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The Influence of Experiential Marketing and Promotion on Consumer Loyalty at KFC Centre Point Medan Fast Food

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ABSTRACT

This study analyzes the effect of experiential marketing and promotion on consumer loyalty at KFC Centre Point Medan. Using a descriptive quantitative method with a questionnaire survey of 96 consumers, results reveal that experiential marketing and promotion simultaneously have a significant effect on loyalty. Partially, act marketing, relate marketing, and promotion have positive and significant impacts, while sense, feel, and think marketing do not. These findings indicate that KFC should focus on strengthening act and relate marketing strategies alongside effective promotional activities to enhance consumer loyalty and maintain competitiveness in the fast-food industry, providing valuable insights for business marketing planning.

ABSTRAK

Penelitian ini menganalisis pengaruh experiential marketing dan promosi terhadap loyalitas konsumen di KFC Centre Point Medan. Menggunakan metode kuantitatif deskriptif dengan survei kuesioner kepada 96 konsumen, hasil penelitian menunjukkan experiential marketing dan promosi secara simultan berpengaruh signifikan terhadap loyalitas. Secara parsial, act marketing, relate marketing, dan promosi berpengaruh positif dan signifikan, sedangkan sense, feel, dan think marketing tidak berpengaruh signifikan. Temuan ini menunjukkan bahwa KFC perlu memfokuskan strategi pemasaran pada act dan relate marketing serta promosi yang efektif untuk meningkatkan loyalitas konsumen dan mempertahankan daya saing dalam industri makanan cepat saji.

Introduction

In this era of globalization, business competition is becoming increasingly intense. Many competitors offering the best quality are emerging to win over consumers. This aims to capture market share in each respective industry sector (Nasution, 2018). Every company's management is required to be more careful in determining its marketing strategy. To win the competition, businesses must be sensitive to changes in the market and capable of generating creative ideas so that the products offered can attract consumers, thereby fulfilling consumer needs effectively and enabling the company to survive amid fierce competition (Dharnayanti & Hadiwidjaja, 2014).

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Table 1. Indonesia as the Country with the Best Cuisine in ASEAN 2024/2025

Global Rank	Country	Rating Food
7	Indonesia	4,48
19	Vietnam	4,34
28	Thailand	4,26
36	Filipina	4,21
37	Malaysia	4,20
89	Singapura	3,93
99	Laos	3,88

Source: www.goodstats.id

Indonesia is one of the countries with significant potential in the development of the global culinary industry, ranking 7th worldwide as the country with the best cuisine, and securing the top position in ASEAN with a score of 4.48 out of 5 (Goodstats, 2025). The culinary industry is currently experiencing growth, dominating business sectors in various Indonesian cities. Ready or not, culinary marketers must face fierce competition to attract consumers. Price is no longer the main benchmark for the success of a culinary business, as Marketing Magazine reports that 93% of Indonesian customers see the culinary industry as a recreational venue when it offers an engaging experience with its products or services. Additionally, research by the Global Consumer Confidence Index from Nielsen states that if businesses especially in the culinary sector can maintain customer loyalty, those customers will keep returning and enjoying the products or services offered (Adam, Noegroho, Suharyono, & Kumadji, 2013).

The culinary business continues to grow even though economic conditions marked by a food crisis remain a problem in Indonesia. This growth is driven by a public that is increasingly critical in choosing food (Dewanti et al., 2009). Food is a basic human need that will always be sought and required. The high level of daily activity leads people to choose fast food, which is practical and served quickly. Fast-food restaurants are popular among workers and students alike, as their needs cannot be separated from daily life. Beyond being efficient, fast-food restaurants also serve as spaces to relax with family or friends, and can even be used for studying or working if the restaurant offers a comfortable atmosphere (Tangkuman & Massie, 2020). One such fast-food restaurant in Medan is KFC, or Kentucky Fried Chicken.

Table 2. Top 5 Restaurants in Indonesia in 2023

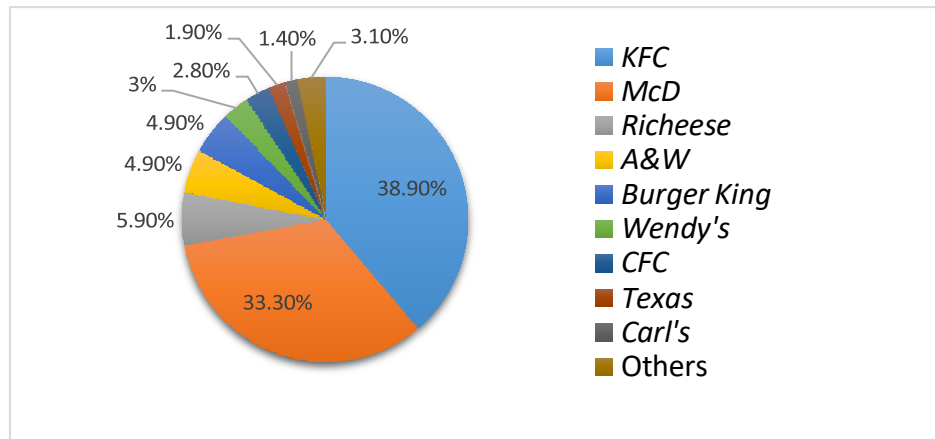
Restaurant	Sales (US\$)	Number of Outlets
<i>McDonald's</i>	485,1 million	299
<i>KFC</i>	438 million	842
<i>Pizza Hut</i>	271,1 million	612
<i>Hokben</i>	181,7 million	375
<i>Starbucks</i>	157,7 million	567

Source: www.goodstats.id

The United States Department of Agriculture (USDA) reports that the value of Indonesia's food industry reached US\$26.3 billion in 2023, an increase of 13% compared to the previous year. This makes Indonesia the largest food market in Southeast Asia. According to the USDA, McDonald's recorded the highest sales in 2023 at US\$485.1 million, with 299 outlets. KFC ranked second with sales of US\$438 million. Operated by PT Fastfood Indonesia Tbk., KFC had 842 outlets in 2023, far exceeding its competitor in first place. Pizza Hut was third with total sales of US\$271.1 million, followed by Hokben at US\$181.7 million, and Starbucks with US\$157.7 million (Yonatan, 2025).

KFC has become a dominant and well-known leader in the fast-food restaurant market. Its flagship products, Colonel's Original Recipe and Hot & Crispy, remain the most popular fried chicken menu items. In addition, many other menu options are offered through value packages such as KFC Attack and Super Panas. KFC is not immune to competition from other similar fast-food restaurants (Dewanti et al., 2009).

Figure 1. Fast-Food Restaurants with the Best Service



Source: Katadata Insight Center

Kentucky Fried Chicken (KFC) is considered the fast-food restaurant with the best service according to the Indonesian public. This assessment is based on the Kurious survey by Katadata Insight Center (KIC), titled *Top Brand Survey: Fast Food*. KFC secured the top position in the survey with the highest share of votes at 38.9%. The second-ranked fast-food restaurant in terms of best service was McDonald’s, with 33.33% of the votes (Katadata, 2023).

To face this competition, companies are required to have competitive advantages to survive. One effective strategy to remain competitive in today’s intense culinary business environment is maintaining customer loyalty while conducting promotion. Without customer loyalty, a company cannot develop well and may experience business decline that threatens its existence. Building customer loyalty is not an easy task for companies. Fast-food restaurants today not only focus on product variety and pricing but also on improving service quality to attract consumers and create satisfaction that leads to loyalty. To achieve customer loyalty, companies need to implement appropriate marketing strategies to remain competitive (Amrullah, 2018).

One marketing strategy that can be applied is experiential marketing, an experience-based marketing approach. Experiential marketing is a marketing concept that not only provides information and opportunities for customers to gain benefits but also evokes emotions and feelings that impact marketing, particularly sales (Fransisca, 2007). This is because the experience felt by consumers is highly unique. In the culinary sector specifically, menu and beverage innovations are becoming increasingly varied, and a comfortable restaurant atmosphere is expected to make visitors feel happy. The aim is for restaurants to be more than just places to eat, but also spaces that offer a refreshing environment for visitors, whether with family or colleagues (Muljani, 2021).

The elements of experiential marketing are divided into five: Sense, aimed at engaging consumers’ senses by creating positive and unique impressions; Feel, related to customers’ moods and positive emotions; Think, designed to spark curiosity through intellect and creativity and to raise consumer awareness; Act, associated with lifestyle; and Relate, intended to address consumers’ social connections (Schmitt, 2000).

Beyond experiential marketing, building customer loyalty is not only about improving service quality but also involves promotional activities. Attractive and communicative promotion can be well-received by customers. Promotion is an activity effectively carried out by companies to encourage consumers to purchase the products or services offered (Sukirno & Poerwanto, 2014). Companies must play an active role in promotion since it involves providing consumers with information about the products offered and the benefits they will receive when purchasing or consuming them (Rahayu & Syafe’i, 2022).

Research by Tangkuman & Massie (2020) on fast-food restaurant customers using experiential marketing as an independent variable found a positive relationship with consumer loyalty. This contrasts with research by Chao (2015) on fitness club members, which found that experiential marketing did not have a significant effect on customer loyalty. Rahayu & Syafe’i (2022) found that promotion has a positive effect on consumer loyalty; restaurants that continuously enhance promotions, both through conventional methods and social media, can effectively deliver messages to customers and build loyalty. This contradicts findings by Kemuning (2021), who concluded that promotion does not affect consumer loyalty.

This study aims to examine and analyze the simultaneous and partial effects of experiential marketing and promotion on consumer loyalty at KFC Centre Point Medan. The results of this study are expected to provide benefits for: (1) KFC management, particularly in designing more effective marketing strategies based on customer experience and promotion to improve loyalty; (2) other culinary business operators, to increase awareness of the importance of customer experience and promotion in building long-term relationships with customers; and (3) students and marketing practitioners, as study material and learning about the importance of creating positive experiences to build consumer loyalty in the fast-food industry.

Literatur Review

Experiential Marketing

According to Kartajaya (2004), experiential marketing is a marketing approach aimed at building a loyal customer base through emotional interaction and positive experiences with products or services.

Strategic Experiential Modules (SEMs)

Sense marketing focuses on creating sensory experiences for consumers through the five senses: sight, hearing, smell, taste, and touch (Putri, 2018). Feel marketing targets feelings and emotions with the aim of influencing experiences that range from gentle moods to strong emotions of pleasure and pride (Schmitt, 2000). Think marketing is a type of experience intended to create cognitive engagement, problem-solving, and to encourage consumers to think creatively (Schmitt, 2000). Act marketing is a type of experience that aims to influence consumer behavior, lifestyle, and interaction with the brand (Schmitt, 2000). Relate marketing is a type of experience used to influence customers by combining all aspects sense, feel, think, and act and focusing on creating a positive perception in the customer’s mind (Schmitt, 2000).

Promotion

According to Kotler and Keller (2016), promotion is an activity carried out to communicate a product’s advantages and persuade target consumers to buy it.

Consumer Loyalty

According to Kotler and Keller (2016), consumer loyalty is a strong commitment from customers to consistently repurchase a product or service in the future, despite situational influences and marketing efforts that could potentially cause them to switch.

Conceptual Framework

A conceptual framework is a structure that explains the concepts within theoretical assumptions, defines the elements in the research subject, and shows the relationships between concepts (Priadana & Sunarsi, 2021). The following is the conceptual framework of this study:

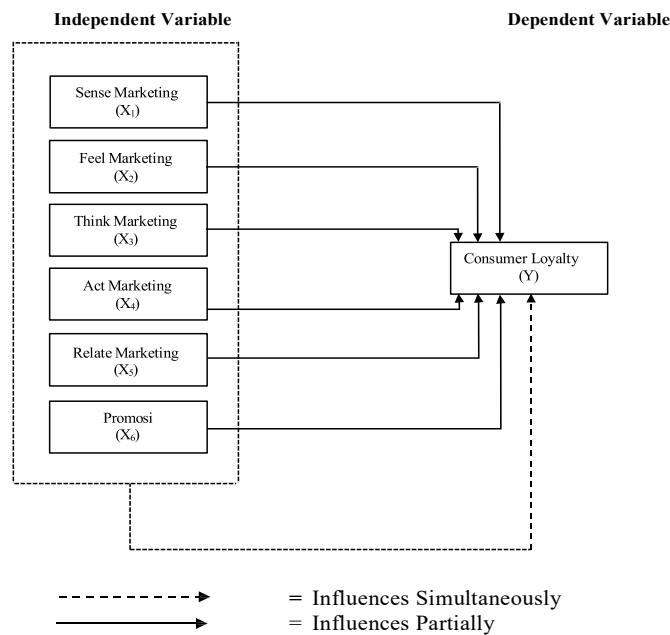


Figure 2. Conceptual Framework

Hypotheses

The following are the hypotheses used in this study:

- H1 : Sense Marketing has a positive effect on Consumer Loyalty
- H2 : Feel Marketing has a positive effect on Consumer Loyalty
- H3 : Think Marketing has a positive effect on Consumer Loyalty
- H4 : Act Marketing has a positive effect on Consumer Loyalty
- H5 : Relate Marketing has a positive effect on Consumer Loyalty

H6 : Promotion has a positive effect on Consumer Loyalty

H7 : Experiential Marketing and Promotion have a positive effect on Consumer Loyalty

Research Methods

The type of research used in this study is descriptive quantitative research. Descriptive quantitative methods aim to provide an objective description of a situation using numerical data, covering data collection, interpretation, and presentation of results.

The research object in this study is the Kentucky Fried Chicken Centre Point Medan restaurant.

The data collection method employed is a questionnaire. The statements or questions provided by the researcher for respondents use a Likert scale. The Likert scale has five response options: strongly agree (SA), agree (A), neutral (N), disagree (D), and strongly disagree (SD), each with different weights.

The study population includes all consumers who have purchased from KFC Centre Point in Medan. The sampling technique used is non-probability sampling with a minimum required sample size of at least 96 respondents.

Result and Discussion

Descriptive Statistics Test Results

Table 3. Descriptive Statistics Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
<i>Sense Marketing</i>	96	1	5	4,08	0,798
<i>Feel Marketing</i>	96	1	5	3,92	0,854
<i>Think Marketing</i>	96	1	5	3,93	0,895
<i>Act Marketing</i>	96	1	5	3,87	0,902
<i>Relate Marketing</i>	96	1	5	3,82	0,932
Promotion	96	1	5	4,05	0,798
Consumer Loyalty	96	1	5	3,97	0,879

The results of the descriptive statistics test are as follows:

- 1) For the Sense Marketing variable, the mean score obtained was 4.08, indicating that respondents generally agreed with statements related to sense marketing. The maximum value was 5, the minimum was 1, and the standard deviation was 0.798.
- 2) For the Feel Marketing variable, the mean score was 3.92, showing that respondents ranged from neutral to agree on statements related to feel marketing. The maximum value was 5, the minimum was 1, and the standard deviation was 0.854.
- 3) For the Think Marketing variable, the mean score was 3.93, indicating that respondents were neutral to agreeing with think marketing statements. The maximum value was 5, the minimum was 1, and the standard deviation was 0.895.
- 4) For the Act Marketing variable, the mean score was 3.87, suggesting respondents were neutral to agreeing with act marketing statements. The maximum value was 5, the minimum was 1, and the standard deviation was 0.902.
- 5) For the Relate Marketing variable, the mean score was 3.82, indicating respondents were neutral to agreeing with relate marketing statements. The maximum value was 5, the minimum was 1, and the standard deviation was 0.932.
- 6) For the Promotion variable, the mean score was 4.05, indicating that respondents generally agreed with promotion-related statements. The maximum value was 5, the minimum was 1, and the standard deviation was 0.798.
- 7) For the Consumer Loyalty variable, the mean score was 3.97, showing that respondents ranged from neutral to agreeing with statements related to consumer loyalty. The maximum value was 5, the minimum was 1, and the standard deviation was 0.879.

Data Quality Test Results

Table 4. Data Validity Test Results

Indicator	r-calculated	r-table	Description
X1.1	0,752	0,2006	<i>Valid</i>
X1.2	0,790	0,2006	<i>Valid</i>
X1.3	0,605	0,2006	<i>Valid</i>
X1.4	0,699	0,2006	<i>Valid</i>
X1.5	0,726	0,2006	<i>Valid</i>
X1.6	0,724	0,2006	<i>Valid</i>
X1.7	0,792	0,2006	<i>Valid</i>

X1.8	0,715	0,2006	<i>Valid</i>
X1.9	0,753	0,2006	<i>Valid</i>
X1.10	0,746	0,2006	<i>Valid</i>
X2.1	0,654	0,2006	<i>Valid</i>
X2.2	0,778	0,2006	<i>Valid</i>
X2.3	0,801	0,2006	<i>Valid</i>
X2.4	0,767	0,2006	<i>Valid</i>
X2.5	0,807	0,2006	<i>Valid</i>
X2.6	0,718	0,2006	<i>Valid</i>
X3.1	0,759	0,2006	<i>Valid</i>
X3.2	0,743	0,2006	<i>Valid</i>
X3.3	0,815	0,2006	<i>Valid</i>
X3.4	0,758	0,2006	<i>Valid</i>
X3.5	0,765	0,2006	<i>Valid</i>
X3.6	0,798	0,2006	<i>Valid</i>
X3.7	0,745	0,2006	<i>Valid</i>
X3.8	0,772	0,2006	<i>Valid</i>
X3.9	0,794	0,2006	<i>Valid</i>
X3.10	0,617	0,2006	<i>Valid</i>
X4.1	0,701	0,2006	<i>Valid</i>
X4.2	0,707	0,2006	<i>Valid</i>
X4.3	0,849	0,2006	<i>Valid</i>
X4.4	0,773	0,2006	<i>Valid</i>
X4.5	0,757	0,2006	<i>Valid</i>
X4.6	0,833	0,2006	<i>Valid</i>
X5.1	0,812	0,2006	<i>Valid</i>
X5.2	0,859	0,2006	<i>Valid</i>
X5.3	0,764	0,2006	<i>Valid</i>
X5.4	0,902	0,2006	<i>Valid</i>
X5.5	0,706	0,2006	<i>Valid</i>
X5.6	0,762	0,2006	<i>Valid</i>
X6.1	0,729	0,2006	<i>Valid</i>
X6.2	0,800	0,2006	<i>Valid</i>
X6.3	0,780	0,2006	<i>Valid</i>
X6.4	0,774	0,2006	<i>Valid</i>
X6.5	0,738	0,2006	<i>Valid</i>
X6.6	0,783	0,2006	<i>Valid</i>
X6.7	0,785	0,2006	<i>Valid</i>
X6.8	0,787	0,2006	<i>Valid</i>
X6.9	0,742	0,2006	<i>Valid</i>
X6.10	0,795	0,2006	<i>Valid</i>
X6.11	0,762	0,2006	<i>Valid</i>
X6.12	0,763	0,2006	<i>Valid</i>
Y1.1	0,840	0,2006	<i>Valid</i>
Y1.2	0,808	0,2006	<i>Valid</i>
Y1.3	0,783	0,2006	<i>Valid</i>
Y1.4	0,734	0,2006	<i>Valid</i>

Y1.5	0,794	0,2006	Valid
Y1.6	0,808	0,2006	Valid

Based on the data in Table 4, the validity test results for the variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, promotion, and consumer loyalty all have r-calculated values greater than r-table (0.2006). Therefore, it can be concluded that all 56 statements above are valid and can be used in the research.

Table 5. Data Reliability Test Results

Variabel	Cronbach's Alpha	N of Items
Sense Marketing	.901	10
Feel Marketing	.843	6
Think Marketing	.916	10
Act Marketing	.861	6
Relate Marketing	.883	6
Promotion	.936	12
Consumer Loyalty	.882	6

Based on the data in Table 5, the reliability test results show that the variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, promotion, and consumer loyalty all have Cronbach's Alpha values greater than 0.70. Therefore, these variables are considered reliable for use in this research.

Spearman Correlation Test Results

Table 6. Spearman Correlation Test Results

Variable	Correlation Coefficient	Sig. (2-tailed)
Sense Marketing	.625	0.000
Feel Marketing	.719	0.000
Think Marketing	.714	0.000
Act Marketing	.796	0.000
Relate Marketing	.817	0.000
Promotion	.735	0.000

Based on Table 6, it can be seen that the correlation coefficients for the variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, and promotion are in the 0.70–0.80 range, indicating that all six independent variables have a strong relationship with consumer loyalty.

Multiple Linear Regression Analysis Results

The multiple linear regression model in this study is as follows:

$$Y=0.043+0.029X1+0.074X2+0.008X3+0.209X4+0.375X5+0.306X6$$

The results of the above multiple linear regression model are:

- 1) The constant of 0.043 is positive, meaning that if the variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, and promotion are considered zero, consumer loyalty toward KFC Centre Point Medan is 0.043 units.
- 2) The regression coefficient for sense marketing is positive at 0.029, indicating that if sense marketing increases by one unit, consumer loyalty toward KFC Centre Point Medan will increase by 0.029 units, assuming other variables remain constant.
- 3) The regression coefficient for feel marketing is positive at 0.074, meaning that if feel marketing increases by one unit, consumer loyalty will increase by 0.074 units, with other variables held constant.
- 4) The regression coefficient for think marketing is positive at 0.008, indicating that if think marketing increases by one unit, consumer loyalty will increase by 0.008 units, assuming other variables remain constant.
- 5) The regression coefficient for act marketing is positive at 0.209, meaning that if act marketing increases by one unit, consumer loyalty will increase by 0.209 units, with other variables held constant.
- 6) The regression coefficient for relate marketing is positive at 0.375, indicating that if relate marketing increases by one unit, consumer loyalty will increase by 0.375 units, assuming other variables remain constant.
- 7) The regression coefficient for promotion is positive at 0.306, meaning that if promotion increases by one unit, consumer loyalty toward KFC Centre Point Medan will increase by 0.306 units, with other variables held constant.

Hypothesis Testing Results

Table 7. t-Test Statistical Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.043	.230		.187	.852
Sense Marketing	.029	.097	.024	.298	.766
Feel Marketing	.074	.111	.068	.668	.506
1 Think Marketing	.008	.107	.008	.079	.937
Act Marketing	.209	.098	.209	2.140	.035
Relate Marketing	.375	.080	.403	4.661	.000
Promotion	.306	.114	.269	2.695	.008

Based on Table 7, the results are as follows:

- 1) The sense marketing variable has a t-value of 0.298, which is less than the t-table value of 1.987, with a significance level of 0.766 > 0.05. Thus, H0 is accepted and Ha is rejected, meaning that sense marketing does not have a significant effect on consumer loyalty at KFC Centre Point Medan.
- 2) The feel marketing variable has a t-value of 0.668 < 1.987 with a significance level of 0.506 > 0.05. Therefore, H0 is accepted and Ha is rejected, indicating that feel marketing does not have a significant effect on consumer loyalty at KFC Centre Point Medan.
- 3) The think marketing variable has a t-value of 0.079 < 1.987 with a significance level of 0.937 > 0.05. Thus, H0 is accepted and Ha is rejected, meaning that think marketing does not have a significant effect on consumer loyalty at KFC Centre Point Medan.
- 4) The act marketing variable has a t-value of 2.140 > 1.987 with a significance level of 0.035 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that act marketing has a positive and significant effect on consumer loyalty at KFC Centre Point Medan.
- 5) The relate marketing variable has a t-value of 4.661 > 1.987 with a significance level of 0.000 < 0.05. Thus, H0 is rejected and Ha is accepted, meaning that relate marketing has a positive and significant effect on consumer loyalty at KFC Centre Point Medan.
- 6) The promotion variable has a t-value of 2.695 > 1.987 with a significance level of 0.008 < 0.05. Therefore, H0 is rejected and Ha is accepted, indicating that promotion has a positive and significant effect on consumer loyalty at KFC Centre Point Medan.

Table 8. F-Test Statistical Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.511	6	6.419	70.287	.000 ^b
1 Residual	8.127	89	0.091		
Total	46.639	95			

Based on the simultaneous test results presented in Table 8, it can be seen that the calculated F-value of 70.287 is greater than the F-table value of 2.20, with a significance level of 0.000 < 0.05. This means that H0 is rejected and Ha is accepted, indicating that the six independent variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, and promotion simultaneously have a positive and significant effect on consumer loyalty at KFC Centre Point Medan.

Table 9. Coefficient of Determination (R²) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	0.826	0.814	0.30219

Based on Table 9, the obtained Adjusted R² value is 0.814, which means that the consumer loyalty variable can be explained by the variables sense marketing, feel marketing, think marketing, act marketing, relate marketing, and promotion by 81.4%, while the remaining 18.6% is explained by other variables not examined in this study.

DISCUSSION

The Effect of Sense Marketing on Consumer Loyalty

KFC is a major brand with relatively uniform service and product standards, so the sensory experiences it offers may be perceived by consumers as ordinary and not unique enough to build strong loyalty. Consumers may place greater value on aspects such as price, promotion, and service quality, which directly influence their satisfaction. In Medan, consumer preferences and behavior are more influenced by economic factors, price, and promotion rather than sensory stimuli. This makes sense marketing less effective as a primary factor in building loyalty in the fast-food market. This study aligns with previous research stating that sense marketing does not have a significant effect on consumer loyalty (Chao, 2015).

The Effect of Feel Marketing on Consumer Loyalty

The impact of feel marketing depends on the type of product and market characteristics. For more rational or functional products and services, the influence of feel marketing on loyalty tends to be lower compared to more emotional or experiential products (Fatimah & Tyas, 2024). Feel marketing, which emphasizes consumers' emotional experiences, appears insufficient to build deep emotional attachment among consumers at KFC Centre Point Medan. This may be due to the functional and practical nature of fast food products, making emotional experience not a primary factor in loyalty. This finding is consistent with previous research indicating that feel marketing does not have a significant effect on consumer loyalty (Chao, 2015).

The Effect of Think Marketing on Consumer Loyalty

KFC in Medan generally emphasizes discount promotions, value packages, fast service, a comfortable environment, and an international brand image. However, it rarely employs think marketing approaches such as educating consumers about nutrition, the origins of recipes, or innovative product concepts that stimulate consumer thinking. This results in think marketing having no significant effect on consumer loyalty at KFC Centre Point Medan. This finding is consistent with previous research indicating that think marketing does not significantly affect consumer loyalty (Chao, 2015).

The Effect of Act Marketing on Consumer Loyalty

Act marketing can change consumer behavior and create new habits. When consumers frequently engage in activities involving the brand (e.g., hanging out at KFC after class, dining during special value promotions), they begin to see the brand as part of their lifestyle, feel comfortable, and ultimately become loyal. Act marketing allows consumers to directly experience products and services, such as viewing and choosing chicken at the display counter and participating in KFC's membership programs that encourage certain actions to earn rewards. This finding aligns with previous research indicating that act marketing has a positive and significant effect on consumer loyalty (Tangkuman & Massie, 2020).

The Effect of Relate Marketing on Consumer Loyalty

Regarding the effect of relate experience on consumer loyalty, the experiences provided by KFC Centre Point Medan are reflected in strong social connections among customers and staff, as well as in a sense of community that makes customers feel welcomed and proud when they visit. KFC has strong brand positioning as a global fast-food chain with a modern and trusted image, making consumers feel part of an international trend and instilling pride. Consumers are not just buying food, but also buying social value and the pride of belonging to the KFC brand community. Additionally, group promotions (such as bucket deals and shared meal packages) emphasize communal dining, which enhances a sense of togetherness. This finding is consistent with previous research indicating that relate marketing has a positive and significant effect on consumer loyalty (Tangkuman & Massie, 2020).

The Effect of Promotion on Consumer Loyalty

KFC Centre Point Medan actively uses various forms of promotion, such as discounts, value packages, buy-one-get-one-free deals, Ramadan Combo, Christmas Deal, and the KFC App with point rewards (KFCku, 2025). Effective promotion not only drives immediate purchases but also creates habits and emotional bonds, making consumers loyal. For example, consumers may get used to dining at KFC every weekend because of specific promotions. This habit encourages the formation of long-term loyalty. This study is consistent with previous research indicating that promotion has a positive and significant effect on consumer loyalty (Rahayu & Syafe'i, 2022).

Conclusion and Suggestion**Conclusion**

This study concludes that experiential marketing and promotion simultaneously have a positive and significant effect on consumer loyalty at KFC Centre Point Medan. However, when examined partially, not all dimensions of experiential marketing contribute equally. Sense marketing, feel marketing, and think marketing do not have a significant impact on consumer loyalty, likely because fast-food products are perceived as functional and practical rather than deeply emotional or intellectually engaging. In contrast, act marketing and relate marketing significantly and positively influence loyalty by shaping consumer habits, lifestyles, and social connections with the brand. Promotion also shows a positive and significant effect, demonstrating its role in creating habitual purchasing behavior and emotional attachment through attractive offers. These findings underscore the importance of designing marketing strategies that prioritize action-based experiences, social connection, and effective promotion to build long-term consumer loyalty.

Suggestion

Based on these conclusions, KFC Centre Point Medan is encouraged to focus on strengthening act and relate marketing strategies by fostering activities that integrate the brand into consumers' lifestyles and emphasizing social experiences that build community and belonging. Management should also maintain and innovate promotional programs that are attractive, consistent, and well-communicated, both through conventional channels and digital platforms such as the KFC App. For other culinary businesses, these results highlight the need to balance experiential marketing dimensions and tailor them to consumer behavior and expectations in the fast-food segment. Further research could explore other factors not examined in this study that may influence loyalty, such as service quality, brand image, or digital engagement strategies.

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