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/marketplace 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.¹ The use of e-commerce/marketplace has now become a necessity and trend in shopping. 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.²

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.³ Meanwhile, data online transaction in 2019, reached 25.11%.

¹ Muhammad Cordiaz, Toni, “Analisis Faktor Kredibilitas Website E-Commerce Indonesia Studi pada Online Purchasing”, Jurnal Sistem Informasi Bisnis, Vol. 1, 2013, p. 41
² Dewi Irmawati, “Pemanfaatan E-Commerce dalam Dunia Bisnis”, Jurnal Ilmiah Orasi Bisnis, Edisi ke-IV, November 2011, p. 104
³ PDB Triwulanan Atas Dasar Harga Berlaku 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
was meant 44.34% or 4/9 of all indicators of household consumption using online transactions.4

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.5

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 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.6 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).7 This concept is a marketing concept where the company will try to provide a memorable experience and more than expected.8 The company also improves the satisfaction degree from this experience, culminating in a consumer’s loyalty to a product and service.9

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,

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4 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
5 Lisa, Agus, Rotinsulu, “Pengaruh Experiential Marketing dan Kualitas Jasa terhadap Kepuasan Pelanggan pada Steiner Salon Manado”, Jurnal EMBA, Vol. 6, No. 3, July 2018, p. 1269
6 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
7 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)
8 Vinsensius, Diah Dharmayanti, “Pengaruh Experiential Marketing,…………………., p. 1
9 Gersom, Sugiono, “Analisa Pengaruh Experiential Marketing terhadap Minat Beli Ulang Konsumen 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
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Quantity, Priority, Social, and Environmental Rule. The goods consumed also must be halal, good, and useful for themselves and not endanger the body and mind. 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.

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
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) | Feel (X2) | Think (X3) | Act (X4) |
| 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 |
| 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 |
| 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 |
| 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 |

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12 M. Syahrul Syarifuddin, Panduan Universitas Darussalam Gontor (Ponorogo: UNIDA Gontor Press, 2020), p.2
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 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 | \( r_{validity} \) | \( r_{reliability} \) |
|-----------|---------------------|------------------------|
| Y1.1      | 0.764               | 0.679                  |
| Y1.2      | 0.828               | 0.679                  |
| Y1.3      | 0.758               | 0.626                  |
| Y2.1      | 0.627               | 0.785                  |
| Y2.2      | 0.781               | 0.785                  |
| Y2.3      | 0.792               | 0.785                  |
| Y2.4      | 0.777               | 0.785                  |
| Y2.5      | 0.723               | 0.785                  |
| Y3.1      | 0.774               | 0.626                  |
| Y3.2      | 0.566               | 0.616                  |

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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))

| 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
Adjusted R-squared 0.227988
S.E. of regression 0.687959
Sum squared resid 159.0248
Log likelihood -354.3336
F-statistic 21.14057
Prob(F-statistic) 0.000000

Mean dependent var 3.88596
S.D. dependent var 0.782980
Akaike info criterion 2.107214
Schwarz criterion 2.174491
Hannan-Quinn criter. 2.134015
Durbin-Watson stat 1.866094

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

\[ Y = 1.2072 \, C + 0.1454 \, X_1 - 0.0028 \, X_2 + 0.3138 \, X_3 + 0.2141 \, X_4 + 0.0622 \, X_5 \]

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))

| 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:

\[ Y = 1.5005 \, C + 0.1426 \, X_1 + 0.0264 \, X_2 + 0.0819 \, X_3 + 0.3874 \, X_4 + 0.0536 \, X_5 \]

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))**

| 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|

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

\[ Y = 1.5788 C + 0.0121 X_1 - 0.0169 X_2 + 0.1693 X_3 + 0.3718 X_4 + 0.0924 X_5 \]

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))**

| 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     | 0.119381    | 0.082073   | 1.457012    | 0.1460|
a. Based on the output above, the regression value is obtained:

\[ Y = 1.3318 \cdot C - 0.0558 \cdot X_1 + 0.1195 \cdot X_2 + 0.3261 \cdot X_3 + 0.3885 \cdot X_4 - 0.0063 \cdot X_5 \]

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 (\( Y_4 \)).

c. The value of \( R^2 \) 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 (\( Y_2 \)) amount 28.7%.

5. H5 Test (The Effect of Sense (\( X_1 \)), Feel (\( X_2 \)), Think (\( X_3 \)), Act (\( X_4 \)), and Relate (\( X_5 \)) on Environmental Rule(\( Y_5 \))

| 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   | 3.493700    | 0.0007 |
| RELATE   | 0.059990    | 0.066352   | 0.904123    | 0.3666 |

\[ Y = 1.3371 \cdot C + 0.0863 \cdot X_1 - 0.0142 \cdot X_2 + 0.2583 \cdot X_3 + 0.2492 \cdot X_4 + 0.0599 \cdot X_5 \]
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.

2. The influence exerted by Experiential Marketing (X) on each principle in Consumption Behavior in Islam is 23.9% for Syariah Principle, 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

| 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.
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 $R^2$ of 0.343607 or 34.3%.

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