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**THE EFFECT EXPERIENTIAL MARKETING
.pdf**

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WORD COUNT

5104 Words

CHARACTER COUNT

27084 Characters

PAGE COUNT

14 Pages

FILE SIZE

619.7KB

SUBMISSION DATE

Apr 5, 2023 2:17 PM GMT+7

REPORT DATE

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THE EFFECT EXPERIENTIAL MARKETING OF ONLINE BUSINESS ON CONSUMPTION BEHAVIOR IN MUSLIM COMMUNITIES

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Abstract

Internet is a global network that connects electronic media with other media. The conveniences offered by internet services have changed people's lives. It is what eventually led to the term of e-commerce/market-place as an online business. Management has also become more thorough in determining its online business strategy, as there would be a lot of competition to increase customer satisfaction and loyalty. One solution to compete is to apply experiential marketing, which could stimulate customer experience to increase satisfaction and ultimately lead consumers to become loyal to a product or service. However, in consuming products as Muslim, we have to make sure what product we consume according to Islamic Principles. This paper aims to analyze the effect of experiential marketing on online business on Islam's consumption behavior, especially for the University of Darussalam Gontor for Girls collegian in Mantingan, Ngawi, East Java. The method used in this paper is multiple linear regression analysis, with a total sample of 342 respondents and the analysis tool uses EvIEWS7. This paper shows that the experiential marketing dimension consisting of sense, feel, think, act, and relate simultaneously has a significant influence on the principles of consumer behavior in Islam, which consists of the Syariah Principle, Quantity Principle, Priority Principle, Social Principle, and Environmental Rule. It is shown that online product and service providers can apply experiential marketing to increase customer satisfaction and loyalty.

Keywords: e-commerce, market-place, online business, experiential marketing, islamic consumption behavior

INTRODUCTION

Internet (Interconnected Network) is a global network that connects one electronic media to another throughout the world. A person can buy the items he wants just by opening a gadget (cellphone, computer, tablet, etc.) wherever he is and doing online transactions. Because of this, online transactions finally led to the term e-commerce/marketplace as an online business.² The use of e-commerce/marketplace has now become a necessity and trend in shopping.

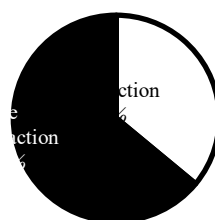
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² Muhammad Cordiaz, Tani, "Analisis Faktor Kredibilitas Website E-Commerce Indonesia Studi pada Online Purchasing", *Jurnal Sistem Informasi Bisnis*, Vol. 1, 2013, p. 41

Because shopping this way provides more benefits, such as saving time, providing complete information on goods and services, ease of payment, and having a community to discuss (input from customers). The number of sales motives (coupons, special offers, and discounts) is also a factor in attracting online transactions.³

Recorded in the data presented by the Statistics of Indonesia (BPS), that peoples' purchasing power is measured by household consumption indicators in 2019, reaching Rp. 8,965,837,14 of the total Gross Domestic Product worth Rp. 15,833,943,40. That means household consumption reaches 56.62% of the total GDP.⁴ Meanwhile, data online transaction in 2019, reached 25.11%, it was meant 44.34% or 4/9 of all indicators of household consumption using online transactions.⁵

Figure 1. E-Commerce Usage in Household Consumption Indicator in 2019



Source: BPS, Statistik *E-Commerce* (2019)

More recently, the presence of COVID-19 encourages the government to issue regulations in social distancing and or physical distancing, namely giving the distance between one person and another that aims to stop or inhibit the spread of COVID-19. This situation has made people more familiar with online shopping to meet their needs. Product service providers and online services also positively welcomed this situation, among other things, by presenting a variety of product and service innovations. The company's management becomes more careful in determining its strategy business to maintain and increase customer loyalty.⁶

One way to survive in business competition is to benefit customers, whether it is functional benefits and emotional benefits. Functional benefit is the value of customer satisfaction with the quality of the products offered by the company. Meanwhile, emotional benefits are measured by how much customer satisfaction

¹⁰ Dewi Irmawati, "Pemanfaatan *E-Commerce* dalam Dunia Bisnis", *Jurnal Ilmiah Orasi Bisnis*, Jilid ke-IV, November 2011, p. 104

⁸ PDB Triwulanan Atas Dasar Harga Berlaku Menurut Pengeluaran (Miliar Rupiah), 2014-2019, been accessed on 6th of February 2020 dari situs <https://www.bps.go.id/subject/169/produk-domestik-bruto--pengeluaran->

⁵ Statistik *E-Commerce* 2019, yang dirilis pada tanggal 18 Desember 2018 oleh Badan Pusat Statistik dari situs <https://www.bps.go.id/publication/2019/12/18/fd1e96b05342e479a83917c6/statistik-e-commerce-2019.html>

⁶ Lisa, Agus, Rotinsulu, "Pengaruh *Exponential Marketing* dan Kualitas Jasa terhadap Kepuasan Pelanggan pada Steiner Salon Manado", *Jurnal EMBA*, Vol. 6, No. 3, July 2018, p. 1269

with existing services and facilities so that consumers are interested in repurchasing these products and services. In general, consumers want to get both benefits. Almost all online businesses have provided functional benefits, but much competition occurs to provide emotional benefits.⁷ The solution for overcoming the competition in creating emotional benefits is to applied experiential marketing. In its application, the measurement of Experiential Marketing uses five main factors: Sense (Sensory Experience), Feel (Affective Experience), Think (Creative Cognitive Experience), Act (Physical Experience and Entitle Lifestyle), and Relate (Social Identity Experience).⁸ This concept is a marketing concept where the company will try to provide a memorable experience and more than expected.⁹ The company also improves the satisfaction degree from this experience, culminating in a consumer's loyalty to a product and service.¹⁰

Islam teaches that fulfilling life's needs let the needs dominate rather than just the fulfillment of wants. Therefore, consumptive nature must also be following by Islamic principles: Syariah, Quantity, Priority, Social, and Environmental Rule.¹¹ The goods consumed also must be halal, good, and useful for themselves and not endanger the body and mind.¹² In fiqh review, the law of online shopping is permissible as long as the transaction is carried out does not violate Islamic law. The goods purchased are halal, avoiding subhat and haram, and there is no element of usury, tyranny, and fraud. Every Muslim must also understand the essence of the product to not fall into action that Allah prohibits.

The University of Darussalam Gontor is a university with a *pesantren* spirit and adheres to Islamic principles. Girls collegian always apply the life principles based on the Al-Qur'an and Hadits. The same is the case buy goods must be based on Islamic principles, both offline and online.¹³

Based on the explanation above, this paper will examine the Effect Experiential Marketing of Online Business on Consumption Behavior in Muslim Communities, especially of Girls collegian the University of Darussalam Gontor in Mantingan Ngawi, East Java. As for the formulation of the hypothesis in this study is formulated as following:

H1: Sense, Feel, Think, Act, and Relate simultaneously affects the Syariah Principle

⁷ Vinsensius, Diah Dharmayanti, "Pengaruh *Experiential Marketing* terhadap Pembelian Ulang dengan Kepuasan Pelanggan sebagai Variable Intervening di Breadtalk Surabaya Town Square", *Jurnal Manajemen Pemasaran Petra*, Vol. 2, No. 1, 2014, p. 1

⁸ Schmitt, *Experiential Marketing (How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands)*, (New York: The Free Press, August 1999)

⁹ Vinsensius, Diah Dharmayanti, "Pengaruh *Experiential Marketing*.....", p. 1

⁹ Gersom, Sugiono, "Analisa Pengaruh *Experiential Marketing* terhadap Minat Beli Ulang Konsume Café Buntos 99 Sidoarjo", *Jurnal Manajemen Pemasaran*, Vol. 1, No. 2, 2013, p. 1

¹⁰ Al-Haritsi, *Fikih Ekonomi Umar bin Al-Khattab*, (Jakarta Timur: Pustaka Al-Kautsar, 2006)

¹¹ Muhammad Ridwan, "Keputusan Pembelian melalui Situs Belanja Online terhadap Perilaku Konsumtif Masyarakat dalam Perspektif Ekonomi Islam", 2018

¹³ M. Syahrul Syarifuddin, *Panduan Universitas Darussalam Gontor*, (Ponorogo: UNIDA Gontor Press, 2020), p.2

- H2:** Sense, Feel, Think, Act, and Relate simultaneously affects the Quantity Principle
- H3:** Sense, Feel, Think, Act, and Relate simultaneously affects the Priority Principle
- H4:** Sense, Feel, Think, Act, and Relate simultaneously affects the Social Principle
- H5:** Sense, Feel, Think, Act, and Relate simultaneously affects the Environmental Rule

METHODOLOGY

The type of this research is quantitative research. The data used are primary data obtained from the interview results and a questionnaire conducted by the researcher to 342 collegians (the Slovin formula calculation). Data are considered to represent the entire population. The research characteristic is causal explanatory, which analyzes the relationships between one variable and another or how it affects other variables. The variable to test the research hypothesis is the operational variable, namely the independent and dependent variables. Each variable is shown in table 1.

Tabel 1. Variable Operational Definition

Independent Variable	Sense (X1)	a. X1.1: The brand of the product consumed is easy to remember b. X1.2: The appearance or design of the product is attractive c. X1.3: The conformity of the goods with the promotion
	Feel (X2)	a. X2.1: The existence of facilities that support to make online purchases b. X2.2: Payment facilities provided by the seller to enable consumers to make payments c. X2.3: Services provided by the seller to consumers very well, fast, and responsive d. X2.4: The seller has good ethics in serving consumers e. X2.5: Consumers are satisfied with the services provided by the seller
	Think (X3)	a. X3.1: The existence of clear information about the product b. X3.2: There is a correlation between the delivery of goods and the estimated time given c. X3.3: There is a correlation between the price and quality of products consumed d. X3.4: The product that is consumed is guaranteed its quality and halalness

	Act (X4)	<ul style="list-style-type: none"> a. X4.1: The quality or reputation of a good shop makes customers comfortable when buying products b. X4.2: The products are consumed in accordance with customer needs c. X4.3: Consumers buy products in stores same based on previous experience
	Relate (X5)	<ul style="list-style-type: none"> a. X5.1: Consumers buy products based on recommendations from others b. X5.2: Consumers tell others after buying such products c. X5.3: Consumers get a positive response from others when recommending the products d. X5.4: Consumers are getting a good response from the seller after expressing feedback about the quality of the product
Dependent Variable	Syariah Principles (Y1)	<ul style="list-style-type: none"> a. Y1.1: Producers of products consumed by consumers are Muslim producers b. Y1.2: The products are halal
	Quantity Principle (Y2)	<ul style="list-style-type: none"> a. Y2.1: Products consumed in accordance with consumer purchasing power b. Y2.2: Amount of goods consumed in accordance with consumer needs
	Priority Principle (Y3)	<ul style="list-style-type: none"> a. Y3.1: Consumers consume products based on needs, not wants b. Y3.2: Consumers prioritize primary needs, compared to secondary and tertiary needs
	Social Principle (Y4)	<ul style="list-style-type: none"> a. Y4.1: Products consumed are goods that do not cause harm to oneself or others.
	Environmental Rule (Y5)	<ul style="list-style-type: none"> a. Y5.1: The basic ingredients of products consumed by consumers are processed by Natural Resources. b. Y5.2: Products do not damage the environment and its surroundings

Based on the identification of the above variables, multiple linear regression with the five independent variables can be written by this formula:

$$Y = a + bX1 + bX2 + bX3 + bX4 + bX5$$

with

- Y : Dependent Variable
- a : Constant Number
- b : Coefficient of Regression
- X : Independent Variable

The data analysis method used is Multiple Linear Regression using the

EViews7 application and Hypothesis Testing with Simultaneous Test F probability (Probability) and F stat (Statistics). To determine the coefficient of determination simultaneously, researchers analyzed the amount of the regression coefficient (R Square).

RESULT AND DISCUSSION

The validity significance test was carried out by comparing the r_{test} value with the r_{table} value. An indicator or instrument can be declared valid if the r_{test} value is greater than the r_{table} value. The r_{table} value calculation in this validity test is: 28 degrees of freedom, the confidence level used is 95% with a significance level of 5% ($\alpha: 0.05$) so that the $r_{table}: 0.361$ is obtained. Reliability test using the Cronbach's Alpha test. An indicator or instrument can be declared reliable if it provides a Cronbach's Alpha value >0.60 . Table 2 shows the validity and reliability tests.

Table 2. Validity and Reliability Test

Indicator	Result of Validity Test		Result of Reliability Test	
	r_{test}	Explanation	Cronbach's Alpha	Explanation
X1.1	0.764	Valid	0.679	Reliable
X1.2	0.828	Valid		
X1.3	0.758	Valid		
X2.1	0.627	Valid	0.785	Reliable
X2.2	0.781	Valid		
X2.3	0.792	Valid		
X2.4	0.777	Valid		
X2.5	0.723	Valid		
X3.1	0.774	Valid	0.626	Reliable
X3.2	0.566	Valid		
X3.3	0.732	Valid		
X3.4	0.658	Valid		
X4.1	0.863	Valid	0.746	Reliable
X4.2	0.718	Valid		
X4.3	0.865	Valid		
X5.1	0.847	Valid	0.677	Reliable
X5.2	0.849	Valid		
X5.3	0.696	Valid		
X5.4	0.381	Valid		
Y1.1	0.942	Valid	0.847	Reliable
Y1.2	0.924	Valid		
Y2.1	0.838	Valid	0.654	Reliable
Y2.2	0.85	Valid		
Y3.1	0.836	Valid	0.607	Reliable
Y3.2	0.859	Valid		
Y5.1	0.852	Valid	0.689	Reliable

Indicator	Result of Validity Test		Result of Reliability Test	
	r_{test}	Explanation	Cronbach's Alpha	Explanation
Y5.2	0.822	Valid		

Based on the validity test result above, the value of $r_{test} > r_{table}$. It shows that all indicators in this research are valid. The reliability test result on all variables, the obtained value of Cronbach's Alpha is higher than 0.60, so all indicators in this variable are reliable.

The *F-statistic* (*F-stat*) is used to test the effect of simultaneous variables compared to the *F-table* value. If the *F-statistic* $> F-table$, then all X variables simultaneously have a significant effect on Y. If the *F-statistic* $< F-table$, then all X variables have a simultaneous insignificant effect on Y. From the calculation, the *F-table* value is 2.26. The *F-prob* test is used to test the variables simultaneously compared with the significance value. If probability (*F-statistic*) < 0.05 , then all X variables simultaneously have a significant effect on Y. If probability (*F-statistic*) > 0.05 , then all X variables have a simultaneous and insignificant effect on Y. From the results of the calculation of the hypothesis test is obtained:

1. H1 Test (The Effect of Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) on Syariah Principle (Y1))

Table 3. H1 Test

Dependent Variable: SYARIAH

Method: Least Squares

Date: 11/30/20 Time: 16:26

Sample: 1 342

Included observations: 342

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.207286	0.276601	4.364715	0.0000
SENSE	0.145465	0.075686	1.921950	0.0555
FEEL	-0.002882	0.081545	-0.035340	0.9718
THINK	0.313879	0.084642	3.708310	0.0002
ACT	0.214143	0.078359	2.732846	0.0066
RELATE	0.062219	0.071733	0.867358	0.3864
R-squared	0.239308	Mean dependent var		3.885965
Adjusted R-squared	0.227988	S.D. dependent var		0.782980
S.E. of regression	0.687959	Akaike info criterion		2.107214
Sum squared resid	159.0248	Schwarz criterion		2.174491
Log likelihood	-354.3336	Hannan-Quinn criter.		2.134015
F-statistic	21.14057	Durbin-Watson stat		1.866094
Prob(F-statistic)	0.000000			

a. Based on the output above, the regression value is obtained:

$$Y = 1.2072 C + 0.1454 X1 - 0.0028 X2 + 0.3138 X3 + 0.2141 X4 + 0.0622 X5$$

From the regression above, it can be interpreted that the constant coefficient value is 1.2072, meaning that if all X variables consisting of sense, feel, think, act, and relate are considered constant, the Syariah Principle will increase by 1.2072

- b. The *F-statistic* value is $21.14057 > 2.26$, and the *probability (F-Statistic)* is $0.00 < 0.05$. So, it could be concluding that H1 is accepted, which means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has an effect on Syariah Principle (Y1).
- c. The value of *R Square* is 0.239308. It means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has a significant effect on Syariah Principle (Y1) amount 23.9%.

2. H2 Test (The Effect of Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) on Quantity Principle(Y2)

Table 4. H2 Test

Dependent Variable: QUANTITY

Method: Least Squares

Date: 11/30/20 Time: 17:14

Sample: 1 342

Included observations: 342

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.500598	0.212150	7.073275	0.0000
SENSE	0.142684	0.058051	2.457921	0.0145
FEEL	0.026478	0.062544	0.423342	0.6723
THINK	0.081916	0.064920	1.261808	0.2079
ACT	0.387451	0.060100	6.446726	0.0000
RELATE	0.053610	0.055019	0.974386	0.3306
R-squared	0.343607	Mean dependent var		4.059942
Adjusted R-squared	0.333840	S.D. dependent var		0.646491
S.E. of regression	0.527657	Akaike info criterion		1.576649
Sum squared resid	93.54987	Schwarz criterion		1.643926
Log likelihood	-263.6069	Hannan-Quinn criter.		1.603450
F-statistic	35.17774	Durbin-Watson stat		1.909019
Prob(F-statistic)	0.000000			

- a. Based on the output above, the regression value is obtained:

$$Y = 1.5005 C + 0.1426 X1 + 0.0264 X2 + 0.0819 X3 + 0.3874 X4 + 0.0536 X5$$

From the regression above, it can be interpreted that the constant coefficient value is 1.5005, meaning that if all X variables consisting of sense, feel, think, act, and relate are considered constant, the Quantity Principle will increase by

- 1.5005.
- b. The *F-statistic* value is $35.17774 > 2.26$, and the *probability (F-Statistic)* is $0.00 < 0.05$. So, it could be concluding that H2 is accepted, which means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has an effect on Quantity Principle (Y2).
- c. The value of *R Square* is 0.343607. It means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has a significant effect on Quantity Principle (Y2) amount 34.3%.

3. H3 Test (The Effect of Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) on The Priority Principle (Y3))

Table 5. H3 Test

Dependent Variable: **PRIORITY**

Method: Least Squares

Date: 11/30/20 Time: 17:21

Sample: 1 342

Included observations: 342

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.578831	0.273003	5.783196	0.0000
SENSE	0.012179	0.074702	0.163033	0.8706
FEEL	-0.016962	0.080484	-0.210744	0.8332
THINK	0.169380	0.083541	2.027502	0.0434
ACT	0.371820	0.077339	4.807636	0.0000
RELATE	0.092454	0.070800	1.305844	0.1925
R-squared	0.217282	Mean dependent var		3.897661
Adjusted R-squared	0.205634	S.D. dependent var		0.761843
S.E. of regression	0.679010	Akaike info criterion		2.081025
Sum squared resid	154.9142	Schwarz criterion		2.148303
Log likelihood	-349.8553	Hannan-Quinn criter.		2.107827
F-statistic	18.65464	Durbin-Watson stat		1.747801
Prob(F-statistic)	0.000000			

- a. Based on the output above, the regression value is obtained:

$$Y = 1.5788 C + 0.0121 X1 - 0.0169 X2 + 0.1693 X3 + 0.3718 X4 + 0.0924 X5$$

From the regression above, it can be interpreted that the constant coefficient value is 1.5788, meaning that if all X variables consisting of sense, feel, think, act, and relate are considered constant, the Priority Principle will increase by 1.5788.

- b. The *F-statistic* value is $18.65464 > 2.26$, and the *probability (F-Statistic)* is $0.00 < 0.05$. So, it could be concluding that t H3 is accepted, which means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has an effect on The Priority Principle (Y3).

- c. The value of *R Square* is 0.217282. It means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has a significant effect on Quantity Principle (Y2) amount 21.7%.

4. H4 Test (The Effect of Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) on Social Principle (Y4)

Table 6. H4 Test

Dependent Variable: **SOCIAL**

Method: Least Squares

Date: 11/30/20 Time: 17:26

Sample: 1 342

Included observations: 342

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.331831	0.278391	4.784025	0.0000
SENSE	-0.055864	0.076176	-0.733353	0.4639
FEEL	0.119581	0.082073	1.457012	0.1460
THINK	0.326188	0.085190	3.828955	0.0002
ACT	0.388538	0.078866	4.926567	0.0000
RELATE	-0.006378	0.072198	-0.088342	0.9297
R-squared	0.287730	Mean dependent var		4.169591
Adjusted R-squared	0.277131	S.D. dependent var		0.814394
S.E. of regression	0.692411	Akaike info criterion		2.120115
Sum squared resid	161.0896	Schwarz criterion		2.187392
Log likelihood	-356.5396	Hannan-Quinn criter.		2.146916
F-statistic	27.14629	Durbin-Watson stat		1.835332
Prob(F-statistic)	0.000000			

- a. Based on the output above, the regression value is obtained:

$$Y = 1.3318 C - 0.0558 X1 + 0.1195 X2 + 0.3261 X3 + 0.3885 X4 - 0.0063 X5$$

From the regression above, it can be interpreted that the constant coefficient value is 1.3318, meaning that if all X variables consisting of sense, feel, think, act, and relate are considered constant, the Social Principle will increase by 1.3318.

- b. The *F-statistic* value is $27.14629 > 2.26$, and the *probability (F-Statistic)* is $0.00 < 0.05$. So, it could be concluding that H4 is accepted, which means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has an effect on Social Principle (Y4).
- c. The value of *R Square* is 0.287730. It means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has a significant effect on Quantity Principle (Y2) amount 28.7%.

5. H5 Test (The Effect of Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) on Environmental Rule(Y5)

Table 7. H5 Test

Dependent Variable: **Environmental**

Method: Least Squares

Date: 11/30/20 Time: 17:30

Sample: 1 342

Included observations: 342

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.337143	0.255850	5.226271	0.0000
SENSE	0.086310	0.070008	1.232862	0.2185
FEEL	0.014299	0.075427	0.189568	0.8498
THINK	0.258372	0.078292	3.300107	0.0011
ACT	0.249286	0.072480	3.439370	0.0007
RELATE	0.059990	0.066352	0.904123	0.3666
R-squared	0.237568	Mean dependent var		3.785088
Adjusted R-squared	0.226222	S.D. dependent var		0.723412
S.E. of regression	0.636347	Akaike info criterion		1.951243
Sum squared resid	136.0591	Schwarz criterion		2.018520
Log likelihood	-327.6626	Hannan-Quinn criter.		1.978045
F-statistic	20.93897	Durbin-Watson stat		1.873035
Prob(F-statistic)	0.000000			

a. Based on the output above, the regression value is obtained:

$$Y = 1.3371 C + 0.0863 X1 - 0.0142 X2 + 0.2583 X3 + 0.2492 X4 + 0.0599 X5$$

From the regression above, it can be interpreted that the constant coefficient value is 1.3371, meaning that if all X variables consisting of sense, feel, think, act, and relate are considered constant, the Environmental Rule will increase by 1.3371.

b. The *F-statistic* value is $20.93897 > 2.26$, and the *probability (F-Statistic)* is $0.00 < 0.05$. So, it could be concluding that H5 is accepted, which means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has an effect on Environmental Rule (Y5).

c. The value of *R Square* is 0.237568. It means that the Experiential Marketing variable (X) consisting of sense, feel, think, act, and relate simultaneously has a significant effect on Environmental Rule (Y5) amount 23.7%.

Based on the research results obtained, the independent variable that partially influences each dependent variable is think and act. The existence of a think variable in the concept of Experiential Marketing which is applied in online

business can affect the Consumption Behavior of Darussalam Gontor University Students. This existence is evidenced by many consumers getting clear information about the product in terms of price suitability with the product's quality. Likewise, the act variable, an excellent online business reputation, can provide a good impression and experience for consumers to make repeat purchases. Besides, the products consumed are by consumer needs. From this, consumers will have a good experience with a product or service to increase consumer loyalty. However, some consumers also state that the goods consumed are not under existing promotions. Some sellers even have poor ethics in service to consumers. Also, some sellers do not give good responses after consumers provide input about the quality of the products consumed. Causes the variable to sense, feel, and relate partially less influence the existing dependent variable. It is hoped that with the improvement or evaluation of these aspects, Muslim consumers will be more satisfied with shopping with online businesses.

CONCLUSION

Experiential Marketing is a marketing strategy that stimulates consumers' emotional elements, resulting in various experiences for consumers. This consumer experience can motivate consumers to use and even make repeat purchases and increase the product, brand, or company's value. The main components or factors contained in Experiential Marketing are sense, feel, think, act, and relate. The calculation result from this research is:

1. Experiential Marketing, which consists of sense, feel, think, act and relate simultaneously, affects Consumption Behavior in Islam, including the Syariah Principle, Quantity Principle, Priority Principle, Social Principle, and Environmental Rule. The results of the F-stat test and F-prob test are presented in Table 8.

Table 8. F-Stat Test And F-Prob Test

X Variable → Y Variable	F Stat > 2.26	F-Prob < 0.05
EM → Syariah Principle	21.14057	0.00
EM → Quantity Principle	35.17774	0.00
EM → Priority Principle	18.65464	0.00
EM → Social Principle	27.14629	0.00
EM → Environmental Rule	20.93897	0.00

Thus, the five hypotheses formulated by researchers in this study can be accepted.

2. The influence exerted by Experiential Marketing (X) on each principle in Consumption Behavior in Islam is 23.9% for Syariah Principles, 34.3% for Quantity Principles, 21.7% for Priority Principles, 28.7% for Social Principles, and 23.7% of Environmental Rule.
3. From the t-Stat value in each of the existing hypothesis tests, the Experiential Marketing indicator contributes more in influencing Consumption Behavior in Islam. Consumption behavior in Islam based on Syariah Principles, Quantity

Principles, Priority Principles, Social Principles, and Environmental Rules is think and act.

4. The Y variable (Consumption Behavior in Islam) indicator, which is most strongly influenced by the variable X (Experiential Marketing), is Quantity Principle. It can be seen through the *R Square* of 0.343607 or 34.3%.

ACKNOWLEDGMENT

This paper is part of the final project research. It is a requirement for graduation from the S1 Islamic Economics Study Program, Faculty of Economics and Management, Darussalam Gontor University, Mantingan Campus, Ngawi, Indonesia. This paper was presented during the undergraduate examination and passed on February 5, 2021. The author would like to thank the supervisors and examiners of the final project for their suggestions, comments, and support to improve this paper.

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