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Experiential Marketing, Value, and Service Quality: Impact on RedDoorz Customer Satisfaction

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Abstract

Customer satisfaction is a key indicator of business performance in the hospitality sector, often influenced by marketing strategies, perceived value, and the quality of service. This study aims to investigate the impact of experiential marketing, customer value, and service quality on customer satisfaction. The research employed a quantitative approach, utilizing a non-probability sampling technique, and involved 100 respondents who completed structured questionnaires. Data analysis was carried out through instrument testing, classical assumption testing, and multiple linear regression. The instrument test confirmed that the data used was both valid and reliable. Furthermore, the classical assumption test indicated that the data were normally distributed and met the assumptions of no multicollinearity and no heteroscedasticity, making the regression model appropriate for interpretation. The analysis revealed three key findings: first, experiential marketing has a positive and significant effect on customer satisfaction; second, customer value also has a positive and significant influence on customer satisfaction; and third, service quality has a negative and significant impact on customer satisfaction. In conclusion, the study demonstrates that both marketing experiences and perceived value significantly influence customer satisfaction, while poor service quality can significantly reduce satisfaction levels.

Keywords

Customer Satisfaction, Customer Value, Experiential Marketing, Service Quality.

1. Introduction

The Special Region of Yogyakarta Province is one of Indonesia's leading tourism destinations, experiencing rapid development, particularly in the hotel sector. Along with the increasing number of tourists visiting, the need for accommodation services is also increasing. One type of hotel that is in great demand is RedDoorz, which embodies the concept of a budget hotel offering affordable prices and consistent service standards. Based on data from the official RedDoorz website and the RedDoorz Hotel Booking App application, the number of RedDoorz properties in Yogyakarta has increased from 53 units at the beginning of 2018 to 262 units by 2025. This increase reflects the high market demand while also demonstrating the increasingly fierce level of competition in the hospitality business in the region.

Fierce competition in the hospitality industry drives hoteliers to enhance product and service quality. A key strategy is understanding consumer behavior, particularly customer satisfaction, which has a significant influence on business success. According to Gajewska et al. (2019) and Basari and Shamsudin (2020), satisfaction reflects how well actual experiences match customer expectations. Satisfied customers are more likely to remain loyal, which in turn positively influences the company's image and competitiveness. Therefore, prioritizing customer satisfaction is crucial for maintaining a strong market position and achieving long-term business sustainability.

One of the factors that has been proven to affect customer satisfaction is experiential marketing. Experiential marketing is a marketing strategy that emphasizes the creation of consumer experiences through five main elements: sense, feel, think, act, and relate (Carmo et al., 2022; Haryanti et al., 2022). This strategy aims to create deep emotional engagement and positive impressions, so that customers not only buy a product or service but also have a memorable experience. Several studies, such as those by Barimbing and Sari (2015) and Wahyuningtyas et al. (2017), have found that experiential marketing has a positive and significant effect on customer satisfaction. Nevertheless, Shah et al. (2018) reported different results, where experiential marketing did not have a significant influence on customer satisfaction. These differences in results indicate that inconsistencies or research gaps exist that need to be addressed, particularly in the context of budget hotel services, such as RedDoorz in Yogyakarta.

Another factor that also affects customer satisfaction is the value customers receive. Customer value is defined as the customer's perception of the benefits of the product or service received compared to the sacrifices incurred, including price, time, effort, and emotional risk (Rihova et al., 2015; Oh & Kim, 2017). Research by Jin et al. (2015) and Dewi and Putri (2022) shows that customer value has a positive and significant effect on customer satisfaction. The greater the benefits felt compared to the sacrifices made, the higher the level of customer satisfaction. However, research by Sudiyono et al. (2022) found that customer value does not always have a significant impact on customer satisfaction, as other factors, such as trust, company image, and loyalty programs, also influence customer perception. This again highlights the differences in results that necessitate retesting in various contexts (Razali et al., 2023; Hallatu et al., 2024). In addition to experiential marketing and customer value, service quality significantly influences customer satisfaction and is measured by tangibility, empathy, reliability, assurance, and responsiveness (Mariska et al., 2025). While Saputra and Nurlinda (2024) found positive effects, Mahsyar and Surapati (2020) noted varying impacts depending on context and respondent characteristics.

Based on the above research on the development of the RedDoorz hotel business in Yogyakarta and the findings of various previous studies that show that there are differences in results or inconsistencies related to the influence of experiential

marketing, customer value, and service quality on customer satisfaction, this study aims to review these three factors in the context of the hotel business in Yogyakarta. The results are expected to contribute to the development of scientific studies in the field of service marketing and serve as a practical reference for RedDoorz hotel managers and other hotel industry players in formulating marketing strategies and improving service quality oriented towards customer satisfaction.

2. Literature Review

2.1. Experiential Marketing and Customer Value on Customer Satisfaction

Experiential Marketing is a marketing concept that involves engaging customers' five senses to influence their behavior (Hidayat & Ramadhani, 2019; Thapa, 2024). Experiential Marketing emphasizes that customers do not only buy products or services but also seek unique and different experiences that are satisfying and create meaning for them (Smith & Hanover, 2016). Research by Dharmani et al. (2020) and Wicaksono et al. (2023) shows that Experiential Marketing has a positive and significant effect on customer satisfaction. Experiential Marketing is demonstrated through the five senses: sense, feel, think, act, and relate.

Customer value is the consumer's overall assessment of the benefits of a product or service based on their perception of what is and is not received (Xu et al., 2015; Hamedkhoda et al., 2024). Customer value is described as the balance between the benefits and sacrifices that customers feel when they purchase or use a product or service from a service (Antikainen et al., 2018). Previous research has shown that customer value has a positive and significant effect on customer satisfaction. Achmad et al. (2020) stated that customer value is an important determinant in shaping customer satisfaction. Similar findings were presented by Sausan et al. (2025), who stated that customer value, encompassing emotional, social, and functional aspects, has a significant impact on customer satisfaction. Rahmadhani et al. (2021) and Mamdukhah and Nuvriasari (2025) also found that higher customer value perceptions lead to increased satisfaction. Indicators include emotional, social, quality, cost, and service value; expectations confirmation, return intention, recommendations, service quality, price, and security satisfaction measure satisfaction.

H1: Experiential marketing has a positive and significant effect on customer satisfaction.

H2: Customer value has a positive and significant effect on customer satisfaction.

2.2. Quality of Service and Customer Satisfaction

Service quality is the result of customer evaluation of the suitability between the services received and the expected services (Hsieh et al., 2018). The results of this customer evaluation are based on the suitability between customer expectations and perceptions of the services received, which are influenced by both internal factors, such as employee attitudes, and external factors beyond the company's control (Wulansari & Octovia, 2023). Previous research has consistently shown that service quality has a positive and significant effect on customer satisfaction. Paul et al. (2016) concluded that service quality is the primary factor affecting customer satisfaction levels. Ali et al. (2021) emphasized that improving service quality can drive a significant increase in customer satisfaction. Furthermore, Supriyanto et al. (2021) stated that the level of customer satisfaction is primarily determined by the quality of the services provided, both good and bad. Slack et al. (2020) noted that one of the key aspects of service quality contributing to customer satisfaction is empathy. In general, service quality is measured through five key indicators: reliability, responsiveness, assurance, empathy, and physical evidence. Customer satisfaction

indicators are measured through the suitability of expectations, willingness to recommend, repurchase intentions, and intention to return, as well as satisfaction with service, price, and security guarantees.

H3: Service Quality has a positive and significant effect on customer satisfaction

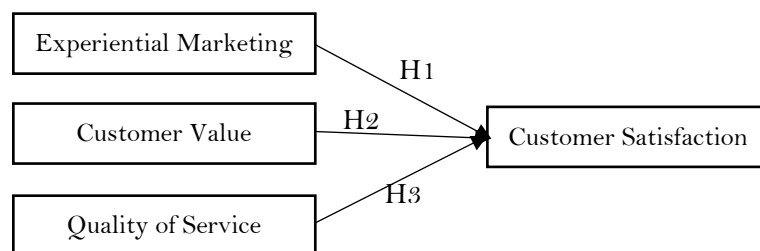


Figure 1. Conceptual Framework

Figure 1 presents a conceptual framework illustrating the relationship between three independent variables, experiential marketing, customer value, and service quality, and a dependent variable, namely customer satisfaction. Each of the three independent variables is represented by a box with an arrow pointing toward the box labeled customer satisfaction, indicating a presumed causal or influence relationship. This model suggests that customer satisfaction at RedDoorz Hotel Yogyakarta is influenced by how customers perceive their experiences, the value they receive, and the quality of services provided. The arrows denote the direction of influence, implying that improvements in any of these three factors are expected to impact customer satisfaction levels.

3. Methods

This study employs a quantitative research approach to investigate the impact of experiential marketing, customer value, and service quality on customer satisfaction within the hospitality industry. The quantitative method is selected because it allows for objective measurement of variables through the collection and analysis of numerical data. This approach facilitates hypothesis testing, enabling the researcher to draw generalizable conclusions based on statistical analysis. The research was conducted at RedDoorz hotels located in the Special Region of Yogyakarta, Indonesia. RedDoorz was chosen as the research object because of its growing popularity among domestic travelers and its positioning as a budget hotel chain that emphasizes service quality and customer experience. The selection of this location is also based on the high tourism activity in Yogyakarta, which makes it an appropriate context for studying customer satisfaction in the hospitality sector.

The type of data used in this study is primary data, which was collected directly from respondents through a structured questionnaire. The questionnaire was developed based on validated instruments from previous studies and modified to suit the context of budget hotel services. It included items related to experiential marketing, customer value, service quality, and customer satisfaction. The population in this study includes all consumers or guests who have used RedDoorz hotel services in the Yogyakarta region. Because the total population is not explicitly known or recorded, non-probability sampling was employed. Specifically, the purposive sampling technique was used to determine the respondents. This method was chosen to ensure that only individuals who met the criteria, namely, guests who had stayed at RedDoorz in the last six months, were included in the sample. A total of 100 respondents were successfully surveyed. Data was collected using an online and offline questionnaire distribution model to reach a diverse group of participants.

Before the main data collection, a pilot test involving 20 respondents was conducted to ensure the validity and reliability of the questionnaire items. The data collected were then analyzed using statistical techniques to examine the relationships among variables and to test the research hypotheses.

4. Results

Based on Table 1, it is evident that all items within the variable questionnaire used in this study have correlation coefficients (r) higher than the critical value of r from the table, with significance levels (p) below 0.05. Therefore, it can be concluded that every item in the questionnaire is valid and appropriate for use in this research

Table 1: Validity Test

Variable	Indicator	r-count	r-table	Sig.	Information
Experiential Marketing	X1.1	0.752	0.195	0.000	Valid
	X1.2	0.731	0.195	0.000	Valid
	X1.3	0.617	0.195	0.000	Valid
	X1.4	0.648	0.195	0.000	Valid
	X1.5	0.769	0.195	0.000	Valid
Customer Value	X2.1	0.689	0.195	0.000	Valid
	X2.2	0.709	0.195	0.000	Valid
	X2.3	0.710	0.195	0.000	Valid
	X2.4	0.739	0.195	0.000	Valid
	X2.5	0.687	0.195	0.000	Valid
Quality of Service	X3.1	0.735	0.195	0.000	Valid
	X3.2	0.559	0.195	0.000	Valid
	X3.3	0.671	0.195	0.000	Valid
	X3.4	0.666	0.195	0.000	Valid
	X3.5	0.808	0.195	0.000	Valid
Customer Satisfaction	Y.1	0.866	0.195	0.000	Valid
	Y.2	0.790	0.195	0.000	Valid
	Y.3	0.759	0.195	0.000	Valid
	Y.4	0.801	0.195	0.000	Valid
	Y.5	0.595	0.195	0.000	Valid
	Y.6	0.758	0.195	0.000	Valid

Table 2: Reliability Test

Variable	Cronbach's Alpha	Critical Values	Information
Experiential Marketing	0.740	0.60	Reliable
Customer Value	0.750	0.60	Reliable
Quality of Service	0.724	0.60	Reliable
Customer Satisfaction	0.858	0.60	Reliable

Based on Table 2, it can be concluded that all variables examined in this study have Cronbach's Alpha values exceeding 0.60. This indicates that each variable meets the minimum threshold for internal consistency reliability. A Cronbach's Alpha value above 0.60 indicates that the items used to measure each construct are consistent and stable, suggesting that the questionnaire instrument is considered reliable and appropriate for further analysis in this research.

Table 3: Normality Test Results

Statistics		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Hours of deviation	2.36665879
Most Extreme Differences	Absolute	0.046
	Positive	0.036
	Negative	-0.046
Test Statistic		0.046
Asymp. Sig. (2-tailed)		0.200 ^{c, d}

Based on Table 3, the normality of the data was tested using the One-Sample Kolmogorov-Smirnov test. The Asymp. Sig. (2-tailed) the value obtained was 0.200, which is greater than the threshold of 0.05. This indicates that the residual data in this study follows a normal distribution. A significant value above 0.05 suggests there is no statistically significant deviation from normality, meaning the assumptions required for parametric testing are fulfilled and the data are appropriate for further statistical analysis.

Table 4: Multicollinearity Test Results

Model	Unstd. Coef		Std. Coef	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	Brigh t
(Constant)	6.039	2.012		3.002	0.003		
Experiential Marketing	0.662	0.108	0.503	6.118	0.000	0.679	1.473
Customer Value	0.788	0.180	0.571	4.390	0.000	0.271	3.691
Quality of Service	-0.497	0.130	-0.444	-3.835	0.000	0.342	2.921

Based on Table 4, all independent variables in this study show a Variance Inflation Factor (VIF) value below 10 and a tolerance value exceeding 0.10. These results indicate that there is no strong linear correlation among independent variables. In other words, the data does not suffer from multicollinearity, a condition that can distort regression estimates and weaken the statistical significance of predictor variables. The absence of multicollinearity confirms that the regression model used is stable and the estimated coefficients are reliable for interpreting the relationship between variables.

Heteroscedasticity tests were performed to see if there were non-constant residual variance differences in the regression model. The multiple linear regression analysis in this study aims to determine the direction of influence of variables, such as experiential marketing, customer value, and service quality, on customer satisfaction.

Table 5: Heteroskedasticity and Multiple Linear Regression Analysis Test

Path	Model	Unstd. Coef		Std. Coef	t	Sig.
		B	Std. Error	Beta		
Heteroskedasticity Test	(Constant)	4.661	1.461		3.190	0.002
	Experiential Marketing	-0.080	0.072	-0.131	-1.120	0.265
	Customer Value	-0.076	0.130	-0.109	-0.583	0.562
	Quality of Service	0.024	0.096	0.043	.255	0.800
Multiple Linear Regression	(Constant)	6.039	2.012		3.002	0.003
	Experiential Marketing	0.662	0.108	0.503	6.118	0.000
	Customer Value	0.788	0.180	0.571	4.390	0.000
	Quality of Service	-0.497	0.130	-0.444	-3.835	0.000

Table 5 presents the results of the heteroscedasticity test using the Gleiser method, where all independent variables show significance values greater than 0.05. These findings indicate that the residuals in the regression model are homoscedastic, meaning there are no symptoms of heteroscedasticity. Thus, the variance of the error terms is consistent across all levels of the independent variables, fulfilling one of the classical assumptions required for a valid linear regression analysis. The multiple linear regression equation can be known as follows:

$$Y = 6.039 + 0.662X_1 + 0.788X_2 - 0.497X_3 + e$$

The constant value (β_0) in the regression model is 0.03 and is marked positive, indicating that the independent variables have a unidirectional influence on the dependent variable. When the independent variables experiential marketing (X_1), customer value (X_2), and service quality (X_3) are equal to zero, the predicted value of customer satisfaction is 6.039. The coefficient for experiential marketing is 0.662, suggesting that a one-unit increase in the experiential marketing variable will result in a 0.662-unit increase in customer satisfaction. This shows a positive relationship between experiential marketing and customer satisfaction. Similarly, the coefficient for customer value is 0.788, indicating that a one-unit increase in customer value leads to a 0.788-unit rise in customer satisfaction, again demonstrating a positive direction of influence. However, the coefficient for service quality is -0.497, which means that a one-unit increase in the service quality variable results in a 0.497-unit decrease in customer satisfaction. This implies a negative relationship between service quality and customer satisfaction in this model.

Table 6. T-Test

Hypothesis	t-count	Sig.	Information
Experiential marketing => customer satisfaction	6.118	0.000	accepted
Customer value => customer satisfaction	4.390	0.000	accepted
Quality of Service => customer satisfaction	-3.835	0.000	accepted

Based on Table 6, the hypothesis testing results reveal important findings regarding the factors influencing customer satisfaction at the RedDoorz Hotel Yogyakarta. For Hypothesis 1, which examines the effect of experiential marketing on customer satisfaction, the test results indicate a significant value (p) of 0.00 or $p < 0.05$. This means that experiential marketing has a positive and significant effect on customer satisfaction. Similarly, Hypothesis 2 investigates the influence of customer value on customer satisfaction. The test results again show a significant value of 0.00 or $p < 0.05$, which confirms that customer value has a positive and significant impact on customer satisfaction. Meanwhile, for Hypothesis 3, which tests the effect of service quality on customer satisfaction, the significance value is also 0.00 or $p < 0.05$. Thus, service quality has a negative and significant effect on customer satisfaction at the RedDoorz Hotel Yogyakarta.

The results of the coefficient of determination analysis show that the R value is 0.748, indicating a strong and positive relationship between the independent variables and the dependent variable. The R-squared value of 0.559 indicates that the independent variables in the model can explain 55.9% of the variation in the dependent variable, while the remaining 44.1% is attributed to other factors outside the model. The Adjusted R-squared value of 0.545 indicates that, after adjusting for the number of independent variables used, the model still explains the dependent variable quite well, accounting for 54.5% of the variation. In addition, the standard error of the estimate is 2.403, indicating the average prediction error in the model, which means there is a difference of approximately 2.403 between the actual values and the predicted values. These results suggest that the regression model has a reasonably strong ability to explain the dependent variable, although other external factors also play a role.

5. Discussion

Based on the results of hypothesis test 1, it is proven that the variable Experiential Marketing has a positive and significant effect on customer satisfaction at Hotel RedDoorz Yogyakarta. This study demonstrates that experiential marketing is a variable that significantly influences customer satisfaction at RedDoorz Hotel Yogyakarta. The better customers perceive the experiential marketing, the more it will encourage increased customer satisfaction, and vice versa. Based on the results of the descriptive analysis, it can be explained that one of the main driving factors in experiential marketing, which has an impact on customer satisfaction, is the comfort of the atmosphere at Hotel RedDoorz Yogyakarta. In general, Hotel RedDoorz in Yogyakarta creates a comfortable atmosphere for customers through consistent service facility standards, friendly service, and is supported by affordable prices and a guarantee of service quality. The results of this study support those of previous research, which have shown that Experiential Marketing has a significant effect on customer satisfaction (Barimbing & Sari, 2015; Wahyuningtyas et al., 2017).

Based on the results of hypothesis test 2, it is proven that the customer value variable has a positive and significant effect on customer satisfaction at the

RedDoorz Hotel Yogyakarta. This research demonstrates that customer value variables significantly contribute to creating customer satisfaction at the RedDoorz Hotel Yogyakarta. The higher the customer value offered by Hotel RedDoorz Yogyakarta, the greater its impact on increasing customer satisfaction, and vice versa. Based on the results of the descriptive analysis, it can be inferred that one of the primary factors driving customer value and satisfaction is the suitability of the price offered by Hotel RedDoorz Yogyakarta about the quality provided to customers.

The price range offered by RedDoorz Hotels in Yogyakarta is quite varied, starting from Rp. 120,000 – Rp. 300,000 per night. Although it is known for its affordable price, the RedDoorz Hotel in Yogyakarta still prioritizes room facilities and other amenities according to the established standards, making it in great demand among tourists. This suggests that prices play a crucial role, as low prices do not create overly high expectations, but when accompanied by adequate facilities, they can positively impact on customer satisfaction. The results of this study support those of previous research, which have shown that customer value has a significant effect on customer satisfaction (Jin et al., 2015; Mamdukhah & Nuvriasari, 2025).

Based on the results of hypothesis test 3, it is proven that the service quality variable has a negative and significant effect on customer satisfaction at the RedDoorz Hotel Yogyakarta. This study demonstrates that the service quality variable has a significant influence on customer satisfaction at the RedDoorz Hotel Yogyakarta. The higher the quality of service perceived by customers, the lower the level of customer satisfaction. Based on the results of the descriptive analysis, it can be inferred that one of the primary factors influencing service quality and customer satisfaction is the attitude of RedDoorz Yogyakarta Hotel employees towards serving customers. The friendliness and empathy of employees in serving customers will create a feeling of comfort for customers, as well as build customer trust in the quality of service. The results of this study support those of previous research, which have shown that service quality has a significant effect on customer satisfaction (Mahsyar & Surapati, 2020; Saputra & Nurlinda, 2024).

6. Conclusion

The findings revealed that experiential marketing has a positive and significant effect on customer satisfaction, suggesting that immersive and memorable customer experiences play a critical role in shaping guest perceptions. Similarly, customer value was also found to have a positive and significant influence on satisfaction, indicating that guests appreciate services they perceive as worthwhile and beneficial. Interestingly, service quality exhibited a significant adverse effect, implying that perceived deficiencies in service delivery can substantially diminish customer satisfaction levels.

Theoretically, these results enrich the understanding of customer satisfaction in the hospitality industry by highlighting the unique roles of experiential marketing and perceived value, as well as the unexpected negative impact of service quality when it fails to meet expectations. Practically, the findings suggest that RedDoorz management should prioritize enhancing experiential touchpoints and delivering consistent value to guests, while also identifying and addressing specific service delivery weaknesses to improve overall satisfaction. However, this study is not without limitations. The sample size was limited to 100 respondents across various locations, without proportional representation. This sampling method may not fully capture the diverse consumer behavior across different hotel units. Future research should employ a stratified sampling approach to ensure each hotel is proportionally represented. Furthermore, the adjusted R-squared value of 0.545 indicates that 54.5% of the variation in customer satisfaction is explained by the variables studied, suggesting that other important determinants remain unexamined.

Future researchers are encouraged to expand the model by including additional variables such as brand image, pricing strategies, digital experience, or customer trust to provide a more comprehensive understanding of the factors driving customer satisfaction in the budget hotel sector.

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