INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS

ISSN(print): 2643-9840, ISSN(online): 2643-9875

Volume 09 Issue 11 November 2026

DOI: 10.47191/ijmra/v9-i11-21, Impact Factor: 8.685

Page No. 7610-7620

The Effect of Marketing Experience and Perceived Value on Customer Loyalty Colony Barbershop

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ABSTRACT: This study is motivated by the importance of establishing Customer Loyalty in the service industry, particularly in the increasingly competitive barbershop sector. One approach that can be implemented is strengthening Marketing Experience and enhancing customers' Perceived Value. This study aims to analyze the effect of Marketing Experience on Perceived Value and its implications for Customer Loyalty, as well as to examine the role of Perceived Value as an intervening variable among customers of Colony Barbershop. This research employs a quantitative approach using a survey method and adopts the Stimulus-Organism-Response (S-O-R) model, where Marketing Experience acts as the stimulus, Perceived Value as the organism, and Customer Loyalty as the response. Data were collected through questionnaires distributed to 187 active customers using purposive sampling. The data analysis techniques include simple linear regression, multiple linear regression, path analysis, and the Sobel test. The results indicate that Marketing Experience has a positive and significant effect on Perceived Value, although its contribution is relatively low. Furthermore, both Marketing Experience and Perceived Value have a positive and significant effect on Customer Loyalty, with Perceived Value being the more dominant variable. The mediation test results reveal that Perceived Value significantly mediates the relationship between Marketing Experience and Customer Loyalty, with a partial mediation effect. The limitation of this study lies in its focus on a single barbershop, which restricts the generalizability of the findings. Therefore, future research is recommended to expand the research scope and incorporate additional variables such as customer satisfaction or customer trust to enrich the research model.

KEYWORDS: Marketing Experience, Perceived Value, Customer Loyalty, S-O-R Model, Barbershop

I. INTRODUCTION

Micro, small, and medium-sized enterprises (MSMEs) are the backbone of Indonesia's economy, contributing more than 60% to GDP and absorbing 97% of the workforce (BPS, 2025). The resilience of this sector is critical, especially in times of economic turmoil. Faced with the projected challenges of 2025-2026 with high inflation and slowing growth, MSMEs in the service sector must struggle twice: maintain business continuity amid rising operational costs, while retaining increasingly rational and more calculating customers in assessing the benefits they receive.

Colony Barbershop, which has been operating in the mid-premium men's grooming segment since 2022, has also felt this impact. Internal reports show a decrease in revenue of around 15% in the last quarter of 2025 when compared to the same period the previous year. At the same time, customer complaints related to prices and demands for clearer value are also increasing. This condition further confirms the need for the right strategy to retain customers amid economic uncertainty.

As a first step, a preliminary survey and informal interviews were conducted with 30 regular customers of Colony Barbershop in November 2025. The results show a change in customer preferences regarding the factors that keep them loyal in difficult times, as seen in Table 1.

Table 1. Initial Survey Results: Determining Factors for Loyalty in Difficult Economic Times (n=30)

No.	Determining Factors of Loyalty	Percentage of Respondents (Very Important)
1	Price according to quality (*Perceived Value*)	86,7%
2	Consistency of haircut results	80,0%

3	Comfort and cleanliness of the place	73,3%
4	Friendly and personalized service	66,7%
5	Unique and memorable experiences	56,7%
6	Latest facilities and technology	43,3%

Source: Research Pre-Survey Data, 2025

These findings reveal that perceived value such as a price commensurate with consistent quality and service receives more customer attention than marketing experience elements that focus more on unique impressions or sophisticated facilities. The selection of Marketing Experience as a research variable was based on preliminary data from Colony Barbershop's internal customer feedback collected through interviews. Comments such as "I like the hospitality, but the price is starting to be burdensome" and "the place is comfortable, but the results are sometimes inconsistent" indicate that aspects of the service experience such as comfort, personal interaction, and consistency of results are critical factors that influence customer satisfaction and desire to return. Therefore, this variable was chosen not without reason, but as a direct response to the real conditions encountered in the field, which at the same time reinforces the relevance of the five dimensions of Marketing Experience (sensory, emotional, intellectual, behavioral, and relational) in the context of Colony Barbershop.

Various previous studies have examined the relationship between Marketing Experience and Perceived Value and customer loyalty, both at the international level (Schmitt, 1999; Chen & Tsai, 2019) and in Indonesia (Steviani & Semuel, 2021; Rachman et al., 2024). However, these studies are generally conducted when economic conditions are relatively stable, different industries, or have not specifically tested the dynamics of the two variables in a projected economic crisis situation. There is a research gap on how Marketing Experience and Perceived Value actually play a role and which is more influential in facing specific economic challenges as expected to occur in 2025 2026, especially for service MSMEs in Indonesia that have unique market characteristics and price sensitivity.

Based on the initial observations, literature review, and preliminary empirical data above, this study is designed to test the extent to which Marketing Experience and Perceived Value affect Colony Barbershop customer loyalty in the 2025-2026 economic challenge period. By analyzing the power of influence of each variable and the mediating role between the two, this study not only aims to confirm the theoretical relationship, but also provides strategic direction that is beneficial for Colony Barbershop and MSMEs in general in allocating optimally limited resources amid economic uncertainty, especially to overcome the decline in revenue stemming from declining customer loyalty.

II. THEORETICAL FOUNDATION

A. Marketing Experience

Marketing Experience is a concept that describes how customers experience a series of marketing stimuli as a whole through interactions with brands, services, and environments created by companies. Schmitt (1999) emphasized that experiential marketing focuses on creating a holistic customer experience, which includes sensory, emotional, cognitive, behavioral, and relational aspects through the dimensions of sense, feel, think, act, and relation. This approach shows that the value of marketing does not only lie in the function of the product, but also in the experience felt during the service consumption process. This is reinforced by Brakus et al. (2009) who found that brand experience is a multidimensional construct that includes sensory, affective, intellectual, and behavioral responses, and has a direct or indirect effect on customer satisfaction and loyalty.

In the framework of Stimulus-Organism-Response (S-O-R), Marketing Experience is positioned as an external stimulus (S) that affects the internal condition of the customer (organism), before finally producing a behavioral response in the form of Customer Loyalty. Mehrabian and Russell (1974) explain that environmental stimuli do not directly produce behavior, but first affect the individual's psychological state which includes cognitive and affective aspects. Marketing Experience functions as a stimulus that creates sensory and emotional experiences, which are then processed into internal evaluations such as Perceived Value. This process shows that customer experience is not instantaneous, but rather through complex psychological mechanisms before generating behavioral decisions.

In a result-based service like a barbershop, Marketing Experience has unique characteristics because customers evaluate not only the service process, but also the functional end result. Experiences such as the comfort of the place, interaction with the barber, the atmosphere of the service, and the quality of communication are the stimuli that shape the customer's initial perception of the value of the service. However, in a relatively homogeneous service such as a barbershop, experience alone is not enough to create loyalty without a strong value evaluation. Therefore, Marketing Experience acts as an initial trigger that

shapes perception, but its effectiveness is largely determined by how the experience translates into the value that the customer perceives.

In this study, the Marketing Experience variable was operationalized into five main dimensions, namely sense, feel, think, act, and relate experience. Each dimension consists of three indicators that represent specific aspects of customer experience. These indicators are then used as the basis for the preparation of research instruments in the form of questionnaires. Each indicator is measured using one statement item, so that the number of statement items used is equal to the number of indicators that have been determined.

B. Perceived Value

Zeithaml (1988) defines Perceived Value as the overall assessment of customers on the utility of a product or service based on the perception of what is received and what is given. The development of the concept of Perceived Value shows that this construct is multidimensional and includes not only rational aspects, but also emotional and social aspects. Sweeney and Soutar (2001) through the PERVAL model explain that Perceived Value consists of four main dimensions, namely Functional Value, Emotional Value, Social Value, and price/value for money. Functional Value is related to service performance, Emotional Value is related to the feelings generated, Social Value is related to social image, and price/value for money reflects the balance between price and benefit.

In the framework of Stimulus-Organism-Response (S-O-R), Perceived Value is positioned as an organism (O) that represents the process of internal evaluation of the customer towards the stimulus received. Mehrabian and Russell (1974) explain that organisms encompass individual psychological conditions, both cognitive and affective, that are formed in response to environmental stimuli. In this model, Perceived Value is the main psychological mechanism that bridges the relationship between stimuli such as Marketing Experience and the final response in the form of Customer Loyalty.

In results-based services such as barbershops, Perceived Value is the main determining factor in customer evaluation of service quality. Customers not only assess the service process, but also the end result such as the quality of the haircut, price suitability, service comfort, and interpersonal experience with the service provider. When customers feel that the results obtained are comparable to or exceed the sacrifices made, the Perceived Value will increase and strengthen the likelihood of loyalty. Conversely, the imbalance between costs and benefits will decrease the perception of value even though the service experience is relatively good.

In this study, the Perceived Value variable was operationalized into four main dimensions, namely functional, emotional, social, and price values. Each dimension consists of three indicators that represent specific aspects of customer value evaluation. These indicators are then used as the basis for the preparation of research instruments in the form of questionnaires. Each indicator is measured using one statement item, so that the number of statement items used is equal to the number of indicators that have been determined.

C. Customer Loyalty

Oliver (1999) defines Customer Loyalty as a deep commitment to consistently repurchase or re-subscribe to a product or service in the future, which ultimately leads to repetitive behavior towards the same brand despite situational factors and marketing efforts from competitors that have the potential to change customer choice. Oliver (1999) also explains that loyalty is formed through four main stages, namely Cognitive Loyalty (based on rational belief in quality), affective loyalty (based on emotional satisfaction), conative loyalty (intention to buy back), and action loyalty (consistency of actual behavior). This structure shows that loyalty is a gradual process that combines cognitive, affective, and conative aspects before finally becoming real behavior.

In the framework of Stimulus-Organism-Response (S-O-R), Customer Loyalty is positioned as the final response (R) that arises after the individual experiences internal processes in the form of cognitive and affective evaluations. Stimuli such as Marketing Experience will affect organisms in the form of Perceived Value, which then forms a positive or negative evaluation of the service. This evaluation then produces a response in the form of customer loyalty, either in the form of repurchases, recommendations, or resistance to competitors. Thus, loyalty is not formed directly from the stimulus, but through a psychological process that involves the assessment of the value perceived by customers.

In a result-based service such as a barbershop, Customer Loyalty is not only determined by a pleasant service experience, but rather by the consistency of service results that meet customer expectations. Customers tend to show loyalty when the results of haircuts, prices incurred, and service quality provide value that is considered balanced or exceeds expectations. This shows that loyalty in services like this is greatly influenced by the rational evaluation and cumulative experience of customers on the quality of the core service received.

In this study, customer loyalty variables are operationalized into three main dimensions, namely Behavioral Loyalty, Attitudinal Loyalty, and Cognitive Loyalty. Each dimension consists of three indicators that represent specific aspects of the customer loyalty construct. These indicators are then used as the basis for the preparation of research instruments in the form of questionnaires. Each indicator is measured using one statement item in the questionnaire, so that the number of statement items used in this study is equal to the number of indicators that have been determined.

III. THE RELATIONSHIP BETWEEN VARIABLES AND HYPOTHESES

This research is based on the Stimulus-Organism-Response (S-O-R) framework which views consumer behavior as the result of the interaction between external stimuli, psychological internal processes, and behavioral responses. In the context of the barbershop industry in the 2025-2026 economic period, which is characterized by increasing price sensitivity and consumer rationality, loyalty decisions are no longer formed spontaneously, but through a more critical value evaluation process. Therefore, marketing experience cannot be understood as a direct determinant of loyalty, but must be processed first through a cognitive mechanism in the form of value perception.

Marketing Experience in this study represents a stimulus (S) formed through experiential marketing based on five dimensions (sense, feel, think, act, relate). This stimulus includes all stimuli that customers receive during the interaction process with Colony Barbershop, both from the aspects of the physical environment, the quality of barber's services, and interpersonal interactions. In the framework of S-O-R, stimuli do not work automatically to produce behaviors, but rather trigger a psychological evaluation process that determines whether the experience is considered valuable or not by customers.

Perceived Value acts as an organism (O) that represents the customer's internal cognitive and affective processes in assessing the balance between the benefits received and the sacrifices made. In unstable economic conditions, customers tend to be more selective and emphasize utilitarian aspects such as value for money, without completely ignoring emotional and social values. Therefore, Perceived Value becomes the main psychological mechanism that determines whether or not the stimulus of marketing experience can be translated into loyalty.

Customer Loyalty in this study represents the response (R) reflected in repurchase behavior, recommendations, and long-term commitment to the barbershop. Loyalty is not only directly influenced by marketing experience, but is more predominantly formed through the perception of value that has been processed internally by customers. In other words, Perceived Value is positioned as a key variable that bridges the transformation from marketing experience to customer loyalty.

The integration of the relationship between these variables shows that the influence of Marketing Experience on Customer Loyalty is not completely direct, but mostly occurs through the Perceived Value mediation mechanism. In an increasingly rational market situation such as the 2025-2026 period, this indirect path is predicted to be more dominant because consumers consider economic and emotional benefits in a balanced manner before forming loyalty. Based on these theoretical arguments, this study proposes the following hypothesis.

H1: Marketing Experience has a positive effect on Perceived Value.
H2: Marketing Experience has a positive effect on Customer Loyalty.
H3: Perceived Value has a positive effect on Customer Loyalty.
H4: Perceived Value mediates the influence of Marketing Experience on Customer Loyalty.

IV. CONCEPTUAL FRAMEWORK

Based on the framework of the Stimulus-Organism-Response (S-O-R) Theory and the hypotheses that have been formulated, this research model can be described as follows.

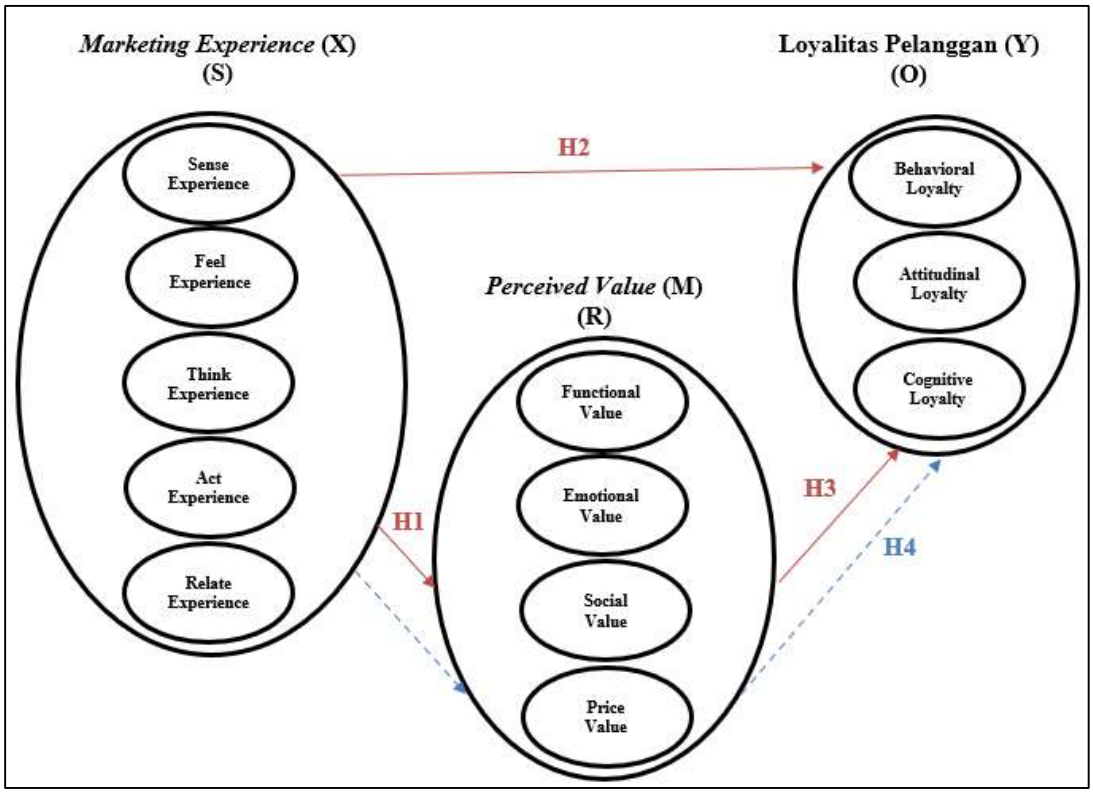


Figure 1. Research Model

Source: Data processed by Researcher, 2026

The conceptual framework of this study shows the relationship between Marketing Experience as a stimulus (S), Perceived Value as an organism (O), and Customer Loyalty as a response (R) in the framework of S-O-R. Marketing Experience represents the customer experience received through experiential marketing, while Perceived Value reflects the process of internal customer evaluation of benefits and sacrifices. Customer Loyalty is the final response in the form of repurchase and customer commitment. In this model, Perceived Value acts as a mediating variable that bridges the influence of Marketing Experience on Customer Loyalty.

V. RESEARCH METHODS

This study uses a quantitative approach with an explanatory research type that aims to test the causal relationship between Marketing Experience and Perceived Value as an independent variable on customer loyalty as a dependent variable. The quantitative approach was chosen because it allows empirical hypothesis testing through numerical data and objective and measurable statistical analysis, so that the relationship between variables can be analyzed systematically. This study uses a cross-sectional design, where data is collected at a specific point in time, namely in the period January to March 2026. The selection of this design is based on the purpose of the research to analyze the relationship between variables in the specific context of the 2025-2026 economic challenges efficiently without making repeated observations.

Conceptually, this study refers to the experiential marketing theory proposed by Schmitt (1999) and the concept of Perceived Value by Zeithaml (1988) in explaining the formation of customer loyalty. In this research model, Marketing Experience is positioned as a stimulus of experience received by customers, Perceived Value as a cognitive evaluation of perceived benefits and costs, and customer loyalty as behavioral outcomes. This model not only tests the direct influence between independent and dependent variables, but also examines the mediating role of Perceived Value in explaining how the experience provided by the company can be translated into customer loyalty through the process of evaluating perceived value.

The subjects of this study are Colony Barbershop customers who are willing to participate during the data collection period. The study population includes all active customers of Colony Barbershop, while the affordable population consists of 350 customers who based on the company's internal data have made at least two visits in the last six months before the study, namely October to December 2025. The sample was determined using a purposive sampling technique with the criteria of respondents aged 18–55 years, have made at least two visits in the last six months period, and are willing to fill out the questionnaire completely. Respondents who are not willing to participate, fill out the questionnaire incompletely with more than 20% of data

missing, or do not meet the criteria for the frequency of visits are not included in the analysis. Based on the calculation using the Slovin formula with an error rate of 5%, a sample requirement of 186.67 was obtained which was rounded up to 187 respondents. During the data collection period, 187 responses were collected and all of them met the research criteria. Therefore, all responses were used in the analysis without any responses being eliminated, and the number of samples obtained met the research target.

Data collection was carried out through the dissemination of a structured questionnaire compiled based on the indicators of the research variables. The research instrument used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The use of the Likert scale was chosen because it was able to capture respondents' subjective perceptions and evaluations quantitatively and provide an adequate level of sensitivity in measuring psychological variables such as experience, perceived value, and customer loyalty. The questionnaire was prepared in digital form using Google Form to improve distribution efficiency, ease of access for respondents, and minimize errors in data processing.

The distribution of the questionnaire is carried out in two ways, namely the distribution of the questionnaire link through WhatsApp Business to active customers of Colony Barbershop and the provision of QR codes in the service area to make it easier for customers to access the questionnaire directly. In the process of collecting data, respondents were given an explanation at the beginning of the questionnaire that participation was voluntary, the data provided was only used for academic purposes, and the confidentiality of the respondents' identities was fully guaranteed. This affirmation aims to increase the honesty of respondents in providing answers and minimize the potential for bias in filling out the questionnaire.

VI. RESEARCH RESULTS

The results of data collection were obtained from 187 respondents who were customers of Colony Barbershop and met the inclusion criteria of the study. The characteristics of the respondents were grouped based on age, frequency of visits, and length of time of customer to provide an overview of the profiles of respondents involved in the study.

Based on age, the majority of respondents were in the range of 26-35 years, namely 98 people, followed by the age group of 18-25 years as many as 52 people. Based on the frequency of visits, as many as 96 respondents visited Colony Barbershop once per month, while 39 respondents visited two to three times per month. Judging from the length of time they have been customers, as many as 77 respondents have been customers for more than two years and 50 respondents for one to two years. Overall, 127 respondents or 67.9% have been customers for more than one year.

These characteristics show that most of the respondents have known and had experience using Colony Barbershop services for a relatively long period of time. This is supporting information in interpreting the respondents' assessment of *Marketing Experience*, *Perceived Value*, and *Customer Loyalty*, considering that most of these assessments come from customers who have used Colony Barbershop services for more than one year.

A. Research Validity Test

The validity test in this study was carried out using the Pearson Product Moment correlation between the item score and the total score of the variable with the help of SPSS 25.0. Based on the sample of 187 respondents, an r-table value of 0.143 was obtained at a significance level of 0.05. The test results showed that all items in the variables Marketing Experience (ME1–ME15), Perceived Value (PV1–PV12), and Customer Loyalty (CL1–CL9) had a r-count value greater than the r-table, so that all statement items were declared valid and suitable to be used to measure each construct in this study.

B. Research Reliability Test

The reliability test in this study was carried out using the Cronbach's Alpha method with the help of SPSS 25.0 to measure the internal consistency of the instrument. The test results showed that all variables had a Cronbach's Alpha value above 0.70, namely Marketing Experience of 0.846, Perceived Value of 0.875, and Customer Loyalty of 0.896. Thus, all research instruments were declared reliable and could be used to measure each construct consistently.

C. Classic Assumption Test

The classical assumption test is an important stage in data analysis that aims to ensure that the regression model used in the study meets the basic statistical assumptions. The fulfillment of this assumption is necessary so that the estimated results obtained are unbiased, efficient, and reliable, so that the interpretation of the relationship between variables becomes more accurate (Vikaliana et al., 2022). In this study, the classical assumption test carried out includes three types of tests, namely normality tests, multicollinearity tests, and heteroscedasticity tests.

The results of the Kolmogorov-Smirnov test showed a significance value of 0.200 (> 0.05), which indicates that the data is distributed normally. The multicollinearity test showed a VIF value of 1.032 (< 10) and a Tolerance of 0.969 (> 0.10), so that multicollinearity did not occur. In addition, the results of the Glejser test showed a significance value above 0.05, which indicates

the absence of heteroscedasticity. Thus, the regression model in this study meets classical assumptions and is suitable for further analysis.

D. Hypothesis Test

Hypothesis testing in this study uses path analysis to test the direct relationship between Marketing Experience (X), Perceived Value (M), and Customer Loyalty (Y), as well as the indirect relationship between Marketing Experience and Customer Loyalty through Perceived Value. Path analysis can be used to test direct and indirect relationships in models involving mediator variables.

Direct influence testing was carried out at a significance level of 0.05. The relationship between variables was declared significant if the significance value was less than 0.05. The indirect influence of Marketing Experience on Customer Loyalty through Perceived Value was analyzed as a mediating effect which included direct effect, indirect effect, and total effect (Rijnhart et al., 2021). The test results are presented in the following table.

Table 2. Results of Pathway Analysis and Hypothesis Testing

Hypothesis	Influence Path	Coefficients (Beta)	t count	Sig.	Remarks
H1	X → M	0.176	2.433	0.016	Significant, H1 accepted
H2	X → Y	0.230	5.366	<0.001	Significantly, H2 is accepted
H3	M → Y	0.747	17.407	<0.001	Significant, H3 is accepted
H4	X → M → Y	0.131	-	0.001	Significant, H4 accepted (partial mediation)

Additional model information:

a) *Direct effect* (X → Y) = 0.230
b) *Indirect effect* (X → M → Y) = 0.131
c) Total effect = 0.361
d) Sobel Test: Z = 2.38 (> 1.96)

Source: Researcher-processed data, 2026

Based on table 2 above, all hypotheses in this study are declared accepted. Marketing Experience has been proven to have a positive and significant effect on Perceived Value, as well as a direct effect on Customer Loyalty. In addition, Perceived Value also has a positive and significant effect on Customer Loyalty with the largest coefficient value, which shows that this variable has a dominant role in increasing customer loyalty.

The mediation test showed that the indirect influence of Marketing Experience on Customer Loyalty through Perceived Value was 0.131 and significant (Z = 2.38 > 1.96). However, because the direct influence of Marketing Experience on Customer Loyalty remains significant, it can be concluded that Perceived Value plays a role as a partial intervening variable (partial mediation).

Overall, these results show that increased customer loyalty is not only influenced by the direct marketing experience, but is more powerful through perceived value perceptions of customers.

To deepen the findings regarding the relationship between Marketing Experience and Perceived Value to Customer Loyalty, a Pearson correlation analysis was conducted at the indicator level. This analysis was used to identify indicators in each variable that had the highest correlation with Customer Loyalty. The results of the analysis are presented in Table 5.

Table 3. Analysis of the Correlation of Marketing Experience and Perceived Value Indicators on Customer Loyalty

Variable	Pearson's r	Sig.	Interpretation
Marketing Experience → Customer Loyalty	0,20	0,002	Positive, significant
Perceived Value → Customer Loyalty	0,67	<0.001	Positive, very powerful and significant

Source: Researcher-processed data, 2026

Based on Table 3, Marketing Experience shows a positive correlation to Customer Loyalty with a Pearson's r value of 0.20 and a significance level of 0.002. This value shows that the Marketing Experience indicator that has the highest correlation with Customer Loyalty has a positive and significant relationship, although its strength is relatively lower than the Perceived Value. This finding is in line with the results of hypothesis testing which shows that Marketing Experience has a positive and significant effect on Customer Loyalty with a Beta value of 0.230.

Meanwhile, Perceived Value showed a stronger positive correlation with Customer Loyalty with a Pearson's r value of 0.67 and a significance level of <0.001. This value showed a very strong and significant relationship, and showed that the Perceived Value indicator had a stronger relationship with Customer Loyalty than the Marketing Experience indicator. This pattern is in line with the results of hypothesis testing which showed that Perceived Value had the strongest influence on Customer Loyalty with a Beta value of 0.747 and a significance level of <0.001. These findings reinforce the picture that customer assessment of the benefits and value of services has a stronger relationship with loyalty than the marketing experience felt while receiving services.

VII. DISCUSSION

This study aims to analyze the influence of Marketing Experience on Perceived Value and its implications on Customer Loyalty in Colony Barbershop customers. In the service marketing literature, some studies show that customer experience is a major determinant in shaping value and loyalty. However, research that specifically tests this relationship in results-based services such as barbershops is still limited, so it has not been able to comprehensively explain how customer experience translates into value and loyalty in the context of services that emphasize end results. Therefore, this study seeks to re-examine the relationship and identify the role of Perceived Value as a mechanism that bridges customer experience and loyalty.

The results of the study showed that Marketing Experience had a positive and significant effect on Perceived Value with a Beta value of 0.176, a calculated t value of 2.433 which was greater than the t table of 1.973, and a significance level of 0.016 (< 0.05). The value of the coefficient showed that the influence of Marketing Experience on Perceived Value was the relatively lowest influence compared to the relationship between variables tested in this study.

Theoretically, this result can be explained through the concept of experiential marketing put forward by Schmitt (1999), which states that customer experience is formed through the dimensions of sense, feel, think, act, and relate which function as a stimulus in building perception of a service. However, within the framework of the Perceived Value theory developed by Zeithaml (1988), customer value is more determined by a rational evaluation of the comparison between the benefits received and the sacrifices made. This explains why the influence of Marketing Experience on Perceived Value is relatively small, because barbershop customers tend to emphasize more on the end result of services such as the quality of haircuts, price suitability, and functional benefits that are directly felt rather than the emotional experience alone. Thus, the marketing experience in this study plays more of an initial stimulus, but it is not yet the main determinant in the formation of customer value. Implication, Colony Barbershop needs to direct the customer experience to the benefits that can be felt directly after the service is received. Experiences in the form of convenience, friendly and personalized interactions, and customer involvement in the service process need to be followed by cuts that match their needs and consistent quality of service. This direction is in line with the initial findings of the study that show that customers pay attention to price matching with quality and consistency of cut results. With such an approach, customer experience can provide clearer functional benefits and reinforce the perception that the services received have value commensurate with the customer's sacrifice.

These findings are in line with the research of Pratiwi et al. (2021) which shows that brand experience affects Perceived Value through the emotional and cognitive evaluation of customers. Setiawati (2023) also found that experiential marketing contributes to increasing perceived service value through sensory and emotional engagement. Mohhanto et al. (2024) show that customer experience has a significant effect on Perceived Value in digital services that emphasize personalization and convenience. However, compared to these studies, the results of this study show a lower power of influence, thus indicating that the relationship between experience and value is contextual and depends on the characteristics of the service being studied.

Furthermore, the results of the study show that Marketing Experience and Perceived Value have a positive and significant effect on Customer Loyalty. The regression coefficient shows that Marketing Experience has a Beta value of 0.230, while Perceived Value has a Beta value of 0.747. The results of the t-test show that both variables are significant (< 0.001). These findings show that Perceived Value has a relatively greater contribution in explaining Customer Loyalty than Marketing Experience.

The findings can be read by considering the characteristics of the respondents, namely 67.9% have been a customer for more than one year and 72.2% make visits at least once a month. This characteristic shows that most respondents have had experience using Colony Barbershop's services repeatedly. These experiences can provide a basis for customers to evaluate the benefits of the service, including the quality of the *haircut results*, the suitability of the service with expectations, and the balance between the price paid and the benefits received. This provides context to understand the findings that *Perceived Value* has a stronger influence on *Customer Loyalty* than *Marketing Experience*, although the characteristics of these respondents do not by themselves prove a cause-and-effect relationship.

Theoretically, this result can be explained through a value-based loyalty approach which states that customer loyalty is formed through a process of evaluating perceived value after customers compare benefits and sacrifices. In this perspective, Marketing Experience serves as an initial stimulus in creating interactions, while Perceived Value acts as an evaluative mechanism that

determines whether customers will maintain a relationship with the service. This explains why the influence of Perceived Value on Customer Loyalty is much stronger, as loyalty decisions are essentially the result of a rational assessment and the customer's cumulative experience of the service. The findings can also be understood through the characteristics of barbershop services as a result-based service. Customers can evaluate the benefits of the service relatively directly through the results of the haircut received, the quality of the service received, and the compatibility between the costs incurred and the benefits obtained. These characteristics help explain why Perceived Value shows a stronger influence on Customer Loyalty than Marketing Experience in this study. The experience during the service process remains part of the customer's evaluation, but loyalty is stronger when the experience results in benefits that are assessed according to the customer's expectations and sacrifices. These findings provide added value to the research because it shows that in barbershop services, the customer experience needs to be understood along with an evaluation of the concrete benefits obtained after the service.

Implicitly, Colony Barbershop needs to translate the value felt by customers into consistent service benefits on each visit. This can be done by maintaining the quality of haircut results according to customer needs, ensuring that results match expectations before the service ends, and maintaining a balance between the price paid and the benefits received. Initial research findings that show customer attention to price suitability with the quality and consistency of cut results can be the basis for managers to maintain these aspects as service standards. In addition, periodic evaluations of price suitability, result quality, and customer satisfaction can be used to identify service areas that need improvement. These steps provide more concrete benefits for customers and can strengthen their reasons to return to using Colony Barbershop's services.

These findings are supported by Hapsari et al. (2017) who show that customer experience affects loyalty through improving the quality of service interactions. Muljani (2021) found that experiential marketing affects loyalty through customer satisfaction as a mediator. Husin (2023) shows that Perceived Value is an important determinant in increasing customer loyalty through optimizing service quality. Compared to this study, the results of this study confirm that Perceived Value has a stronger role as a direct determinant of loyalty, while marketing experience plays a supporting factor in shaping this perception.

The results of the path analysis showed that Marketing Experience had an indirect influence on Customer Loyalty through a Perceived Value of 0.131, as well as a direct influence of 0.230, with a total influence of 0.361. The results of the Sobel test showed that the calculated Z value of 2.38 was greater than the Z of the table of 1.96, so it can be concluded that the Perceived Value mediated the relationship significantly. However, because the direct influence remained significant, this relationship fell into the category of partial mediation.

Theoretically, partial mediation shows that Perceived Value only partially explains the mechanism of the relationship between Marketing Experience and Customer Loyalty, while direct influence remains without going through a value evaluation process. This indicates that customer loyalty to Colony Barbershop is formed through two paths, namely the direct path that comes from the customer's experience while receiving the service, and the indirect path that goes through the evaluation of the perceived benefit. In practice, customers can still show loyalty because of a pleasant experience, such as service comfort or good interaction with a barber, but this loyalty will be stronger if the experience is followed by real values, such as the quality of the haircut and the price fit.

These findings show that customer experience does not always automatically generate loyalty, but needs to be strengthened through cognitive processes in the form of perceived value formation. Thus, customer loyalty in this study is the result of an interaction between direct experience and value evaluation carried out by customers. Implication, Colony Barbershop needs to integrate Marketing Experience with the creation of Perceived Value. Experiences built through convenience, friendly and personalized interactions, and customer engagement in service need to produce benefits that can be assessed through the quality and consistency of haircut results as well as price matching with the benefits received. This strategy is in line with the findings of partial mediation, which shows that Marketing Experience still has a direct influence on Customer Loyalty, while some of its influence takes place through Perceived Value. By maintaining a positive experience while ensuring that service benefits remain valuable to customers, Colony can strengthen loyalty through both channels.

These findings are in line with Kusumawati and Rahayu (2020) who show that Perceived Value mediates the relationship between experience quality and Customer Loyalty. Cynthia and Keni (2023) found that brand experience plays a role in forming Perceived Value, which then affects brand loyalty. Aryandha et al. (2025) show that experiential marketing functions as an antecedent that supports the formation of Perceived Value in increasing customer loyalty. This study expands on these findings by showing that the mediating power of Perceived Value is not always dominant, but depends on the ability of experience to translate into perceived value by customers.

Overall, the results of this study show that the relationship between Marketing Experience, Perceived Value, and Customer Loyalty is not universal, but depends on the characteristics of the services studied. This finding answers the limitations of previous

research by providing empirical evidence that in results-based services such as barbershops, Perceived Value has a relatively greater contribution in forming Customer Loyalty than Marketing Experience. Thus, this study not only strengthens existing theories, but also expands the understanding that the effectiveness of experiential marketing in forming loyalty is largely determined by its ability to create value that is perceived by customers.

VIII. CONCLUSIONS

This study aims to analyze the influence of Marketing Experience on Perceived Value and its implications on Customer Loyalty in Colony Barbershop customers. The results of the study show that Marketing Experience has a positive and significant effect on Perceived Value with a Beta value of 0.176, a calculated t-value of 2.433 (> 1.973), and a significance of 0.016 (< 0.05). In addition, Marketing Experience and Perceived Value have a positive and significant effect on Customer Loyalty, with Beta values of 0.230 and 0.747.

The results of the path analysis showed that Marketing Experience had an indirect influence on Customer Loyalty through a Perceived Value of 0.131, as well as a direct influence of 0.230 with a total influence of 0.361. The results of the Sobel test showed a Z-value calculated as 2.38 (> 1.96), so the Perceived Value was proven to mediate the relationship significantly. However, because direct influence remained significant, this relationship fell into the category of partial mediation, which shows that customer loyalty is formed both through direct experience and through the evaluation of perceived value.

This research has several limitations that need to be considered. This research was conducted on one service object, namely Colony Barbershop, so the results of the research still have limitations in terms of generalization in the context of other services. In addition, the variables used in this study are still limited to Marketing Experience and Perceived Value, so they do not include other factors that have the potential to affect Customer Loyalty more comprehensively.

Further research can be developed based on the findings of this study which shows that customer experience and value perception are related to Customer Loyalty, with the influence of Perceived Value being relatively stronger than Marketing Experience. These findings can be the basis for examining more brand-specific customer experiences through the concept of Brand Experience. Further research can see how experiences formed through customer interaction with brands are related to Perceived Value and Customer Loyalty, especially in the service industry that has direct and repeated interactions with customers.

Overall, this study shows that the relationship between Marketing Experience, Perceived Value, and Customer Loyalty is contextual, where Perceived Value has a relatively greater contribution in shaping Customer Loyalty than Marketing Experience. These findings strengthen and expand the understanding in the service marketing literature that the effectiveness of customer experience in forming loyalty is highly dependent on its ability to create value that is perceived by customers, especially in results-based services such as barbershops.

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