

**THE EFFECT OF E-SERVICE QUALITY, CUSTOMER EXPERIENCE, AND EXPERIENTIAL MARKETING ON GRABFOOD USER SATISFACTION OF UNPRI STUDENTS IN MEDAN CITY**

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**ABSTRACT**

*Grab Food in facing tight competition must strive to maintain its position not to be shifted by Go-Food. The purpose of this study is to test the Influence of E-Service Quality, Customer Experience and Experiential Marketing on Grab Food User Satisfaction on Unpri Students in Medan City. This research method is descriptive. Quantitative research approach. The population is Unpri Students in Medan City, the number is unknown. The sample is 73 Unpri Students in Medan City. The model is with multiple linear regression. The result is E-Service Quality has an impact on Grab Food User Satisfaction on Unpri Students in Medan City. Customer Experience has an impact on Grab Food User Satisfaction on Unpri Students in Medan City. Experiential Marketing has an impact on Grab Food User Satisfaction on Unpri Students in Medan City. E-Service Quality, Customer Experience and Experiential Marketing have an impact on Grab Food User Satisfaction on Unpri Students in Medan City.*

**Keywords:** *E-Service Quality, Customer Experience and Experiential Marketing, Satisfaction*

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## INTRODUCTION

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Since the Covid-19 Pandemic until now, there has been an application that makes it easy for customers to order food and drinks without having to visit the seller's place. Customers can order food and drinks using an application known as *Grab Food*. After customers use this application, the food or drink can be delivered by Grab couriers to the destination according to the type of food or drink they ordered. *Grab Food users* are not only from the community but also from Unpri students in Medan City.

The presence of *Grab Food* for Unpri students provides convenience and save time buy food or drinks. Along with this, students follow technological developments in *online transactions*. *Grab Food* in facing fierce competition must strive to maintain its position not to be displaced by *Go-Food*. For service companies, they strive to maintain the company's survival by maintaining customer satisfaction. Wardana and Puspaningrum (2022) Consumer satisfaction is a feeling of pleasure/disappointment that arises after using the product/service. Customer satisfaction is driven by *E-Service Quality*, *Customer Experience* and *Experiential Marketing*. According to Budiawan and Mustikasari (2023) E-service quality is the ability of a site to provide shopping facilities through electronic media services.

Consumers use Grab services Food often face dissatisfaction too. Even though *Grab Food* has a quality service known as *E-Service Quality*. *Grab Food* provides convenience but still faces several complaints from its consumers in the form of consumers no returns accepted the money though After making a complaint, consumers find it difficult to change the payment method, the consumer's area point changes when the order has been made. *The research gap* supports Sajidah and Aulia (2021), *e-service\_quality* partially has a positive and significant influence on customer satisfaction in *GrabFood services*.

On the other hand, *Customer experience* as one of the customer responses obtained from direct or indirect interactions. To obtain customer satisfaction, the company must gain the trust of customers by providing *a customer experience* that suits the desires of customers. *The research gap* research supports Maharani, et al., (2023) *Customer experience* has a significant positive effect on customer satisfaction.

Another thing that influences customer satisfaction lies in *Experiential Marketing*. Wardana and Puspaningrum (2022) Experiential marketing is a marketing approach that stimulates customers where marketers create customer experiences. *Experiential marketing* is not oriented towards features and benefits for the company but rather prioritizes consumer emotions by providing facilities or experiences that can satisfy customers. However, the experience obtained by *Grab Food customers* in Medan City is still considered very lacking, both in terms of features in the application that have not been felt to be beneficial. The research *gap* supports Wardana and Puspaningrum (2022) *Experiential Marketing* has a significant effect on customer satisfaction.

There are several obstacles faced by Unpri students as customers using the Grab Food application in Medan City, such as users of the Grab Food application service, there are still many shortcomings, such as the process of finding a driver who will pick up the customer's order is still too long, the rates determined by Grab Food are quite

expensive where the rates are always changing, Grab Food does not provide enough... promotions to customers, stalls, shops and restaurant Which reachable is still limited in number registered in the Grab Food application in Medan City. Unpri students now want something simple and don't need to bother to buy their favorite food so they use Grab Food services.

More to explain problem satisfaction customer explained Table 1 following :

**Table 1 . Problem Satisfaction Users Grab Food on Student Unpri in City Medan Period January to December 2023**

No	Information	Amount Complaint Customer (%)
1	Customer still too much long carry out the process search driver Which will pick up his order.	41
2	Rates Grabfood Still too expensive.	37
3	Grabfood not enough give promo to customer.	35
4	Lack of space restaurant And roadside stall Eat Which There is in City Medan registered in application Grabfood.	24
5	Sometimes existence mismatch time order delivery with time Which Already determined in application Grabfood.	25

Source : Interview Student Unpri in City Medan, 2024

From Table 1 above, it can be seen that there are still many complaints regarding the satisfaction of Grab Food service users, especially regarding the difficulty of getting a driver to pick up their order, the tariff... Grabfood still relatively expensive and lack of promos given by Grabfood to customers. This reason causes customers to choose this factor often occurs in the Grabfood company.

## LITERATURE REVIEW

### **Influence *E-Service Quality* To Satisfaction Customer**

According to Sajidah and Aulia (2021), good quality service at Grabfood results in high consumer satisfaction. The convenience provided in terms of *GrabFood service quality* is able to create a positive experience so that customers feel satisfied. Salsabila and Sari (2022) *e-service\_quality* is good at providing satisfied consumers. Damayanti And Kusyana (2023) *E-service\_quality* offered company with performance tall than hope created satisfaction consumer.

### **Influence *Customer Experience* To Satisfaction Customer**

According to Safitri, et al., (2022) Consumers have consumed the product on when the product exceeds consumer expectations, satisfaction arises. Ananda, et al., (2022), a good shopping experience creates a sense of consumer satisfaction. Maharani, et al., (2023) good *customer experience* measured From *sense, feel, and think* arises consumer satisfaction. Conversely, the lower the customer's *sense, feel, and think* , the lower the customer satisfaction.

### **Influence *Experiential Marketing* To Satisfaction Customer**

According to Kusumadewi, et al., (2023), *Experiential Marketing* has a positive influence on consumer satisfaction, meaning that the more intense and *comprehensive* experiential marketing is, the more it has a positive influence on consumer satisfaction. so increasingly increasing the volume of customer satisfaction. Febrini, et al., (2019) high *experiential marketing* creates a high level of consumer satisfaction. Indicators of good *experiential marketing* and able to attract hearts and in accordance Consumers expect that in terms of service, products and facilities, adequate support, distinctive features are offered and directly observed and felt by consumers, then a feeling arises. consumer satisfaction. Suhartapa, et al., (2024) *Experiential marketing* good sense, feel think, act and relaete have a positive impact on satisfaction Customers. Views consumer positive on the basis of *experiential marketing* results in higher consumer satisfaction.

### Framework Conceptual

Framework conceptual Which can served in Figure 1 below:

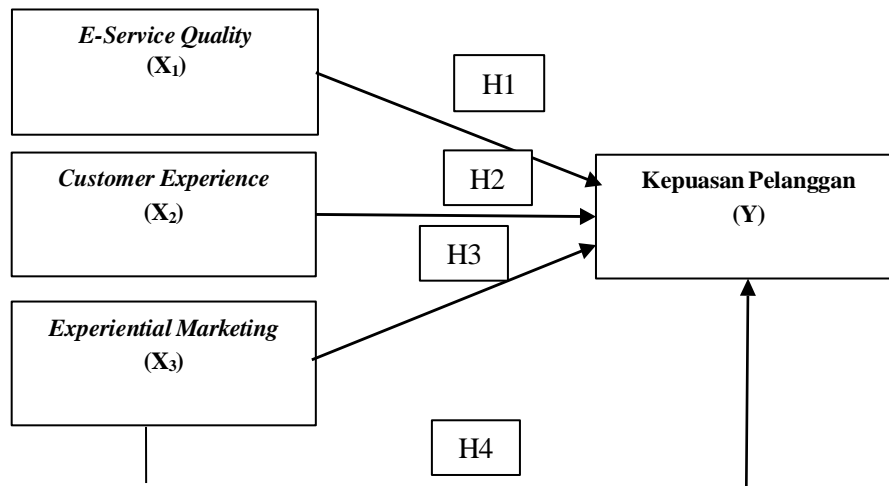


Figure 1. Conceptual Framework

### Research Hypothesis

As for The hypothesis of this research is as follows :

- H<sub>1</sub> : *E-Service\_Quality* has an effect on Grab Food User Satisfaction among Unpri Students in Medan City
- H<sub>2</sub> : *Customer Experience* Influences Grab Food User Satisfaction among Unpri Students in Medan City
- H<sub>3</sub> : *Experiential Marketing* has an effect on Grab Food User Satisfaction among Unpri Students in Medan City
- H<sub>4</sub> : *E-Service\_Quality, Customer Experience And Experiential Marketing* influences Grab Food User Satisfaction among Unpri Students in Medan City

### METHOD

#### Method Study

This research method is descriptive. According to Wada, et al., (2024:24)

Descriptive methods are a type of quantitative research that formulates problems by exploring social conditions observed as a whole and in depth.

#### Approach Study

Quantitative research indicates the relationship between two or more independent variables that have an impact on the dependent variable. The research approach is a quantitative method.

#### Type Study

Types of quantitative research. According to Sujarweni (2019:39) quantitative research is a type of research that produces findings achieved by statistical procedures of quantification.

#### Characteristic Study

Characteristic study This is research because and consequences/causal. According to Sri, et al., (2021:39) The nature of causal research provides an overview of the causal relationship.

#### Population And Sample

The population, namely Unpri students in Medan City, is unknown in number. The sampling sample study through formula lemeshow due to population research is unknown in number. According to (Swarjana, 2023) the lemeshow formula are as follows :

$$n = \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2}$$

$$Z_{1-\alpha/2}^2 = 1,96$$

P = Proportion (based on previous studies/conducting pilot studies). The P value is unknown, generally used P = 50% or 0.5.

d<sup>2</sup> = Precision (set) by researcher, for example 5% or 0.05)

$$n = \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2}$$
$$n = \frac{1,96^2 \times 0,05(1-0,05)}{0,05^2}$$
$$n = 72,99$$
$$n = 73$$

Sample research as much as 73 Student Unpri in City Medan.

#### Technique Collection Data

Collection research data with through observation, studies literature and questionnaires.

#### Type And Source Research Data

The type of data is quantitative data and the data sources are primary and secondary data. Quantitative data this is similar number statistics. Source primary data that obtained by researchers through distributing questionnaires to 73 Unpri students in Medan City. This secondary data source comes from reference books supporting this research journal.

**Table 2 . Definition Operational Variables**

Variables	Definition	Indicator	Scale Measuring
<i>E-Service Quality</i> (X1)	E-service quality can be defined as services are provided to customers through internet network to facilitate activities customer spending in an effort to fulfill needs and desires effectively and efficient. Source : Febrianty, et al., (2023:14)	1. Ability UKM (Fulfillment) 2. Power responsive (Responsiveness) 3. Availability system (System availability) 4. Privacy (Privacy) 5. Efficiency service electronic (e-service efficiency) 6. Effort UKM (e-service recovery) 7. Contact (contact)  Source : Suryani, et al., (2022:61- 62)	Interval
<i>Customer Experience</i> (X2)	Consumer experience is a feeling and perceptions experienced by customers during interaction with a brand or product. Source : Monalisa, et al., (2023:16)	1. Technology digital is utilized for understand customer. 2. Technology digital is utilized for market products/goods/services. 3. Technology digital is utilized for improve customer service  Source : Wardaya, et al., (2020:76)	Interval
<i>Experience l Marketing</i> (X3)	Experience-based marketing, also known as <i>experiential marketing</i> is marketing approach focuses on creating immersive experiences and memorable for customers as a way to promote a product, brand or service. Source : Margery, et al., (2024:85)	1. Focus on experience consumer 2. Product consumption as an experience for customer 3. Both consumers and prospects are rational and emotional creature 4. Methods and tools in experiential marketing can be used in a flexible  Source : Prayitno And Harjanto (2021:37)	Interval
Satisfaction Customer (Y)	Customer satisfaction is feeling like will be a product that meets expectations desired where customer satisfaction is influenced by product quality and service given to customers. Source : Gerry (2018:96)	1. Compliance hope 2. Interest visit return 3. Willingness recommend Source: Wulandari (2019)	Interval

## Test Validity And Reliability

### Validity Test

According to Ghozali (2018:51), the validity test of use measures the validity of the questionnaire. The minimum requirement is met  $r = 0.3$ ".

### Reliability Test

According to Ghozali (2018:45), a questionnaire is reliable if a person's answer to a statement is consistent/stable over time. Testing by distributing the questionnaire once *is reliable if the Cronbach Alpha value is > 0.70*.

### Technique Analysis Data

Data analysis model through multiple regression analysis. The following multiple regression model:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

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Y = Satisfaction

Customer X<sub>1</sub> = E-Service

Quality

X<sub>2</sub> = Customer Experience

X<sub>3</sub> = Experiential Marketing

#### Coefficient Determination

According to Ghozali (2018:97), the coefficient of determination (R<sup>2</sup>) in primarily measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination values are 0 and 1.

#### Hypothesis Testing

Test hypothesis applied in research This through a number of method :

#### Testing Hypothesis In general Simultaneous (Test F)

According to Ghozali (2018:98), "the F test basically shows whether all independent variables have a joint influence on the dependent variable".

#### Testing Hypothesis In general Partial (Test t)

According to Ghozali (2018:98-99), "the t-test basically shows the influence of one independent variable partially explain the dependent variable".

## RESULTS AND DISCUSSION

### Statistics Descriptive

Descriptive statistics testing that is :

Table 3. Descriptive Statistics

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
E ServiceQuality	73	35.00	61.00	51.7945	6.30467
Customer Experience	73	14.00	29.00	21.8630	3.56805
Experiential Marketing	73	20.00	38.00	28.3562	4.32490
Kepuasan Pelanggan	73	14.00	29.00	21.8356	3.74542
Valid N (listwise)	73				

Jumlah responden *E-Service Quality* (X<sub>1</sub>) 73 orang, nilai mean 51,7945 satuan, min. 35,00 satuan, max 61,00 satuan dan std. deviasi 6,30467 satuan. Jumlah responden *Customer Experience* (X<sub>2</sub>) 73 orang, nilai mean 21,8630 satuan, min. 14,00 satuan, max 29,00 satuan dan std. deviasi 3,56805 satuan. Jumlah responden *Experiential Marketing* (X<sub>3</sub>) 73 orang, nilai mean 28,3562 satuan, min. 20,00 satuan, max 38,00 satuan dan std. deviasi 4,32490 satuan. Jumlah responden Kepuasan Pengguna Grab Food (Y) 73 orang, nilai mean 21,8356 satuan, min. 14,00 satuan, max 29,00 satuan dan std. deviasi 3,74542 satuan.

### Results Test Assumptions Classic

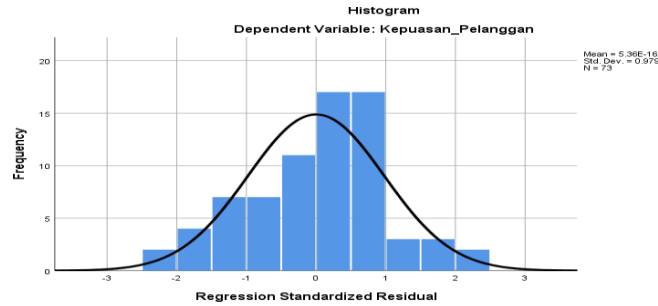
First time with classical assumptions before conducting hypothesis testing. The classical assumptions are normality, multicollinearity and heteroscedasticity.

#### Normality Test

Normality data Which the purpose is known data distributed normal/not.

Normality in the form of a graph, *Normal P-plot* And Kolmogorov-Smirnov (K-S).

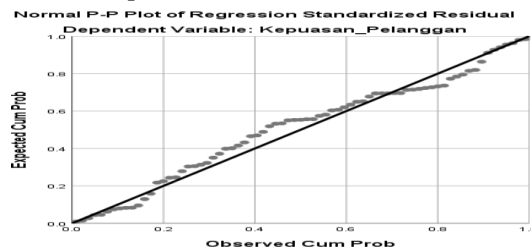
Hypothesis: Data spread near the diagonal line following the diagonal line indicates normal. Data spread far from the diagonal line and not following the diagonal line indicates the data is not normal.



Picture 2. Histogram

The histogram data is normally distributed and forms a bell shape. and does not experience any distortion.

Diagram *Normal P-plot*, see whether distributed normal or No.



Picture 3. Normal P- P Plot of Regression Standardized Residual

*Normal P-plot* shows points following the diagonal line, so the data is normal. Analysis normality- *one Kolmogorov Smirnov* know data normal/not.

Provision : a. Asymp sig > 0.05 data normal, b. Asymp sig < 0.05 data No normal.

Mark sig. 0.173 > 0.05 then distributed data normal.

Table 4. *Kolmogorov Smirnov*

		Unstandardized Residual
N		73
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	1.51062716
Most Extreme Differences	Absolute	.095
	Positive	.081
	Negative	-.095
Test Statistic		.095
Asymp. Sig. (2-tailed)		.173 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data

c. Lilliefors Significance Correction.

### Multicollinearity Test

Multicollinearity regression testing whether there is a correlation between

independent variables. The provisions of the *Tolerance value*  $\leq 0.10$  and the *VIF value*  $> 10$ . Multicollinearity testing is:

**Table 5. Test Multicollinearity**

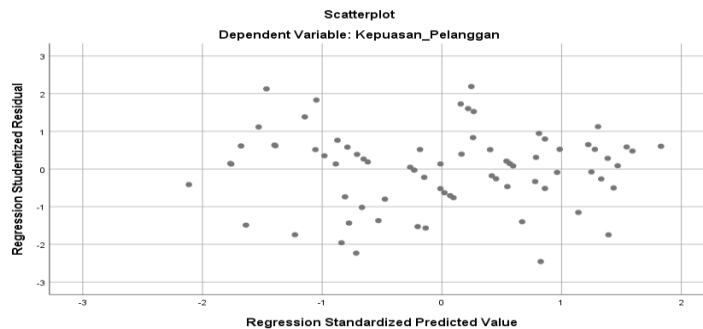
Modell	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
E_ServiceQuality	.366	2.735
Customer_Experience	.174	5.733
Experiential_Marketing	.326	3.070

*E-Service Quality* , *Customer Experience* And *Experiential Marketing*

have tolerance  $> 0.1$  And  $VIF < 10$  it is said there is no multicollinearity.

### Heteroscedasticity Test

Heteroscedasticity with scatterplot No patterned is at in axis X And Y is randomly distributed below the number 0. The results are visible:



**Picture 4. Test scatterplot**

*Scatterplot* graph has points spread randomly and without a pattern, so there is no heteroscedasticity.

**Table 6. Glejser Test Results**

Modell	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3.089	1.062		2.910	.005
E_ServiceQuality	-.038	.029	-.257	-1.326	.189
Customer_Experience	.083	.074	.313	1.114	.269
Experiential_Marketing	-.061	.045	-.280	-1.363	.177

a. Dependent Variable: Abs\_ut

Mark probability (sig.) For *E-Service Quality* , *Customer Experience* And *Experiential Marketing*  $> 0.05$  that No happen heteroscedasticity.

### Analysis Regression Linear Multiple

In analysis regression linear multiple For know mark constant, independent variable value.



Table 7. Analysis Multiple Regression Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-5.523	1.747		-3.161	.002
	E_ServiceQuality	.281	.048	.472	5.883	.000
	Customer_Experience	.373	.122	.355	3.057	.003
	Experiential_Marketing	.165	.074	.190	2.235	.029

a. Dependent Variable: Kepuasan\_Pelanggan

Equality regression linear multiple namely: Satisfaction Users Grab Food = -5,523 + 0.281 *E-Service Quality* + 0,373 *Customer Experience* + 0.165 *Experiential Marketing*

The assessment constant is -5.523, an indicator of *E-Service Quality*, *Customer Experience* and *Experiential Marketing* is constant, so the satisfaction of grab food users is -5.523. *E-Service Quality* has a coefficient value of 0.281, an indicator that every one-unit increase in *E-Service Quality* drives an increase in grab food user satisfaction of 0.281. *Customer Experience* has a coefficient value of 0.373, indicating that every one-unit increase in *Customer Experience* drives an increase in Grab Food user satisfaction of 0.373. *Experiential Marketing* has a coefficient value of 0.165, indicating that each increase one *Experiential Marketing* union encourages increase in satisfaction of Grab Food users 0.165.

#### Coefficient Determination ( $R^2$ )

The coefficient of determination shows the ability of influence to be stronger/not. Moreover,  $R^2$  is strong approaching 1.

Table 8. Results Testing Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 <sup>a</sup>	.837	.830	1.54312

a. Predictors: (Constant), Experiential\_Marketing, E\_ServiceQuality, Customer\_Experience

*Adjusted R Square* 0.830 or 83% means that Grab Food user satisfaction is influenced by Items free remaining 17% explained Items other No studied, namely price, service quality and advertising.

#### Testing Hypothesis In general Simultan ( F-test)

According to Hantono (2017:72-73) Test F test whether variable independently

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	845.724	3	281.908	118.388	.000 <sup>b</sup>
	Residual	164.304	69	2.381		
	Total	1010.027	72			

a. Dependent Variable: Kepuasan\_Pelanggan

b. Predictors: (Constant), Experiential\_Marketing, E\_ServiceQuality, Customer\_Experience

simultaneously influence dependent variable.  $df = nk - 1 = 73 - 4 - 1 = 68$ ,  $df = 2.74$ . Table 9. F- Test Results

$F_{count} > F_{table}$  ( $118,388 > 2.74$ ) with sig.  $0.000 < 0.05$  so hypothesis  $H_0$  rejected and  $H_1$  accepted then *E-Service Quality*, *Customer Experience* and *Experiential Marketing* influential To Satisfaction Users Grab Food on Unpri students in Medan City.

#### Testing Hypothesis In general Partial (Test t)

According to Hantono (2017:74-75) test t test whether variable independently influence the dependent variable.

$df = nk - 1$ ,  $df = 73 - 4 - 1 = 68$ .  $t_{0.05}(68) = 1.995$ .

Table 10. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	-5.523	1.747		
	E_ServiceQuality	.281	.048	.472	5.883
	Customer_Experience	.373	.122	.355	3.057
	Experiential_Marketing	.165	.074	.190	2.235

a. Dependent Variable: Kepuasan\_Pelanggan

Testing test t outlined : Mark  $t_{count}$  *E-Service Quality* ( $X_1$ ) as big as  $5.883 > 1.995$  with sig  $0.000 < 0.05$  shows that *E-Service Quality* has an effect on customer satisfaction. Users Grab Food on Student Unpri in City Medan. Value  $t_{count}$  *Customer Experience* ( $X_2$ )  $3.057 > 1.995$  with sig  $0.03 < 0.05$  indicating *Customer Experience* influential To Satisfaction Users Grab Food on Unpri Students in Medan City. The t-value of *Experiential Marketing* ( $X_3$ )  $2.235 > 1.995$  with sig  $0.29 < 0.05$  shows that *Experiential Marketing* has an effect on Grab Food User Satisfaction on Unpri Students in Medan City.

#### Discussion

##### The Influence of *E-Service Quality* Towards Satisfaction Customer

The results of *E-Service Quality* have an effect on Grab User Satisfaction Food on Student Unpri in City Medan. Matter This seen *E-Service High quality can encourage customers to use Grab Food. The results are in accordance with Sajidah and Aulia (2021) the better the quality of GrabFood services , the higher the customer satisfaction. more increasing.*

##### Influence *Customer Experience* To Customer satisfaction

The result *Customer Experience* influential To Satisfaction Grab Food users among Unpri students in Medan City. This can be seen from the products consumed by customers providing customer experience so that high customer satisfaction arises. The results are in accordance with Safitri, et al., (2022) Customers Those who have consumed a product when they get something that exceeds customer expectations, that's when customers get satisfaction.

##### Influence *Experiential Marketing* To Satisfaction Customer

The results of *Experiential Marketing* have an effect on Grab Food User Satisfaction among Unpri Students in Medan City. This can be seen from the customer's perception of Grab food products. good can provide satisfaction. The

results are in accordance with Kusumadewi, et al., (2023) Experiential Marketing has an influence positive towards satisfaction customer gives meaning that experiential marketing is increasingly intense and *comprehensive* so further increasing the volume of customer satisfaction.

## CONCLUSION

1. *E-Service Quality* Impacts Grab Food User Satisfaction on Unpri Students in Medan City.
2. *Customer Experience* Impacts Grab Food User Satisfaction on Unpri Students in Medan City.
3. *Experiential Marketing* Impacts Grab Food User Satisfaction on Unpri Students in Medan City.
4. *E-Service Quality, Customer Experience* and *Experiential Marketing* have an impact on Grab Food User Satisfaction among Unpri Students in Medan City.

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