

**EXPERIENTIAL MARKETING AND CONSUMER SATISFACTION: STUDY  
META ANALYSIS**

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**Abstract**

This study examines the relationship between experiential marketing and consumer satisfaction. The meta-analysis technique uses with a sample of 36 articles published from 2010 to 2018. The artifact corrected is a sample error. This research aimed to integrating previous research. With the 95% confidence intervals, this study indicated that there is a significant influence between experiential marketing and consumer satisfaction ( $r = 0.507$ ). Furthermore, this study also found that there's a significantly influences from sense, feel, think and relate to consumer satisfaction. Moreover, the influence between experiential marketing and consumer satisfaction is strong. The results of the meta-analysis also show the average value of population correlation from sense, feel, think, act and relate to customer satisfaction.

**Keywords:** customer satisfaction; experiential marketing; meta-analysis

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**INTRODUCTION**

Indonesia's current entrepreneurial growth is growing rapidly. Indonesia's Small and Medium Enterprises (SMEs) are vital to the country's economy since 99.99% of all business units in Indonesia are SMEs enterprises (Iqbal, 2015). Minister of Cooperatives and Small and Medium Enterprises (SMEs), revealed that the latest entrepreneurial ratio in Indonesia had increased to 7% more than the total population of Indonesia. In 2014, the entrepreneurship ratio in Indonesia was only 1.55% and then increased to 1.65% in 2016 and by the end of 2017 had reached more than 3.1% (Endarwati, 2018). With the increasing number of business people, the current business competition is increasing as well. One effort to win the competition is by giving satisfaction to consumers. Consumer satisfaction is very important for business strategy. Anastasia and Tjiptono (2015) explain that through creating satisfaction and

maintaining customers, a firm will get success in competition. The firm will be successful in maintaining customers if customer satisfaction is created. Thereby, the problem of customer satisfaction is never exhausted to be discussed in the field of marketing.

Consumer satisfaction can be created when a consumer gets a feeling of pleasure and memorable experience. Marketing strategies can provide feelings of pleasure and memorable experience through an experiential marketing. According to Schmitt (1999), experiential marketing is an effort to create an unforgettable experience for consumers. Customer satisfaction is recognized as a key factor in determining customer retention rates (Hapsari, Clemes, & Dean, 2016). Experiential marketing does not only offer features and benefits of a product, but it had to be able to provide sensations and good experiences. When it happened, will then be the basis to creating a customer satisfaction. In addition,

consumers will disseminate information about products in word of mouth.

Several studies have found the relationship between experiential marketing with consumer satisfaction. A number of 43 articles on experiential marketing relations and customer satisfaction were successfully collected. From the 43 articles collected, 42 articles obtained the results of research that shows that experiential marketing had a significant effect on customer satisfaction. Different with other researchers, [Azizah \(2016\)](#) who discussed the influence of experiential marketing on consumer satisfaction. That study shows that experiential marketing did not influence to the customer satisfaction. This causes an inconsistency in the results of research between the relationship of experiential marketing and customer satisfaction. The factors that cause the results of the above studies differ very much, one of which is a different sample size. The sample used by previous researchers varied. That requires need for a study to conclude and align the findings of previous research. Therefore, meta-analysis is a form of study that is considered to provide a more accurate conclusion about experiential marketing relationships and customer satisfaction from various existing articles based on statistical calculations.

Meta analysis is a statistical analysis technique that summarizes the results of research obtained with the aim of integrating existing findings. Meta-analysis is a statistic used to summarize two research or research findings for collection, approval and summarizing research previously conducted with quantitative data combined ([Borenstein, Hedges, Higgins, & Rothstein, 2021](#)). Another reason for using the meta- analysis approach in this study is the results of a meta-analysis study that can later be reconciled to the results of research that does not support the theory. Based on the above explanation, this study aims to determine the influence of experiential marketing and consumer satisfaction with meta-analysis studies.

## METHOD

Data collection in this study was carried out by tracing published articles on Goggle Scolar, GARUDA (Digita Referral Garba), Indonesia One Search, Nelti. The keywords used are experiential marketing, consumer satisfaction and experiential marketing on customer satisfaction.

Based on the search using the above keywords, 43 articles were finally obtained. Furthermore, the articles are selected based on the following criteria:

- Each variable must be contained in the sample article studied. The variables are experiential marketing and customer satisfaction or customer satisfaction
- This study will use experiential marketing articles on customer satisfaction or customer satisfaction published in the period from 2010 to 2018 to monitor the progress and development process of research on experiential marketing relationships and customer satisfaction
- Articles must contain one of the accumulated correlations / r-values (r), t-values, or F-values thus, the data can be processed by the meta-analysis procedure.
- Articles must include the number of research samples. That is because the number of samples is used in the meta-analysis process.

## Analysis Technique

This study uses a meta-analysis method compiled by [Hunter and Schmidt \(2004\)](#) as data analysis by correcting sampling error artifacts. Before correcting sampling errors, the researcher converts the f-value, and t-value leads to r-statistics. The formula used is:

$$t = \sqrt{F}$$

$$r = \frac{t}{\sqrt{t^2((N+2))}} \dots\dots (1)$$

The first step in doing Bare-Bone Meta Analysis or correction of sampling errors is.

calculate the correlation average ( $\bar{r}$ ). The formula used is:

$$\bar{r} = \frac{\sum(N_i r_i)}{\sum N_i} \dots\dots\dots (2)$$

Where  $N_i$  is the sample size for study  $i$  and  $r_i$  is the Pearson correlation coefficient for study  $i$ . The next step calculates the variant  $S_r^2$ , the sampling error variant  $S_e^2$ , the estimated variance in the population correlation  $S_p^2$ . The formula used is:

$$S_r^2 = \frac{\sum N_i [N_i (r_i - \bar{r})^2]}{\sum N_i}$$

$$S_e^2 = \frac{(1 - \bar{r}^2)^2}{(N - 1)}$$

$$S_p^2 = S_r^2 - S_e^2 \dots\dots (3)$$

The third step is to determine the 95% confidence interval determined as follows:

$$\bar{r} - > \bar{S}_r Z_{0.975}, \bar{r} + > \bar{S}_r Z_{0.975}$$

$$\approx \bar{r} - > \bar{S}_r (1,96), \bar{r} + > \bar{S}_r (1,96) \dots\dots (4)$$

**Hypothesis Testing Criteria**

First, determine the relationship between each independent variable with the dependent variable with the effect size seen from the person coefficient correlation ( $r$ ). In determining the significant correlation of each variable and acceptance or rejection of the hypothesis, a confidence interval is used. The confidence interval used to determine the relationship between variables is 95%. The relationship between variables will be justify to

be significant if the average correlation value ( $\bar{r}$ ) is in the range of the confidence interval area. If not, the results are not significant.

Second, the direction of the relationship between each variable is determined by the average value of population correlation ( $\bar{r}$ ). If the average correlation ( $\bar{r}$ ) has a negative value (-) and the confidence interval indicates a significant influence, then the relationship between these variables is significantly negative.

**Results and Discussion**

**A. Conversion of f-value, t-values to r-statistics**

Of the 36 articles that were sampled, 18 articles included f-value, 14 t-values, 2 articles included f-value and t-value. And there are 2 articles that include f-value and r-statistics. The r-statistic values obtained by converting the value of f-values and t values between experiential marketing and consumer satisfaction are listed in table 1.

In the literature review it is explained that experiential marketing is measured by Strategic experiential models (SEMs). Where there are five factors from SEMs including sense, feel, think, act and relate. In this study, a meta-analysis will also be conducted on the factors of sense, feel, think, act, and relate to customer satisfaction.

From 36 sample articles, only 17 articles included t-value values between sense, feel, think and relate. While only 16 sample articles included the value of t-value between act and customer satisfaction. The results of conversion t-sense values, feel, think, act, and relate into r-statistics are listed in table 2. Analysis of the data in this study focused on sampling errors.

**Table 1**  
**r- Statistics experiential marketing**

Year	Autors	Sample Size	Statistics Value		
			F	t	R
2015	Fransiska	400	89.025	9.435	0.428
2016	Indrawatia et al	400	108.157		0.462
2013	Alkilani et al	350	68.854		0.406
2015	Ying Wu et al	314	85.55		0.464

2015	Prasetya	313		4.821	0.264
2017	Panjaitan	140		8.73	0.596
2013	Natasha et al	130	29.18		0.431
2012	Razanah et al	116		5,657	0.468
2015	Vernawati et al	114	163, 945		0.940
2016	Rachma I et al	113		10,939	0.720
2015	Kusuma et al	112		13,169	0.782
2017	Halim et al	105		4.462	0.402
2015	Aptri A.B et al	100	142.164		0.769
2015	Rosita	100	88,933		0.690
2015	Khasanah	100		3.660	0.347
2013	Cecilia et al	100	110, 531		0.728
2013	Agustina et al	100	72, 096		0.651
2013	Sriayudha	100	62.467		0.624
2014	Lullulangi et al	100	22,777		0.434
2016	Ekaet al	100	2.629		0.162
2016	Karyono	100		4.618	0.761
2016	Azizah	100		1.665	0.166
2016	Yuliawan et al	100	169,279		0.796
2017	Fadly et al	100	95,747		0.914
2017	Yufizar	100		4,030	0.377
2017	Putra	100		5.458	0.483
2018	Djatmiko et al	100	52, 310		0.590
2018	Arisandra	100	40, 208		0.540
2017	Nandya et al	96		6.829	0.576
2018	Fadeli et al	96	16,747		0.389
2014	Rosanti et al	85		4.188	0.418
2012	Zena et al	80		4.38	0.444
2013	Kumala et al	69	94,638		0.765
2014	Yunita et al	60	9,169		0.370
2016	Megawati et al	60	7.030		0.329
2011	Kusumawati	50	36.625	6.052	0.658

**Table 2**  
**r- Statistics sense, feel, act, think, relate**

Autors	r- Statistics				
	Sense	Feel	Think	Act	Relate
Indrawatia et al	0.088	0.251	0.156	0.297	0.216
Alkilani et al	0.186	0.469	0.089	-0.006	0.003
Ying Wu et al	0.304	0.234	0.041	0.010	0.247
Natasha et al	0.027	0.066	0.150	0.167	0.645
Vernawati et al	0.295	0.457	0.551	0.473	0.313
Aptri A.B et al	-0.327	0.034	0.112	0.778	0.706
Rosita	0.248	0.247	0.261	0.617	0.780
Agustina et al	0.228	0.275	0.225	0.256	0.315
Sriayudha	0.302	-0.027	0.810	0.058	0.021
Lullulangiet al	0.231	0.248	0.344	0.234	0.231
Ekaet al	0.208	-0.057	-0.144	0.293	0.079
Yuliawan et al	-0.231	-0.319	0.777	0.554	-0.110
Fadly et al	0.198	0.249	0.497	0.210	0.300
Djatmiko et al	0.398	0.445	0.529	0.474	0.501
Fadeli et al	0.264	0.245	0.294	0.257	0.233
Yunita et al	0.415	-0.070	0.047	0.381	0.046
Megawati et al	0.289	0.323	-0.131		0.348

**B. Average population correlation ( $\bar{r}$ ) experiential marketing, sense, feel, think, act and relate to customer satisfaction.**

Average population correlation results experiential marketing is 0.507. Calculation of the average correlation of experiential marketing population in table 3. The average value of population correlation ( $\bar{r}$ ) explains the relationship between the two variables correlated in each sample used in each study (Hunter & Schmidt, 2004). The average population correlation in this study is 0.507 classified as a large effect size (Cohen in Ellis, 2010). This indicates that the correlation between experiential marketing variables and consumer satisfaction is strong.

The results of the average population correlation between sense, feel, think, act and relate are sense 0.176, feel 0.226, think 0.228, act 0.250, and relate 0.253. Calculation of average population correlation sense, feel, think, act, and relate in table 4, table 5, table 6, table 7, table 8. The population correlation average value is not a large effect size. This indicates that the correlation between sense, feel, think, act and relate is not too strong.

**C. Variant ( $S_p^2$ ) marketing, sense, feel, think, act and relate to customer satisfaction.**

The calculation results of the variants ( $S_p^2$ ) can later describe the correlation of the two variables. If an error is caused by a small variant, the correlation value is high. The results of variants ( $S_p^2$ ) of experiential marketing and consumer satisfaction are 0.032. Variation calculation ( $S_p^2$ ) Populations ( $S_p^2$ ) experiential experiential marketing in the table 3. This shows a small value. This means that errors caused by errors in correlation results in each sample are very small, so the correlation between experiential marketing and customer satisfaction is high.

Variation calculation results ( $S_p^2$ ) sense, feel, think, act and relate are sense 0.028, feel 0.037, think 0.058, act 0.046, relate 0.051. Calculation of variants ( $S_p^2$ ) sense, feel, think, act, and relate in table 4, table 5, table 6, table 7, table 8. The value

is small, so the error that results from errors in the correlation results in each sample is very small, so the correlation between sense, feel, think, act and relate to customer satisfaction is high.

**D. Variant Sampling Error ( $Se^2$ ) experiential marketing, sense, feel, think, act and relate to customer satisfaction.**

The sampling error variance calculation ( $S_e^2$ ) results from experiential marketing and consumer satisfaction are 0.004. Calculation of error sampling variants ( $S_e^2$ ) from experiential marketing in table 3. While the error sampling variance ( $S_e^2$ ) results from sense, feel, think, act and relate are sense 0.007, feel 0.006, think 0.006, act 0.006, relate 0.006. Calculation of sampling variants error ( $S_e^2$ ) sense, feel, think, act, and relate in table 4, table 5, table 6, table 7, table 8. This value indicates a bias or error that occurs small because it does not approach one.

**E. Correlation Variants**

Populations ( $S_p^2$ ) experiential marketing, sense, feel, think, act and relate to customer satisfaction. The results of the calculation of variance in population correlation ( $S_p^2$ ) from experiential marketing and consumer satisfaction are 0.028. Calculation of correlation variants population ( $S_p^2$ ) from experiential marketing in table 3. While the results of the population correlation variant ( $S_p^2$ ) of sense, feel, think, act and relate are sense 0.021, feel 0.030, think 0.051, act 0.040, and relate 0.044. Calculation of variants of population correlation ( $S_p^2$ ) from sense, feel, think, act, and relate in table 4, table 5, table 6, table 7, table 8. These values are small and show that the variance of the correlation values of each research sample is small and very diverse.

**Table 3**  
**Meta Analysis Experiential Marketing and Consumer Satisfaction**

N	ri	N x ri	ri - $\bar{r}$	$(ri - \bar{r})^2$	N. (ri - $\bar{r}$ ) <sup>2</sup>	( $\bar{r}$ ) <sup>2</sup>
400	0.428	171.2	-0.079	0.006	2.496	0.257
400	0.462	184.8	-0.045	0.002	0.810	
350	0.406	142.1	-0.101	0.010	3.570	
314	0.464	145.696	-0.043	0.002	0.581	
313	0.264	82.632	-0.243	0.059	18.482	
140	0.596	83.44	0.089	0.008	1.109	
130	0.431	56.030	-0.076	0.006	0.751	
116	0.468	54.288	-0.039	0.002	0.176	
114	0.940	107.16	0.433	0.187	21.374	
113	0.720	81.36	0.213	0.045	5.127	
112	0.782	87.584	0.275	0.076	8.470	
105	0.402	42.210	-0.105	0.011	1.158	
100	0.769	76.9	0.262	0.069	6.864	
100	0.690	69	0.183	0.033	3.349	
100	0.347	34.7	-0.160	0.026	2.560	
100	0.728	72.8	0.221	0.049	4.884	
100	0.651	65.1	0.144	0.021	2.074	
100	0.624	62.4	0.117	0.014	1.369	
100	0.434	43.4	-0.073	0.005	0.533	
100	0.162	16.2	-0.345	0.119	11.903	
100	0.761	76.1	0.254	0.065	6.452	
100	0.166	16.6	-0.341	0.116	11.628	
100	0.796	79.6	0.289	0.084	8.352	
100	0.914	91.4	0.407	0.116	16.565	
100	0.377	37.7	-0.130	0.017	1.690	
100	0.483	48.3	-0.024	0.001	0.058	
100	0.590	59	0.083	0.007	0.689	
100	0.540	54	0.033	0.001	0.109	
96	0.576	55.296	0.069	0.005	0.457	
96	0.389	37.344	-0.118	0.014	1.337	
85	0.418	35.53	-0.089	0.008	0.673	
80	0.444	35.52	-0.063	0.004	0.318	
69	0.765	52.785	0.258	0.067	4.593	

**Table 4**  
**Meta Analysis Sense, Feel, Think, Relate and Act to the Consumer Satisfaction (1)**

Sense and Consumer Satisfaction							Feel and Consumer Satisfaction						
N	ri	N x ri	ri - $\bar{r}$	$(ri - \bar{r})^2$	N. (ri - $\bar{r}$ ) <sup>2</sup>	( $\bar{r}$ ) <sup>2</sup>	N	ri	N x ri	ri - $\bar{r}$	$(ri - \bar{r})^2$	N. (ri - $\bar{r}$ ) <sup>2</sup>	( $\bar{r}$ ) <sup>2</sup>
400	0.08	35.2	0.08	0.008	3.09	0.0	40	0.2	100.	0.0	0.0	0.25	0.0
350	0.18	65.1	0.01	0.000	0.03		35	0.4	163.	0.2	0.0	20.6	
	6		0	0	5		0	69	15	43	59	67	

31	0.3	95.	0.1	0.0	5.14	31	0.2	73.4	0.0	0.0	0.02
4	04	5	28	16	5	4	34	76	08	00	0
13	0.0	-	-	0.0	2.88	13	0.0	-	-	0.0	3.32
0	27	3.5	0.1	22	6	0	66	8.58	0.1	26	8
11	0.2	33.	0.1	0.0	1.61	11	0.4	52.0	0.2	0.0	6.08
4	95	7	19	14	4	4	57	98	31	53	3
10	-	-	-	0.2	25.3	10	0.0	-	-	0.0	3.68
0	0.3	32.	0.5	53	01	0	34	3.4	0.1	37	6
10	0.2	24.	0.0	0.0	0.51	10	0.2	24.7	0.0	0.0	0.04
0	48	8	72	05	8	0	47	-	21	00	4
10	0.2	22.	0.0	0.0	0.27	10	0.2	27.5	0.0	0.0	0.24
0	28	8	52	03	0	0	75	-	49	02	0
10	0.3	30.	0.1	0.0	1.58	10	-	-	-	0.0	6.40
0	02	2	26	16	8	0	0.0	-2.7	0.2	64	1
10	0.2	23.	0.0	0.0	0.30	10	0.24	24.8	53	0.00	0.04
0	31	1	55	03	3	0	8	-	22	0	8
10	0.2	20.	0.0	0.0	0.10	10	-	-	-	0.08	-
0	08	8	32	01	2	0	0.05	-5.7	0.2	0	8.00
10	-	-	-	-	-	10	-	-	-	-	-
0	0.2	23.	0.4	0.1	16.5	0	0.31	-31.9	0.5	0.29	29.7
10	0.1	19.	0.0	0.0	0.04	10	0.24	24.9	45	0.00	0.05
0	98	8	22	00	8	0	9	-	23	1	3
10	0.3	39.	0.2	0.0	4.92	10	0.44	44.5	0.2	0.04	4.79
0	98	8	22	49	8	0	5	-	19	8	6
96	0.2	25.	0.0	0.0	0.74	96	0.24	23.5	0.0	0.00	0.03
60	64	3	88	08	3	60	5	2	19	0	5
60	0.4	24.	0.2	0.0	3.42	60	-	-	-	0.08	5.25
60	15	9	39	57	7	60	0.07	-4.2	0.2	8	7
60	0.2	17.	0.1	0.0	0.76	60	0.32	19.3	0.0	0.00	0.56
60	89	3	13	13	6	60	3	8	97	9	5
To	24	42	0.1	0.6	67.3	24	546.	0.7	0.77	89.1	-
tal	24	6.1	32	35	38	24	904	72	6	85	-

**Table 5**  
**Meta Analysis Sense, Feel, Think, Relate and Act to the Consumer Satisfaction (2)**

Think and Consumer Satisfaction							Relate and Consumer Satisfaction						
N	ri	N x ri	ri - r̄	(ri - r̄)²	N. (ri - r̄)²	(r̄)²	N	ri	N x ri	ri - r̄	(ri - r̄)²	N. (ri - r̄)²	(r̄)²
400	0.1	62.4	-	0.0	2.074	0.0	40	0.2	86.4	-	0.0	0.548	0.0
	56		0.0	05		52	0	16		0.0	01		64
			-	0.0	6.762					-	0.0	21.87	
350	0.0	31.15	0.1	19			35	0.0	1.05	0.2	0.63	5	
	89		39				0	03		50			
			-	0.0	10.89					-	0.0	0.011	
31	0.0	12.87	0.1	35	4		31	0.2	77.55	0.0	00		
4	41	4	87				4	47	8	06			
			-	0.0	0.791					-	0.1	19.97	
13	0.1	19.5	0.0	06			13	0.6	83.85	0.3	54	6	
0	50		78				0	45		92			
			0.3	0.1	11.89		11	0.3	35.68	0.0	04	0.410	
11	0.5	62.81	23	04	4		4	13	2	60			
4	51	4					10	0.7	70.6	0.4	0.2	20.52	
10	0.1	11.2	0.1	13	1.346		0	06		53	05	1	
0	12		16				10	0.7	78	0.5	0.2	27.77	
10	0.2	26.1	0.0	01	0.109		0	80		27	78	3	
0	61		33							-			

10	0.2	22.5	-	0.0	0.001	10	0.3	31.5	0.0	0.0	0.384
0	25		0.0	00		0	15		62	04	
10	0.8	81	0.5	0.3	33.87	10	0.0	2.1	-	0.0	5.382
0	10		82	39	2	0	21		0.2	54	
10	0.3	34.4	0.1	0.0	1.346	10	0.2	23.1	-	0.0	0.048
0	44		16	13		0	31		0.0	22	
10	-		-	0.1	13.83	10	0.0	7.9	-	0.0	3.028
0	0.1	-14.4	0.3	38	8	0	79		0.1	30	
10	0.7	77.7	0.5	0.3	30.14	10	-	-11	0.3	0.1	13.17
0	77		49	02	0	0	10		63	37	7
10	0.4	49.7	0.2	0.0	7.236	10	0.3	30	0.0	0.0	0.221
0	97		69	73		0	00		47	02	
10	0.5	52.9	0.3	0.0	9.060	10	0.5	50.1	0.2	0.0	6.150
0	29		01	91		0	01		48	61	
96	0.2	28.22	0.0	0.0	0.418	96	0.2	22.36	-	0.0	0.038
	94	4	66	04			33	8	0.0	20	
60	0.0	2.82	-	0.0	1.966	60	0.0	2.76	-	0.0	2.571
	47		81	33			46		0.2	07	
60	0.1	-7.86	0.3	0.1	7.733	60	0.3	20.88	0.0	0.0	0.542
	31		59	29			48		95	09	
Total	24	553.0	0.7	1.3	139.5	24		612.8	0.5	1.0	122.6
al	24	22	33	06	65	24		42	73	40	56

**Table 6**  
**Meta Analysis Sense, Feel, Think, Relate and Act to the Consumer Satisfaction (3)**

**Act and Consumer Satisfaction**

N	ri	N x ri	ri - r̄	(ri - r̄)²	N. (ri - r̄)²	(r̄)²
400	0.297	118.8	0.05	0.003	0.413	0.061
350	-0.006	-2.1	-0.253	0.064	22.347	
314	0.010	3.14	-0.237	0.056	17.609	
130	0.167	21.71	-0.08	0.006	0.824	
114	0.473	53.922	0.226	0.051	5.841	
100	0.778	77.8	0.531	0.282	28.226	
100	0.617	61.7	0.37	0.137	13.721	
100	0.256	25.6	0.009	0.000	0.009	
100	0.058	5.8	-0.189	0.036	3.580	
100	0.234	23.4	-0.013	0.000	0.016	
100	0.293	29.3	0.046	0.002	0.215	
100	0.554	55.4	0.307	0.094	9.398	
100	0.210	21	-0.037	0.001	0.134	
100	0.474	47.4	0.227	0.052	5.162	
96	0.257	24.672	0.01	0.000	0.009	
60	0.381	22.86	0.134	0.018	1.075	
Total	2364	590.404	1.101	0.802	109.191	

Interval of confidence in experiential marketing, sense, feel, think, act and relate to customer satisfaction. The results of the calculation of the confidence interval between experiential marketing and consumer satisfaction  $0.156 < \check{r} < 0.858$ . The  $\check{r}$  value of

experiential marketing is 0.507, then the value of  $\check{r}$  is in the reception area. It shows that the hypothesis  $H1$  show that there is an influence of experiential marketing and consumer satisfaction is accepted.



The result of calculating the sense confidence interval is  $-0.151 < \check{r} < 0.503$ , with a value of  $\check{r}$  sense 0.176, then the hypothesis *H2* which show that there is an effect of sense on customer satisfaction is accepted. The confidence feel interval  $-0.150 < \check{r} < 0.601$ , with the value of  $\check{r}$  fell 0.226, then the hypothesis *H3* that there is an influence of feel and customer satisfaction is accepted. Trust interval think  $-0.242 < \check{r} < 0.699$ , with a value of  $\check{r}$  think 0.228, then the hypothesis *H4* show that there is an influence of think and customer satisfaction is accepted. The interval of act confidence is  $-0.173 < \check{r} < 0.667$ , with the value of  $\check{r}$  act 0.247, then the hypothesis *H5* show that there is an influence of act and customer satisfaction is accepted. The trust interval is relate  $-0.188 < \check{r} < 0.694$ , with the value of ate relate 0.253, then the hypothesis *H6* show that there is a relate effect and customer satisfaction is accepted.

The value of the population correlation average from experiential marketing, sense, feel, think, act, relate is in the acceptance area of the confidence interval, it shows that there are significant influences from experiential marketing, sense, feel, think, act, relate to satisfaction consumer.

The impact of sampling errors can be calculated by the error sampling variance value compared to the population correlation variant multiplied by 100%. The result of the sampling error was 14.286%. This value indicates that the possibility of sampling errors in experiential marketing relationships and consumer satisfaction is 14,286% and the rest is influenced by other factors.

## DISCUSSION

The purpose of conducting a meta-analysis is to analyse data derived from primary studies. The results of the later meta-analysis are used to support the hypothesis or reject the hypothesis. Looking at the results of analysis of meta-analysis study data on experiential marketing and consumer satisfaction where the average value of population correlation in acceptance of the

confidence interval shows that the hypothesis show that there is a significant influence of experiential marketing on customer satisfaction can be accepted.

Experiential marketing according to [Schmitt \(1991\)](#) is a marketing approach that involves the emotions and feelings of consumers by creating positive and unforgettable experiences so that consumers consume and are fanatical about the product. While customer satisfaction is a feeling of someone who is felt after comparing the performance or results of a product with expectations ([Kotler & Keller, 2021](#)). Experiential marketing is carried out with the aim of consumers feeling more value with contact values so that customer satisfaction and loyalty is created ([Selda Basaran 2012](#)).

By providing a good experience and not being forgotten by experiential marketing strategies it will create positive feelings or feelings of satisfaction with a product. Consumers will feel satisfaction if they feel comfortable in relation to the product and the performance of the product in accordance with their expectations.

The results of this study are also supported by previous studies such as ([Zena & Hadisumarto, 2013](#)), ([Wu & Tseng, 2015](#)), ([Zena & Hadisumarto, 2013](#)). They founded that there was a significant influence between experiential marketing and consumer satisfaction. However, there is one study conducted by [Azizah \(2016\)](#) that does not support the results of this study and show that that experiential marketing does not affect consumer satisfaction. The results of the meta-analysis of this study can be recommended for this study. The results of the meta-analysis also illustrate the influence of factors from experiential marketing on consumer satisfaction. Experiential marketing factors such as sense, feel, think, act and relate have an influence on customer satisfaction in accordance with the results of metanalysis. The average value of population correlation from sense, feel, think, act and relate is in the acceptance area of the confidence interval.

The factors of sense, feel, think, act and relate can create customer satisfaction. By providing a pleasant, joyful, beautiful and satisfied experience through sense or sensory stimulation, good and friendly service, giving a surprise, giving a physical touch of interaction, and lifestyle in accordance with consumers so that consumers in dealing with other people or other social groups are proud and can be accepted so consumers will feel satisfaction.

## CONCLUSION

This research uses a meta-analysis with collects 43 articles on experiential marketing relationships and customer satisfaction or customer satisfaction. These articles are then eliminated through several criteria. There were 36 articles which were used as samples of this meta-analyst's research.

The results of this study indicate that the average correlation between experiential marketing and consumer satisfaction is 0.507. The average value of population correlation is large, it shows that the influence between experiential marketing and consumer satisfaction is strong. The results of the meta-analysis also show the average value of population correlation from sense, feel, think, act and relate to customer satisfaction. Average population correlation values include sense 0.176, feel 0.226, think 0.228, act 0.250, and relate 0.253. Looking at the results of the population correlation average, relate and act have the strongest influence. Next feel, and think, while sense has the smallest influence.

The results shown that there is a significant influence between experiential marketing and consumer satisfaction. Another results also shown that there are significant influences on sense, feel, think, act, and relate to customer satisfaction. The magnitude of the influence between experiential marketing (sense, feel, think, act and relate) and customer satisfaction can be seen from the effect size of the metanalysis results. The results of the meta-analysis of this study support previous studies which show that

there is a significant influence between experiential marketing and consumer satisfaction. Therefore, the use of experiential marketing strategies with sense, feel, think, act and relate factors should be highly considered to achieve customer satisfaction.

Based on the limitations of the study, the authors provide several recommendations for the future study. First, to expand and strengthen the results of the meta-analysis of experiential marketing and consumer satisfaction, further research is expected to expand and multiply the number of sample articles to find stronger evidence from this study. More specific criteria are also needed to obtain more accurate results. A longer period can be used to develop this research in order to obtain more data sources. Second, limited research that uses meta-analysis in the world of management, this research is then expected to be used by future researchers as a basis for conducting meta-analysis. Finally, to obtain a better quality of research, the author recommends that all studies include complete statistical values. The statistical value is the main data used in meta-analysis method.

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