

## Experiential Marketing in Indonesia: a Study Literature Review

**Ikmauldi Nurazizah\*<sup>1</sup>, Rahadyan Tajuddin<sup>2</sup>**

Management Departement, Pamulang University<sup>1,2</sup>

Email: [dosen01622@unpam.ac.id](mailto:dosen01622@unpam.ac.id)

### Abstract

As there are few references related to experiential marketing in Indonesia, this research aims to explore how experiential marketing plays a role in creating interactions between consumers and brands, as well as the factors that influence it. This research uses the Systematic Literature Review (SLR) method, namely analyzing scientific articles from 2019 to 2024, by placing experiential marketing as the dependent variable. From the search results, 33,000 articles were identified, but after further filtering only 3 journals were relevant and indexed, which shows that this variable is often influenced by other factors such as social media marketing, store atmosphere, and price perception. These findings indicate a lack of in-depth research on experiential marketing as a pure dependent variable, and recommend more related studies to explore the influence of various factors on experiential marketing. This research provides valuable insights for the tourism sector, as the industry relies heavily on comprehensive and memorable customer experiences, and provides insights for practitioners and academics in developing effective marketing strategies.

**Keywords:** Experiential marketing, Indonesia.

---

### A. INTRODUCTION

All industries are currently experiencing intense competition in the era of globalization (Mandasari et al., 2024; Dobra et al., 2021; Karuntama et al., 2020). It is very interesting to see how the competitiveness of companies is developing in Indonesia. Entrepreneurs now have more options to compete for clients, thanks to advances in the economic sector (Katrine & Harini, 2018; Lange, 2012) Marketing activities continue to develop and experience many changes, from conventional marketing concepts to modern marketing concepts. This development is caused by many things, competition in innovation in creating a product and how to sell it. The development of a dynamic and competitive business world requires companies to do this by changing their orientation towards the way they release products, maintain products, attract consumers, and face competitors so that customers are satisfied with the products offered. The most important thing that companies need to do and pay attention to is customer satisfaction in order to retain customers (Farouk et al., 2024). Consumers choose products that can offer an experience. Differences in the marketing industry and competition between companies are mitigated by changes in customer attitudes. Today's customers have a different perspective than customers in the past (Mandasari, et al. 2024). According to conventional marketing theory, consumers make decisions based only on features and benefits (Liu, et al., 2019; Untari & fajariana, 2018)

Customers like something that is based on quality, advantages, and functionality and marketing initiatives that excite and appeal to their emotions (Bleier et al., 2019; Soliha et al.,

2021). Therefore, companies need to implement effective marketing strategies to attract and retain customers. Garbarino and Johnson (1999) stated that general fulfillment depends on the purchase and consumption experience of labor and products. Experience can be obtained by creating an administration that provides extraordinary meetings to clients, with decent support featuring programs. This extraordinary and important experience will be a good sentiment or sensation of satisfaction with the brand. So, customer satisfaction can be formed if customers feel comfortable in their relationship with the company and what they get is in accordance with the desired expectations. One of the increasingly popular marketing strategies for building consumer experience is experiential marketing. The concept of experiential marketing according to Schmitt (1999) is a creative way to convey product and service messages by involving consumers physically and emotionally (psychological and emotional responses) so that they are encouraged to think, act, and build relationships, thereby creating satisfaction as consumers and then being moved to make repeat purchases.

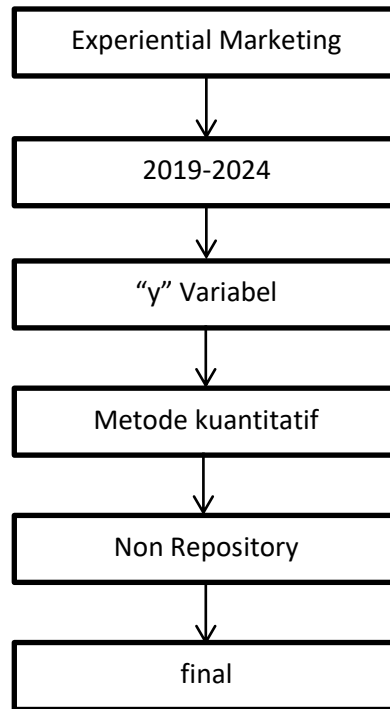
Many companies have implemented this marketing strategy, one of which is the furniture retail company IKEA. The marketing strategy used by IKEA is to arrange the products sold in such a way that they are in accordance with their intended use. IEA makes replicas of rooms in the house, such as family rooms, parents' bedrooms, children's bedrooms, and others that are decorated with furniture that will be sold. Store visitors can walk through the rooms one by one and can touch and try the furniture placed in the room. In addition, IKEA also provides sales representatives who will guide consumers if they want to design their own room. So before buying a product, consumers can already relate and interact with the product using their sensory abilities Rosady, et al. (2019) (sight, smell, taste, touch, and sound) (International Experiential Marketing Association, 2012), In the tourism sector, experiential marketing also plays an important role in attracting consumers, as research conducted by Yuningsih, Gemina, Silaningsih (2021) found the simultaneous influence of Sense, Feel, Think, Act and Relate on consumer satisfaction. Partially Feel, Act and Relate influence consumer satisfaction.

Several previous studies explain the factors for implementing effective experiential marketing, including research conducted by Yati, et al. (2020) which illustrates that price perception, location comfort and service quality have a positive and significant effect on experiential marketing. Then in a study conducted by Laela, et al (2023) showed that the store atmosphere has a significant effect on experiential marketing. Another study conducted by Rizky, et al (2023) showed that social media marketing has a positive and significant effect on experiential marketing. Therefore, it is necessary to explore experiential marketing regarding the factors that influence it. This literature review is to examine in depth the current marketing picture and experiential marketing strategy as one approach that is increasingly being adopted by companies. It is hoped that the results of this study can provide valuable insights for practitioners and academics in developing effective marketing strategies in the future.

## **B. RESEARCH METHOD**

Systematic literature reviews (SLR) are one approach that explains the process implement a comprehensive review. This is intended to solve problems in the general literature review.

This approach helps in gathering structured results from existing literature to identify the existence of new literature topic or theme. This approach is useful for assessing current literature and uncovering gaps further investigation. In addition, this SLR technique is useful in reducing unwanted bias.



The research flow can be seen in the picture above, the focus of the research is on the concept of "Experiential Marketing", then the researcher uses scientific article sources from 2019 to 2024, then chosen to see the influence of Experiential Marketing as the dependent variable, looking for articles whose data is measured using statistical techniques and does not come from the repository. The final stage of this research is all the data that has been concluded regarding the influence on experiential marketing.

### C. FINDINGS AND DISCUSSION

#### Experiential marketing

Experiential marketing, is a marketing strategy that focuses on creating meaningful and enjoyable experiences for consumers during their interactions with a brand. Schmitt (1999) defines experiential marketing as an approach that uses experience to create value for consumers and improve customer relationships with brands. The main goal of experiential marketing is to engage consumers emotionally, physically, and rationally through immersive and memorable experiences. According to Kumala et al. (2013), experiential showcase comes from two words, "experience" and "marketing". "Experiential" comes from "experience", which refers to a personal encounter. Schmitt (2019) defines experiences as personal events that occur due to certain emotions (for example, those caused by marketing efforts before a purchase). Experience involves

the entirety of existence. Meanwhile, marketing refers to the process of promoting products or services.

### **Concepts and Elements of Experiential Marketing**

According to Pine and Gilmore (1998), there are five main elements in experiential marketing, namely:

- Sense: Uses the five senses to create engaging sensory experiences.
- Feel: Creating an emotional experience that can influence consumers' feelings and mood.
- Think: Engages consumers intellectually by inviting them to think and respond cognitively.
- Act: Encourages action or physical interaction from consumers.
- Relate: Build relevant personal and social relationships with consumers.

Schmitt (2003) also emphasizes the importance of integration between these elements to create a holistic and consistent experience for consumers. According to Kertajaya (2016), experiential marketing is a marketing concept that aims to grow loyal customers by involving their emotions through creating experiences and positive sentiment towards their services and products. The experiential marketing concept as explained by Kumala et al (2013), combines the principles of experiential engagement with traditional marketing strategies. The term "experience" is rooted in the notion of "experience", which refers to a personal encounter or event experienced by an individual. Schmitt (2019) further defines experiences as intimate events triggered by various stimuli, including marketing efforts before and after purchase. These experiences are comprehensive and appeal to an individual's entire being—encompassing cognitive, emotional, and sensory measures.

In the marketing field, Experiential Marketing seeks to create immersive and memorable experiences for customers. In contrast to conventional marketing approaches that only focus on product features or benefits, Experiential Marketing aims to build deeper relationships by evoking specific emotions and responses related to the brand or product. This strategy leverages the power of sensory engagement, storytelling, and interactive elements to leave a lasting impression on consumers. By immersing customers in meaningful experiences, Experiential Marketing fosters stronger brand loyalty, increases engagement, and encourages customer advocacy through positive word of mouth. Ultimately, this aligns with modern consumers' desire for authenticity and meaningful interactions with brands, highlighting the importance of experiential engagement in contemporary marketing strategies.

### **Literature Review System Method**

The system literature review (SLR) method is a structured and systematic approach to identifying, assessing, and synthesizing literature relevant to a research topic. The SLR process usually involves several stages:

- Formulation of Research Questions: Formulate clear and specific research questions.
- Literature Search: Conduct a comprehensive literature search through academic databases such as Google Scholar, Scopus, and Web of Science.
- Study Selection: Selecting relevant studies based on predetermined inclusion and exclusion criteria.

- Quality Evaluation: Assess the quality of selected studies using appropriate assessment tools.
- Data Synthesis: Combining and analyzing findings from selected studies to provide comprehensive conclusions.

According to Kitchenham et al. (2009), SLR allows researchers to identify research trends, knowledge gaps, and areas requiring further research.

Based on the table shown, the results of each stage are explained in sequence. The initial stage was collecting scientific articles on Google School using the keyword "experiential marketing" and 33,000 scientific articles were found. Because as far as researchers know, experiential marketing is often used as an X variable, researchers focus on research that places Experiential Marketing as a Y variable.

Apart from that, researchers prioritize the up-to-dateness of research results. Sekaran and Bougie (2016) stated that current research usually covers a time span of the last five years to ensure its relevance and influence on the latest issues in scientific disciplines. Therefore, in the second stage, researchers sorted scientific articles based on the year the scientific articles were published in the last 5 years from 2019 to 2024. After sorting, they left 16,100 scientific articles.

Next, the researchers sorted scientific articles related to experiential marketing positioned as variable Y. This left 43 scientific articles. Then it is reduced again with the choice of quantitative methods. This is a consideration for researchers to obtain experiential marketing variables which are positioned as dependent variables. In the end, there were 25 scientific articles left. Then, researchers separated scientific articles in the form of journals and non-journals. So just taking it based on related scientific articles leaves 4 journals. Apparently, a journal was found that used indicators as variables. The indicators in question are sense, feel, think, act, and relate (Schmitt, 1999). The final results left 3 scientific journals (see table 2).

Of the three journals identified, only two journals have been identified, namely: social media marketing (Rizky, Yulianti, Hasanah, 2023), Store atmosphere (Laela et al, 2023), while the other journals have not been indexed by sinta. After analyzing the three journals, it turns out that the experiential marketing variable not as a pure dependent variable, but influenced by other variables such as: social media marketing (Rizky, Yulianti, Hasanah, 2023), Store atmosphere (Laela et al, 2023), perceived price and location convenience (Alfiati, Haryono, Hasiholan, 2020). So researchers recommend these variables to be used as independent variables to measure experiential marketing.

**Tabel.1**

STEP	PROCESS	RESULT	EXPLANATION
I	Keyword "experiential marketing"	33.000	Researchers want to find experiential marketing as the Y variable

II	Research year >5 (2019 – 2024)	16,100	There are research updates
III	“Experiential Marketing” as the Y variable	43	
IV	Quantitative Methods	25	Because the Y variable is quantitative
V	Non-Thesis	4	
VI	Non as an indicator variable	3	

#### D. CONCLUSION

There have been many studies that use experiential marketing variables. However, very few position experiential marketing as a Y variable. From several stages of the search, none of the journals discuss experiential marketing as a pure dependent variable. The three journals found all position experiential marketing not as a Y variable, but there are several variables that can be used to measure experiential marketing. These variables are: social media marketing (Rizky, Yulianti, Hasanah, 2023), Store atmosphere (Laela et al., 2023), price perception and location convenience (Alfiati, Haryono, Hasiholan, 2020)

**Tabel.2**

NO	PENULIS (TAHUN)	JUDUL	JURNAL	INDEKS	VARIABEL X	DOI
1	Rizky, Yulianti, Hasanah, 2023	THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON REPURCHASE INTENTION THROUGH EXPERIENTIAL MARKETING AND BRAND TRUST	Sosio e-Kons	Sinta 5	SOCIAL MEDIA MARKETING	<a href="http://dx.doi.org/10.17358/jabm.9.2.658">http://dx. doi.org/1 0.17358/j abm.9.2.6 58</a>
2	Laela dkk, 2023	STORE ATMOSPHERE TOWARDS CUSTOMER SATISFACTION THROUGH EXPERIENTIAL	JABM	Sinta 2	STORE ATMOSPHERE	<a href="http://dx.doi.org/10.30998/sosioekon.s.v15i1.1">http://dx. doi.org/1 0.30998/ sosioekon s.v15i1.1</a>

		MARKETING AND PERCEIVED QUALITY BASO JAPRI TASIKMALAYA				5560
3	Yati, A., Haryono, A. and Hasiholan, L.	THE INFLUENCE OF PRICE PRECEPTION, LOCATION CONVENIENCE, QUALITY OF SERVICE ON EXPERIENTIAL MARKETING AND CUSTOMER LOYALTY (Case Study in Cimory On The Valley, Semarang Regency)	Journal of Management	Non Sinta	PERCEPTION OF PRICE AND LOCATION CONVENIENCE	

## REFERENCES

- Yati, A., Haryono, A. and Hasiholan, L. (2020). The Influence of Price Perception, Location Convenience, Quality of Service on Experiential Marketing and Customer Loyalty (Case Study in Cimory On The Valley, Semarang Regency). *Journal of Management*, 6(2), .....  
<https://jurnal.unpand.ac.id/index.php/MS/article/view/1696>.
- Bleier, A., Harmeling, C., and Palmatier, R. (2019). Creating Effective Online Customer Experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>.
- Brakus, J., Schmitt, B., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52-68.  
<https://business.columbia.edu/sites/default/files-efs/pubfiles/4243/Brand%20Experience%20and%20Loyalty%20Journal%20of%20Marketing%20May%202009.pdf>
- Dobrea, C., Apostu, S., & Stanciu, C. (2021). How organizational agility in the context of digital transformation: From strategy to organizational culture. *Management & Marketing*, 16(1), 52-70. DOI:[10.3390/su151411304](https://doi.org/10.3390/su151411304)
- Garbarino, E., & Johnson, M. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70-87.  
[https://www.researchgate.net/publication/238338575\\_The\\_Different\\_Roles\\_of\\_Satisfaction\\_on\\_Trust\\_and\\_Commitment\\_in\\_Customer\\_Relationships](https://www.researchgate.net/publication/238338575_The_Different_Roles_of_Satisfaction_on_Trust_and_Commitment_in_Customer_Relationships)
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395-410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Hultén, B. (2011). Sensory Marketing: The Multi-Sensory Brand-Experience Concept. *European Business Review*, 23(3), 256-273. <https://doi.org/10.1108/09555341111130245>
- International Experiential Marketing Association. (2012). Experiential Marketing: Creating Consumer Experiences.
- Karuniatama, T. et al. (2020). Consumer Behavior and Purchase Intention in the Context of Experiential Marketing. *Journal of Business Research*, 117, 540-547.
- Kitchenham, B., Brereton, O., Budgen, D., Turner, M., Bailey, J., & Linkman, S. (2009). Systematic Literature Reviews in Software Engineering – A Systematic Literature Review. *Information and Software Technology*, 51(1), 7-15. <https://doi.org/10.1016/j.infsof.2008.09.009>
- Kumala, Y., Azhari, H., & Dwianto, W. (2013). Understanding Experiential Marketing in Indonesia.
- Lange, A. (2012). The Evolution of Consumer Engagement in the Digital Age. *Marketing Insights*, 5(3), 45-48.

- Laela, A. et al. (2023). Store Atmosphere terhadap Consumer Satisfaction melalui Experiential Marketing dan Perceived Quality Baso Japri Tasikmalaya. *JABM*, 15(1), 60-75. <https://doi.org/10.30998/sosioekons.v15i1.15560>
- Mandasari, F., Rosady, D., & Fajariana, N. (2024). Exploring Consumer Behavior in Emerging Markets: The Case of Indonesia. *Journal of Emerging Markets*, 34(2), 102-110.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*, 76(4), 97-105. <https://pubmed.ncbi.nlm.nih.gov/10181589/>
- Rizky, Yulianti, Hasanah. (2023). Pengaruh Social Media Marketing Instagram terhadap Repurchase Intention melalui Experiential Marketing dan Brand Trust. *Sosio e-Kons*, 9(2), 658-673. <https://doi.org/10.17358/jabm.9.2.658>
- Schmitt, B. H. (1999). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*. The Free Press.
- Schmitt, B. H. (2003). *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers*. Wiley.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Soliha, E., et al. (2021). The Impact of Social Media Marketing on Consumer Engagement. *Journal of Digital Marketing*, 29(4), 304-320.
- Untari, A., & Fajariana, N. (2018). Understanding the Role of Experiential Marketing in the Digital Age. *Journal of Marketing Research*, 57(3), 215-232.
- Yuan, Y., & Wu, C. (2008). Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality & Tourism Research*, 32(3), 387-410. <https://www.scribd.com/document/585504932/2>
- Yuningsih, E., Gemina, D., & Silaningsih, E.(2021). Analisis Experiential Marketing Terhadap Kepuasan dan Loyalitas Pengguna Jasa Pariwisata. *Jurnal Multidisiplin Madani (MUDIMA)*, 1(3), 319-340. <https://doi.org/10.55927/mudima.v1i3.55>