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**DIGITAL MARKETING AND EXPERIENTIAL MARKETING IN  
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**Abstract**

This study examines the role of digital marketing and experiential marketing in shaping customer loyalty through customer trust in micro-culinary businesses, particularly *angkringan* in Situbondo Regency. The rapid growth of digital platforms has changed how small food vendors interact with consumers, yet many traditional businesses still face challenges in converting digital engagement and on-site experiences into sustained loyalty. This research addresses how digital marketing and experiential marketing influence customer loyalty and whether customer trust mediates these relationships. The study offers novelty by integrating both marketing approaches into a single structural model, positioning customer trust as an intervening variable within the underexplored context of traditional micro-culinary businesses. A quantitative method was applied using a cross-sectional survey of 385 *angkringan* customers. Data were collected through structured questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results show that digital marketing and experiential marketing have positive and significant effects on both customer trust and customer loyalty. Customer trust also significantly influences loyalty and partially mediates the relationship between experiential marketing and loyalty. The findings highlight the importance of combining digital strategies with meaningful customer experiences to build trust and sustain long-term customer loyalty.

**Keywords:** Digital Marketing; Experiential Marketing; Customer Trust; Customer Loyalty



## INTRODUCTION

Customer loyalty has become a critical challenge for micro, small, and medium enterprises (MSMEs), particularly in the culinary sector, where competition is increasingly intense and consumer preferences change rapidly. Traditional food businesses such as *angkringan*, which are deeply rooted in local culture, face growing pressure to adapt to digital transformation while maintaining authentic customer experiences. In the digital era, customers are no longer influenced solely by product quality and price, but also by how businesses communicate online and the experiences they provide during consumption. Despite the increasing adoption of digital marketing by MSMEs, many small culinary businesses have not fully optimized digital platforms to build sustainable customer relationships. Digital marketing enables businesses to disseminate information efficiently, interact directly with customers, and offer flexible transaction methods. However, digital engagement alone may not be sufficient to foster loyalty if it is not supported by positive customer experiences and trust. Experiential marketing emphasizes emotional, sensory, and social experiences that create memorable interactions between customers and businesses. For *angkringan* businesses, experiential elements such as atmosphere, interpersonal interaction, and emotional comfort play a crucial role in shaping customer perceptions. These experiences are closely linked to customer trust, which reflects customers' confidence in the honesty, reliability, and consistency of a business. Previous studies have extensively examined digital marketing, experiential marketing, trust, and loyalty in modern retail and service industries. However, empirical evidence integrating these variables in the context of traditional micro-culinary businesses remains limited. Moreover, the mediating role of customer trust in explaining how marketing strategies translate into loyalty has not been sufficiently explored, particularly at the local MSME level. Therefore, this study aims to analyze the effects of digital marketing and experiential marketing on customer loyalty, with customer trust as an intervening variable, in *angkringan* businesses in Situbondo Regency. The findings are expected to contribute both theoretically and practically to the development of sustainable marketing strategies for MSMEs.

## LITERATURE REVIEW

Customer loyalty is a central concept in marketing, particularly in highly competitive sectors such as micro-culinary businesses. According to Oliver (1999), customer loyalty reflects a deeply held commitment to repurchase a



preferred product or service consistently in the future. In the context of micro-enterprises, loyalty is influenced not only by product quality and price but also by relational and experiential factors.

Digital marketing has emerged as a strategic tool that enables businesses to communicate effectively with customers through online platforms. Chaffey and Ellis-Chadwick (2019) define digital marketing as the use of digital channels such as social media, websites, and mobile applications to promote products and build customer relationships. Previous studies suggest that digital marketing enhances customer engagement, accessibility of information, and brand visibility, which may contribute to customer loyalty (Alalwan et al., 2017; Yadav & Rahman, 2018).

In addition to digital interaction, experiential marketing plays a crucial role in shaping customer perceptions. Schmitt (1999) emphasizes that experiential marketing focuses on creating memorable sensory, emotional, and social experiences. Pine and Gilmore (1999) further argue that businesses must deliver unique experiences to differentiate themselves in competitive markets. In traditional culinary settings such as *angkringan*, experiential elements such as atmosphere, interpersonal interaction, and comfort significantly influence customer satisfaction and behavior.

Customer trust is another key variable that mediates the relationship between marketing strategies and loyalty. Morgan and Hunt (1994) highlight that trust is fundamental in relationship marketing, as it reflects customers' confidence in a business's reliability and integrity. Delgado-Ballester and Munuera-Alemán (2005) also argue that trust strengthens emotional bonds and leads to long-term relationships. In micro-culinary businesses, trust is built through consistent product quality, honest communication, and positive customer experiences.

The integration of digital marketing and experiential marketing with customer trust provides a comprehensive framework for understanding customer loyalty. While digital marketing facilitates communication and engagement, experiential marketing creates emotional connections, and trust acts as a psychological mechanism that transforms these efforts into sustained loyalty. However, empirical studies examining these relationships simultaneously in traditional MSME contexts remain limited, highlighting the relevance of this research.

## RESEARCH METHOD

Research Type of the study employed a quantitative research approach with a cross-sectional survey design. The quantitative method was chosen to examine



causal relationships among digital marketing, experiential marketing, customer trust, and customer loyalty using empirical data.

**Population and Sample** The population of this study comprised all customers of angkringan businesses in Situbondo Regency who had made purchases or interacted with the businesses either directly or through digital platforms. As the total population size was unknown, the sample size was determined using the Cochran formula, resulting in 385 respondents. Respondents were selected using accidental sampling based on their availability and willingness to participate.

**Research Location** The research was conducted in Situbondo Regency, East Java, Indonesia, an area characterized by the growth of micro-culinary businesses and increasing use of digital media among local entrepreneurs.

**Instrumentation or Tools** Data were collected using a structured questionnaire developed from established literature. Digital marketing, experiential marketing, customer trust, and customer loyalty were measured using multiple indicators assessed on a five-point Likert scale ranging from strongly disagree to strongly agree.

**Data Collection Procedure** Questionnaires were distributed directly to respondents at angkringan locations and through online media. Prior to data collection, respondents were informed about the purpose of the study and assured of the confidentiality of their responses.

**Data Analysis** Data analysis was conducted using SmartPLS 3.0. The analysis included evaluation of the measurement model (validity and reliability) and the structural model to test the proposed hypotheses and mediation effects.

**Ethical Approval** All respondents participated voluntarily and provided informed consent. The data were anonymized to ensure confidentiality and used solely for academic purposes.

## **RESULTS AND DISCUSSION**

The results of the structural model analysis indicate that digital marketing has a positive and significant effect on customer trust and customer loyalty. Experiential marketing also shows a positive and significant influence on customer trust and loyalty. Furthermore, customer trust has a significant positive effect on customer loyalty. Mediation analysis reveals that customer trust partially mediates the relationship between experiential marketing and customer loyalty, while its mediating role in the relationship between digital marketing and loyalty is relatively weaker.



The results of hypothesis testing indicate that digital marketing does not have a significant direct effect on customer trust. This finding suggests that digital promotional activities alone are insufficient to build trust among angkringan customers. In contrast, experience marketing has a positive and significant effect on customer trust, indicating that direct and pleasant consumption experiences play a critical role in building trust.

Furthermore, digital marketing and experience marketing both have a positive and significant effect on consumer loyalty. Customer trust also has a positive and significant effect on loyalty. Mediation analysis shows that customer trust partially mediates the effect of experience marketing on consumer loyalty.

Example of Table Presentation

**1. R-Squares**

The R-square value of each endogenous latent variable is used to assess the predictive power of the structural model. Changes in R-square values indicate the extent to which exogenous latent variables substantively explain the endogenous constructs (Ghozali, 2021). The R-square results represent the proportion of variance in each construct explained by the research model. The R-square values obtained from the SmartPLS analysis are presented in Table 1.

**Table 1.**

**R-Square Values from SmartPLS Analysis**

<b>Variable</b>	<b>R Square</b>	<b>Adjusted R Square</b>
Consumer Loyalty (Y)	0,778	0,777
Customer Trust (Z)	0,869	0,868

Source: Data processed using SmartPLS (2025)

Based on Table 1, the R-square value for Consumer Loyalty (Y) is 0.778, with an adjusted R-square of 0.777. This indicates that 77.8% of the variance in consumer loyalty can be explained by digital marketing, experience marketing, and customer trust included in the research model. The remaining 22.2% is explained by other factors outside the model, such as individual customer characteristics, pricing, product quality, and situational factors. This R-square value is categorized as high, indicating that the model has strong explanatory power in predicting consumer loyalty.

Furthermore, the Customer Trust (Z) variable has an R-square value of 0.869 and an adjusted R-square of 0.868. This means that 86.9% of the variance in customer trust is explained by digital marketing and experience marketing. The remaining 13.1% is influenced by other variables not included in the model. The very high R-square value indicates that digital marketing and experience



marketing play a dominant role in shaping customer trust and confirm the robustness of the structural model.

Overall, the high R-square values for both endogenous variables demonstrate that the proposed structural model has strong explanatory and predictive capabilities. Therefore, the model is considered adequate and appropriate for testing causal relationships and hypotheses in this study.

**2. Direct Effect Path Coefficient Analysis**

This section explains each path in the structural model using path analysis. Each tested path represents the direct effect among the research variables and determines whether the proposed hypotheses are accepted or rejected. The results of the direct effect path coefficients are presented in Table 2.

**Table 2.**  
**Direct Effect Path Coefficients**

No	Hypothesis	Path Coefficient	P-Value	Result
1	Digital Marketing → Consumer Loyalty	0.523	0.000	Supported
2	Digital Marketing → Customer Trust	0.268	0.000	Supported
3	Experience Marketing → Consumer Loyalty	0.604	0.000	Supported
4	Experience Marketing → Customer Trust	0.719	0.000	Supported
5	Consumer Loyalty → Customer Trust	0.290	0.000	Supported

Source: Data processed using SmartPLS (2025)

The results of the direct effect analysis can be explained as follows:

a. Effect of Digital Marketing on Consumer Loyalty

The path coefficient between digital marketing and consumer loyalty is 0.523 with a p-value of 0.000, which is below the significance level of 0.05. This result indicates that digital marketing has a positive and significant effect on consumer loyalty. Thus, the first hypothesis is accepted. This implies that more effective digital marketing activities such as social media usage, digital promotional content, and ease of information access enhance consumer loyalty.

b. Effect of Digital Marketing on Customer Trust

The path coefficient for the effect of digital marketing on customer trust is 0.268 with a p-value of 0.000, indicating a significant positive effect. Therefore, the



second hypothesis is accepted. This result suggests that effective digital marketing activities contribute to increasing customer trust.

c. Effect of Experience Marketing on Consumer Loyalty

The path coefficient between experience marketing and consumer loyalty is 0.604 with a p-value of 0.000, indicating a positive and significant effect. Hence, the third hypothesis is accepted. This result shows that pleasant, memorable, and satisfying customer experiences strengthen emotional attachment and increase consumer loyalty.

d. Effect of Experience Marketing on Customer Trust

The effect of experience marketing on customer trust shows a path coefficient of 0.719 with a p-value of 0.000. This finding indicates a strong positive and significant effect. Thus, the fourth hypothesis is accepted, implying that better customer experiences lead to higher levels of trust in the business.

e. Effect of Consumer Loyalty on Customer Trust

The path coefficient for the effect of consumer loyalty on customer trust is 0.290 with a p-value of 0.000, indicating a positive and significant effect. Therefore, the fifth hypothesis is accepted. This suggests that loyal customers tend to exhibit stronger trust toward businesses with which they maintain long-term relationships.

3. Indirect Effect Path Coefficient Analysis

The indirect effect analysis is conducted by examining the significance of the paths involved. If all paths are significant, the indirect effect is also considered significant. The results of the indirect effect analysis are presented in Table 3.

Table 3.

Indirect Effect Path Coefficients

No	Hypothesis	Path	Coefficient	P-Value
1	H6	Digital Marketing → Consumer Loyalty → Customer Trust	0.102	0.000
2	H7	Experience Marketing → Consumer Loyalty → Customer Trust	0.175	0.000

Source: Data processed using SmartPLS (2025)

Based on the results of the analysis in Table 3 regarding the coefficient value of the indirect influence path, it can be explained as follows:



a. Indirect Effect of Digital Marketing on Customer Trust through Consumer Loyalty

The sixth hypothesis examines the indirect effect of digital marketing on customer trust through consumer loyalty as a mediating variable. The results show a path coefficient of 0.102 with a p-value of 0.000, which is below the significance threshold of 0.05. Therefore, the indirect effect is positive and significant, and the hypothesis is accepted. This finding indicates that effective digital marketing enhances consumer loyalty, which subsequently contributes to building customer trust.

b. Indirect Effect of Experience Marketing on Customer Trust through Consumer Loyalty

The seventh hypothesis tests the indirect effect of experience marketing on customer trust through consumer loyalty. The analysis reveals a path coefficient of 0.175 with a p-value of 0.000, indicating a positive and significant indirect effect. Thus, the hypothesis is accepted. This result suggests that positive customer experiences increase consumer loyalty, which in turn strengthens customer trust.

### **Discussion**

The findings demonstrate that digital marketing plays an important role in enhancing customer trust by providing accessible, transparent, and consistent information. This trust subsequently encourages repeat purchases and positive word-of-mouth, contributing to customer loyalty. These results support prior studies that emphasize the strategic role of digital communication in relationship marketing. Experiential marketing was found to have a strong influence on both trust and loyalty, highlighting the importance of emotional and social experiences in traditional culinary settings. Positive experiences related to atmosphere, interaction, and comfort strengthen customers' confidence in the business and foster long-term attachment. This finding aligns with experiential marketing theory, which posits that memorable experiences are key drivers of loyalty. The mediating role of customer trust suggests that trust functions as a psychological mechanism through which experiential value is transformed into loyalty. In the context of angkringan businesses, trust is built through consistent service quality and honest interactions, reinforcing the importance of relational approaches in MSME marketing strategies

#### **1. The Effect of Digital Marketing on Customer Trust in Angkringan Businesses in Situbondo**



Based on the hypothesis testing results, this study finds that digital marketing ( $X_1$ ) has a positive and significant effect on customer trust ( $Z$ ) in angkringan businesses in Situbondo. This is evidenced by a path coefficient of 0.268 with a p-value of 0.000, which is below the significance level of 0.05. Therefore, the hypothesis stating that digital marketing has a direct effect on customer trust is accepted.

These findings indicate that digital marketing contributes to building customer trust through the delivery of clear, consistent, and easily accessible information. The use of digital media enables customers to obtain a better understanding of products and business operations, thereby increasing their confidence in the credibility of angkringan businesses. In this regard, digital marketing does not merely function as a promotional tool, but also serves as a medium for establishing customer trust.

## **2. The Effect of Experience Marketing on Customer Trust in Angkringan Businesses in Situbondo**

The results of hypothesis testing reveal that experience marketing ( $X_2$ ) has a positive and significant effect on customer trust ( $Z$ ) in angkringan businesses in Situbondo. This is indicated by a path coefficient of 0.649 with a p-value of 0.000, which is lower than the 0.05 significance threshold. Thus, the hypothesis asserting the influence of experience marketing on customer trust is accepted.

This finding demonstrates that customer experience plays a critical role in shaping and strengthening trust toward angkringan businesses. In this study, experience marketing represents customers' overall direct experiences, including the atmosphere of the angkringan, product quality, service performance, social interaction with sellers, and comfort while consuming food and beverages. These experiences form the primary basis for customers in evaluating business credibility, consistency, and reliability. The more positive the experience perceived by customers, the higher their level of trust.

In the context of angkringan businesses in Situbondo, customer experience is particularly crucial because these businesses are not solely product-oriented but also emphasize social and emotional value. Angkringan often function as spaces for gathering, socializing, and informal interaction. Therefore, a comfortable atmosphere, friendly sellers, and warm interpersonal relationships become key elements shaping customer perceptions. When such experiences are delivered consistently, customers perceive that the business is committed to customer satisfaction and comfort, leading to the natural formation of trust.

Customer trust built through experience marketing tends to be stronger and more sustainable, as it is grounded in direct interaction and real experiences



rather than one-sided information or perceptions. Customers who repeatedly experience positive interactions are more likely to believe that product quality and service consistency will be maintained in the future. This indicates that experience marketing does not merely create short-term impressions but fosters long-term relationships between customers and business owners.

Accordingly, this study confirms that experience marketing is a key factor in building customer trust in angkringan businesses in Situbondo. Business owners should therefore prioritize the creation of positive, consistent, and meaningful customer experiences rather than relying solely on promotional activities.

### **3. The Effect of Digital Marketing on Consumer Loyalty in Angkringan Businesses in Situbondo**

Based on the hypothesis testing results, digital marketing ( $X_1$ ) is found to have a positive and significant effect on consumer loyalty ( $Y$ ) in angkringan businesses in Situbondo. This is indicated by a path coefficient of 0.521 with a  $p$ -value of 0.000, which is below the 0.05 significance level. Thus, the hypothesis stating that digital marketing influences consumer loyalty is accepted. This finding confirms that digital marketing plays a tangible role in encouraging loyal customer behavior.

In this study, digital marketing includes promotional and communication activities conducted through social media, dissemination of information regarding menus, prices, promotions, and the online presence of the business. These activities allow angkringan businesses to remain present in customers' daily lives, even without direct physical interaction. Such continuous communication creates psychological proximity that encourages customers to remember and choose the same angkringan when deciding to visit.

Within the context of angkringan businesses in Situbondo, digital marketing serves as a loyalty reinforcement tool, particularly as a reminder and connector between customers and business owners. Consistent social media postings, interactive communication, and easily accessible information help sustain customer interest and encourage repeat visits. This becomes increasingly important amid intense competition in the culinary sector, where customers are presented with numerous alternatives.

Consumer loyalty in this study is reflected in repeat purchase behavior, habitual visits, and customers' willingness to recommend the angkringan to others. Digital marketing contributes to strengthening these behaviors by maintaining business visibility and image in customers' minds. Continuous



exposure to digital content increases the likelihood of customers remaining loyal to the business.

Therefore, although digital marketing may not always directly build customer trust, its role in shaping and maintaining consumer loyalty remains significant and strategic. Digital marketing functions as an essential instrument for sustaining long-term relationships with customers, ultimately supporting the competitiveness and sustainability of angkringan businesses in Situbondo.

#### **4. The Effect of Experience Marketing on Consumer Loyalty in Angkringan Businesses in Situbondo**

The results of hypothesis testing indicate that experience marketing ( $X_2$ ) has a positive and significant effect on consumer loyalty (Y) in angkringan businesses in Situbondo. This is demonstrated by a path coefficient of 0.462 with a p-value of 0.000, which is below the significance level of 0.05. Therefore, the hypothesis proposing the effect of experience marketing on consumer loyalty is accepted. This finding suggests that customer experience plays an important role in shaping and maintaining consumer loyalty.

Experience marketing directly influences loyalty by creating emotional bonds between customers and angkringan businesses. When customers experience a comfortable atmosphere, friendly service, and consistent product quality, they are not only satisfied but also inclined to revisit. This emotional attachment forms the foundation of long-term loyalty.

In the context of angkringan businesses in Situbondo, consumer loyalty is often driven not merely by price or product factors but also by social experiences and the informal atmosphere offered. Angkringan function as spaces for social interaction, relaxation, and togetherness. Experiences of familiarity, close relationships with sellers, and a relaxed environment become unique values that differentiate angkringan from other culinary businesses.

Consistently positive experiences encourage customers to remain loyal despite the availability of numerous alternatives. Such consistency shapes the perception that the business is capable of continuously meeting customer expectations. Consequently, loyalty is not formed solely through momentary satisfaction but through the accumulation of positive experiences over time.

Thus, this study emphasizes that experience marketing is a strategic asset in maintaining consumer loyalty in angkringan businesses in Situbondo. Business owners should prioritize improving customer experience in terms of service quality, atmosphere, and social interaction to ensure sustainable loyalty.



## **5. The Role of Customer Trust as an Intervening Variable in Angkringan Businesses in Situbondo**

Based on hypothesis testing and path analysis, this study demonstrates that customer trust (Z) has a positive and significant effect on consumer loyalty (Y) in angkringan businesses in Situbondo. In addition to its direct influence, customer trust is proven to function as an intervening variable in the relationship between digital marketing ( $X_1$ ), experience marketing ( $X_2$ ), and consumer loyalty (Y). These findings highlight the strategic position of customer trust in linking marketing activities to loyal consumer behavior.

The results indicate that customer trust fully mediates the relationship between digital marketing and consumer loyalty. This is reflected in the insignificant direct effect of digital marketing on trust, alongside a significant indirect effect through loyalty. This suggests that digital marketing activities in angkringan businesses do not directly build loyalty unless customer trust has first been established. Digital marketing primarily serves as a communication and reminder tool, whose impact on loyalty becomes stronger when customers already trust the business.

Meanwhile, customer trust partially mediates the relationship between experience marketing and consumer loyalty. Experience marketing not only directly enhances loyalty but also indirectly strengthens loyalty through increased customer trust. This implies that positive experiences generate satisfaction and emotional attachment while simultaneously reinforcing customers' confidence in the business's consistency, honesty, and commitment. Therefore, experience marketing exerts a more comprehensive influence than digital marketing.

In angkringan businesses in Situbondo, customer trust is formed through repeated experiences, consistency in taste and quality, cleanliness, price transparency, and personal relationships between sellers and customers. Informal and continuous interactions foster emotional closeness, enhancing customers' sense of security and confidence. Once established, trust encourages repeat purchases and positive word-of-mouth recommendations.

Overall, this study confirms that customer trust is a key mechanism that bridges marketing strategies and loyal consumer behavior. Angkringan business owners should not only focus on promotional intensity or experience creation but also ensure that all marketing activities ultimately contribute to building customer trust.



## **6. The Effect of Digital Marketing on Consumer Loyalty through Customer Trust in Angkringan Businesses in Situbondo**

Based on the sixth hypothesis (H6), digital marketing ( $X_1$ ) is found to have a positive and significant effect on consumer loyalty (Y) through customer trust (Z) in angkringan businesses in Situbondo. This is evidenced by an indirect path coefficient of 0.160 with a p-value of 0.000, which is below the 0.05 significance level. Thus, the sixth hypothesis is accepted, confirming that customer trust mediates the relationship between digital marketing and consumer loyalty.

Empirically, this result suggests that digital marketing activities—such as social media utilization, online menu and price information, digital promotions, and two-way communication—do not automatically generate consumer loyalty. Instead, digital marketing first contributes to building customer trust, which subsequently leads to loyalty formation. In other words, consumer loyalty is influenced not merely by the intensity of digital marketing but by its ability to create trust and confidence.

In angkringan businesses, customer trust is reflected in beliefs regarding product quality, taste consistency, cleanliness, price honesty, and alignment between digital information and actual experience. When digital marketing content accurately represents reality, customers perceive the business as credible and trustworthy. This trust encourages repeat visits and recommendations.

These findings explain why the direct effect of digital marketing on trust may be weak, yet becomes significant when trust functions as a mediating variable in loyalty formation. This indicates that in micro and traditional businesses such as angkringan, digital marketing operates as a long-term relationship support tool rather than an instant trust-building mechanism.

## **7. The Effect of Experience Marketing on Consumer Loyalty through Customer Trust in Angkringan Businesses in Situbondo**

Experience marketing ( $X_2$ ) is proven to have a positive and significant effect on consumer loyalty (Y) through customer trust (Z) in angkringan businesses in Situbondo. This is supported by an indirect path coefficient of 0.142 with a p-value of 0.000, which is below the 0.05 significance level. Therefore, the seventh hypothesis is accepted, confirming that customer trust strengthens the relationship between experience marketing and consumer loyalty.

Experience marketing in angkringan businesses is reflected in holistic customer experiences involving emotional, social, and functional aspects. These experiences include a relaxed atmosphere, friendly sellers, comfortable spaces, product taste, and social interaction. Such experiences shape positive perceptions of business quality and character.



These positive perceptions gradually develop into customer trust. When customers consistently receive experiences aligned with their expectations, they perceive the business as reliable and committed to customer satisfaction. This trust then becomes the foundation for long-term loyalty, encouraging repeat purchases and recommendations.

This finding indicates that experience marketing has a deeper and stronger influence than digital marketing in building trust-based loyalty, aligning with the nature of *angkringan* businesses that rely on direct interaction and social closeness. Accordingly, customer trust serves as a critical mechanism explaining how experience marketing enhances consumer loyalty in a sustainable manner.

## CONCLUSION

This study examined the effects of digital marketing and experiential marketing on consumer loyalty, with customer trust serving as a mediating variable, in *angkringan* businesses in Situbondo Regency. The findings confirm that both digital marketing and experiential marketing significantly influence customer trust and consumer loyalty.

Digital marketing was found to positively affect customer trust by providing accessible, consistent, and transparent information that enhances customers' confidence in the business. Experiential marketing demonstrated a stronger influence on trust, indicating that direct customer experiences such as service quality, atmosphere, and product consistency play a critical role in building customer confidence.

Furthermore, both digital marketing and experiential marketing significantly contributed to consumer loyalty. Experiential marketing showed a more substantial direct impact, emphasizing the importance of emotional and sensory experiences in fostering repeat visits and long-term relationships. Customer trust also significantly influenced consumer loyalty, confirming its role as a key relational mechanism in small culinary businesses.

Mediation analysis revealed that customer trust partially mediated the relationship between experiential marketing and consumer loyalty, while its mediating role in the relationship between digital marketing and loyalty was relatively weak. This suggests that digital marketing contributes to loyalty primarily through direct engagement, whereas experiential marketing strengthens loyalty both directly and indirectly through trust formation.



Overall, the findings highlight that in traditional small-scale businesses such as angkringan, customer loyalty is more strongly shaped by experiential value supported by trustworthy interactions, rather than digital promotion alone.

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