THE INFLUENCE OF EXPERIENTAL MARKETING AND ATMOSPHERICE EXPERIENCE ON CUSTOMER SATISFACTION AT JAVANESE HERITAGE STYLE RESTAURANTS IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract. *This study aims to analyze the extent to which experiential marketing and atmospheric experience influence customer satisfaction in heritage-style restaurants located in the Special Region of Yogyakarta. The sampling technique used in this research is purposive sampling, involving 120 respondents who have previously visited such restaurants. Primary data were collected through a questionnaire that had been tested for validity and reliability to ensure its accuracy and consistency. The data analysis in this study includes descriptive analysis, instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), and hypothesis testing consisting of partial t-test, f-test, and the coefficient of determination. The data were analyzed using multiple regression analysis with the help of IBM SPSS Statistics version 26. The results of the study indicate that experiential marketing has a positive and significant effect on customer satisfaction. Atmospheric experience also has a positive and significant effect on customer satisfaction. Experiential marketing and atmospheric experience simultaneously have a positive and significant influence on customer satisfaction.*

Keywords: *Experiential Marketing, Atmospheric Experience, Customer Satisfaction, Heritage Restaurant, Yogyakarta*

1. INTRODUCTION

The culinary sector in Yogyakarta, Indonesia, has experienced rapid growth in recent years, particularly in the number of restaurants with traditional or unique concepts. According to the Regional Tourism Office, the number of restaurants in the region increased from 307 in 2021 to 350 in 2023, with Sleman Regency showing the most significant rise from 125 to 685 units (Bapperida DIY, 2025). This trend reflects changing consumer preferences, where dining is not only about food but also about atmosphere and experience.

Javanese heritage-style restaurants offer both authentic local cuisine and a cultural experience, making them increasingly popular among tourists and local residents. In this context, experiential marketing which emphasizes engaging and memorable customer experiences and atmospheric experience which refers to the overall sensory and environmental quality of a space have become essential in enhancing customer satisfaction and loyalty.

Previous studies have shown that experiential marketing can positively influence repeat visits, especially in tourism and service sectors (Nirwani et al., 2022; Taraoktavia & Indarwati, 2021). Similarly, a well-designed atmosphere can shape customer perceptions and emotions, leading to higher satisfaction (Fadah & Wulandari, 2024). However, there is limited research that specifically explores these factors in the context of heritage-themed restaurants.

Therefore, this study aims to examine the influence of experiential marketing and atmospheric experience on customer satisfaction in Javanese heritage-style restaurants in the Special Region of Yogyakarta.

2. LITERATURE REVIEW

2.1 Marketing Management

According to Kotler et al. (2022), marketing is a process designed to communicate information about products or services effectively to the public. This process aims not only to introduce the offerings but also to ensure that public needs and wants are well met through the provided solutions. Marketing plays a crucial role in helping businesses survive, grow, and generate profit (Rambe & Aslami, 2022). Business success largely depends on marketing capabilities alongside production, finance, and management integration (Siregar, 2022). Mohamad and Rahim (2021) define marketing as a system that includes various business activities aimed at planning, pricing, promoting, and distributing products or services to satisfy current and potential customers. It operates within an environment influenced by company resources, with the main objective of gaining profits from sales (Taan, 2021).

2.2 Marketing Mix

Kotler et al. (2022) explain that the marketing mix is a strategy involving a well-defined target market in which a company competes by delivering value. The marketing mix includes everything a company can do to influence the demand for its product. Initially introduced by Jerome McCarthy in the 1960s, the marketing mix was composed of four elements: product, price, place, and promotion. However, with increasing market complexity and evolving consumer behavior, the 4Ps model was expanded into a 7T model by Kotler et al. (2022), adding service, brand, and incentives. These additions reflect the growing importance of technology, digitalization, and customer experience in shaping consumer decisions. The 7T model emphasizes a holistic strategy for managing company offerings. The seven elements consist of product, service, brand, price, incentives, communication, and distribution, all of which must be well-integrated to create competitive and customer-centered marketing efforts.

2.3 Marketing communication Mix

Marketing communication or promotion refers to the various communication activities a company undertakes to inform and persuade potential customers about its products or services (Kotler et al., 2022). The promotion mix integrates multiple tools to effectively deliver company messages and foster strong customer relationships. According to Kotler et al. (2022), the promotion mix includes five major elements: advertising, sales promotion, personal selling, public relations, and direct marketing. These tools are strategically combined to establish effective communication between the business and its customers. In the modern context, experiential marketing is also considered a component of promotional activities as it creates emotional and memorable experiences that engage consumers and strengthen brand loyalty.

2.4 Experiential Marketing

Experiential marketing is a marketing strategy focused on creating deep, emotional brand experiences for consumers. It encourages active interaction through memorable and engaging experiences that stimulate the senses, emotions, and thoughts of consumers (Franco et al., 2017; Eka, 2023). Experiential marketing aims to connect consumers with brands through direct experiences that evoke emotions, strengthen engagement, and promote desired behaviors. It goes beyond product features to build meaningful relationships aligned with consumer values and lifestyles (Aswin, 2025; Onyeke et al., 2022).

2.5 Atmospheric Experience

Atmospheric experience refers to the design of an environment using visual cues, lighting, color, music, and scent to stimulate customer perception and emotional response (Ottoman et al., 2024). It is not limited to physical aspects but encompasses

how these elements work together to create a unique and engaging atmosphere for consumers. Atmospheric experience serves as a competitive advantage by creating a distinctive brand identity and emotional bond with customers. It can significantly influence consumer behavior by enhancing comfort, satisfaction, and loyalty (Antasari, 2022; Pratama et al., 2023). Carefully designed store environments can lead to more positive consumer experiences and greater brand attachment (Soniawati & Abdullah, 2017; Chun & Nyam-Ochir, 2020).

2.6 Customer Satisfaction

Customer satisfaction is a positive or negative emotional response that results from comparing the perceived performance of a product with customer expectations (Kotler et al., 2022). If performance matches or exceeds expectations, the customer feels satisfied or even delighted. If not, dissatisfaction occurs. According to Ilyus and Risdianovi (2024), customer satisfaction is a key factor in determining repeat purchases and positive word-of-mouth. Satisfied customers are more likely to become loyal advocates, contributing to long-term business success.

2.7 Hypothesis Development

Studies by Devindiani & Wibowo (2016) and Suhartapa et al. (2024) consistently show that experiential marketing positively and significantly affects customer satisfaction.
H1: Experiential marketing has a positive effect on customer satisfaction

Research by Dewi (2021) and Latifuddin et al. (2024) reveals that atmospheric experience has a significant impact on customer satisfaction through physical design and ambiance.
H2: Atmospheric experience has a positive effect on customer satisfaction

Findings from Sari (2023) and Aliyuddin et al. (2022) indicate that the combination of experiential marketing and atmospheric experience significantly enhances customer satisfaction.
H3: Experiential marketing and atmospheric experience have a positive effect on customer satisfaction

3. RESEARCH METHODS

3.1 Sample

The sampling criteria for this study were customers of Javanese heritage-style restaurants in Yogyakarta who have knowledge of the products offered by the establishment. The primary data collection method used in this study was a questionnaire distributed via Google Forms, which had been tested for both validity and reliability. The number of respondents in this study was 120 customers.

3.2 Operationalization of Research Variables

In this study, there are two types of variables used: independent and dependent variables. All variable indicators were measured using a five-point Likert scale referring to Sugiyono (2024), with a scale of 1 = Strongly Disagree to 5 = Strongly Agree.
a. Dependent Variable

According to Sugiyono (2024:69), the dependent variable is often referred to as the output, criterion, or consequent variable. It is the variable that is influenced or affected by the independent variable. In this study, the dependent variable is customer satisfaction, which represents the primary outcome being observed and measured to determine the extent of the impact caused by the independent variables.
b. Independent Variables

Sugiyono (2024:69) explains that independent variables are also known as stimulus, predictor, or antecedent variables. These variables are considered the influencing factors that lead to changes in the dependent variable. In this study, the independent variables consist of experiential marketing and atmospheric experience, which are two marketing strategies focusing on creating a comprehensive customer experience and a

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pleasant environment, with the aim of enhancing customer satisfaction

3.3 Analysis Method

Data analysis in this study included descriptive statistical analysis to provide an overview of the research data. Classical assumption tests were conducted, including the normality test, linearity test, multicollinearity test, and heteroscedasticity test, to ensure that the data were normally distributed, had no multicollinearity between independent variables, and that the residuals were homoscedastic. Instrument tests were also carried out through validity and reliability testing. The validity test used Pearson correlation, where a significance value (p-value) ≤ 0.05 indicates a valid item. The reliability test used Cronbach's Alpha, with a threshold of ≥ 0.70 to confirm that the measurement instruments were consistent and reliable. Multiple linear regression analysis was used to determine the effect of experiential marketing and atmospheric experience (independent variables) on customer satisfaction (dependent variable). The regression model used in this study is expressed as:

$Y = a + b1X1 + b2X2 + e$

Description:
Y = Customer Satisfaction
X1 = Experiential Marketing
X2 = Atmospheric Experience
a = Constant
b1, b2 = Regression Coefficients
e = Error Term

Hypothesis testing was conducted using t-tests (partial test) to examine the individual effect of each independent variable and F-test (simultaneous test) to examine the combined effect of independent variables on the dependent variable. Both tests used a 5% significance level ($\alpha = 0.05$). The coefficient of determination (R^2) was used to determine the extent to which the independent variables explain the variation in the dependent variable, based on the model summary output. All data analysis in this study was conducted using IBM SPSS Statistics version 26.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The study involved 120 customers who had visited Javanese heritage-style restaurants in the Special Region of Yogyakarta and had knowledge of the products offered. Respondents were categorized based on gender, age, frequency of monthly visits, preferred restaurant, and reasons for choosing to dine at heritage-style restaurants.The majority of respondents were female (83 respondents or 69.2%), aged between 22–26 years (69 respondents or 57.5%), and typically visited the restaurants 1–2 times per month (87 respondents or 72.5%). Most of the respondents had visited The House of Raminten (64 respondents or 53.3%), making it the most frequently visited restaurant among participants.The primary reason for choosing to visit heritage-style restaurants was the desire to experience the traditional atmosphere and Javanese culture (65 respondents or 54.2%).

4.2 Research Instrument Test

Table 1. Validity Test

Variables	Indikator	Statement	Sig.	r-count	r-table	Description
Experiental marketing	Sense	X1P1	0,000	0,482	0,1793	Valid
		X1P2	0,000	0,566	0,1793	Valid
	Feel	X1P3	0,000	0,692	0,1793	Valid
		X1P4	0,000	0,735	0,1793	Valid
	Think	X1P5	0,000	0,766	0,1793	Valid
		X1P6	0,000	0,756	0,1793	Valid

Variables	Indikator	Statement	Sig.	r-count	r-table	Description
	Relate	X1P7	0,000	0,731	0,1793	Valid
		X1P8	0,000	0,763	0,1793	Valid
	Act	X1P9	0,000	0,688	0,1793	Valid
		X1P10	0,000	0,716	0,1793	Valid
Atmosphec experience	Ambience	X2P1	0,000	0,680	0,1793	Valid
		X2P2	0,000	0,849	0,1793	Valid
	Design	X2P3	0,000	0,567	0,1793	Valid
		X2P4	0,000	0,565	0,1793	Valid
	Props	X2P5	0,000	0,612	0,1793	Valid
		X2P6	0,000	0,503	0,1793	Valid
	Merchandise	X2P7	0,000	0,385	0,1793	Valid
		X2P8	0,000	0,563	0,1793	Valid
	Social	X2P9	0,000	0,768	0,1793	Valid
		X2P10	0,000	0,443	0,1793	Valid
Customer satisfaction	Price suitability	Y1	0,000	0,678	0,1793	Valid
	Service quality	Y2	0,000	0,801	0,1793	Valid
	Product quality	Y3	0,000	0,700	0,1793	Valid
	Emotion	Y4	0,000	0,804	0,1793	Valid
	Convenience	Y5	0,000	0,784	0,1793	Valid

(Source: Data Processing Results, 2025)

Based on Table 1, the validity test results indicate that all questionnaire items were declared valid, with significance values less than 0.000. The correlation coefficients (r) for each item in relation to their respective constructs—experiential marketing, atmospheric experience, and customer satisfaction—were significantly greater than 0.05. This confirms that each item effectively measures the intended variable dimension.

Therefore, the research instrument is considered reliable for measuring the studied variables, and the collected data are valid for further analysis. These validity test results provide a strong foundation for proceeding to the reliability test and regression analysis to examine the effects of experiential marketing and atmospheric experience on customer satisfaction.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Limit Value	Description
Experiental marketing (X1)	0,877	0,70	Reliabel
atmospherc experience (X2)	0,806	0,70	Reliabel
customer satisfaction (Y)	0,811	0,70	Reliabel

(Source: Data Processing Results, 2025)

Based on the table, the reliability test results indicate that all variables in this study experiential marketing, atmospheric experience, and customer satisfaction demonstrated high reliability. This is evidenced by the Cronbach's alpha values for each variable, all of which exceeded 0.70: experiential marketing (0.877), atmospheric experience (0.806), and customer satisfaction (0.811). These high values indicate that the questionnaire items for each variable are consistent and effectively measure the same construct.

4.3 Classical Assumption Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			120
Normal Parameters[a,b]		**Mean**	,0000000
		Std. Deviation	2,37952510
Most Extreme Differences		**Absolute**	,078
		Positive	,055
		Negative	-,078
Test Statistic			,078
Asymp. Sig. (2-tailed)			,068[c]

(Source: Data Processing Results, 2025)

Based on Table 3, the normality test results indicate that the residual data in this study are normally distributed. This is shown by the Asymp. Sig. (2-tailed) value of 0.686, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data meet the assumption of normality.

Table 4. Linearity Test X1→Y

ANOVA Tabel							
			Sum of Squares	*Df*	*Mean Square*	**F**	**Sig.**
Customer Satisfaction Experiental Marketing*	*Between Groups*	*(Combined)*	265,877	27	9,847	1,650	0,041
		Linearity	59,890	1	59,890	10,034	0,002
		Deviation from Linearity	205,987	26	7,923	1,327	0,164
	Within Groups		549,115	92	5,969		
	Total		814,992	119			

(Source: Data Processing Results, 2025)

Based on Table 4, the significance value for Deviation from Linearity is 0.164, which is greater than 0.05, and the calculated F-value is 1.327, which is less than the F-table value. Therefore, it can be concluded that there is a significant linear relationship between Experiential Marketing and Customer Satisfaction.

Table 5. Linearity Test X2→Y

ANOVA Tabel							
			Sum of Squares	*Df*	*Mean Square*	**F**	**Sig.**
Customer Satisfaction Atmospheric experience*	*Between Groups*	*(Combined)*	184,249	20	9,212	1,446	0,119
		Linearity	22,645	1	22,645	3,554	0,062
		Deviation from Linearity	161,604	19	8,505	1,335	0,179
	Within Groups		630,743	99	6,371		
	Total		814,992	119			

(Source: Data Processing Results, 2025)

Based on Table 5, the significance value for Deviation from Linearity is 0.179, which is greater than 0.05, and the calculated F-value is 1.335, which is less than the F-table value. Therefore, it can be concluded that there is a significant linear relationship between Atmospheric Experience and Customer Satisfaction.

Table 6. Heteroscedasticity Test

Coefficients^a							
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	10,677	2,556		4,177	,000		
Experiental marketing	,134	,037	,332	3,662	,000	,905	1,105
Atmospheric experience	,134	,045	,267	2,939	,004	,905	1,105
a. Dependent Variable: *Customer satisfaction*							

(Source: Data Processing Results, 2025)

Based on the t-test results presented in Table 7, both experiential marketing and atmospheric experience have a significant positive effect on customer satisfaction. The t-value for experiential marketing is 3.662 and for atmospheric experience is 2.939, both of which exceed the t-table value of 1.983 at a 5% significance level. The corresponding p-values of 0.001 and 0.004 (both < 0.05) confirm the statistical significance of these effects.

These findings indicate that the better the experiential marketing through aspects such as quality service, food presentation, and cultural uniqueness the higher the customer satisfaction. Likewise, atmospheric elements such as traditional Javanese-themed interiors, ambient lighting, traditional music, and the aroma of authentic cuisine contribute to a pleasant dining experience, enhancing customers' positive perceptions and overall satisfaction with heritage-style restaurants.

Table 7. f-test

ANOVA^a					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	98,130	2	49,065	8,520	,000^b
Residual	673,795	117	5,759		
Total	771,925	119			
a. Dependent Variable: *Customer Satisfaction* b. Predictors: (Constant), *Experiential marketing, Atmospheric experience*					

(Source: Data Processing Results, 2025)

Based on the table, the F-value of 8.520 is greater than the F-table value of 3.07, with

a significance level of 0.000 (< 0.05). This indicates that experiential marketing and atmospheric experience simultaneously have a significant effect on customer satisfaction. Thus, the regression model is appropriate and effectively explains the combined influence of the independent variables on the dependent variable.

4.5 Coefficient of Determination (R²)

Table 8. Results of the Coefficient of Determination

Modal Summary				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	,357ª	,127	,112	2,400
a. Predictors: (Constant), Experiential marketing, Atmospheric experience				
b. Dependent Variabel: Customer Satisfaction				

(Source: Data Processing Results, 2025)

Based on Table 4.15, the coefficient of determination (R Square) is 0.127, with an adjusted R Square of 0.112. This indicates that the regression model explains 12.7% of the variance in customer satisfaction through the two independent variables: experiential marketing (X1) and atmospheric experience (X2). However, the R Square value of 0.127 suggests that the model has a relatively low explanatory power, meaning its ability to explain data variation is still limited. In general, the higher the R Square value, the better the model explains the relationship between independent and dependent variables.

4.6 Discussion
a. Influence of Experiential Marketing on Customer Satisfaction
The t-test results indicate that experiential marketing (X1) has a positive and significant effect on customer satisfaction (Y), with a t-value of 3.662 (greater than the t-table value of 1.983) and a significance level of 0.000 (< 0.05). The beta coefficient of 0.332 supports the strong influence of experiential marketing on customer satisfaction, especially in the context of heritage-style restaurants, where elements such as unique cultural presentation, quality of service, and sensory experiences contribute to customer satisfaction. The regression coefficient of 0.134 further confirms the direct but moderate impact of X1. These results are consistent with studies by Devindiani & Wibowo (2016) and Suhartapa et al. (2024).

b. Influence of Atmospheric Experience on Customer Satisfaction
Atmospheric experience (X2) also has a positive and significant effect on customer satisfaction. The t-value of 2.939 exceeds the t-table value of 1.983, and the significance level is 0.004, which is below the threshold of 0.05. The beta coefficient of 0.267 indicates that the restaurant's ambiance—including Javanese-style interior design, traditional music, lighting, and aroma—plays an important role in shaping customer satisfaction. The regression coefficient of 0.134 shows a similar level of influence to experiential marketing. This finding aligns with previous research by Dewi (2021) and Latifuddin et al. (2024).

c. Simultaneous Influence of Experiential Marketing and Atmospheric Experience on Customer Satisfaction
The F-test result shows an F-value of 8.520, which is greater than the F-table value of 3.07, and a significance level of 0.000 (< 0.05), indicating that experiential marketing and atmospheric experience jointly have a significant effect on customer satisfaction. The R Square value of 0.127 implies that 12.7% of the variation in customer satisfaction is explained by these two variables. Although the explanatory power is moderate to low, the statistical significance supports the model's validity.

The regression equation derived is: Y = 10.677 + 0.332X1 + 0.267X2, where the constant value of 10.677 suggests a relatively high baseline satisfaction level, possibly

influenced by the restaurant's cultural uniqueness. The multicollinearity test (VIF = 1.105; Tolerance = 0.905) confirms no multicollinearity problem, ensuring that both independent variables contribute independently to the model. These results are consistent with findings by (Sari.,2023) and (Aliyuddin et al., 2022), demonstrating that the combined impact of direct experiential interactions and a culturally immersive atmosphere positively and significantly enhances customer satisfaction in heritage-themed restaurants.

CONCLUSION

This study aimed to examine the influence of experiential marketing and atmospheric experience on customer satisfaction among visitors of Javanese heritage-style restaurants in the Special Region of Yogyakarta. Using a quantitative approach, data were collected through questionnaires distributed to restaurant customers and analyzed using multiple linear regression.

The results revealed that experiential marketing has a positive and significant effect on customer satisfaction, indicating that the more meaningful and engaging the experiences provided, the higher the level of customer satisfaction. Similarly, atmospheric experience also positively and significantly influences customer satisfaction, suggesting that elements such as ambiance, traditional interior design, and cultural nuances enhance the overall dining experience.

Furthermore, both experiential marketing and atmospheric experience simultaneously contribute significantly to increasing customer satisfaction. This implies that creating a well-rounded and immersive environment, along with engaging customer experiences, plays a vital role in fostering customer satisfaction in Javanese heritage-style restaurants.

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