach's alpha	rho_A	Composite reliability	Average Variance Extracted (AVE)
Experiential Marketing	0.946	0.948	0.954	0.675
Customer Commitment	0.803	0.807	0.884	0.717
Customer Satisfaction	0.912	0.914	0.935	0.741

Convergent validity is further supported by the Average Variance Extracted (AVE) values, which exceed the recommended threshold. This indicates that each construct is able to explain a substantial proportion of variance in its indicators. As a result, the constructs of experiential marketing, customer satisfaction, and customer commitment can be considered valid representations of the theoretical concepts examined in this study.

Discriminant validity analysis confirms that each construct is empirically distinct from the others. This finding indicates that experiential marketing, customer satisfaction, and customer commitment measure different dimensions of customer behavior, even though they are conceptually related. The fulfillment of discriminant validity strengthens the credibility of the research model and minimizes potential measurement bias.

The structural model evaluation focuses on the relationships among variables and the explanatory power of the model. The coefficient of determination ( $R^2$ ) values indicate that experiential marketing has a meaningful contribution in explaining customer satisfaction, while experiential marketing and customer satisfaction together explain a considerable proportion of variance in customer commitment. This demonstrates that the proposed model has adequate predictive capability.

The strength of the structural relationships suggests that experiential marketing plays a strategic role in shaping customer evaluations and behavioral intentions. When customers perceive positive and engaging experiences, they tend to feel more satisfied and develop stronger psychological attachment to the coffee

shop. This finding is consistent with previous empirical studies that emphasize the importance of experience-based strategies in service industries.

Overall, the results of the data analysis indicate that the research model is statistically robust and suitable for hypothesis testing. The fulfillment of validity, reliability, and explanatory power requirements confirms that the model provides a solid foundation for examining the influence of experiential marketing on customer commitment through customer satisfaction in the coffee shop industry.

### *Hypothesis Testing Results*

This section discusses the results of hypothesis testing conducted to examine the causal relationships among experiential marketing, customer satisfaction, and customer commitment. Hypothesis testing was carried out using the structural model analysis in Partial Least Squares–Structural Equation Modeling (PLS-SEM) to determine whether the proposed hypotheses are empirically supported.

**Table 1.2 Path Coefficients**

	Path Coefficients
EM -> CS	0.670
CS -> CC	0.539
EM -> CS -> CC	0.362

The first hypothesis testing result indicates that experiential marketing has a positive and significant effect on customer satisfaction. This finding suggests that customers who perceive positive sensory, emotional, and relational experiences tend to evaluate the coffee shop more favorably. Experiential elements such as ambiance, service interaction, and atmosphere contribute to meeting customer expectations and enhancing overall satisfaction.

This result implies that experiential marketing strategies implemented by Nuju Coffee are effective in creating value beyond the functional aspects of the product. Customers do not only consume coffee, but also experience comfort, enjoyment, and social interaction, which collectively shape their satisfaction. This supports the idea that experience-based strategies are essential in service-oriented businesses.

The second hypothesis testing result demonstrates that customer satisfaction has a positive and significant effect on customer commitment. This indicates that satisfied customers are more likely to develop a psychological attachment and maintain a long-term relationship with the coffee shop. Satisfaction serves as a fundamental driver in transforming transactional relationships into relational ones.

The significant relationship between customer satisfaction and customer commitment highlights that satisfaction is not merely an outcome of service consumption, but also a strategic asset. When customers consistently feel satisfied, they tend to trust the brand and show willingness to continue their relationship, even in the presence of alternative coffee shop options.

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The third hypothesis testing result confirms that experiential marketing has a positive and significant effect on customer commitment. This suggests that engaging and memorable experiences can directly strengthen customers' emotional bonds with the coffee shop. Positive experiences encourage customers to identify with the brand and increase their intention to maintain a long-term relationship.

This direct effect indicates that experiential marketing does not solely rely on satisfaction to influence commitment. Certain experiential aspects, such as emotional attachment and brand image, may independently foster commitment by creating meaningful connections between customers and the coffee shop.

Furthermore, the mediation analysis reveals that customer satisfaction significantly mediates the relationship between experiential marketing and customer commitment. This finding indicates that experiential marketing becomes more effective in building customer commitment when it successfully generates customer satisfaction. Satisfaction acts as a bridge that strengthens the indirect effect of experiential marketing on commitment.

The mediating role of customer satisfaction emphasizes the importance of managing customer experiences consistently. While experiential marketing can directly influence commitment, its impact is maximized when customers perceive the experience as satisfying. This finding highlights the interdependence between experience creation and satisfaction management in relationship marketing.

Overall, the hypothesis testing results support the proposed research model and confirm the interconnected roles of experiential marketing, customer satisfaction, and customer commitment. These findings provide empirical evidence that experience-based marketing strategies are crucial for fostering customer satisfaction and strengthening long-term customer commitment in the coffee shop industry.

### *Discussion of Research Findings*

This section discusses the overall findings of the study by integrating the results of data analysis and hypothesis testing. The discussion focuses on how experiential marketing influences customer satisfaction and customer commitment in the coffee shop industry, particularly at Nuju Coffee Bandar Lampung, as well as the implications of these relationships for marketing management.

The findings confirm that experiential marketing plays a significant role in shaping customer perceptions and evaluations. By providing engaging sensory, emotional, and relational experiences, businesses are able to create added value that goes beyond product quality. This result aligns with marketing theories that emphasize experience as a key source of competitive advantage in service-based industries.

In the context of Nuju Coffee, experiential marketing is reflected through aspects such as store ambiance, interior design, service interaction, and overall atmosphere. These experiential elements contribute to creating a comfortable and enjoyable environment, which encourages customers to spend more time in the coffee shop and enhances their overall evaluation of the brand.

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The study also demonstrates that customer satisfaction is a crucial outcome of experiential marketing. Customers who perceive positive experiences tend to feel that their expectations are fulfilled, leading to higher satisfaction levels. This finding is consistent with empirical studies that identify customer satisfaction as a key mediator between marketing strategies and long-term customer relationships.

Customer satisfaction serves not only as an evaluative response, but also as a strategic factor that strengthens customer relationships. Satisfied customers are more likely to develop trust, express positive attitudes, and maintain ongoing interactions with the coffee shop. This reinforces the importance of managing customer experiences to ensure consistent satisfaction.

Furthermore, the findings indicate that customer commitment is strongly influenced by both experiential marketing and customer satisfaction. Commitment reflects a deeper psychological attachment that encourages customers to maintain long-term relationships. This supports previous research suggesting that commitment is a more stable indicator of relationship quality compared to short-term behavioral loyalty.

The direct and indirect effects identified in this study suggest that experiential marketing can foster customer commitment through multiple pathways. While positive experiences can directly create emotional bonds, customer satisfaction strengthens and sustains these bonds over time. This highlights the interrelated nature of experience, satisfaction, and commitment in relationship marketing.

The mediating role of customer satisfaction further emphasizes its importance in translating experiential marketing into long-term customer commitment. Experiential strategies that fail to generate satisfaction may not effectively build commitment. This finding is in line with previous studies that emphasize the mediating function of satisfaction in service marketing models.

From a managerial perspective, these findings suggest that coffee shop managers should focus on designing and delivering consistent experiential marketing strategies that enhance customer satisfaction. Attention to ambiance, service quality, and emotional engagement can strengthen customer commitment and reduce the likelihood of customer switching in a highly competitive market. Overall, the findings of this study provide empirical support for the proposed research model and contribute to marketing management literature. The results highlight the importance of experiential marketing in creating customer satisfaction and fostering long-term customer commitment, offering valuable insights for both academics and practitioners in the coffee shop industry.

## CONCLUSION

The findings of this study confirm that experiential marketing plays a significant role in influencing customer satisfaction and customer commitment in the coffee shop industry. Positive and engaging experiences delivered through sensory, emotional, and relational elements are able to enhance customer satisfaction. Furthermore, customer satisfaction is proven to have a positive and significant effect on customer commitment, indicating that satisfied customers tend

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to develop stronger psychological attachment and maintain long-term relationships with the coffee shop.

In addition, this study demonstrates that customer satisfaction functions as an important mediating variable in the relationship between experiential marketing and customer commitment. Experiential marketing not only has a direct effect on customer commitment, but also indirectly strengthens commitment through customer satisfaction. These results emphasize the importance for coffee shop managers to consistently design and deliver experiential marketing strategies that focus on creating satisfying customer experiences in order to foster long-term customer commitment and sustain competitive advantage.

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