

The effect of experiential marketing and product variation on customer loyalty of Omben Geden in Pacitan city mediated by customer satisfaction

Uun Novianti Khasanah¹, Fery Setiawan^{1*}, Naning Kristiyana¹, and Nur Sayyidatul Muntiah¹

¹ Muhammadiyah University of Ponorogo, Ponorogo, Indonesia

*Corresponding author email: ferysetyafeumpo@umpo.ac.id

Abstract

The purpose of this research is to analyze the impact of experiential marketing and product variation on consumer loyalty driven by customer satisfaction at Omben Geden in the city of Pacitan. Omben Geden is a type of MSME operating in the city of Pacitan, East Java Province, and engaged in the beverage industry. The purpose of the research is to examine the customer loyalty of Omben Geden in Pacitan City, which is influenced by experiential marketing and product variations. Meanwhile, the researcher proposes Customer Satisfaction as a mediating variable in the investigation. This research was conducted using quantitative techniques and applied accidental sampling methods. The sampling was conducted by sending questionnaires via Google Form to 98 individuals who are customers of Omben Geden in Pacitan City. Then, the raw data was processed and analyzed using SmartPLS version 4.1. The results of this study prove that experiential marketing and product variation affect customer satisfaction, experiential marketing and product variation affect consumer loyalty, and customer satisfaction successfully mediates the influence of experiential marketing and product variation on customer loyalty.

Keywords

Experiential marketing, Product variation, Customer satisfaction

Introduction

Micro, Small, and Medium Enterprises (MSMEs) refers to economic activities managed by individuals or small legal entities. Overall, the development of MSMEs in Indonesia holds significant potential for sustainable growth and increased contribution to the national economy. With adequate support, it is hoped that MSMEs in Indonesia will become the backbone of a stronger and more digitally competitive Indonesian economy [1]. In an effort to face global economic competition, MSMEs can produce high-quality, competitive goods and services. Furthermore, consumers not only demand assurance

Published:

May 04, 2026

This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

Selection and Peer-review under the responsibility of the 7th BIS-HSS 2025 Committee

of quality, health, and environmental sustainability, but also expect attention to social aspects [2].

The ability to analyze market potential and identify consumer targets that are relevant to the business being run is also very necessary, one of the areas with many MSME business actors is Pacitan City [3]. The culinary business cannot be separated from the selection of the right location, in Pacitan City itself, it can be directly observed, there are a number of culinary businesses that use outlets as a method to access a larger market, with relatively small capital, and easily move from one location to another so that it allows more people to enjoy a variety of dishes without having to spend a lot of money, easily recognized by consumers, and allows for increased sales turnover with minimal capital. By understanding market trends, understanding customer desires, increasing business competitiveness through innovation, efficient use of resources such as budgets and workforce utilization to achieve maximum results, and adapting to market changes, management strategies are very important in marketing because they help businesses achieve their long-term goals through effective planning, implementation, and control [4].

The object of this research is the consumers of one of the Micro, Small, and Medium Enterprises (MSMEs) operating in the culinary sector and located in Pacitan City, namely Omben Geden. The culinary business in Pacitan has grown rapidly across all levels of society due to the high level of consumption of city residents, which has encouraged the emergence of culinary businesses that aim to generate profits from the products they sell. Omben Geden consistently strives to provide the best products, with a wide variety of products and diverse menus, carefully designed to ensure a refreshing experience for its customers. This is why Omben Geden has the slogan “Contemporary, refreshing, and filling drinks.” Its signature menu is Es pisang ijo (green banana ice) combined with various toppings. Omben Geden always provides an optimal customer experience during the product purchasing process, as well as offering the best service and meeting consumer needs. This will create a deep impression regarding the experience obtained by consumers when using the service, which will be engraved in their memories and encourage the emergence of loyalty.

Theoretically, customer loyalty doesn't form instantly, but is influenced by various factors, including experiential marketing and product variety. Experiential marketing emphasizes creating a holistic experience that encompasses the sensory, emotional, cognitive, behavioral, and relational aspects of customers [5]. Meanwhile, product variations provide alternative choices that can meet the diverse preferences and needs of customers [6]. These two factors have been proven to increase customer satisfaction as a post-consumption evaluation that is both affective and cognitive.

From a modern marketing theory perspective, customer satisfaction is a central construct in explaining the formation of loyalty. Expectation-Confirmation Theory (ECT) asserts that satisfaction arises from the customer's evaluation process of the match between initial expectations and actual performance perceived after consumption [7].

When perceived performance exceeds expectations, customers experience satisfaction, leading to repurchase intentions and long-term commitment. Experiential marketing does not automatically generate loyalty without going through the customer's affective and cognitive evaluation process [8]. Satisfaction acts as a psychological mechanism that explains the process by which a positive consumer experience occurs. Furthermore, loyalty is highly dependent on the effectiveness of product variations in delivering satisfaction regarding taste, quality, price, and the overall consumer experience [9].

The purpose of this study is to examine customer loyalty at Omben Geden in Pacitan City, which is influenced by experiential marketing and product variety. Meanwhile, the researcher proposes Customer Satisfaction as a mediating variable. By using a theoretical framework, this study is important to understand the factors that influence customer loyalty at Omben Geden in Pacitan City, with the hope of increasing business value and achieving a more sustainable competitive advantage. Although customer satisfaction is frequently studied in the marketing literature, this study specifically positions this variable as the primary mediator explaining the relationship between experiential marketing and product variety on customer loyalty. Focusing on this mediation mechanism provides a deeper understanding of the factors that shape loyalty directly or through prior satisfaction evaluations. By examining this mediating role, this study contributes to clarifying inconsistencies in previous findings that showed different results regarding the direct influence of experiential marketing and product variety on loyalty. Therefore, this study not only confirms the relationship between the variables but also clarifies the causal structure of the relationship.

Literature review

Management

Management is a process or framework that involves directing, implementing, and managing individuals and groups toward organizational goals. Management science is a science that is fundamentally embedded in human life and cannot be separated from the principles of management, namely Planning, Organizing, Actuating, and Controlling (POAC) [10]. In short, management is something that occurs in an organization where there are goals to be achieved and involves people and other resources based on certain stages or processes that are carried out in the most efficient manner.

Entrepreneurship

This process involves taking risks, whether financial, psychological, or social, and has the potential to yield rewards in the form of monetary compensation and personal satisfaction. Entrepreneurship is also defined as an activity aimed at creating value by carefully identifying business opportunities [11].

Consumer behavior

Consumer Behavior is a framework that helps us understand how buyers behave when purchasing something. The activity of thinking, comparing, and asking questions about a product before making a purchase, starting from cost, model, shape, and quality, product function, use, and other aspects that are part of consumer behavior [12].

Experiential marketing

The concept of experiential marketing seeks to empathetically understand customers' complex desires and needs. Experiential marketing is a new form of marketing model that involves customers interacting directly with brands, both concretely and emotionally [13].

Product variations

Product variety refers to segments or variants that differentiate themselves from a particular brand or product characteristic, which can be identified based on factors such as price, appearance, and product characteristics. Product variety is considered a highly influential element, ensuring freedom of choice for visitors, and potentially creating a more memorable and satisfying consumer experience [6].

Customer loyalty

Purchase loyalty can be defined as the behavior of buyers who are loyal to a brand and are reluctant to switch to another brand. Customer loyalty tends to provide ideas and suggestions to improve product quality and sustainability because they believe in the company's quality. Consumers tend to show loyalty by making repeat purchases continuously [14].

Customer satisfaction

Customer satisfaction refers to the extent to which a business's products, services, and experiences meet or exceed customer expectations. It is a critical element in assessing the overall health and success of a company [9]. If perceived performance falls short of customer expectations, it can lead to customer disappointment. Conversely, if performance meets customer expectations, customers will be satisfied. Furthermore, if performance exceeds customer expectations, customers will experience a very high level of satisfaction.

Hypothesis development

The influence of experiential marketing on customer satisfaction

Experiential Marketing has a positive and significant impact on consumer satisfaction [5]. In the context of social media use, customer commitment will be formed naturally and with the existence of innovatively created concepts, positive experiences in service, and interesting things that consumers get when consuming products can have a big impact on Customer Satisfaction.

H1: Experiential Marketing has an influence on the level of customer satisfaction.

The influence of product variety on customer satisfaction

Product variety has a positive and significant impact on consumer satisfaction [6]. This is due to customer satisfaction with the variety of products available, and customers also feel satisfied because they can obtain the products they want and need according to the variety offered. However, research (Maichael, 2018) found that customer satisfaction levels were not significantly affected by product variety.

H2: Customer satisfaction is influenced by product variety.

The influence of experiential marketing on customer loyalty

Experiential Marketing has a positive impact on consumer loyalty with an emphasis on an approach that focuses on consumer experience [8]. This can create consumer loyalty and encourage repeat purchases, thus building customer loyalty. Therefore, the better the experience a consumer experiences using a product, the more likely they are to continue using it.

H3: Experiential marketing influences consumer loyalty

The influence of product variety on customer loyalty

Product variety has a positive and significant impact on consumer loyalty. This study shows that menu diversity can attract consumers to top up their phone credit, thus contributing to customer loyalty [15]. So, when a product continues to demonstrate the variety it offers, it encourages continued use.

H4: Product diversity has a significant influence on consumer loyalty.

The influence of customer satisfaction on customer loyalty

The level of consumer satisfaction and consumer loyalty are fundamentally closely related [16]. According to research results, customer satisfaction can increase customer loyalty, with increasing levels of satisfaction, levels of customer loyalty will also increase [17].

H5: Customer satisfaction has a significant influence on customer loyalty.

Customer satisfaction mediates the influence of experiential marketing on customer loyalty

Experiential marketing has a relationship with consumer loyalty, which is driven by customer satisfaction [5]. Furthermore, it was explained that customer satisfaction has a positive and significant impact on customer loyalty. Experiential marketing influences customer loyalty through the psychological mechanism of customer satisfaction. A positive experience will increase satisfaction, and this satisfaction will drive repurchase intentions, word-of-mouth recommendations, and long-term commitment. Conversely, even if an experience is designed to be engaging, if it does not result in satisfaction, loyalty will not be optimally formed.

H6: Customer satisfaction serves as a mediator in the influence of experiential marketing on customer loyalty.

Product variety on customer loyalty through customer satisfaction

Product variety is related to consumer satisfaction, thus encouraging customer loyalty [6]. Customer satisfaction acts as a psychological mechanism that bridges the relationship between product variety and loyalty. When customers are satisfied with the menu diversity that suits their tastes and needs, they are more likely to make repeat purchases and recommend a product to others.

H7: Customer satisfaction functions as a mediator of the influence of product variation on customer loyalty.

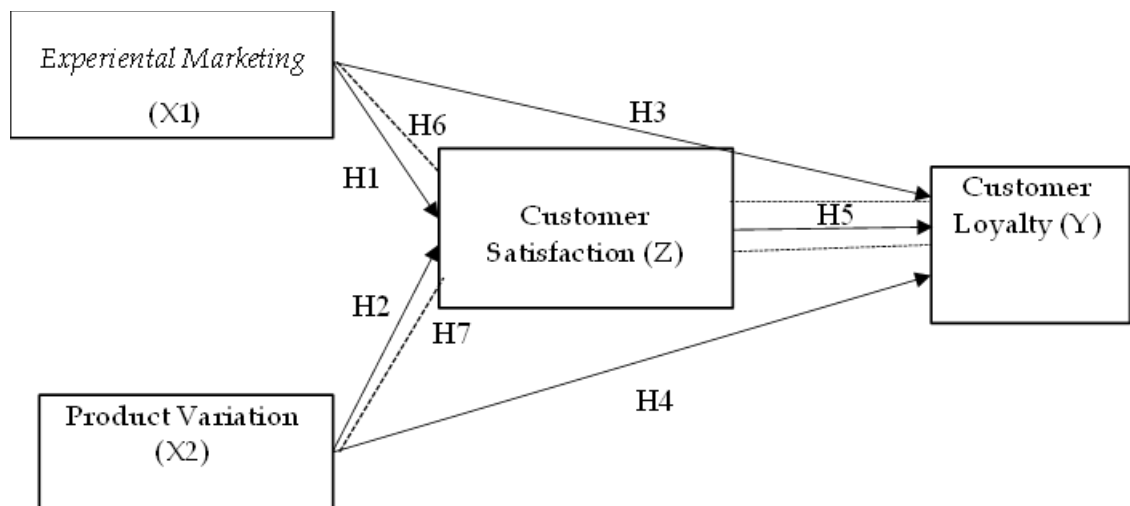


Figure 1. Research framework

Method

The scope of the research is useful to avoid problems that are too broad and the need for penalty limitations, the researcher chose the research object at Omben Geden, because he wanted to know how much influence Experiential Marketing (X1) and Product Variation (X2) have on Customer Loyalty (Y) mediated by Customer Satisfaction (Z) (Figure 1). The research location was carried out in Pacitan City, by distributing questionnaires to customers or consumers of Omben Geden in Pacitan City. The reason for choosing the research location was because the consumer rating was quite active in purchasing Omben Geden products and the easy reach of the research location, thus creating effectiveness and time efficiency for the researcher.

The population of this study consisted of Omben Geden customers who had made repeat transactions within a minimum of six months. However, the population size could not be precisely determined (infinite) due to the lack of usable data to determine the population size of this study. The method used to collect the sample was Accidental Sampling, due to uncertainty regarding the number of individuals who had purchased Omben Geden products in Pacitan City. Considering uncertainty of population size, all samples are determined through the application of the formula. iUsed in the

questionnaire assuming the number of indicators available is 5–10 times. According to Hair et al., a good sample size can be adjusted to the number of indicators used in the questionnaire, which is recommended to be 5 to 10 times the current number of indicators. This study has 19 indicators. Therefore, this study uses Hair's formula: $N = \text{total indicators} \times (5 - 10)$. The total indicators in this study are 14 indicators. Therefore, $N = 14 \times 5 = 70$ samples to $14 \times 7 = 98$ samples.

Based on calculations, the number of samples ranges between 70 and 98 samples, so researchers can change it according to research conditions with the assumption that the number of indicators is multiplied by 7 or as many as 98 people which is considered sufficient to represent the population. According to research conducted by Indriantoro et al., the operational definition of a variable is to identify the variable so that it can be measured. The Likert scale is used to measure research variables. Three variables were used in this study: the independent variable, the dependent variable, and the mediating variable (intervening). This study used a quantitative data analysis method because this research was planned, structured, and organized from the beginning. The analytical method applied in this study was PLS (Partial Least Squares) using Smart PLS software version 4.1. In covariance analysis, partial least squares is an effective multivariate statistical analysis method comparable to SEM. The steps of data analysis in this study are as follows: a) Outer Model Evaluation consisting of Convergent Validity Test, Discriminant Validity Test and Reliability Test; b) Inner Model Evaluation consisting of determination test, hypothesis test and mediation test.

Results

Respondent identity

Based on the results obtained from distributing the questionnaire, a table is presented detailing the identities of the participating respondents who met the research criteria. The 98 respondents, consisting of all Omben Geden customers who had made purchases within a period of approximately six months.

Based on the information shown in [Table 1](#) regarding respondent identity, it can be concluded that the majority of respondents were female (67.3%). The majority were aged 20-30 years (65.3%). The most dominant education was Bachelor's degree (53.1%). The most dominant status was students (69.4%). The most dominant status was from Nawangan sub-district (37.8%). There were also (66.3%) respondents who had been Omben Geden customers for less than 6 months.

Convergent validity test with outer loading

The results of the outer loading factors for the 14 questionnaire statements were declared valid, because the loading factor value was >0.70 . Therefore, the variable indicator statements were considered suitable for use in this study [Table 2](#).

Table 1. Respondent identity

Description	Amount	Percentage
Gender		
Woman	66	67.3%
Man	32	32.7%
Education		
Junior High School	0	0%
High School/Vocational School	31	31.6%
Bachelor's Degree (S1)	52	53.1%
Diploma three (D3)	10	10.2%
Other	5	5.1%
Status		
Students	68	69.4%
Self-employed	5	5.1%
Employee	12	12.2%
Civil Servants/TNI/POLRI	5	5.1%
Other	8	8.2%
District of Origin		
Nawangan District	37	37.8%
Bandar District	2	2%
Tegalombo District	5	5.1%
Arjosari District	5	5.1%
Pacitan District	21	21.4%
Kebonagung District	11	11.2%
Pringkuku District	3	3.1%
Punung District	2	2%
Tulakan District	3	3.1%
Donorojo District	0	0%
Ngadirojo District	9	9.2%

Source: Data Processed by Researchers (2025)

Table 2. Outer loading

Numb	Indicator	Cross Loading	Information
1	X1.1	0.826	Valid
2	X1.2	0.866	Valid
3	X1.3	0.786	Valid
4	X1.4	0.764	Valid
5	X1.5	0.710	Valid
6	X2.1	0.908	Valid
7	X2.2	0.877	Valid
8	X2.3	0.841	Valid
9	Y.1	0.808	Valid
10	Y.2	0.815	Valid
11	Y.3	0.778	Valid

Source: Data Processed by Researchers (2025)

Discriminant validity test with cross loading

Table 3 presents the results of the discriminant validity test conducted through cross-loading analysis with 98 respondents. These results demonstrate that all variables meet the cross-loading test requirements with values > 0.70 . Table 3 displays the test results with values > 0.70 .

Reliability test

Based on the Table 3, it can be seen that customer satisfaction on customer loyalty has the largest path coefficient, 0.573. Conversely, product variation on customer loyalty

produces the lowest path coefficient of 0.079. Furthermore, all question indicators are considered valid, as shown in Table 4. By looking at the results of the validity test, each indicator has an AVE value of >0.5. The highest AVE value was recorded at 0.767 for the product variation variable, while the lowest AVE value was 0.628 for the experiential marketing variable. The validity of each variable is shown in the table above which is used in this study.

This model has been used to collect a number of variables which show that the path coefficient value is positive. According to the data, the path ratio value for the variable the independent variable is greater than the dependent variable and the correlation between the two will be better.

Table 3. Cross loading

	X1.1	X2.1	Y.1	Z.1	Information
X1.1	0.826	0.693	0.615	0.649	Valid
X1.2	0.866	0.644	0.579	0.620	Valid
X1.3	0.786	0.755	0.649	0.666	Valid
X1.4	0.764	0.539	0.617	0.617	Valid
X1.5	0.710	0.520	0.471	0.571	Valid
X2.1	0.699	0.908	0.671	0.719	Valid
X2.2	0.689	0.877	0.617	0.695	Valid
X2.3	0.724	0.841	0.593	0.667	Valid
Y.1	0.641	0.521	0.808	0.684	Valid
Y.2	0.560	0.545	0.815	0.620	Valid
Y.3	0.584	0.654	0.778	0.653	Valid
Z.1	0.564	0.635	0.599	0.784	Valid
Z.2	0.693	0.679	0.794	0.918	Valid
Z.3	0.772	0.732	0.704	0.876	Valid

Source: Data Processed by Researchers (2025)

Table 4. Value of AVE

Variables	AVE	Information
Experiential Marketing	0.628	Valid
Product Variations	0.767	Valid
Customer Loyalty	0.641	Valid
Customer Satisfaction	0.741	Valid

Source: Data Processed by Researchers (2025)

Direct and indirect effect test

Based on Table 5, it can be concluded that the Experiential Marketing variable with a p-value of 0.000 significantly influences customer loyalty, where the p-value of 0.000 < 0.05. This is in line with the Experiential Marketing variable which contributes greatly to customer satisfaction with a p-value of 0.025 less than 0.05. Furthermore, the product variation variable significantly influences customer loyalty with a p-value of 0.0006 which means it is still below 0.05. The product variation factor also influences consumer satisfaction. with a p-value of 0.003, which means it is still below 0.05. On the other hand, the customer loyalty variable contributes greatly to customer satisfaction with a p-value of 0.000, which means it is still below 0.05. For the indirect effect value, it can be concluded that the Experiential Marketing variable influences consumer loyalty through customer satisfaction as a mediating variable with a p-value of 0.003, which

means a p-value of $0.003 < 0.05$. Likewise, the product variation variable influences consumer loyalty through customer satisfaction as a mediating variable with a p-value of 0.028 , which indicates a p-value of $0.028 < 0.05$.

Table 5. Path coefficients

	Original Sample	Sample Mean	Standard Deviation	T-statistics	P Value	Information
X1.1 -> Z.1	0.230	0.231	0.102	2,247	0.025	Significant
X2.1 -> Z.1	0.300	0.294	0.100	2,987	0.003	Significant
X1.1 -> Y.1	0.475	0.489	0.124	3,818	0.000	Significant
X2.1 -> Y.1	0.336	0.320	0.123	2,743	0.006	Significant
Y.1 -> Z.1	0.430	0.431	0.093	4,632	0.000	Significant
X1.1 -> Y.1 -> Z.1	0.204	0.210	0.068	3,022	0.003	Significant
X2.1 -> Y.1 -> Z.1	0.145	0.140	0.066	2,199	0.028	Significant

Source: Primary data processed by SmartPLS 4, 2025

R-square

For the Customer Loyalty variable, the R-Square (R^2) value found in this research shows a value of 0.695 from the inner model, or structural model. By considering the R-Square (R^2) criteria, the value of 0.695 is included in the “strong” category, indicating that endogenous variables greatly influence exogenous variables, thus indicating that the customer loyalty variable of 0.695 , or 69.5% , can be influenced by all variables in the model, while 30.5% can be influenced by other variables outside this study. While the R-Square (R^2) value for the Consumer Satisfaction variable is 0.696 . The value of 0.696 is categorized as “strong” based on the R-Square (R^2) criteria. which means this model proves that exogenous variables influence endogenous variables, thus indicating that all variables in the model have the ability to influence the customer satisfaction variable of 0.696 , or 69.6% , while other variables outside this study have an influence of 30.4% .

Discussion

The influence of experiential marketing variables on customer satisfaction

After conducting research, the results obtained were that experiential marketing has a significant impact on consumer satisfaction when purchasing Omben Geden in Pacitan. This research is similar to the results of research by (Noor et al., 2020) entitled “ The Influence of Experiential Marketing on Customer Loyalty Through Customer Satisfaction as an Intervening Variable for Mahakam Lantern Garden Visitors,” which states that experiential marketing significantly influences customer loyalty at Mahakam Lantern Garden. This finding reinforces the need for businesses to prioritize experiential marketing to increase customer loyalty. Selecting an appropriate experiential marketing strategy that meets several criteria, including the Feel, Act, and Product factors, is crucial. (Action), Sense (Five Senses), Relate Factors (Relationships), and Think Factors (Thoughts) can be important factors that consumers need to consider when making purchasing decisions. According to (Dharnayanti & Hadiwidjaja, 2014) Experiential Marketing consisting of sense, feel, think, and relate, haacvte, a significant impact on customer satisfaction at Starbucks Coffee Surabaya Town Square. Omben Geden has

implemented experiential marketing, therefore, experiential marketing can be more effective in creating immersive experiences and strengthening customer relationships with the brand.

The influence of product variation variables on customer satisfaction

The results of the study indicate that product variety has a positive and significant impact on consumer satisfaction at Omben Geden in Pacitan City. This finding aligns with research by (Wita Kumala et al., 2013) which indicates that Experiential marketing has a positive and significant impact on customer satisfaction. Furthermore, the findings of this study are supported by research by Rahayu Deasy et al., 2016, which explains that experiential marketing influences customer satisfaction through positive experiences, innovative concepts, and unique characteristics, which in turn increase customer satisfaction levels. Therefore, Omben Geden can utilize these findings to focus more on developing and improving their experiential marketing strategy, which can enhance and strengthen Omben Geden's brand position in Pacitan.

The influence of experiential marketing variables on customer loyalty

The analysis results demonstrate that experiential marketing has a significant impact on customer loyalty and repeat purchases. This is in line with research (Andika & Purnamasari, 2024), which states that product variety positively influences customer loyalty. Another study (Hasibuan et al., 2022). Confirmed that product variety significantly influences customer loyalty at the Holat Afifah Rantauprapat Restaurant. This finding reinforces the need for businesses to prioritize product variety in an effort to increase customer loyalty. Therefore, Omben Geden needs to leverage these findings with a better strategy for managing and developing appropriate product variety.

The influence of product variation variables on customer loyalty

According to this study, product variety increases customer satisfaction at Omben Geden in Pacitan. This finding aligns with research by Sri Lestari (2023). A study titled "The Influence of Product Variety and Customer Experience on Customer Satisfaction" demonstrated that product variety significantly impacts customer satisfaction. Another study (Suwito et al., 2018) demonstrated that customer satisfaction at the Kareb Bojonegoro Cooperative was significantly influenced by the development of similar products. These findings reinforce the need for businesses to prioritize increasing product variety in their long-term business development efforts.

The influence of customer satisfaction variables on customer loyalty

Customer satisfaction has a positive impact on customer loyalty at Omben Geden in Pacitan. This proves that as consumer satisfaction increases over time, customer loyalty to Omben Geden products in Pacitan also increases. The findings of this study align with those of Lili Karmela F., Tatang Rois (2024), entitled "Analysis of the Influence of Brand Image, Price, and Service Quality on Customer Loyalty Through Customer Satisfaction as an Intervening Variable." This study, titled "Analysis of the Influence of Brand Image, Price, and Service Quality on Customer Loyalty Through Customer Satisfaction as an

Intervening Variable,” states that customer satisfaction has a positive and significant impact on customer loyalty. As stated by Supertini et al. (2020), customer satisfaction has been shown to play a positive and significant role in increasing customer loyalty. These findings reinforce the notion that businesses need to prioritize customer satisfaction to build customer loyalty, which will contribute to customer loyalty in efforts to improve long-term business.

The influence of experiential marketing on customer loyalty as mediated by customer satisfaction

In this study, customer satisfaction can be used as a mediating variable in the influence of experiential marketing on customer loyalty at Omben Geden in Pacitan. Overall, implementing effective experiential marketing can improve the customer experience at Omben Geden, which will result in customer satisfaction. Higher customer retention, resulting in greater customer loyalty, particularly among Omben Geden customers in Pacitan. This supports research conducted by Trilaksono & Prabowo (2022), which states that experiential marketing has a positive and significant impact on consumer loyalty through consumer satisfaction as a mediating factor. Therefore, the results of this study indicate that improving the quality of customer experience is very useful in building sustainable loyalty.

The influence of product variety on customer loyalty as mediated by customer satisfaction

This study concludes that product variation has a significant impact on customer loyalty at Omben Geden in Pacitan. Effective product variation can enhance the customer experience at Omben Geden, leading to increased customer satisfaction and ultimately loyalty, particularly among Omben Geden customers in Pacitan. This finding supports research conducted by Darmayasa & Yasa (2021) entitled “ The Influence of Relationship Marketing on Customer Loyalty: Customer Satisfaction as a Mediation Variable,” which states that consumer loyalty is significantly influenced by product variation, which is achieved through customer satisfaction at Livingstone Café & Bakery Seminyak Bali.

The study’s findings demonstrate that product variables significantly influence customer loyalty at Omben Geden in Pacitan, facilitated by customer satisfaction. Therefore, the findings of this study confirm that product variation plays a significant role in enhancing customer loyalty at Omben Geden through increased customer satisfaction. By offering a wide selection of products that meet customer wants and needs, Omben Geden can strengthen relationships with customers, which in turn encourages them to return and remain loyal. Therefore, product variety indicates that Omben Geden needs to continue to innovate and adapt its offerings in order to maintain customer satisfaction and reduce the likelihood of clients switching to competitors.

Conclusion

Based on the results of research into the influence of experiential marketing and product variety on customer loyalty through customer satisfaction at Omben Geden in Pacitan City. The results of the research prove that all effect has a positive and significant effect on the happiness of Omben Geden customers in Pacitan City. Overall, this study confirms that customer loyalty at Omben Geden in Pacitan City is built through a combination of experiential marketing strategies and effective product variety, with customer satisfaction as a key factor in strengthening the relationship. These findings provide a theoretical contribution to enriching the marketing literature on loyalty-building mechanisms, while also providing practical implications for business managers to prioritize the creation of meaningful experiences and product innovations oriented toward customer satisfaction.

Suggestion

Omben Geden can strengthen its experiential marketing strategy by creating a comfortable shop atmosphere, increasing customer interaction through social media, and providing a unique purchasing experience. Product diversification to attract customers by offering a variety of flavors, menu options, and price points can help maintain customer interest. And enhance customer satisfaction strategies to increase loyalty by offering loyalty programs such as discounts for repeat purchases or memberships specifically for loyal customers. Therefore, Omben Geden is advised to continue utilizing digital marketing, utilizing Instagram, TikTok, and Facebook, to strengthen brand awareness. This research demonstrates that customer experience plays a significant role in building customer loyalty. Therefore, further research can delve deeper into how experiential marketing elements such as sensory experiences, emotional engagement, and customer interaction contribute to increasing customer loyalty. Product variety has been shown to influence customer satisfaction and loyalty, so further research can examine whether price, packaging, and product innovation have a greater impact than other factors. This study focuses on culinary MSMEs in Pacitan. Hopefully, this will Further research could be conducted in different sectors or locations to see whether the results of this study apply generally to other industries.

References

1. Anom, L.; Safii, A.A. Enhancing MSME Performance through Market Sensing Capability, Innovation Capability, and Iconic Ethnic Product Development. *J. Ilmu Manaj. Advant.* 2022, 6, 1–10.
2. Vasi, M.; Sansone, G.; English, V. Exogenous Crises and SMEs Resilience: The Dynamic Open Innovation Funnel. *Technovation* 2024, 129, 102886, doi:10.1016/j.technovation.2023.102886.
3. Pratama, M.D.A.; Aminah, S. Meningkatkan Kemampuan Berwirausaha Pelaku UMKM Nasabah PT. Bank BTPN Syariah Tbk Melalui Program Bestee Di Kabupaten Pacitan. *PADMA* 2024, 4, 254–261.
4. Wongsansukcharoen, J.; Thaweepaiboonwong, J. Effect of Innovations in Human Resource Practices, Innovation Capabilities, and Competitive Advantage on Small and Medium Enterprises' Performance in Thailand. *Eur. Res. Manag. Bus. Econ.* 2023, 29, 100210, doi:10.1016/j.iedeen.2022.100210.
5. Carmo, I.S. do; Marques, S.; Dias, Á. The Influence of Experiential Marketing on Customer Satisfaction

- and Loyalty. *J. Promot. Manag.* 2022, 28, 994–1018.
6. Norawati, S.; Arman, A.; Ali, A.; Ihsan, A.; Putra, E. Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction. *IJEBD (International J. Entrep. Bus. Dev.)* 2021, 4, 954–960.
 7. AlSokkar, A.A.M.; Law, E.L.-C.; AlMajali, D.A.; Al-Gasawneh, J.A.; Alshinwan, M. An Indexed Approach for Expectation-Confirmation Theory: A Trust-Based Model. *Electron. Mark.* 2024, 34, 12.
 8. Chen, A.H.; Wu, R.Y. Mediating Effect of Brand Image and Satisfaction on Loyalty through Experiential Marketing: A Case Study of a Sugar Heritage Destination. *Sustainability* 2022, 14, 7122.
 9. Du, X.; Jiao, J.; Tseng, M.M. Understanding Customer Satisfaction in Product Customization. *Int. J. Adv. Manuf. Technol.* 2006, 31, 396–406.
 10. Suwadi, W.; Arip, Y.; Ayutika, R.D.N.; Setiawan, F. *Pengantar Manajemen*; Eureka Media Aksara, 2021; ISBN 978-623-5581-75-0.
 11. Chien, S.-Y. Entrepreneurial Orientation, Dynamic Capability, and Franchisee Performance: The Role of Market Responsiveness. *Entrep. Res. J.* 2022, 14, 339–366.
 12. Qalati, S.A.; Barbosa, B.; Deshwal, P. Consumer Behavior and Sustainable Marketing Development in Online and Offline Settings. *Sustainability* 2024.
 13. Schmitt, B. Experiential Marketing. *J. Mark. Manag.* 1999, 15, 53–67.
 14. Le, H.S.; Do, T.V.H.; Nguyen, M.H.; Tran, H.A.; Pham, T.T.T.; Nguyen, N.T.; Nguyen, V.H. Predictive Model for Customer Satisfaction Analytics in E-Commerce Sector Using Machine Learning and Deep Learning. *Int. J. Inf. Manag. Data Insights* 2024, 4, 100295, doi:10.1016/j.ijime.2024.100295.
 15. Sriyanti, A.H.D.; Payangan, O.R.; Mustafa, F. The Influence of Store Atmosphere, Service Quality, and Product Variance on Customer Loyalty Through Customer Satisfaction at Marinor Cafe in Makassar City. *Econ. Bus. J.* 2023, 1, 763–772.
 16. Kotler, P.; Burton, S.; Deans, K.; Brown, L.; Armstrong, G. *Marketing*; Pearson Higher Education AU, 2015; ISBN 1486001777.
 17. Ayinaddis, S.G.; Taye, B.A.; Yirsaw, B.G. Examining the Effect of Electronic Banking Service Quality on Customer Satisfaction and Loyalty: An Implication for Technological Innovation. *J. Innov. Entrep.* 2023, 12, 22.