



**PRICE FACTOR ANALYSIS, WORD OF MOUTH AND EXPERIENTIAL
MARKETING ON CUSTOMER LOYALTY DURING
THE COVID-19 PANDEMIC
(Case Study On The Tebing Tinggi Family Bakery)**

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ABSTRACT

This study aims to determine how the influence of price, word of mouth and experiential marketing on customer loyalty during the Covid-19 pandemic. This study uses a quantitative research type with the help of the IBM SPSS 25.00 application. The results of hypothesis testing using multiple linear regression analysis with three independent variables and one dependent variable show that From Table 4.18 it is known: that $t_{count} (2.865) > t_{table} (1.986)$, as well as the significance value of $0.005 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning Price variable (X1) has an effect to the Customer Loyalty variable (Y). From Table 4.18 it can be seen that $t_{count} (4,914) > t_{table} (1.986)$, as well as the significance value of $0.000 < 0.05$, it can be concluded that the second hypothesis is accepted, meaning variable Word of Mouth (X2) has an effect to the Customer Loyalty variable (Y). From Table 4.18 it can be seen that $t_{count} (1,993) > t_{table} (1.986)$, as well as the significance value of $0.049 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning variable Experiential Marketing (X3) take effect to the Customer Loyalty variable (Y).

Keywords: Price, Word Of Mouth, Experiential Marketing, Customer Loyalty and the Covid-19 Pandemic.

INTRODUCTION

When many MSME and home industry business actors experienced a decline in sales and even threatened to go bankrupt and close their businesses due to the declining public interest in buying the products they offered, the Family Bakery business was still able to survive with sales that were still considered normal. as usually. The following data on sales of Family Bakery Tebing Tinggi City:

In this case the price is also one of the main factors that determine customer loyalty. According to Kotler and Armstrong, price is the amount of money that customers have to pay for the product.¹ So if the price can reflect the quality value of a product, in other words there is suitability between price and product quality, it can encourage customer loyalty to be achieved.

Business actors are indeed required to be smart in observing consumer behavior. For example, Family Bakery chooses the price factor which is a consumer assessment of the comparison of the amount of sacrifice with what will be obtained from the product. In this case, Family Bakery always provides good prices according to consumer needs as well as attractive discounts.² Consumers who are aware of the price of the product will know the quality of the goods they receive according to the amount of money sacrificed.³ However, it is not uncommon for consumers to demand alternatives at lower prices with the same product conditions. In this case, the prices of several Family Bakery products can be seen:

Table 1.2 Product Price List from Family Bakery

Description	Family Bakery
Donuts	Rp 1.000
Bomboloni	Rp 1.000
Peanut Bread	Rp 500-1,000
Thigh Bread	Rp 1.000

It can be seen from the price table of Family Bakery products that the price of products from Family Bakery is very cheap, this is the factor that affects the increase or decrease in customers, one of which is price. The price phenomenon in this study is not only about the nominal rupiah, but also includes the suitability of the price with the benefits obtained.⁴ So pricing decisions are so important in determining how far a product can be valued by consumers and pricing also provides certain perceptions in terms of quality.⁵

In addition to price, word of mouth is also a factor that can affect customer loyalty. Word of mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or electronic communication tools related to the experience of purchasing services or experiences using products or services. Word of mouth is the most informal way the most important namely communication Among customers, recommendations from other customers are usually considered

¹ Nizar Rozaqie S. M., Suharyono Suharyono, and Andriani Kusumawati, "Analisis Faktor-Faktor Experiential Marketing Dan Pengaruhnya Terhadap Loyalitas Pelanggan (Survei Pada Pelanggan Legend Coffee Malang)," *Jurnal Administrasi Bisnis S1 Universitas Brawijaya* 38, no. 1 (September 2016): 30–39.

² Ilham Adining Sasongko, "Pengaruh Experiential Marketing Dan Promosi Terhadap Loyalitas Pelanggan Pada Objek Wisata Umbul Sidomukti Kabupaten Semarang" (Semarang: UNNES, 2011).

³ Yuwandha Anggia Putri and Sri Rahayu Tri Astuti, "Analisis Pengaruh Experiential Marketing Terhadap Loyalitas Pelanggan Hotel "X" Semarang," *ASET* 12, no. 2 (2016).

⁴ Danang Sunyoto, *Dasar-Dasar Manajemen Pemasaran : Konsep, Strategi, Dan Kasus* (Yogyakarta: CAPS (Center of Academic Publishing Service), 2014).

⁵ Afrizal Zahri, Zakaria Wahab, and Marlina Widiyanti, "The Effect Of Experiential Marketing On Customer Satisfaction At CGV Cinema In Palembang," *International Journal of Scientific and Research Publications (IJSRP)* 9, no. 12 (December 24, 2019).

more trusted than promotional activities originating from the company and can greatly influence the decisions of others in choosing the product or service to be used.⁶

However, there are other interesting things that were found when the researchers conducted interviews, namely in the promotion process carried out by the Family Bakery, the business owner stated that promotional activities were only carried out once, namely during the early years of business establishment, he argued that for now promotion through the media They didn't do print, electronic (social media) or other media because promotions in the early years were considered successful introduce product to the public, but the promotional activities they continue to carry out until now, namely word of mouth (word of mouth marketing), word of mouth is a way to unravel uncertainty, because by asking friends, neighbors or family, the information is more reliable. , which will also reduce browsing and brand evaluation time.⁷ When the product is already known, the owner believes that consumers will come by themselves looking for the products they sell because they believe they have done everything best for their products, this once again indicates the loyalty that has been maintained since the beginning of the business establishment.⁸

RESEARCH RESULTS AND DISCUSSION

C. Data analysis

1. Instrument Test

a. Validity test

Testing the validity using SPSS version 25.00 with criteria based on the calculated r value as follows:

- 1) If $r \text{ count} > r \text{ table}$ or $- r \text{ count} < - r \text{ table}$ then the statement is declared valid.
- 2) If $r \text{ count} < r \text{ table}$ or $- r \text{ count} > - r \text{ table}$ then the statement is declared invalid.

This test was carried out on 30 respondents, then $df = 30 - k = 30 - 3 = 27$, with $\alpha = 5\%$, the r table value of 0.3673, then the calculated r value will be compared with the r value table as in table 4.9 below:

Table 4.11 Validity Test Results

Customer Loyalty Variable (Y)			
Statement	rcount	rtable	Validity
1	0.564	0.3673	Valid
2	0.729	0.3673	Valid
3	0.637	0.3673	Valid
4	0.649	0.3673	Valid
Price Variable (X1)			
Statement	rcount	rtable	Validity
1	0.590	0.3673	Valid
2	0.801	0.3673	Valid
3	0.873	0.3673	Valid
4	0.625	0.3673	Valid
Variable Word Of Mouth(X2)			

⁶ Fajar Laksana, *Manajemen Pemasaran : Pendekatan Praktis* (Yogyakarta: Graha Ilmu, 2017).

⁷ Krisnasakti Anggar PP, "Analisis Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Sepeda Motor Honda (Studi Kasus pada Konsumen di Kota Semarang)" (Semarang: Universitas Diponegoro, 2012).

⁸ Miyume Renata, "Menggunakan 'Meme' Dalam Word Of Mouth (Wom) Untuk Meningkatkan Brand Awareness" 8, no. 2 (2014).

Statement	rcount	rtable	Validity
1	0.782	0.3673	Valid
2	0.830	0.3673	Valid
3	0.757	0.3673	Valid
VariableExperiential Marketing(X3)			
Statement	rcount	rtable	Validity
1	0.467	0.3673	Valid
2	0.768	0.3673	Valid
3	0.760	0.3673	Valid
4	0.586	0.3673	Valid
5	0.394	0.3673	Valid

Source: Data processed from attachment 3 (2021)

Table 4.11 shows that all statement points, both variable Y, variable X1 and variable X2 have a calculated r value that is greater than the table r value, so it can be concluded if all statements of each variable are declared valid.

b. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. According to Sugiyono a factor is declared reliable if the Cronbach Alpha is greater than 0.6. Based on the results of data processing using SPSS 25.00, the following results were obtained:

Table 4.12 Reliability Test Results

Variable	Cronbach Alpha	constant	Reliability
Customer Loyalty Variable (Y)	0.743	0.6	Reliable
Price Variable (X1)	0.791	0.6	Reliable
Word Of Mouth Variable (X2)	0.822	0.6	Reliable
Experiential Marketing Variable (X3)	0.733	0.6	Reliable

Source: Data processed from attachment 3 (2021)

Based on the reliability test using Cronbach Alpha, all research variables are reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring instrument).⁹

2. Classic assumption test

The tests of classical assumptions with the SPSS 25.00 program carried out in this study include:

a. Normality test

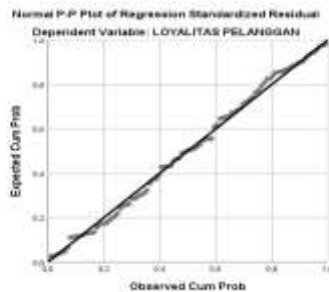
Normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Testing the normality of the data can be done byusetwo

⁹ Hamit Bangun Sasmito, "Analisis Pengaruh Dimensi Experiential Marketing (Sense, Feel, Think, Act, Relate) Terhadap Loyalitas Konsumen (Study Kasus pada Warung Makan Obat Lapar Mbak Warni)" (Magelang: Universitas Muhammadiyah Magelang, 2019).

methods, graphs and statistics.¹⁰ The normality test of the graph method uses the normal probability plot, while the statistical method normality test uses the one . testsample *Kolmogorov Smirnov Test*.

Normality test using the graphical method can be seen in the following figure:

Figure 4.2 Normal P Plot



Data that is normally distributed will form a straight diagonal line and plotting the residual data will be compared with a diagonal line, if the distribution of residual data is normal, the line that describes the actual data will follow the diagonal line.

The test results using SPSS 25.00 are as follows:

Table 4.13 One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

N			Unstandardized Residual	95
Normal	Mean			,0000000
Parameters, b	Std. Deviation			1,49306883
Most	Absolute			0.049
Extreme	Positive			.042
Differences	negative			-,049
Test Statistics				0.049
asymp. Sig. (2-tailed)				,200c,d
Monte Carlo	Sig.			,979e
Sig. (2-tailed)	99% Confidence	Lower		,941
	Interval	Bound		
		Upper		1,000
		Bound		

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

¹⁰ Mohammad Alfa Hasyim, Achmad Fauzi, and Dahlan Fanani, "Pengaruh Citra Merek Terhadap Word Of Mouth Dan Keputusan Pembelian," *Jurnal Administrasi Bisnis (JAB)* 43, no. 1 (February 2017).

- e. Based on 95 sampled tables with starting seed 2000000.
Source: Data processed from attachment 4 (2021)

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF).¹¹ The calculation of the tolerance value or VIF with the SPSS 25.00 program for windows can be seen in Table 4.8 below:

Table 4.14 Multicollinearity Test Results
Coefficient

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
PRICE	.998	1.002
WORD OF MOUTH	.981	1.019
EXPERIENTIAL	.983	1.018
MARKETING		

- a. Dependent Variable: CUSTOMER LOYALTY
Source: Data processed from attachment 4 (2021)

Based on table 4.14, it can be seen that the tolerance value of the X1 variable is 0.998, X2 variable is 0.981 and the X3 variable is 0.983 where all of them are greater than 0.10 while the VIF value of the X1 variable is 1.002, X2 variable is 1.019, X3 is 1.018 where all of them are smaller than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also smaller than 10 so that there is no correlation symptom in the independent variables.¹² So it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is one with homoscedasticity or no heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is the Glejser test, in the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity.¹³ On the other hand, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level.

The results of data processing using SPSS 25.00 show the results in the following table:

¹¹ Inggil Dharmawansyah, "Pengaruh Experiential Marketing Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan (Studi Kasus Pada Rumah Makan Pring Asri Bumiayu)," *Management Analysis Journal* 2, no. 2 (November 12, 2013).

¹² Galih Widiatmoko and Sudharto P Hadi, "Pengaruh Harga dan Citra Merek Terhadap Keputusan Pembelian Iphone (Studi Kasus Mahasiswa Fisip Undip),".

¹³ Sri Farah Dilla, "Pengaruh Harga Dan Experiential Marketing Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Konsumen General Repair Pt Nasmoco Pemuda Semarang," *Jurnal Administrasi Bisnis* 9, no. 4.

Table 4.15 Glejser Test Results Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,585	1,237		2,089	,039
PRICE	,010	,036	0.030	,287	,774
WORD OF MOUTH	-,082	,063	-,137	-1,308	,194
EXPERIENTIAL MARKETING	-,023	,033	-,073	-700	,486

a. Dependent Variable: ABS_RES

Source: Data processed from attachment 4 (2021)

The results of the glejser test show that the significant value of the Price variable (X1) is 0.774 and the Word Of Mouth variable (X2) is 0.194 and the Experiential Marketing variable (X3) is 0.486 where all three are greater than 0.050 so that it is declared insignificant and there are no symptoms of heteroscedasticity in the model.

3. Multiple Linear Regression Test

Multiple linear regression testing explains the magnitude of the role of the Price variable (X1), the Word Of Mouth variable (X2) and the Experiential Marketing variable (X3) on the Customer Loyalty variable (Y).¹⁴ Data analysis in this study used multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is described in the following description:

Table 4.16. Multiple Linear Regression Results Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	5,237	2,216	
PRICE	,187	,065	,257
WORD OF MOUTH	,554	,113	,445
EXPERIENTIAL MARKETING	,119	0.060	,180

a. Dependent Variable: CUSTOMER LOYALTY

Source: Data processed from attachment 4 (2021)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots$, so that the equation is obtained: $Y = 5.237 + 0.187 X_1 + 0.554 X_2 + 0.119 X_3$.

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 5.237 indicates the magnitude of the Y variable if the X1 variable, X2 variable and X3 variable are equal to zero.

¹⁴ Daniel I Nyoman Renatha Cardia, I Wayan Santika, and Ni Nyoman Rsi Respati, "Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Loyalitas Pelanggan," *E-Jurnal Manajemen Universitas Udayana* 8, no. 11 (November 3, 2019).

- b. The value of the regression coefficient for the X1 (b1) variable is 0.187, indicating the magnitude of the role of the X1 variable on the Y variable assuming that the variables X2 and X3 are constant. This means that if the X1 variable factor increases by 1 unit value, it is predicted that the Y variable will increase by 0.187 unit value with the assumption that the X2 variable is constant.
- c. The regression coefficient value for the X2 (b2) variable is 0.554, indicating the magnitude of the role of the X2 variable on the Y variable with the assumption that the variables X1 and X3 are constant. This means that if the X2 variable factor increases by 1 unit value, it is predicted that the Y variable will increase by 0.554 unit value with the assumption that the X1 variable is constant.
- d. The value of the regression coefficient for the X3 (b3) variable is 0.119, indicating the magnitude of the role of the X3 variable on the Y variable assuming that the variables X1 and X2 are constant. This means that if the X3 variable factor increases by 1 unit value, it is predicted that the Y variable will increase by 0.119 unit value with the assumption that the X1 variable is constant.

4. Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable.¹⁵ If the determination (R²) is getting bigger (closer to 1), it can be said that the influence of the X variable is large on the Y variable.

The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables.¹⁶ The value of the coefficient of determination can be seen in Table 4.11 below:

Table 4.17. Coefficient of Determination Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,516a	,266	,242	1.51748

a. Predictors: (Constant), EXPERIENTIAL MARKETING, PRICE, WORD OF MOUTH

b. Dependent Variable: CUSTOMER LOYALTY

Source: Data processed from attachment 4 (2021)

Based on table 4.17, it can be seen that the adjusted R square value is 0.242 or 24.2%. This shows that the variables X1, X2 and X3 can explain variable Y by 24.2%, the remaining 75.8% (100% - 24.2%) is explained by other variables outside this research model.

E. Hypothesis test

1. t test (Partial)

The t statistic test is also known as the test significance individual. This test shows how far the influence of the independent variable partially on the dependent variable.

¹⁵ Ulfatuz Zahroh, "Pengaruh Produk, Word Of Mouth, Lokasi Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen," *Jurnal Ilmu dan Riset Manajemen* 7, no. 3 (2018).

¹⁶ H. Ratnaningrum, "Pengaruh Promosi, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Dalam Pembelian Ponsel Samsung Di Kota Yogyakarta," *Jurnal Ilmiah Manajemen Dan Bisnis* 11, no. 18 (2018).

In this study, partial hypothesis testing was carried out on each variable independent as in Table 4.18 below:

**Table 4.18. Partial Test (t)
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,237	2,216		2,363	0.020
PRICE	,187	,065	,257	2.865	,005
WORD OF MOUTH	,554	,113	,445	4,914	,000
EXPERIENTIAL MARKETING	,119	0.060	,180	1,993	0.049

a. Dependent Variable: CUSTOMER LOYALTY

Source: Data processed from attachment 4 (2021)

a. Hypothesis Testing the Effect of Price Variable (X1) on Customer Loyalty Variable (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- 1) Reject the hypothesis if $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
- 2) Accept the hypothesis if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or $Sig. < 0.05$

From table 4.18 obtained t_{count} value of 2.865 With = 5%, t_{table} (5%; $nk = 95-3 = 92$) the value of t_{table} is 1,986. From the description it can be seen that t_{count} (2.865) > t_{table} (1.986), as well as the significance value of 0.005 < 0.05, it can be concluded that the first hypothesis is accepted, meaning Price variable (X1) has an effect to the Customer Loyalty variable (Y). The results of this study are in accordance with the results of research conducted by Priskyla Wenda Rumondor, Altje L. Tumbel & Imelda WJ Ogi by title The Effect of Product Quality, Price, and Word of Mouth on Purchase Decisions at Toronata Coffee and Noodle Houses in Kawangkoan.¹⁷ The results showed that price, word of mouth had a positive and significant effect on purchasing decisions.

b. Hypothesis Testing the Effect of Word of Mouth Variable (X2) on Customer Loyalty Variable (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- 1) Reject the hypothesis if $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
- 2) Accept the hypothesis if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or $Sig. < 0.05$

From table 4.18 obtained t_{count} value of 4,914 With = 5%, t_{table} (5%; $nk = 95-3 = 92$) the value of t_{table} is 1,986. From the description it can be seen that t_{count} (4,914) > t_{table} (1.986), as well as the significance value of 0.000 < 0.05, it can be concluded that the second hypothesis is accepted, meaning variable Word of Mouth (X2) has an effect to the Customer Loyalty variable (Y). The results of this study are in accordance with the results of research conducted by Melias oliviana, Lisbeth Mananeke & Christoff Mintardjo with the title Influence Brand Image and Wom (word of mouth) on Consumer Loyalty at Rm. Dahsyat Wanea.

¹⁷ Iknesya Rahma Finanda and Arjuna Wiwaha, "Pengaruh Word Of Mouth Dan Brand Image Terhadap Keputusan Penggunaan Salon Kecantikan Pada Konsumen Miloff Beauty Bar," *Jurnal Ilmiah WIDYA Ekonomika* 1, no. 2 (Oktober 2017).

c. Hypothesis Testing the Effect of Experiential Marketing Variables (X3) on Customer Loyalty Variables (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

- 1) Reject the hypothesis if $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
- 2) Accept the hypothesis if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$ or $Sig. < 0.05$

From table 4.18 obtained t_{count} value of 1,993 With $\alpha = 5\%$, t_{table} (5%; $nk = 95-3= 92$) the value of t_{table} is 1,986. From the description it can be seen that t_{count} (1,993) $>$ t_{table} (1.986), as well as the significance value of 0.049 $<$ 0.05, it can be concluded that the third hypothesis is accepted, meaning variable *Experiential Marketing* (X3) take effect to the Customer Loyalty variable (Y). The results of this study are in accordance with the results of research conducted by Vinna Angelia, Sri Rezeki with the title *The Effect of Experiential Marketing and Service Quality on Customer Loyalty at ABENG 38 Restaurant*. Abeng Restaurant 38.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the results of research and discussion on Price Factor Analysis, Word Of Mouth and Experiential Marketing on Customer Loyalty during the COVID-19 pandemic, it can be concluded that:

1. Based on the results of the analysis of hypothesis 1, it can be seen that the price variable (X1) can be concluded that the first hypothesis is accepted, meaning that the X1 variable has an effect on the Y variable.
2. Based on the results of the analysis of hypothesis 2, it can be seen that the Word Of Mouth (X2) variable can be concluded that the second hypothesis is accepted, meaning that the Word Of Mouth (X2) variable affects the Y variable.
3. Based on the results of the analysis of hypothesis 3, it can be seen that the Experiential Marketing (X3) variable can be concluded that the third hypothesis is accepted, meaning that the X3 variable has an effect on the Y variable.
4. Based on the results of the analysis of the existing hypotheses, it can be seen that the Word Of Mouth (X2) variable has the most dominant effect on the variable. Customer loyalty (Y). Therefore, Hypothesis 4 was rejected.¹⁸

B. Suggestion

1. For Companies / Business Actors

Family Bakery Tebing Tinggi in the future must be able to consider prices and effective promotions to market their products as well as information about products that will be offered to consumers which will increase Customer Loyalty of Family Bakery Tebing Tinggi.

2. For Further Research

For researchers who will conduct research in the future, it is recommended to be able to develop this research by adding other variables or by looking for a different and wider scope than the population in this study so that further research can provide a more specific picture. related to Price Factor Analysis, Word Of Mouth and Experiential Marketing on Customer Loyalty.

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