

Building Experiential Marketing And Experiential Religiosity In Increasing Trust, Customer Intimacy And Customer Loyalty At Muslim Clothing Fashion Store In Semarang

Angkasa Puspa Negara¹, Asyhari²

^{1,2} Faculty of Economics, Islam Sultan Agung University, Semarang, Indonesia

Email: angkasapuspa@std.unissula.ac.id

Abstrak

Penelitian ini bertujuan untuk menganalisis hubungan antara experiential marketing dan experiential religiosity dalam meningkatkan kepercayaan, keintiman pelanggan dan loyalitas pelanggan. Desain / metodologi / pendekatan: Data yang digunakan dalam penelitian ini dikumpulkan dari 200 konsumen ritel Busana Muslim di Semarang melalui kuesioner. Penelitian ini menganalisis enam hipotesis menggunakan pemodelan persamaan struktural. Temuan: Hasil penelitian menunjukkan bahwa experiential marketing mampu meningkatkan kepercayaan dan keintiman pelanggan. Peningkatan kepercayaan dan keintiman pelanggan terbukti mampu memperkuat loyalitas pelanggan. Sedangkan religiosity experiential tidak mampu meningkatkan kepercayaan dan keintiman pelanggan. Sehingga tidak dapat memperkuat pengaruh kepercayaan dan keintiman pelanggan terhadap loyalitas pelanggan. Batasan/implikasi penelitian: Variabel penelitian yang digunakan hanya menggunakan experiential marketing dan experiential religiosity sehingga Adjusted R Square dalam mempengaruhi kepercayaan hanya 45,5%, keintiman pelanggan 47,6% dan loyalitas pelanggan hanya 33,7%. dalam penelitian ini, responden penelitian yang diteliti adalah konsumen yang memiliki religiosity ekstrinsik, sehingga memberikan hasil yang signifikan antara variabel religiosity pengalaman dan kepercayaan. Implikasi praktis: Implikasi hasil penelitian bagi manajemen adalah sebagai literatur dalam upaya membangun experiential marketing dalam meningkatkan kepercayaan, keintiman pelanggan dan loyalitas pelanggan. Sehingga perusahaan sebagai peritel busana muslim harus selalu mengembangkan inovasi yang dapat mempengaruhi tindakan pelanggan. Hal ini dapat dicapai dengan menciptakan suasana yang menyenangkan, produk yang beragam, warna dinding yang menarik, produk yang tertata rapi, mendengarkan musik yang nyaman.

Kata Kunci: *Pemasaran Pengalaman, Religiusitas Pengalaman, Kepercayaan, Keintiman Pelanggan, Loyalitas Pelanggan.*

Abstract

Purpose: This study aims to analyze the relationship between experiential marketing and experiential religiosity in increasing trust, customer intimacy and customer loyalty. Design / methodology/ approach: The data used in this study were collected from 200 retail consumers of Muslim Clothing in Semarang through a questionnaire. This study analyzes six hypotheses using structural equation modeling. Finding: The results showed that experiential marketing was able to increase trust and customer intimacy. Increased trust and customer intimacy has proven to be able to strengthen customer loyalty. Meanwhile, experiential religiosity is not able to increase trust and customer intimacy. So it cannot strengthen the influence of trust and customer intimacy on customer loyalty. Research limitations / implication: The research variables used only use experiential marketing and experiential religiosity so that Adjusted R Square in influencing trust is only 45.5%, customer intimacy

is 47.6% and customer loyalty is only 33.7%. In this study, the research respondents studied were consumers who had extrinsic religiosity, thus giving in significant results between experiential religiosity variables and trust. Practical implication: The implications of research results for management are as literature in an effort to build experiential marketing in increasing trust, customer intimacy and customer loyalty. So the company as a Muslim fashion retailer must always develop innovations that can influence customer actions. This can be achieved by creating a pleasant atmosphere, diverse products, attractive wall colors, neatly arranged products, comfortable listening music.

Keywords: *experiential marketing, experiential religiosity, trust, customer intimacy, customer loyalty.*

PENDAHULUAN

The development and progress of the Muslim community today makes business competition increasingly rapid, one of which is in the fashion business. Fashion determines a person's need for self-esteem. Thus, fashion producers are required to creatively meet these needs, one of which is fashion products for Muslim women. Muslimah is a term that refers to "Muslim women", which symbolizes Islamic culture and beliefs (Hasim, 2014). The phenomenon of modern Muslim fashion began four decades ago and the practice has been embraced by many Muslim women around the world (Saeed et al., 2021). Muslim consumers have also received attention because of their high involvement in their decision to buy Muslim fashion products (Wilson and Liu, 2011). As a result, fashion products are increasing rapidly to serve the fashion demands of Muslim women to always complement their clothes (Hassan and Harun, 2016).

Companies are required to be oriented to customer satisfaction so that later they will be loyal to the product or service. Customer loyalty as a customer commitment that persists deeply to re-subscribe or repurchase Muslim fashion consistently in the future, even though the influence of the situation and marketing efforts has the potential to cause behavioral changes Hurriyati (2005). Furthermore, Griffin (2002) also states that loyalty refers more to the behavior of the decision-making units to make continuous purchases of the goods of a selected company. Customer Intimacy is a factor that affects customer loyalty. Customer intimacy is defined as a multidimensional construct consisting of closeness, perceived value and mutual understanding. Closeness reflects feelings of mutual empathy, commitment, affective bonding and a sense of security in the relationship (Bauminger et al., 2008). Perceived value refers to consumers who value the value of maintaining an ongoing relationship with a service provider (Brock & Zhou, 2016). Mutual understanding consists of shared information, shared knowledge, shared beliefs and shared assumptions (Cornelius and Boos, 2003).

Akbar & Parvez, (2009) in their research reveal that trust is an important element in consumer loyalty, trust as an important basis for building and maintaining long-term relationships. So that from the level of trust that has been obtained from excellent service, a high level of loyalty will be obtained (Bolang et al., 2015). According to Mowen and Minor (2012) consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. Trust is formed from past experiences and previous interactions. Schmitt, (2010) states that experiential marketing is a marketing approach that involves the emotions and feelings of consumers by creating unforgettable positive experiences so that consumers consume and are fanatical about certain products. Based on Schmitt, (2010), proposed the concept of a strategic experience module (SEM) which aims to help managers to create different types of customer experiences for their customers. Experiential modules that will be managed in experiential marketing include sensory experience (SENSE); affective experience (FEEL); creative cognitive experience (THINK); physical, behavioral and

lifestyle experiences (ACT) and social identity experiences resulting from association with a reference group or culture (RELATE).

As for the Experiential Religiosity factor, this factor is related to religious experiences, feelings, perceptions, and sensations experienced by a person or defined for a religious group or a society that sees community, even though it is small, in an essence of divinity, namely with God, and the last reality. Rehman & Shabbir, (2010) show that religion is the most important dimension in shaping individual knowledge, beliefs, and attitudes. Religiosity is indicated for the level of commitment to religiosity, which is indicated by the extent to which individuals follow religious practices, values, and beliefs.

The world's consumption of Muslim fashion is estimated to reach US\$ 402 billion in 2024. The consumption of Muslim fashion in Indonesia in 2019 is US\$ 16 billion, or the fifth largest in the world after Iran, Turkey, Saudi Arabia and Pakistan. Meanwhile, in 2020, Indonesian Muslim fashion consumption reached US\$ 21 billion, or the third largest among member countries of the OIC (Organization of Islamic Cooperation), after Turkey and the United Arab Emirates. Muslim Fashion, especially in Indonesia, has experienced significant developments in the last few decades. This has resulted in the transformation of Muslim fashion into a lifestyle. There are several companies in Indonesia, which have become famous Muslim fashion brands including Rabbani, Elzatta, and Zoya.

Several previous studies have occurred in research customers: Amrullah, (2018) found that Experiential marketing has a significant effect on loyalty. This is also supported by (Rizal & Bulan, 2016) Experiential Marketing has a positive and significant effect on Customer Loyalty. However, different results were found by (Rindengan et al., 2018) finding that experiential marketing has a negative effect on customer loyalty. According to Tabrani et al., (2018), customer intimacy has a significant relationship with customer loyalty. Another study found different results that customer intimacy partially negatively and significantly affects loyalty (Huda, 2020). Research conducted by Aulia & Hafasnuddin, (2021) found that religiosity has a positive influence on customer loyalty. Different results found by Suhartanto et al., (2020) in their research that religiosity does not have a positive effect on customer loyalty. This result is also supported by Shera, (2021) that religiosity has no effect on customer loyalty.

A successful Muslim fashion retail company can be seen from the loyalty of its consumers. So this study aims to analyze the effect of building experiential marketing and experiential religiosity on trust, customer intimacy and customer loyalty. In addition, the study also aims to analyze the effect of customer intimacy on customer loyalty. This research is not only important for companies but is very important and useful for developers of management science, especially marketing management. The results of this study are expected to add to the literature related to the effect of experiential marketing and experiential religiosity on trust and customer intimacy which in turn has an impact on customer loyalty.

Experiential Marketing on Trust

Components of trust and reliability from both parties are important in building trust and this notion of trust is a key component of a successful relationship (Ha et al., 2016). Other scholars explain that trust is formed by the customer's past experience with the company and this historical experience provides customers with many opportunities to evaluate the company's capabilities, virtues and integrity (Choi and La, 2013). Although the characteristics of the previous customer experience are influenced by the customer's evaluation of each direct or indirect contact with the service provider. However, consumption experience is more significant as a source of trust (Keller, 1993).

According to Elliott and Yannopoulou (2007) this notion is a hierarchy of emotional involvement that achieves trust when customers take part in emotional immersion in dealing with service providers.

(Ramirez et al., 2019) found that brand experience has a positive effect on trust, which in turn has a positive effect on brand engagement. Jiang et al., (2015) revealed that lack of trust motivates customer and company termination (Amin et al., 2011; Ekici, 2013; Kabayayi, 2016). Based on the theory and supported by previous research, the following hypotheses can be formulated:

H1 : Experiential Marketing Has a Positive Effect on Trust

Experiential Religiosity to Trust

Religiosity which is the practice of adhered to religious teachings also has an impact on trust that Muslim fashion stores are run with sharia principles or Islamic law. Trust is a determining factor of loyalty, this is because the establishment of trust will have an impact on customers to remain committed to making purchases with providers of goods and services for a long time. Trust is formed from past experiences and previous interactions where the higher the trust, the higher the customer loyalty to the company. Bukhari et al., (2019) showed that Muslim consumers with a high level of religiosity follow Islamic law in consuming and using a product.

Based on research conducted by Wahyoedi and Winoto (2017) the results of his research state that religiosity has a positive effect on trust, and trust has a positive effect on loyalty. This research is also supported by Sheth and Mittal (2004) which states that religiosity affects consumer behavior mainly through belief, in the form of consumer personality. Likewise (Aji et al., 2019) also shows that religiosity has a positive and significant effect on trust. Based on the theory and supported by previous research, the following hypotheses can be formulated:

H2 : Experiential religiosity has a positive effect on trust.

Experiential marketing on Customer Intimacy

Experiential marketing is the process of identifying and satisfying the needs and aspirations of profitable consumers, and involving them in communication, as part of an experience that reflects brand characteristics and delivers product value according to company targets. In the context of marketing, Nurrahmi (2019) shows that experiential marketing will affect the value of the experience, where customer satisfaction and the value of the experience will affect customer loyalty. Experiential Marketing is a guide to building an unforgettable experience for consumers so as to create a feeling of closeness between retail and consumers (Batat, 2019). Schmitt et al., (2015) believe that experiences cannot be purchased but can occur after the consumer's purchase process.

The fact that consumers engage in positive brand experiences can increase their attachment to the brand. Since attachment development is based on interactions between individuals and objects (Baldwin et al., 1996), brands that favor internal responses from consumers at various brand touch points should encourage the development of emotionally charged bonds with them. Consumers become attached to brands due to various positive experiences, and brands play an important role when consistently relied on to provide satisfaction through experiential elements (Dolbec and Chebat, 2013; Japutra et al., 2014; Kang et al., 2016). Based on the theory and supported by previous research, the following hypotheses can be formulated:

H3: Experiential Marketing Has a Positive Effect on Customers.

Trust in Customer Intimacy

The notion of trust in service relationships was introduced by Morgan and Hunt (1994) and recognized as a key factor in relationship building (Brock and Zhou, 2012; Yu et al., 2015). For example, Balaji et al., (2016) reveal that when customers have trust in service providers, customer intimacy develops. Pondering et al. (2016) argue that the willingness of customers to establish intimate relationships with service providers is influenced by their level of trust in service providers. Trust is the determining factor of loyalty, this is because the establishment of trust will have an impact on

customers to remain committed to doing business with providers of goods and services for a long time.

In the banking industry, customer intimacy is relatively high due to high personal interaction between customers and employees (Bügel et al., 2011; chai et al., 2015). This suggests that a successful relationship between a firm and a customer will exist when one party has confidence in the reliability and integrity of the exchange partner (Moormandkk., 1992; Morgan and Hunt, 1994; Mukherjee and Nath, 2003, 2007). In the context of Islamic banking, Ashraf et al., (2015) argue that the more customers trust their bank, the more intimate their customer relationship with the company. As a result, trust is predicted to develop customer intimacy. Based on the theory and supported by previous research, the following hypotheses can be formulated:

H4: Trust has a positive effect on customer intimacy

Customer Intimacy towards Customer Loyalty

With regard to customer intimacy, limited studies examine the relationship between customer intimacy and loyalty. For example, Bugel et al., (2011) suggest that customer intimacy can help companies build relationships with customers and can prevent termination of the relationship. Brock and Zhou (2012) found that customer intimacy creates positive word of mouth and repurchase intentions. In addition to the direct relationship between customer intimacy and loyalty, the literature suggests that customer intimacy plays a mediating role in the relationship between customer trust and loyalty (Brock and Zhou, 2012). On the other hand, Ponder et al., (2016) hypothesized that the relationship of trust and commitment is fully mediated by customer intimacy. Based on the theory and supported by previous research,

H5: Customer Intimacy Has a Positive Effect on Customer Loyalty

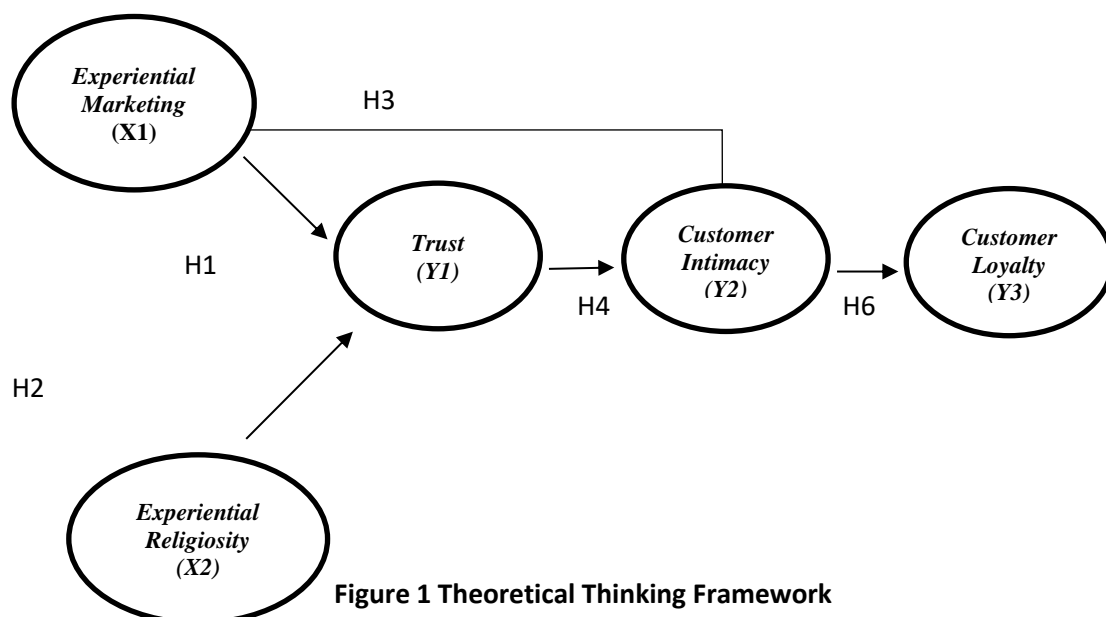


Figure 1 Theoretical Thinking Framework

METODE

The type of research used is explanatory research that is associative, is research that aims to determine the relationship between two or more variables (Sugiyono, 2012). The samples taken in this study were consumers who made purchases of Muslim clothing products in Semarang by 200 respondents. The sampling technique is purposive sampling, which is a sampling technique carried out by taking subjects based on a specific purpose (Sugiono, 2012). The purpose or consideration is only devoted to consumers who have purchased at least 2 times and use Muslim clothing and are aged 17

years and over. Data was collected through a questionnaire. The list of questions is arranged in stages based on a Likert scale measuring 1 - 5.

Measurement and analysis

This study uses analytical methods to measure the data. Meanwhile, in testing the hypothesis, the researcher used Structural Equational Modeling (SEM) which was operated through the Partial Least Squares (PLS) program. SEM is used as an analytical technique to thoroughly explain the relationship between variables in the study. In this study, to see the level of realization of experiential marketing involves the dimensions of Sense, Feel, Think and Act (Schmitt, 1999). Meanwhile, to find out experiential religiosity, this study uses feelings of pleasure when seeing other people follow Islamic teachings, feelings of sadness and dissatisfaction when doing something that is forbidden in religion, feeling of fear of Allah, feeling of being punished by Allah when doing something wrong (Glock, 2007). 1972). Dimensions to measure trust include virtue, integrity, confidence and reliability (Choi and La, 2013). To find out customer intimacy, this study uses the dimensions of self-disclosure, feelings of closeness, attachment, connectedness (Jeon and Kim 2016; Ponder et al., 2016). Furthermore, the dimensions for measuring customer loyalty include recommending products, repurchasing, consuming the brand, always liking the brand (Kotler & Keller, 2012) and (Tjiptono, 2002). The test results show that the Composite Reliability value of the experiential marketing variable is 0.908, experiential religiosity is 0.958, trust is 0.908, customer intimacy is 0.904 and customer loyalty is 0.908.

HASIL DAN PEMBAHASAN

The testing of the proposed conceptual model includes testing the measurement model and the structural model. Meanwhile, to test the hypothesis using Smartpls as an analytical tool.

Measurement Model

Based on the results of the convergent validity test as described in Table 4.6 on each instrument variable experiential marketing, experiential religiosity, trust, customer intimacy and customer loyalty shows that all variable indicators are known to be valid, because the loading value is greater than 0.50 to 0.60 , so that these indicators meet the feasibility of conducting research.

Table 1 Convergent Validity Test

Indicator	Variable Score	LatentT Statistics	Sign	Off	Information
Experiential Marketing					
X1.1	0.769	26,446	0.5 - 0.6	Valid	
X1.2	0.871	38,359			
X1.3	0.880	48,270			
X1.4	0.854	32,764			
Experiential Religion					
X2.1	0.933	70,241	0.5 - 0.6	Valid	
X2.2	0.912	64,458			
X2.3	0.897	39,530			
X2.4	0.946	87,515			
Trust					
Y1.1	0.821	38,231	0.5 - 0.6	Valid	
Y1.2	0.878	45,279			
Y1.3	0.831	35,361			

Y1.4	0.840	37,623	0.5 - 0.6	Valid
Customer Intimacy				
Y2.1	0.873	42,387		
Y2.2	0.889	44,900		
Y2.3	0.753	14,781		
Y2.4	0.843	28,677	0.5 - 0.6	Valid
Customer Loyalty				
Y3.1	0.889	52,083		
Y3.2	0.874	38,347		
Y3.3	0.785	16,566		
Y3.4	0.823	33,907		

Source: PLS output data, 2022

Table 2 Discriminant Validity

Variable	Average Variance Extracted (AVE)	Sign off
Customer Loyalty	0.712	0.5
Customer Intimacy	0.704	0.5
Trust	0.711	0.5
Experiential Marketing	0.713	0.5
Experiential Religion	0.850	0.5

Source: PLS Processed Results, 2022

Based on the results of the discriminatory validity test, it was concluded that the root (AVE) construct in each variable of experiential marketing, experiential religiosity, trust, customer intimacy, and customer loyalty showed the average Variance Extracted (AVE) value had exceeded the provision of 0.5.

Table 3 Composite Reliability Test Results

Variable	Composite Reliability	Sign off	Conclusion
Customer Loyalty	0.908	0.7	Reliable
Customer Intimacy	0.904	0.7	Reliable
Trust	0.908	0.7	Reliable
Experiential Marketing	0.908	0.7	Reliable
Experiential Religiosity	0.958	0.7	Reliable

Source: Processed product, 2022

The results of testing the Composite Reliability value show that all Composite Reliability values in each research variable have exceeded the standardized value of 0.70, so testing on experiential marketing, experiential religiosity, trust, customer intimacy and customer loyalty variables can be trusted or relied upon to reveal actual data of an object.

Structural model (Inner model)

This study uses a structural equation model (SEM) technique using the Partial Least Square method, which serves to determine the effect of experiential marketing and experiential religiosity on customer loyalty with trust and customer intimacy as intervening variables. Based on the test results obtained the following results:

Table 4 Path Analysis Results *Partial Least Square*

	Original Sample Estimate	Mean Of Subsamples	Standard Deviation	T-Statistic	Results
X1 -> Y1	0.752	0.744	0.113	6.673	Significant
X2 -> Y1	-0.012	-0.204	0.134	1,584	Not significant
X1 -> Y2	0.483	0.479	0.105	4,599	Significant
Y1 -> Y2	0.270	0.271	0.074	3,643	Significant
Y2 -> Y3	0.692	0.686	0.047	14,714	Significant

Source: PLS processed products, 2022

The results of experiential marketing testing on trust obtained a statistical *T value* of 6.673 > *t table value* = 1.96 which means *H₀* is rejected and *H_a* is accepted. This explanation can be interpreted that there is a positive and significant influence between experiential marketing on trust. These results can be concluded that the test is able to accept the first hypothesis, so that the assumption that experiential marketing has a positive and significant effect on trust can be accepted. This is reinforced by the statement of Mital et al. (1998) that with experience and good information it will foster trust from consumers towards a product/service, so that with experience it will form consumer memory for a product/service as a form of consumer confidence in a retail.

The results of experiential religiosity testing on trust obtained a statistical *T value* of 1.584 < *t table value* = 1.96 which means *H₀* is accepted and *H_a* is rejected. This explanation can be interpreted that experiential religiosity has no effect on trust. With these results it is concluded that the test is unable to accept the second hypothesis, so that experiential religiosity has a positive and significant effect on trust and cannot be accepted. The insignificant results in this study could occur because the consumer's religiosity is more inclined to extrinsic religiosity. Allport & Ross, (1967) said that extrinsic religiosity is used by individuals to achieve goals in religion. Individuals who have extrinsic religiosity will react if there are external worldly factors that affect them. The results of this study support the findings of Butt Mukhtar and Mohsin (2012) that religiosity has no effect on trust which then affects consumer loyalty. This study is also in line with the research of Kusumawati et al., (2019) that religiosity is not a cause of intention to visit stores again.

The results of experiential marketing testing on customer intimacy obtained a statistical *T value* of 4.599 > *t table value* = 1.96 which means *H₀* is rejected and *H_a* is accepted. With these results, the test is able to accept the third hypothesis, which means that Experiential Marketing has a positive and significant influence on customer intimacy. Based on the test results, the alleged positive and significant influence between experiential marketing on customer intimacy is acceptable. These results are reinforced by the statement of Accenture, (2015) showing that providing experiences to consumers is a top business priority. Correia-Loureiro et al., (2012) explained that brand attachment is one of the main concepts studied in the domain of consumer-retail relationships because this emotional bond between consumers and retailers has strong and positive consequences on various relationships and behaviors such as feelings of closeness. This study is in line with the findings of Ramirez et al., (2019)

that brand experience has a positive influence on customer intimacy.

The results of the trust test on customer intimacy obtained a statistical *T value* of $3.643 > 1.96$, which means H_0 is rejected and H_a is accepted. This shows that there is a positive and significant influence between trust and customer intimacy. Based on the test results indicate that the test is able to accept the fourth hypothesis, so that the alleged positive and significant effect on customer intimacy is accepted. These results are reinforced by the statement of Balaji et al., (2016) which reveals that when customers have trust in service providers, customer intimacy develops. Ponder et al., (2016) argues that customers' willingness to have intimate relationships with service providers is influenced by their level of trust in service providers. This study is in line with the findings of Kai et al., (2016) that trust has a positive influence on customer intimacy. This study is also supported by the findings of Tabrani et al., (2018) that trust has a positive influence on customer intimacy.

The results of customer intimacy testing on customer loyalty obtained a statistical *T value* of $14.714 > 1.96$, which means H_0 is rejected and H_a is accepted. This shows that there is a positive and significant effect between customer intimacy on customer loyalty. Based on the test results indicate that the test is able to accept the sixth hypothesis, so that the alleged positive and significant effect on customer intimacy is accepted. These results are reinforced by the statement of Bugel et al., (2011) which states that customer intimacy can help companies build relationships with consumers and can prevent termination of relationships between customers and companies. Brock and Zhou (2012) found that customer intimacy creates positive word of mouth and repurchase intentions. This study supports the findings of Mulia, (2020) that customer intimacy has a positive effect on customer loyalty. Tabrani et al., (2018) that consumer intimacy has a positive influence on consumer loyalty.

Table 5 Test results *Indirect Effect*

Variable Relationship	T-Statistic	P Value	Conclusion
Influence <i>Experiential Marketing</i> to Customer Intimacy through <i>Trust</i>	2,867	0.004	Support
Influence Experiential Religiosity on Customer Intimacy through Trust	1,330	0.184	Not support
Influence Experiential Marketing on Customer Loyalty through Customer Intimacy	4,643	0.000	Support
Influence Trust on Customer Loyalty through Customer Intimacy	3,485	0.000	Support

Source: processed primary data, 2022

The results of the study prove that trust is able to be an intervening variable between experiential marketing and customer intimacy, meaning that the higher the confidence and customer support, the higher the experiential marketing obtained by customers with retail, it will increase consumer trust so that it will increase customer loyalty in Muslim clothing. Thus consumer intimacy will increase if it is supported by the high experience that consumers get when visiting, such as the company's ability to display a good atmosphere and impression of the outlet, products that provide different experiences, the process of delivering personal product information and maximum service,

The results showed that trust was not able to be an intervening variable between experiential religiosity and customer intimacy. This is because the results of experiential religiosity testing are not able to increase customer intimacy towards the retail of a product. Thus consumer intimacy towards

retail Muslim clothing does not make customers have to be tied to a retail product, but because someone makes a purchase because to increase the consumer's prestige in the eyes of the community or because of the level of need that must be met, so that the religious experience obtained by consumers towards a retail product not a benchmark for someone to be tied to the company to remain loyal.

Customer intimacy is also able to be an intervening variable between experiential marketing and customer loyalty, which means that the higher the customer experience due to the closeness between the customer and the product, the higher the level of consumer intimacy with the product which will certainly have an impact on consumer loyalty. Thus, customer loyalty will increase, it requires a high bond from consumers to the products offered, such as the company's ability to convey messages reliably and be able to keep its promises, integrity through fairness in treating customers, positive feelings (pride) and strong relationships between customers and customers. product supply company.

The results show that if customer intimacy is able to become an intervening variable between trust and customer loyalty, giving the understanding that the higher the level of consumer trust in a retailer, the higher the level of consumer intimacy with the product which will certainly have an impact on customer loyalty. Thus consumers are loyal to a retailer because of high trust, such as consumer confidence in brand reputation, brand reliability, trust in the company as a Muslim fashion retailer, positive consumer perceptions that encourage company value.

Table 6 Result Summary *R Square*

No	Information	R Square
1	<i>Experiential Marketing and Experiential Religiosity</i> against Trust	0.337
2	<i>Experiential Marketing, Experiential Religion</i> and Trust towards customer intimacy	0.455
3	<i>Customer Intimacy</i> to customer loyalty	0.467

Source: processed primary data, 2022

The R Square value of experiential marketing and experiential religiosity on trust is 0.337, meaning that the percentage of trust variable can be explained by experiential marketing and experiential religiosity variables of 33.7%, while the rest is explained by variables not examined in this study. Meanwhile, for experiential marketing, experiential religiosity and customer intimacy, the R Square value is 0.455, meaning that the large percentage of customer intimacy can be explained by the three experiential marketing variables, experiential religiosity and trust of 45.5%, while the rest is explained by other variables that are not investigated in this study. The value of R Square for the direct effect of customer intimacy on customer loyalty obtained a value of 0.467, it can be interpreted that customer loyalty can be explained by 46.7% while the rest is explained by other variables not observed in this study. Based on the three results, R Square above has decreased due to data variation and fluctuations in the influence of each effective contribution from the independent variable and the dependent variable.

SIMPULAN

This study aims to analyze the relationship between experiential marketing and experiential marketing on trust, customer intimacy and customer intimacy. The results showed that experiential marketing had a positive and significant effect on trust, customer intimacy and customer loyalty. The results of this study are also supported by the findings of Ramirez et al., (2019); Kai et al., (2016); Tabrani et al., (2018) that experiential marketing has an effect on trust which in turn will affect customer

loyalty. Meanwhile, experiential religiosity has no effect on trust, customer intimacy and customer loyalty.

The main point of the research is that in order for experiential marketing to remain good, the company as a Muslim fashion retailer must always develop innovations that can influence customer actions. This can be achieved by creating a pleasant atmosphere, with a variety of products, attractive wall colors, product arrangement that is pleasing to the eye, pleasant music sounds to the ears, and fragrant room aroma. The better Muslim fashion retail in creating a positive experience, it will certainly increase the level of consumer confidence. Due to the lack of experiential religiosity obtained by consumers related to religious activities, the company as a Muslim fashion retailer must be able to provide religious facilities and activities that consumers can participate in. This can be achieved by holding joint recitations, holding social services to the community (the poor), holding Ramadan Islamic boarding schools and holding religious competitions. Thus, consumer confidence to continue to transact and establish long-term relationships with Muslim fashion retailers will increase.

However, this research has the following limitations. First, the research variables used only use experiential marketing and experiential religiosity so that Adjusted R Square in influencing trust is only 45.5%, customer intimacy is 47.6% and customer loyalty is only 33.7%. In future research, it is better to add research variables, such as brand engagement, brand community, brand personality, relationship marketing and customer value. Second, in this study, the research respondents studied were consumers who had extrinsic religiosity, thus giving in significant results between experiential religiosity variables and trust. To provide satisfactory results from the experiential religiosity variable, it is better to choose respondents who have a tendency to intrinsic religiosity.

DAFTAR PUSTAKA

- Akbar, M. M., & Parvez, N. (2009). IMPACT OF SERVICE QUALITY , TRUST , AND CUSTOMER Mohammad Muzahid Akbar and Noorjahan Parvez. *ABAC Journal*, 29(1), 24–38.
- Allport, G. W., & Ross, J. M. (1967). Personal religious orientation and prejudice. *Journal of Personality and Social Psychology*, 5(4), 432–443. <https://doi.org/10.1037/h0021212>
- Amrullah, W. (2018). Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Di Sengkaling Kuliner “Sekul” Malang. *Manajemen Bisnis*, 7(2), 119–128. <https://doi.org/10.22219/jmb.v7i2.7006>
- Bauminger, N., Finzi-Dottan, R., Chason, S., & Har-Even, D. (2008). Intimacy in adolescent friendship: The roles of attachment, coherence, and self-disclosure. *Journal of Social and Personal Relationships*, 25(3), 409–428. <https://doi.org/10.1177/0265407508090866>
- Bolang, V. R., Massie, J. D. ., & Soegoto, A. S. (2015). Peran Pelayanan Teller Dan Costumer Service Terhadap Kepuasan Pelanggan Pada Bank Bri Unit Karombasan Cabang Manado. *Jurnal EMBA*, 3(3), 1126–1139.
- Brock, J. K.-U., & Zhou, J. Y. (2016). *Customer intimacy*. <https://doi.org/10.1108/08858621211236043>
- Rehman, A.-U., & Shabbir, M. S. (2010). The relationship between religiosity and new product adoption. *Journal of Islamic Marketing*, 1(1), 63–69. <https://doi.org/10.1108/17590831011026231>
- Rindengan, C. M., Mananeke, L., Poluan, J., Sam, U., & Manado, R. (2018). Pengaruh Experiential Marketing Terhadap Loyalitas Konsumen Pada Pt. Hasjrat Abadi Outlet Yamaha Karombasan Di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4), 2988–2997. <https://doi.org/10.35794/emba.v6i4.21212>
- Rizal, M., & Bulan, T. (2016). Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan Kolam Renang Mutiara Waterpark Perumnas Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 5(1), 469–478.
- Saeed, M., Grine, F., & Shafique, I. (2021). Integrating factors influencing hijab purchase intention among Muslim women. *Journal of Islamic Marketing*, 12(1), 95–112. <https://doi.org/10.1108/JIMA-10-2018-0194>

- Schmitt. (2010). *Experiential Marketing* Bernd Schmite *ExperientialNiarketing*. January 2013, 37–41.
- Tabrani, M., Amin, M., & Nizam, A. (2018). Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships. *International Journal of Bank Marketing*, 36(5), 823–848. <https://doi.org/10.1108/IJBM-03-2017-0054>
- Mowen, C. John., dan Minor, Michael. 2012. *Perilaku Konsumen*. Jakarta : Erlangga