

# Enhancing consumer loyalty through Islamic experience-based marketing in legendary culinary businesses

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## Abstract

**Purpose** – This study examines the impact of the Islamic experiential marketing strategy and value co-creation on customer loyalty, considering customer satisfaction as a mediating variable. This study develops a model integrating subjectivist spirituality within Islamic marketing to improve consumer experiences and loyalty. **Method** – This study utilizes a quantitative method, analyzing survey data obtained from 265 consumers of renowned culinary establishments in Medan city, where the sample was selected using a purposive sampling method. Data was analyzed using structural equation modeling (SEM) to investigate the relationship between variables and the research instruments underwent validation and reliability tests. **Findings** – The findings show that Islamic experiential marketing strategy positively affects customer satisfaction. Islamic experiential marketing strategy negatively affects customer loyalty. Value co-creation negatively affects customer satisfaction. Value co-creation positively affects customer loyalty. Customer satisfaction positively affects customer loyalty. Customer satisfaction can mediate the relationship between Islamic experiential marketing strategy and value co-creation with loyalty. **Implications** – This study can extend the existing literature on Islamic marketing by integrating subjectivist spirituality, thereby enhancing understanding of the factors that drive consumer loyalty. These findings are of practical importance to culinary businesses looking to increase consumer engagement and retention by integrating Islamic values into experiential marketing strategies and co-creation, enabling businesses to foster lasting consumer relationships while upholding Islamic marketing practices.

**Keywords:** Islamic marketing strategy, value co-creation, customer loyalty, subjectivism spirituality, consumer experience.

## Introduction

The culinary business is growing rapidly globally, creating fierce competition. In this increasingly fierce business competition period, customer loyalty is a critical issue. Maintaining business sustainability, especially in the highly dynamic culinary sector (Alserhan 2017). Customer loyalty is crucial for maintaining business sustainability in the competitive culinary sector. Positive customer experiences can significantly improve customer loyalty (Nyamekye et al. 2023). A tranquil atmosphere and frequent patronage are crucial for cultivating customer loyalty. Customer satisfaction is a core determinant of both behavioral



and attitudinal loyalty (Abdullaeva 2020). Medan, one of Indonesia's major cities, has a diverse and legendary culinary wealth, forming an emotional bond with its consumers. However, while changing consumer preferences and entering new culinary brands pose a challenge, maintaining customer loyalty is increasingly complex. An interesting phenomenon in Medan is how many legendary culinary businesses can survive and remain in demand despite the lack of modern innovation. The sustainability of the business is driven by taste, history and marketing strategies based on experiences that align with Islamic values (Kusmayadi and Albari 2024). The culinary experience that touches physical, emotional, spiritual, and social aspects becomes an added value in building consumer loyalty (Mdletshe 2023).

Many researchers have conducted previous research on consumer loyalty but have shown inconsistent results, especially those related to the impact of experiential marketing and value co-creation strategies on consumer loyalty and customer satisfaction. Research on the influence of experiential marketing strategy on customer satisfaction has been conducted by Zena and Hadisumarto (2013); Wu and Tseng (2015); Nugroho et al. (2022); Welsa, Cahyani, and Riyana (2022) found that experiential marketing strategy positively affects consumer satisfaction. However, on the contrary, research conducted by Nurcahyo (2016); Rahmania and Wahyono (2022) found that experiential marketing strategy does not affect customer satisfaction. However, this research on experiential marketing strategy is not Islamic based. Next, research on the influence of value co-creation on customer satisfaction has been conducted by Haro, Ruiz, and Cañas (2015); Malik and Ahsan (2019); Pula (2022); Mansilla, Cantallops, and Contrí (2023) who found that value co-creation has a positive effect on customer satisfaction. Choi, Lawry, and Kim (2019) found that economic value through customer organizational citizenship behaviors is negatively associated with satisfaction in hedonic contexts. However, research conducted by Fatmawati, Adriyanto, and Octavia (2025) found that value co-creation does not affect customer satisfaction.

Research on the influence of experiential marketing strategy on customer loyalty has been conducted by Wu and Tseng (2015); Santi, Sutomo, and Zahara (2020); Asyhari and Dermawan (2024) found that experiential marketing strategy positively influences customer loyalty. However, Bukhari and Isa (2019) highlighted that misalignment with religious and cultural expectations could lead to negative consumer experiences, potentially diminishing loyalty. In contrast to research conducted by Nadya (2020); Afendi (2021) found that experiential marketing does not influence customer loyalty. However, this research on experiential marketing strategy is not Islamic based. Then research on the influence of value co-creation on customer loyalty has been conducted by Cossío-Silva et al. (2016); Thiruvattal (2017); Mariyudi and Matriadi (2018); Lee et al. (2018); Frooghi (2019); Hollebeek and Rather (2019); Prastiwi et al. (2019); Pula (2022); Nguyen (2024) which found that value co-creation had a positive influence on customer loyalty. In contrast, research conducted by Rayan et al. (2024) found that value co-creation did not affect customer loyalty. Research on the influence of customer satisfaction on customer loyalty has been conducted by Surahman, Yasa, and Wahyuni (2020); Pamungkas and Hidayati (2021); Farabi et al. (2023); Lelasari and Bernarto (2023), who found that customer satisfaction has a positive influence on customer loyalty. However, Kumar, Pozza, and Ganesh (2013); Fitri, Basri, and Maryanti (2019); Steviani and Samuel (2020) research found that customer satisfaction has no effect on customer loyalty. There is inconsistency based on the results of previous research, which opens a gap for further research on these variables.

Previous research that raised consumer satisfaction as a mediator between experiential marketing strategy and value co-creation towards customer loyalty has been conducted by Nadya (2020); Bramantoko and Maridjo (2024); Wulandari and Rahayu (2024), who stated that consumer satisfaction could mediate the influence of experiential marketing

strategy on customer loyalty. However, research on experiential marketing strategy is not based on Islam. Then previous research that raised consumer satisfaction as a mediator between value co-creation and customer loyalty has been conducted by Prastiwi et al. (2019); Wahab et al. (2022) who stated that consumer satisfaction can mediate the influence of value co-creation on customer loyalty. However, research by Fatmawati, Adriyanto, and Octavia (2025) stated that consumer satisfaction cannot mediate the influence of value co-creation on customer loyalty. Based on this research, there are still inconsistencies in the results. However, making consumer satisfaction a mediator can be used as a novelty because there is still rarely any research that examines consumer satisfaction as a mediator between experiential marketing strategy and value co-creation with customer loyalty comprehensively and in an Islamic-based manner.

This study examines the impact of the Islamic experiential marketing strategy and value co-creation on customer loyalty, considering customer satisfaction as a mediating variable. This study seeks to address the current deficiency by creating an innovative model incorporating subjectivist spirituality within Islamic marketing. This study enhances the theoretical framework of Islamic marketing by examining the impact of Islamic experiential marketing strategy and value co-creation on customer loyalty, with customer satisfaction as a mediating variable. This research is crucial because it addresses a gap in understanding how experiential marketing strategies can be optimized to foster consumer loyalty, specifically within the culinary businesses of Medan city. Medan's culinary scene is a significant economic driver and reflects its unique cultural identity. However, the intense competition requires businesses to move beyond traditional marketing. This study's value lies in providing actionable insights into how these businesses can create more engaging and memorable experiences that resonate with consumers, leading to increased loyalty and sustainable growth. Furthermore, the findings will contribute to the broader academic understanding of experiential marketing in the context of local culinary businesses, offering a valuable case study for other regions with similar dynamic markets.

## Literature review

### *Theory of planned behavior (TPB)*

Theory of planned behavior (TPB) is a social psychology model developed by Ajzen (1991) to predict and explain human behavior in various contexts. This model posits that behavioral intention is the primary predictor of actual conduct, impacted by three key components: attitude toward the behavior, subjective norm, and perceived behavioral control (Demirel and Ciftci 2020). An individual's assessment of a specific activity, whether favorable or unfavorable, is their attitude toward conduct. A person's perception of social pressure to engage in or refrain from engaging in a behavior is reflected in subjective norms. The degree to which people believe they have control over how an action is carried out is known as perceived behavioral control (Naskar and Lindahl 2025). As research has progressed, the TPB has been expanded to include additional variables to improve the model's predictive power. For example, the addition of personal norms and moral obligation has been shown to improve the ability of the TPB to explain behavioral intentions, especially in the context of pro-environmental behavior and sustainable consumption (Setiawan et al. 2024).

In Islamic marketing, the TPB can be used to understand how religious values and social norms influence consumer intentions and behavior (Fauzan et al. 2022). For example, a study by Bhutto, Soomro, and Yang (2022) integrated utilitarian environmental benefits and self-expressive benefits into the TPB model to predict the purchase behavior of young consumers regarding energy-efficient appliances in emerging nations. The findings indicated that including these factors enhanced the model's predictive capacity (Putri and Akbari 2021).



Furthermore, a bibliometric analysis by (Naskar and Lindahl 2025) showed that the TPB had experienced significant growth in the academic literature over the past four decades, with increased applications in consumer behavior, public health, and environmental sustainability. This study highlights the importance of the TPB as a flexible and adaptive framework for understanding human behavior in diverse contexts (Gibson et al. 2021).

### *Consumer loyalty*

The consumer loyalty theory described in the attached file refers to several approaches to understanding how consumers remain loyal to a brand or product. Oliver (1980) defines consumer loyalty as the consumer's commitment to continue buying products or services from a company in the long term, even though there are other, more attractive options. This loyalty is based on satisfaction and includes emotional elements and trust in the brand or company. According to Lemon and Verhoef (2016), there are various levels of consumer loyalty: deep commitment, highest loyalty with consistent repurchases and strong brand advocacy; affective and logical, emotional attachment and rational recognition of brand value, with repeat purchases but considering competitors; decrease in loyalty to competitors, consumers who still buy regularly but are open to switching to competitors due to price or quality factors; repeat purchase, consumers who buy back but with weaker ties. Consumer loyalty can be seen from several indicators such as repeat purchases, recommendation of the brand to others, emotional attachment to the brand, and resistance to competitors' offers; some factors that influence consumer loyalty include a positive experience with the product, quality service, a strong relationship with the brand, and consumer commitment to the brand. Loyalty programs such as discounts or rewards can also increase consumer loyalty (Ali and Shabn 2024).

### *Islamic experiential marketing strategy*

Islamic experiential marketing integrates conventional experiential marketing principles with Islamic values, ensuring that consumer experiences align with Shariah principles (Floren, Rasul, and Gani 2019). The framework emphasizes key elements such as cleanliness, halal assurance, ethical service, and spiritual engagement, which enhance customer satisfaction and loyalty (Ismail 2025). Previous research indicates that positive consumer experiences significantly impact trust and long-term commitment to brands (Ashraf 2019). However, there is a lack of studies exploring how subjectivist spirituality influences consumer perception and loyalty within this framework (Sarofim and Tolba 2015).

### *Value co-creation*

Value co-creation is a concept in marketing that emphasizes active collaboration between companies and customers in the value-creation process (Vargo and Lusch 2004). Value co-creation involves consumer participation in the value-generation process, fostering engagement and satisfaction (Grönroos and Voima 2013). In an Islamic context, co-creation must align with religious and cultural expectations to avoid conflicts in consumer perception (Sudarti and Fachrunnisa 2022). Some studies argue that co-creation strengthens consumer relationships with brands (Jafari 2014), while others highlight potential adverse effects if misaligned with Islamic values (Ashraf 2019). Value co-creation can positively or negatively impact customer satisfaction and loyalty within the Islamic experiential marketing framework (Alserhan 2017).

### *Customer satisfaction*

Satisfaction is a customer's response to a product or service that provides enjoyment to consumer expectations (Fauzan et al. 2022). Customer satisfaction is crucial to loyalty,





particularly in Islamic marketing, where ethical practices and consumer well-being are emphasized (Nasuka, Wijaya, and Hidayat 2021). Therefore, understanding and managing customer satisfaction is key to a sustainable marketing strategy (Herlina, Rahmany, and Hendarsyah 2024). Satisfaction mediates the relationship between marketing strategies and loyalty by reinforcing positive consumer experiences (Floren, Rasul, and Gani 2019). Prior studies confirm that satisfied customers exhibit higher brand commitment and advocacy (Sudarti and Fachrunnisa 2022). However, limited research has examined the specific role of satisfaction in mediating Islamic experiential marketing and the effects of value co-creation on loyalty (Abdullaeva 2020).

### *Hypothesis development*

The TPB explains that attitudes, subjective norms, and perceived behavioral control determine behavioral intentions. In Islamic marketing, TPB is relevant because Muslim consumer decisions are influenced by religious values that shape these three aspects. Islamic experiential marketing strategies that emphasize spiritual, ethical, and emotional experiences by sharia can shape consumers' positive attitudes, strengthen social norms, and increase perceived control over purchasing behavior. Experiences that comply with Islamic values encourage purchase intentions and increase customer satisfaction. This satisfaction comes from the alignment between the consumer's values and the experience provided by the service or product provider. Previous studies support this relationship, such as those by Bhutto, Soomro, and Yang (2022), who extended the TPB to explain green behavior and showed the influence of cultural values and social norms on the purchase intention of the younger generation. Then, the research conducted by Zena and Hadisumarto (2013); Wu and Tseng (2015); Nugroho et al. (2022); Welsa, Cahyani, and Riyana (2022) found that experiential marketing strategy positively affects consumer satisfaction.

H1: Islamic experiential marketing strategy has a positive influence on customer satisfaction.

The TPB explains that attitudes, subjective norms, and perceived behavioral control influence consumer intention to be loyal to a brand. Islamic experiential marketing strategies, which emphasize consumer experiences based on Islamic values such as honesty, ethics, and spirituality, can shape positive attitudes, supportive social norms, and a sense of ease in acting according to beliefs. When consumers have experiences that align with these values, their intention to remain loyal increases, so this strategy directly affects the formation of customer loyalty. Previous research (Marwansyah 2020) stated that customers who experience meaningful engagement through Islamic marketing strategies are likelier to remain loyal to brands. Then, the research conducted by Wu and Tseng (2015); Santi, Sutomo, and Zahara (2020); Asyhari and Dermawan (2024) found that experiential marketing strategy positively influences customer loyalty.

H2: Islamic experiential marketing strategy has a positive influence on customer loyalty.

In the TPB framework, customer satisfaction is influenced by intentions formed from positive attitudes, subjective norms, and perceived control over the action. Value co-creation, the active involvement of customers in creating value with the company, can strengthen these three aspects. Customers who feel involved tend to have positive attitudes, receive social reinforcement, and feel in control of the service experience. Consumer participation in service delivery creates a sense of belonging and appreciation (Grönroos and Voima 2013). However, co-creation activities must be by Islamic principles to prevent dissatisfaction (Adham et al. 2022). Then, the research conducted by Haro, Ruiz, and Cañas (2015); Malik and Ahsan (2019); Pula (2022); Mansilla, Cantallops, and Contrí (2023) found that value co-creation has a positive effect on customer satisfaction.

H3: value co-creation has a positive influence on customer satisfaction.



In the TPB framework, Value co-creation influences customer loyalty by forming behavioral intentions. When customers experience high value - whether functional, emotional, or religious - they will form positive attitudes, feel supported by social norms, and believe they can repeat the experience. Value creation is consistent and relevant to customer expectations and drives the intention to keep using the product or service, directly strengthening customer loyalty. The impact of value creation on customer loyalty is more complex, as previous research shows that active consumer engagement increases loyalty (Jafari 2014). Then, the research conducted by Cossío-Silva et al. (2016); Thiruvattal (2017); Mariyudi and Matriadi (2018); Lee et al. (2018); Frooghi (2019); Hollebeek and Rather (2019); Prastiwi et al. (2019); Pula (2022); Nguyen (2024) which found that value co-creation had a positive influence on customer loyalty.

H4: value co-creation has a positive influence on customer loyalty.

The TPB explains that attitude, subjective norms, and perceived control affect an individual's intention to act. Consumer satisfaction constitutes a favorable disposition towards the product or service, increasing the intention to keep using and recommending it. Thus, satisfaction becomes an important factor that strengthens loyal behavioral intentions, making it a key determinant of customer loyalty within the TPB framework. Satisfied consumers are more likely to engage in repeat purchases and positive word-of-mouth marketing (Nasuka, Wijaya, and Hidayat 2021). Customer satisfaction is a key factor in creating customer loyalty, although it is not the only one (Kursunluoglu 2014). To build strong loyalty, businesses must satisfy customers and create positive, consistent, and meaningful experiences (Yum and Kim 2024). Research conducted by Surahman, Yasa, and Wahyuni (2020); Pamungkas and Hidayati (2021); Farabi et al. (2023); Lelasari and Bernarto (2023) found that customer satisfaction has a positive influence on customer loyalty.

H5: customer satisfaction has a positive influence on customer loyalty.

The TPB explains that attitudes, subjective norms, and perceived control influence a person's intention to behave. In experiential Islamic marketing, this strategy shapes positive religious and emotional experiences, strengthens consumers' Islamic attitudes and norms, and increases perceived control over sharia-compliant choices. This experience drives customer satisfaction, strengthening the intention to remain loyal to the product or service (Lemon and Verhoef 2016). Thus, experiential Islamic marketing affects customer loyalty through satisfaction, which aligns with the TPB framework. Research conducted by Nadya (2020); Bramantoko and Maridjo (2024); Wulandari and Rahayu (2024) stated that consumer satisfaction could mediate the influence of experiential marketing strategy on customer loyalty.

H6: customer satisfaction can mediate the relationship between Islamic experiential marketing strategies and customer loyalty.

Likewise, value co-creation influences customer loyalty through customer satisfaction. In the TPB framework, value co-creation influences customer loyalty through satisfaction. Consumers' active involvement in co-creating value shapes positive attitudes, reinforces social norms, and increases perceptual control. This drives satisfaction, reinforcing loyal intentions and behaviors towards the product or service. These hypotheses are grounded in studies suggesting that satisfaction enhances the effectiveness of marketing efforts in driving consumer loyalty (Ashraf 2019). Research conducted by Prastiwi et al. (2019); Wahab et al. (2022) stated that consumer satisfaction can mediate the influence of value co-creation on customer loyalty.

H7: customer satisfaction can mediate the relationship between value co-creation and customer loyalty.

Based on the explanation of the existing hypothesis, a research model can be built in Figure 1.



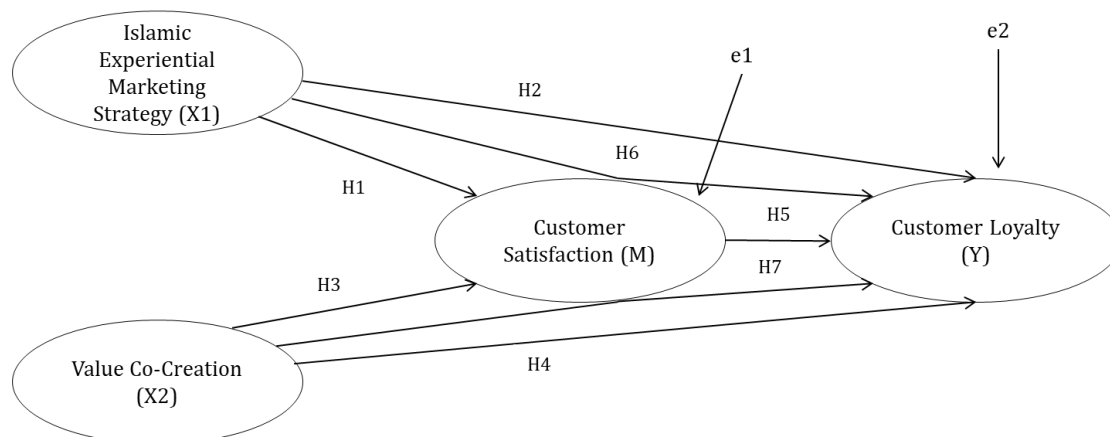


Figure 1 research model

## Method

This study employs a quantitative research design to examine the impact of the Islamic experiential marketing strategy and value co-creation on customer loyalty, with Customer Satisfaction as a mediating variable. The data sources include primary data collected through structured questionnaires distributed to consumers of legendary culinary businesses in Medan city. The study population consists of customers who have experienced the services of these businesses, with as many as 5,313 consumers, and a purposive sampling technique was used to select 265 respondents. This technique was chosen because it allows researchers to select respondents based on specific criteria relevant to the research in this context. The criteria used are as follows: respondents must have visited the legendary culinary establishment in Medan city within a specific period, for example, in the past year; respondents must have had a memorable experience with the legendary culinary, either positive or negative; respondents must be willing and agree to fill out the questionnaire completely and honestly via the google form application.

Data collection techniques involve survey methods with questionnaire distribution, ensuring validity and reliability through pre-testing. The operational variables include Islamic experiential marketing strategy, value co-creation, customer satisfaction, and customer loyalty (Table 1), measured using Likert-scale indicators adapted from previous research. Data analysis uses structural equation modeling (SEM) with SmartPLS 4 software to examine the relationships between variables and test the proposed hypotheses.

Table 1 operational variables

Variables	Indicators	Statements	Scale
Customer satisfaction (CTS)	1. Conformity of expectations	1. The product/service met my expectations.	Likert
	2. Service quality	2. The service I received was prompt and professional.	
	3. Product quality (Bauer and Erdogan 2015)	3. The product I received was of high quality.	
Customer loyalty (CTL)	1. Repeat purchase	1. I intend to continue purchasing products/services from this company.	Likert
	2. Recommendation	2. I would recommend this product/service to others.	
	3. Resistance to competitors	3. I am not easily tempted by other brands offering similar products/services.	
	4. Commitment (Marwansyah 2020)	4. I feel a strong sense of loyalty to this brand.	



Variables	Indicators	Statements	Scale
Value co-creation (VCC)	1. Consumer participation 2. Interaction and frequency 3. Collaboration in product development 4. Consumer involvement 5. Sense of ownership (Grönroos and Voima 2013)	1. I actively contribute ideas or feedback to improve the company's products or services. 2. I frequently engage with the company through various platforms (e.g., social media, surveys, or events) 3. I feel a sense of ownership or pride in the final product because of my participation 4. My participation has resulted in better value or experience for me as a customer. 5. Being involved in value co-creation makes me more loyal to the brand.	Likert
Islamic experiential marketing strategy (IEMS)	1. Sensory 2. Emotional 3. Cognitive 4. Behavioral 5. Relational (Floren, Rasul, and Gani 2019)	1. The company's products/services appeal to my senses in a way that aligns with Islamic values (e.g., cleanliness, modesty, halal). 2. This brand creates positive emotional experiences that reflect Islamic principles such as honesty and compassion. 3. The marketing approach of this brand stimulates my thinking about ethical and Islamic ways of consumption. 4. The brand encourages me to act in accordance with Islamic values in my daily purchasing decisions. 5. This brand builds a sense of community and connection among customers based on shared Islamic values.	Likert

## Results and discussion

### *Characteristics of respondents*

The characteristics of respondents have been determined based on gender, age, last education level, occupation, and income level, as shown in Table 2. Based on respondent characteristics, the majority are female (63.77%), aged 15–24 years (39.62%), hold a bachelor's degree (34.34%), and work as entrepreneurs (36.60%). In terms of income, the largest group earns between IDR 4,000,001 and IDR 10,000,000 (45.66%). Implications for Islamic experiential marketing strategy suggest culinary experiences should prioritize comfort, aesthetics, and Islamic values, especially for families and the younger, more digitally savvy generation. Additionally, it is important to optimize community-based, educational, and exclusive marketing strategies while considering price flexibility and loyalty programs grounded in Islamic values. This underscores that a practical Islamic marketing approach must be adaptive to diverse demographic preferences, spiritual values, and consumer behavior.





Table 2 characteristics of respondents

Characteristic	Category	Amount	Percentage (%)
Gender	Male	96	36,23
	Female	169	63,77
Age	15–24 years	105	39,62
	25–34 years	68	25,66
	35–44 years	53	20,00
	>45 years	39	14,72
Education	Elementary school	1	0,38
	Middle school	11	4,15
	High school	74	27,92
	Diploma	46	17,36
	Bachelor's degree	91	34,34
	Master's degree	23	8,68
	Doctorate	19	7,17
Occupation	Student	27	10,19
	Entrepreneur	97	36,60
	Private employee	68	25,66
	State-owned employee	43	16,23
	Government/military/police	18	6,79
	Others	12	4,53
Income level	< IDR 4,000,000	29	10,94
	IDR 4,000,001 – 10,000,000	121	45,66
	> IDR 10,000,001	115	43,40

Source: primary data (processed, 2024)

### *Discriminant validity test*

The discriminant validity test aims to ensure that each construct in the research model is clearly distinguished. One method used to test discriminant validity is the Fornell-Larcker criterion, which states that the square root of the average variance extracted (AVE) for a construct should be greater than its correlation with other constructs.

Table 3 Fornell-Larcker criterion results

	CTS	CTL	IEMS	VCC
Customer satisfaction (CTS)	0.982			
Consumer loyalty (CTL)	0.965	0.976		
Islamic experience marketing strategy (IEMS)	0.964	0.964	0.966	
Value co-creation (VCC)	0.969	0.971	0.951	0.978

Source: primary data (processed, 2024)

Table 3 shows that several constructs in the study have very high correlations, which may indicate issues with discriminant validity. Therefore, further analysis is needed to ensure that each construct is genuinely unique and does not have significant conceptual overlap. One possible solution is to re-evaluate the indicators within the constructs using cross-loading analysis or to remove indicators that have high correlations with more than one construct, as shown in Table 4. Based on the improved discriminant validity test results using cross-loadings, all indicators show the highest loading value on their original construct compared to other constructs, which indicates good discriminant validity between customer satisfaction, customer loyalty, Islamic experiential marketing strategy, and value co-creation variables. This indicates that each indicator measures the intended construct precisely, and no significant overlap exists between variables.

Table 4 discriminant validity test results – cross loadings

Variables	Items	CST	CSL	IEMS	VCC
Customer satisfaction (CTS)	CTS1	0.990	0.930	0.910	0.920
	CTS2	0.989	0.940	0.908	0.918
	CTS3	0.989	0.925	0.912	0.915
Consumer loyalty (CTL)	CTL1	0.930	0.981	0.910	0.921
	CTL2	0.920	0.971	0.905	0.913
	CTL3	0.945	0.981	0.918	0.925
	CTL4	0.935	0.966	0.917	0.920
Islamic experience marketing strategy (IEMS)	IEMS1	0.940	0.920	0.977	0.938
	IEMS2	0.910	0.922	0.956	0.940
	IEMS3	0.905	0.850	0.958	0.930
	IEMS4	0.938	0.925	0.977	0.950
	IEMS5	0.930	0.920	0.977	0.940
Value co- creation (VCC)	VCC1	0.915	0.920	0.965	0.979
	VCC2	0.935	0.925	0.965	0.974
	VCC3	0.915	0.930	0.960	0.984
	VCC4	0.910	0.900	0.956	0.971
	VCC5	0.920	0.930	0.960	0.982

Source: primary data (processed, 2024)

#### *Construct reliability test*

The construct reliability test assesses the extent to which the indicators within each research variable consistently measure the construct. Reliability is tested using three primary parameters: Cronbach's alpha, composite reliability (rho\_a), and composite reliability (rho\_c).

Table 5 construct reliability test results

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Islamic experience marketing strategy (IESM)	0.990	0.990	0.991
Value co-creation (VCC)	0.989	0.989	0.991
Customer satisfaction (CTS)	0.991	0.991	0.993
Consumer loyalty (CTL)	0.988	0.988	0.990

Source: primary data (processed, 2024)

Table 5 shows that Cronbach's alpha is used to assess the internal reliability of the indicators within a single construct. A value greater than 0.70 indicates good reliability. In this study, Cronbach's alpha values exceed 0.90, demonstrating high reliability (Hair et al. 2017). Each indicator within the construct has been consistently tested to measure the intended concept. Composite reliability (CR) provides a more accurate measure of reliability than Cronbach's Alpha because it considers the factor loading of each indicator. A CR value greater than 0.70 indicates strong reliability, while values of rho\_a and rho\_c above 0.90 confirm that the constructs have extreme reliability. Therefore, these reliability results confirm that all research variables have high internal consistency, making the research instrument reliable and suitable for further analysis.

#### *Goodness of fit (GoF) test*

The goodness of fit (GoF) is a measure used to evaluate how well the research model explains the obtained data.



Table 6 goodness of fit (GoF) test results

Variables	AVE	R-square
Customer satisfaction (CTS)	0.964	0.969
Customer loyalty (CTL)	0.953	0.956
Islamic experiential marketing strategy (IEMS)	0.933	
Value co-creation (VCC)	0.956	
Average	0.951	0.962
Value goodness of fit (GoF)		0,957

Source: primary data (processed, 2024)

Table 6 shows that the goodness of fit (GoF) for the model in this study is calculated using the available AVE and R-square values according to the following formula:

$$GoF = \sqrt{\text{Average AVE} \times \text{Average R-square}}$$

$$GoF = \sqrt{0,952 \times 0,963}$$

$$GoF = 0,957$$

According to Henseler et al. (2009), GoF is categorized as follows:

Small GoF :  $0.1 \leq GoF < 0.25$

Medium GoF :  $0.25 \leq GoF < 0.36$

Large GoF :  $GoF \geq 0.36$

The GoF value for all the variables is very high, at 0.957 ( $GoF \geq 0.36$ ), indicating that the model fits well with the data. In other words, the model used in this study has extreme predictive power and can effectively explain the relationships between the variables. The research model demonstrates an excellent goodness of fit with a GoF value of 0.957 ( $GoF \geq 0.36$ ) for all calculated constructs. The model's predictive power is very high, indicating that the independent variables in the model can explain the dependent variables very well. Furthermore, with a high  $R^2$  value and an AVE value approaching 1, this model is valid in explaining the phenomena under study. These results suggest that the approach used in this study can serve as a reference in Islamic experiential marketing and value co-creation studies aimed at enhancing customer loyalty.

### Hypothesis test

The hypothesis testing results show that most of the tested paths indicate significant all relationships with very small p-values  $< 0.05$  and t-statistics  $> 1.96$ . This confirms that all relationships between variables in the research model are significant. Overall, the Islamic experience marketing strategy plays an important role in enhancing customer satisfaction, significantly influencing customer loyalty. Meanwhile, value co-creation also increases customer loyalty, albeit with a more complex and sometimes negative influence on specific paths.

Table 6 hypothesis test results

Hypothesis	Path coefficient	T-statistics	P-values
H1: IEMS $\rightarrow$ CTS	1.199	16.921	0.000
H2: IEMS $\rightarrow$ CTL	-0.595	4.084	0.000
H3: VCC $\rightarrow$ CTS	-0.217	3.050	0.002
H4: VCC $\rightarrow$ CTL	0.926	7.696	0.000
H5: CTS $\rightarrow$ CTL	0.654	6.842	0.000
H6: IEMS $\rightarrow$ CTS $\rightarrow$ CTL	0.784	5.486	0.000
H7: VCC $\rightarrow$ CTS $\rightarrow$ CTL	-0.142	2.372	0.018

Source: primary data (processed, 2024)



Table 6 shows result that the Islamic experiential marketing strategy positively and significantly influences customer satisfaction. It proved a path coefficient=1.199, t-statistics=16.921 > 1.96, and p-values=0.000 < 0.05 (H1 is accepted). Islamic experiential marketing strategy has a negative and significant influence on customer loyalty. It proved path coefficient=-0.595, t-statistics=4.084 > 1.96, and p-values=0.000 < 0.05 (H2 is rejected). Value co-creation has a negative and significant influence on customer satisfaction. It proved path coefficient=-0.217, t-statistics=3.050 > 1.96, and p-values=0.002 < 0.05 (H3 is rejected). Value co-creation has a positive and significant influence on customer loyalty. It proved path coefficient=0.926, t-statistics=7.696 > 1.96, and p-values=0.000 < 0.05 (H4 is accepted). Customer satisfaction has a positive and significant influence on customer loyalty. It proved path coefficient=0.654, t-statistics=6.842 > 1.96, and p-values=0.000 < 0.05 (H5 is accepted). Customer satisfaction can mediate the relationship between Islamic experiential marketing strategies and customer loyalty. It proved t-statistics=5.486 > 1.96, and p-values=0.000 < 0.05 (H6 is accepted). Finally, customer satisfaction can mediate the relationship between value co-creation and customer loyalty. It proved t-statistics=2.372 > 1.96, and p-values=0.018 < 0.05 (H7 is accepted).

#### *Relationship of Islamic experience marketing strategy with customer satisfaction*

The result shows that the Islamic experiential marketing strategy positively influences customer satisfaction. This indicates that the better the Islamic experiential marketing strategy, the more it can increase consumer satisfaction. Applying Islamic principles such as honesty, fairness, and social responsibility in the consumer experience increases satisfaction holistically, covering material and spiritual needs. In Islamic marketing, TPB is relevant because Muslim consumer decisions are influenced by religious values that shape these three aspects. Islamic experiential marketing strategies that emphasize spiritual, ethical, and emotional experiences by sharia, can shape consumers' positive attitudes, strengthen social norms, and increase perceived control over purchasing behavior. This study is consistent with previous findings by Zena and Hadisumarto (2013); Wu and Tseng (2015); Nugroho et al. (2022); Welsa, Cahyani, and Riyana (2022), who found that experiential marketing strategy positively affects consumer satisfaction. However, this study is inconsistent with previous findings by Ilyas et al. (2020); Nawangsari et al. (2020); Nasuka, Wijaya, and Hidayat (2021), who found that product price and quality have a greater effect on consumer satisfaction than Islamic marketing strategies. Nevertheless, Islamic strategies are more relevant and practical in the religious context of Medan.

This study also introduces the concepts of customer satisfaction and Islamic experiential behavior, which combine collaboration between companies and consumers to create meaningful spiritual and subjective experiences. This study provides a new perspective on Islamic marketing, especially in the context of legendary culinary businesses in Medan, which shows how Islamic principles are applied in the culinary sector to increase customer satisfaction and loyalty. These findings show that Islamic experience marketing strategies can be effectively adapted to various types of businesses, including culinary. Culinary entrepreneurs in Medan can use these findings to create dining experiences that fulfil physical and spiritual needs and involve consumers in the value-creation process.

This finding shows that Islamic experience marketing strategies effectively increase customer satisfaction, especially in culinary businesses with religious values, such as Medan. Businesses can create a dining experience that is physically satisfying and spiritual by applying Islamic values such as honesty and ethical service (Abbas et al. 2019). In addition, customer involvement in value creation can strengthen emotional bonds and loyalty. Theoretically, this study extends the application of the TPB in the context of Islamic marketing and emphasizes the importance of religious values in shaping Muslim consumer behavior. The findings have implications that businesses need to build customer experiences that are not



only emotionally and sensorially satisfying but also spiritually fulfilling and sharia compliant. This strategy will become a competitive advantage in the growing global Muslim market.

#### *Relationship of Islamic experience marketing strategy with consumer loyalty*

The results show that Islamic experiential marketing strategy negatively and significantly influences customer loyalty. Although this strategy increases customer satisfaction, its long-term effect on loyalty shows a negative trend. This means that marketing strategies based on Islamic principles may satisfy customers in the short term but may not necessarily make them loyal in the long term (Basrowi and Ronaldo 2019). It may be because the experience offered is not unique enough, or other factors such as price and product quality are also influential (Prastiwi et al. 2021). To understand more, applied research is needed to see how this strategy can be changed to increase customer loyalty. The TPB states that consumer intention to be loyal to a brand is influenced by attitudes, subjective norms, and perceptions of ease of action (Baltaci, Durmaz, and Baltaci 2024). Islamic experiential marketing strategies that emphasize consumer experiences based on Islamic values such as honesty, ethics, and spirituality can form positive attitudes, strengthen supportive social norms, and increase confidence to act by their values. TPB views that Islamic experiential marketing strategies can have a negative impact on customer loyalty if customer attitudes towards the strategy are negative, social norms around the approach are resistant to the approach, and customers feel they have no control or comfort in responding to the approach. This emphasizes the importance of social context, perceptions of authenticity, and how the strategy is executed. The impact can be counterproductive if the strategy is viewed as merely a marketing tool rather than an expression of the brand's values.

This study differs from previous findings, as suggested by Supiyandi, Hastjarjo, and Slamet (2022); Tarabieh (2022), which show that Islamic marketing strategies can increase loyalty. Likewise, the research conducted by Wu and Tseng (2015); Santi, Sutomo, and Zahara (2020); Asyhari and Dermawan (2024) found that experiential marketing strategy positively influences customer loyalty. This difference may be due to higher consumer expectations of the experience, competition, and changing consumer preferences offered at legendary culinary establishments in Medan. This study integrates customer satisfaction and Islamic experiential behavior, which shows that although Islamic experience-based strategies increase satisfaction, their effect on consumer loyalty is more complex and depends on the context and characteristics of the consumer. Islamic experiential marketing strategies can have a negative impact on customer loyalty if customers feel that religious values are used in an inauthentic, overly symbolic manner or are not in line with the actual core values of Islam. These findings open opportunities for further research on moderating or mediating factors that influence the relationship between satisfaction and loyalty. To increase long-term loyalty, the practical implication for legendary culinary businesses in Medan is to consider other factors, such as product quality, service, and more personalized experience. Then, culinary entrepreneurs must be careful in carrying out religious values in marketing strategies so as not to create a manipulative impression that will damage the brand image and long-term relationships with customers.

#### *Relationship of value co-creation with customer satisfaction*

The results show that value co-creation has a negative influence on customer satisfaction. Although statistically, there is a relationship between collaborative efforts to create value with consumers and customer satisfaction, the results of this study show that the higher these collaborative efforts, the lower customer satisfaction. This indicates that the collaboration efforts may not be on target or burdensome to consumers. These results could form the basis for further applied research. Applied research can help identify the factors





causing this negative relationship and develop more effective strategies to increase customer satisfaction through value co-creation. This finding is interesting because it contradicts previous studies, which generally show that co-creation positively influences consumer satisfaction. In the TPB framework, customer satisfaction intentions are derived from favorable attitudes, subjective norms, and perceived agency regarding an activity shaped by intentions. From the TPB perspective, this finding shows that co-creation is not a universal strategy; its success depends on customer perception, readiness, and context. Because co-creation is considered a burden or unpleasant (negative attitude). From the side of the subjective norm, there is social pressure not to participate or feel unable/uncomfortable to be involved (low perceived behavioral control). Value co-creation entails the active participation of customers in creating value with the company, which can strengthen these three aspects. Customers who feel involved tend to have positive attitudes, receive social reinforcement, and feel in control of the service experience. Previous research states that consumer participation in service delivery creates a sense of belonging and appreciation (Grönroos and Voima 2013). However, co-creation activities must be by Islamic principles to prevent dissatisfaction (Sudarti and Fachrunnisa 2022).

This study contradicts previous studies, such as by Nasuka, Wijaya, and Hidayat (2021); Lee and Kim (2023), which state that collaboration between companies and consumers increases satisfaction. Likewise, research by Haro, Ruiz, and Cañas (2015); Malik and Ahsan (2019); Pula (2022); Mansilla, Cantallops, and Contrí (2023) found that value co-creation has a positive effect on customer satisfaction. Unmet consumer expectations may influence the results of this study in the value co-creation process in legendary culinary businesses or the complexity of the process that consumers do not understand. These findings provide new insights into how value co-creation can negatively impact satisfaction in an Islamic context. This suggests that experience-based Islamic marketing strategies may be more effective in improving customer satisfaction. The practical implication for legendary culinary businesses is to focus on improving the quality of products and services and creating more personal and meaningful experiences. Managing the co-creation process in a more structured way can increase the effectiveness of this strategy. Then, it is necessary to be more selective and strategic in implementing co-creation, ensuring that the customers involved truly feel the benefits, are empowered, and appreciated.

#### *Relationship of value co-creation together with consumer loyalty*

The result shows that value co-creation positively influences customer loyalty. This shows that the collaboration between consumers and companies in creating value can significantly increase consumer loyalty, in line with previous research such as by Khan, Mehmood, and Talat (2022); Tarabieh (2022), this study adds a new dimension by integrating Islamic experiential behavior and subjectivism spirituality in value co-creation, referring to the spiritual experiences felt by Muslim consumers. Likewise with the research conducted by Cossío-Silva et al. (2016); Thiruvattal (2017); Mariyudi and Matriadi (2018); Lee et al. (2018); Frooghi (2019); Hollebeek and Rather (2019); Prastiwi et al. (2019); Pula (2022); Nguyen (2024) which found that value co-creation had a positive influence on customer loyalty. This provides deeper insights into the role of Islamic values in purchasing decisions and loyalty, which has not been explored much before. In the TPB framework, value co-creation influences customer loyalty by forming behavioral intentions. When customers experience high value - whether functional, emotional, or religious - they will form positive attitudes, feel supported by social norms, and believe they can repeat the experience. Value creation is consistent and relevant to customer expectations and drives the intention to keep using the product or service, directly strengthening customer loyalty.



This study also focuses on the legendary culinary business in Medan City, with unique characteristics that combine cultural heritage and local values. It shows how spiritual and emotional experiences can be a differentiating factor in building consumer loyalty beyond product and service quality. These findings open up opportunities for further research, such as in-depth case studies or comparisons with other industries, such as fashion or halal tourism, to test the consistency and generalizability of these findings. This research makes a theoretical contribution to Islamic marketing and has practical implications for marketing strategies based on spiritual values. Value co-creation has proven to be an effective strategy for building customer loyalty (Iglesias et al. 2020). Culinary entrepreneurs increase emotional involvement and strengthen long-term, mutually beneficial relationships by actively involving customers in the value-creation process. Therefore, culinary entrepreneurs must strategically integrate co-creation into innovation, service development, and customer relationship management.

#### *Relationship of customer satisfaction with customer loyalty*

The result shows that customer satisfaction has a positive influence on customer loyalty. The positive relationship between customer satisfaction and loyalty means that the more satisfied customers are, the more likely they are to become loyal (Xu and Gursoy 2015; Sharma et al. 2020). Customer satisfaction drives loyalty by creating positive experiences that strengthen emotional connections, build trust, reduce risk, and motivate customers to stay with the brand. It is an essential foundation for long-term marketing strategies. This suggests that it is important for businesses to prioritize customer satisfaction to increase loyalty (Yeniaras and Kaya 2022). Customer loyalty can increase sales and brand reputation. These findings can form the basis of applied research to develop practical strategies to improve customer satisfaction and loyalty. The TPB explains that attitude, subjective norms, and perceived control influence a person's intention to act. In the context of customer satisfaction, satisfaction forms a positive attitude towards the product or service, increasing the intention to keep using and recommending it. Thus, satisfaction becomes an important factor that strengthens loyal behavioral intentions, making it a key determinant of customer loyalty within the TPB framework.

This research is consistent with research by Surahman, Yasa, and Wahyuni (2020); Pamungkas and Hidayati (2021); Farabi et al. (2023); Lelasari and Bernarto (2023) found that customer satisfaction has a positive influence on customer loyalty. This study integrates Islamic experiential behavior with subjectivist spirituality, which adds a spiritual dimension to the relationship between satisfaction and loyalty. It broadens the understanding of satisfaction by including Islamic values as a factor influencing loyalty, as found by (Liu, Tse, and He 2024). This research makes a new contribution by focusing on a legendary culinary establishment in Medan, which combines product quality with a spiritual experience, increasing customer satisfaction and loyalty. Culinary entrepreneurs need to maintain and improve customer experience to win customers in the short term and strategically build profitable long-term relationships. Satisfaction is the foundation of loyalty, and loyalty is an asset for business continuity.

#### *Relationship of Islamic experience marketing strategy and consumer loyalty with consumer satisfaction*

This result shows that customer satisfaction can mediate the relationship between Islamic experiential marketing strategies and customer loyalty. This indicates that customer satisfaction can mediate the impact of Islamic marketing strategies on loyalty. This aligns with previous research highlighting the importance of customer experience in increasing loyalty (Alamsyah and Febriani 2020). This is also consistent with research by Nadya (2020);



Bramantoko and Maridjo (2024); Wulandari and Rahayu (2024) stated that consumer satisfaction could mediate the influence of experiential marketing strategy on customer loyalty. The uniqueness of this research lies in the integration of Islamic spirituality in value co-creation and experiential behavior, which has not been widely discussed before, especially in the context of culinary businesses. This research shows that spiritual experiences, such as gratitude and tranquility, can be additional factors in increasing customer satisfaction and loyalty. From the TPB perspective, customer satisfaction is an evaluative process that shapes attitudes and strengthens the intention to be loyal. When Islamic marketing strategies provide positive experiences that align with customer values, satisfaction will increase. This satisfaction then drives the formation of loyal intentions and behavior, by the basic principle of TPB that behavior is determined by intentions formed from attitudes, norms, and perceptual control.

The Islamic experiential behavior approach, which combines elements of subjective spirituality with experience-based marketing, makes a new contribution to Islamic marketing literature, showing that spirituality can create meaningful experiences that foster loyalty. This finding is also related to service-dominant logic (SDL), which emphasizes the co-creation of value between companies and consumers, where Islamic spirituality is an important resource in creating shared value. This finding can be a marketing strategy that carries Islamic values and must create an experience genuinely satisfying emotionally, functionally, and spiritually. This satisfaction will change positive perceptions into loyal intentions and behavior, so companies targeting the Muslim market must place satisfaction as the primary key to the success of a loyalty strategy. This study provides practical implications for culinary businesses in Medan to integrate spiritual elements into their marketing strategies.

#### *Relationship of value co-creation and customer loyalty with customer satisfaction*

This result shows that customer satisfaction can mediate the relationship between value co-creation and customer loyalty. Although the effect is negative, the relationship is still statistically significant, indicating that co-creation does not always increase consumer loyalty when mediated by satisfaction. This finding contradicts previous research, such as by Sudarti and Fachrunnisa (2022), who consider co-creation a positive factor in increasing loyalty. From the TPB perspective, customer satisfaction acts as an "attitude balancer" that can improve the negative effects of bad experiences in value co-creation. Even if co-creation does not go according to customer expectations, if culinary entrepreneurs can provide overall satisfaction, loyal intentions and behavior can still be formed. This means that satisfaction is the key to changing negative attitudes into positive loyalty within the TPB framework.

This study makes a new contribution by integrating subjective spirituality into the analysis of value co-creation in Islamic marketing, revealing that spiritual and cultural factors can influence the outcome of co-creation. This finding also aligns with research by Le et al. (2024), which shows that co-creation that does not align with consumer preferences can have negative impacts. A negative relationship between value co-creation and customer loyalty can occur if the co-creation process causes frustration or burden on customers. However, if culinary entrepreneurs can maintain or increase overall customer satisfaction, this satisfaction can mediate and reverse the negative impact on loyal intentions and behavior. This means that satisfaction is key to maintaining loyalty, even though the co-creation process is not ideal. Loyalty depends on customer participation and is much more influenced by how the experience is perceived. Therefore, satisfaction is the key to co-creation success, not just the involvement itself. This study enhances the comprehension of value co-creation within the framework of Islamic marketing and offers practical insights for experiential engagement-based marketing strategies.



## Conclusions

This study shows that Islamic experience marketing strategy significantly affects customer satisfaction, but its effect on customer loyalty is negative, although significant. This indicates that although Islamic values-based strategies such as honesty, ethics, and spirituality can increase customer satisfaction, they are not enough to build long-term loyalty without the support of other factors such as product quality and a more personalized experience. Meanwhile, co-creation of value shows a negative relationship with customer satisfaction but positively influences loyalty. This suggests that while consumer engagement in the value-creation process can strengthen loyalty, it can decrease satisfaction if it is not managed according to Muslim consumers' expectations and spiritual values. Customer satisfaction proved to be an important mediator in shaping loyalty, including in the context of Islamic marketing and co-creation strategies. This confirms that within the framework of the TPB, positive attitudes, social norms, and perceived control over actions are strongly influenced by spiritual experiences and customer participation. Integrating Islamic Experiential Behavior and subjective spirituality provides a new theoretical contribution to Islamic marketing, particularly in the legendary culinary sector in Medan. This study emphasizes the importance of designing marketing strategies that meet both functional needs and customers' spiritual and cultural needs to increase satisfaction and loyalty.

Theoretically, this study adds insight into Islamic marketing literature, especially by integrating the dimensions of subjective spirituality in the co-creation of value and experience-based consumption behavior. This provides a new perspective on how spiritual experiences can contribute to consumer satisfaction and loyalty, which was previously more often ignored in traditional marketing studies. In practical terms, these findings guide culinary entrepreneurs to develop experience-based marketing strategies that prioritize a holistic consumer experience, encompassing physical, emotional, and spiritual aspects. For example, legendary culinary businesses in Medan need to better optimize cultural and spiritual elements in their service to increase consumer loyalty.

The conclusions of this study may not apply to other industries or geographical areas because they are restricted to the setting of renowned culinary enterprises in Medan. Furthermore, the approach used in value co-creation has not fully explored the potential for consumer expectations in the local cultural and spiritual context. Further research is recommended to test this model in the context of other industries, such as halal tourism or Islamic fashion, and to explore more deeply the role of technology in supporting the value co-creation process. Research can also develop a more comprehensive measurement scale and examine the role of other mediators and moderators that can influence consumer loyalty.

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