
Impact of Experiential Marketing and Consumer Trust on Purchase Decisions: Evidence from a Smartphone Retail Business

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Abstract:

The increasing use of mobile phones in Indonesia has intensified competition in the smartphone retail industry and influenced consumer purchasing behavior. Metta Cell Denai Medan, a local smartphone retailer, has experienced a decline in sales in recent years, indicating reduced consumer purchase interest. Preliminary observations suggest that this decline is associated with suboptimal experiential marketing practices and low levels of consumer trust, particularly in terms of service quality, transparency, and transaction convenience. This study aims to examine the influence of experiential marketing and consumer trust on purchase decisions. This research adopts a quantitative approach using survey data collected from 110 consumers, with the sample size determined based on indicator-based estimation techniques. Data were analyzed using multiple linear regression to assess both partial and simultaneous effects of the independent variables on purchase decisions. The findings reveal that experiential marketing and consumer trust each have a positive and significant effect on purchase decisions. Furthermore, both variables jointly contribute to shaping consumer purchasing behavior. These results highlight the importance of creating meaningful customer experiences and building trust as strategic priorities for improving purchase decisions in the smartphone retail sector.

Keywords: *Experiential Marketing, Consumer Trust, Purchase Decision*

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1. Introduction

The use of mobile phones has become an integral part of modern society, extending beyond basic communication to support work, education, financial transactions, and entertainment activities. The rapid development of digital technology has transformed mobile phones into multifunctional tools that facilitate access to information, digital payments, and online business activities. This transformation reflects a broader shift

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toward a digitally connected society, where mobile devices play a central role in everyday life (Lotte et al., 2023; Hildawati et al., 2024).

In Indonesia, the adoption of mobile technology continues to grow significantly, indicating a strong dependence on digital devices in various aspects of life. This phenomenon is further reinforced by increasing digital literacy and the widespread availability of internet-based applications that support productivity and consumption activities. The high level of technology adoption also reflects changes in consumer behavior, particularly in how individuals interact with products and services in the digital era (Hidayat et al., 2025; Loo et al., 2024).

At the regional level, such as in North Sumatra, mobile phone usage is also relatively high, supported by the expansion of telecommunication infrastructure and the availability of diverse smartphone products at various price levels. However, disparities in access still exist, particularly among rural and lower-income communities, indicating the need for more inclusive digital development. These conditions highlight the importance of improving both digital accessibility and literacy to ensure equitable participation in the digital economy (Hildawati et al., 2024).

The increasing penetration of mobile technology has intensified competition in the smartphone market, as consumers are now exposed to a wide range of alternatives. This competitive environment encourages consumers to become more selective and rational in making purchasing decisions. Easy access to information enables consumers to compare products, evaluate benefits, and assess risks before making a purchase. Consequently, understanding the determinants of purchase decisions has become essential for businesses operating in dynamic and highly competitive markets (Kim & Lennon, 2013; Nasution & Sari, 2021).

Purchase decision is conceptualized as a problem-solving process involving need recognition, information search, evaluation of alternatives, and post-purchase behavior (Gustina & Lazuardi, 2022). This process is influenced by various factors, including economic, psychological, and social dimensions. Economic factors relate to income and purchasing power, while psychological factors involve perceptions, attitudes, and motivations. Social influences, such as peer groups and cultural values, also play a crucial role in shaping consumer decisions (Lotte et al., 2023).

In this context, companies are required to develop effective marketing strategies that not only emphasize product functionality but also consider consumer experience and trust. Experiential marketing has emerged as a strategic approach that focuses on creating memorable and meaningful interactions between consumers and brands. By engaging consumers emotionally and cognitively, experiential marketing can enhance customer satisfaction and influence purchasing behavior (Fatchiyah & Sukmono, 2021; Budiarto & Pancaningrum, 2019).

In addition, consumer trust is a critical factor that determines whether consumers are willing to engage in transactions. Trust reflects consumers' confidence in a company's ability, integrity, and reliability in delivering value. High levels of trust reduce perceived risk and increase the likelihood of purchase decisions, particularly in competitive and information-rich environments (Abarna et al., 2023; Ayuningtiyas & Gunawan, 2020).

The rapid growth of the technology retail sector, especially in smartphone products, has also led to increased demand for complementary services such as maintenance and accessories. This creates opportunities for businesses to enhance customer value through integrated product and service offerings. However, the increasing number of competitors in the market requires businesses to continuously innovate in terms of pricing, promotion, service quality, and customer experience (Akbar et al., 2025; Laksono, 2024).

Metta Cell Denai Medan is one of the businesses operating in the smartphone retail and service sector. Despite experiencing growth in its early years, the company has recently faced a decline in sales performance. This decline indicates potential issues related to consumer purchase decisions, which may be influenced by suboptimal marketing strategies and declining consumer trust.

Preliminary observations reveal that experiential marketing at Metta Cell has not been effectively implemented, as reflected in unattractive product displays, limited service engagement, and an overall lack of memorable customer experiences. Furthermore, consumer trust remains relatively low due to concerns regarding service consistency, transparency, and convenience in the purchasing process.

Previous studies have consistently shown that experiential marketing and consumer trust are significant determinants of purchase decisions. For instance, experiential marketing has been found to positively influence consumer purchasing behavior by creating emotional engagement and enhancing perceived value (Nurchayati et al., 2022; Marlinton et al., 2023). Similarly, consumer trust plays a crucial role in reducing uncertainty and increasing consumers' willingness to purchase products or services (Abarna et al., 2023; Rizky, 2023).

Based on these considerations, this study aims to examine the influence of experiential marketing and consumer trust on purchase decisions at Metta Cell Denai Medan, thereby contributing to a better understanding of consumer behavior in the context of the smartphone retail industry.

2. Theoretical Background

Purchase Decision

Purchase decision refers to a key concept in consumer behavior in which individuals determine whether to purchase or use a product or service. It is widely understood as a problem-solving process involving several stages, including need recognition,

information search, evaluation of alternatives, and final decision-making (Lotte et al., 2023; Situmorang & Suwandi, 2021). Consumers rely on available information and prior knowledge to identify the most suitable products that meet their needs and preferences (Gustina & Lazuardi, 2022). Furthermore, purchase decisions are influenced by multiple factors, such as product quality, perceived value, and marketing strategies implemented by companies. Consumers tend to evaluate products based on functional and psychological considerations before making a decision (Akbar et al., 2025; Sinaga, 2023). In addition, social influences, including peer recommendations and digital content, also play an important role in shaping consumer decisions in the modern marketplace (Loo et al., 2024). Thus, purchase decision can be concluded as a complex and dynamic process in which consumers evaluate various internal and external factors before selecting a product or service that best satisfies their needs.

Experiential Marketing

Experiential marketing is a strategic approach that focuses on creating meaningful and memorable experiences for consumers through direct interaction with products or services. Unlike traditional marketing that emphasizes functional benefits, experiential marketing seeks to engage consumers emotionally, cognitively, and behaviorally (Fatchiyah & Sukmono, 2021). This approach enables consumers to develop stronger connections with brands by experiencing products in a more immersive and engaging manner. Previous studies highlight that experiential marketing can influence consumer perceptions and differentiate products in highly competitive markets (Budiarto & Pancaningrum, 2019; Marlinton et al., 2023). Moreover, experiential marketing plays a significant role in shaping consumer attitudes and enhancing purchase intentions, as positive experiences tend to create lasting impressions and encourage repeat purchases (Siahaan, 2025; Laksono, 2024). Therefore, experiential marketing can be defined as a marketing strategy that emphasizes direct consumer involvement through experiences that stimulate emotions, perceptions, and personal connections with a brand.

Consumer Trust

Consumer trust is a fundamental element in building long-term relationships between businesses and customers. It reflects consumers' confidence in a company's ability, integrity, and reliability in delivering products or services as promised. Trust reduces perceived risk and uncertainty, which are critical factors in influencing purchase decisions (Abarna et al., 2023). In addition, consumer trust is developed through consistent service quality, transparent communication, and positive customer experiences. When consumers perceive that a company is reliable and honest, they are more likely to engage in transactions and maintain long-term relationships (Ayuningtiyas & Gunawan, 2020). Empirical studies also indicate that trust significantly affects consumer behavior, particularly in digital and competitive markets where information asymmetry is common (Rizky, 2023; Nurchayati et al., 2022). A higher level of trust not only increases purchase decisions but also strengthens customer loyalty. Therefore, consumer trust can be understood as consumers' belief in a company's credibility and commitment to fulfilling their needs consistently and reliably.

3. Methodology

This study was conducted at Metta Cell located in Medan from March to April 2026 using a quantitative research approach. The data used consist of primary data obtained through questionnaires and secondary data from literature and documentation studies. The population includes all consumers who purchase products and use services at Metta Cell, with an unknown size. Therefore, the sample was determined using Hair's formula, resulting in 110 respondents, and selected through accidental sampling. The research variables include experiential marketing, consumer trust, and purchase decisions, which are measured using a Likert scale. Data collection techniques involve questionnaires, observation, interviews, and literature study, while instrument testing includes validity and reliability tests to ensure the accuracy and consistency of the data.

The data analysis technique uses multiple linear regression to examine the influence of experiential marketing and consumer trust on purchase decisions. Before analysis, classical assumption tests such as normality, multicollinearity, and heteroscedasticity are conducted to ensure the model's validity. Hypothesis testing is carried out both partially and simultaneously to determine the significance of the relationships between variables. Additionally, the coefficient of determination (R^2) is used to measure how well the independent variables explain variations in the dependent variable, while contribution analysis is applied to identify the strength of each independent variable in influencing purchase decisions.

4. Empirical Findings/Result

Validity test

The research instrument was initially validated using the Pearson Product-Moment Bivariate Correlation method. This involved comparing the correlation coefficient of each item with the total score against the critical Pearson value at a 5% significance level in a two-tailed test (Sinaga, 2023). The purpose of the item validity test is to determine how effectively each item measures the concept it is intended to assess. The decision on item validity was based on whether the calculated correlation coefficient (r-value) exceeded the r-table value at the 0.05 significance level using a two-tailed test. An item was considered valid if the r-calculated was both positive and greater than the r-table value. If the r-calculated was below the r-table threshold, the item was classified as invalid (Priyatno, 2018). The test results showed that all variables had Corrected Item-Total Correlation values above the required minimum of 0.361, indicating that every item in the questionnaire was valid.

Reliability Test

Reliability testing is commonly conducted to evaluate the consistency of responses obtained from a questionnaire or interview, ensuring that the instrument reliably represents the subject being studied. The reliability of the instrument is typically assessed using the Cronbach's Alpha coefficient. A Cronbach's Alpha value below 0.6 indicates that the data gathered lacks adequate reliability to support the research conclusions (Marzuki et al., 2020).

Table 1. Reliability Test Results

Variable	Reliability Value	Standard	Information
<i>Experiential Marketing</i>	0.864	0,6	Reliable
<i>Consumer Trust</i>	0.791		Reliable
Purchase Decision	0.745		Reliable

Source: 2026 processed original data

Since each variable's Cronbach's Alpha coefficient esteem is higher than the study's pivotal esteem of 0.6, the unwavering quality calculations' comes about illustrate the legitimacy of each variable utilized within the think about.

Traditional assumption test

Test of normalcy

This test is employed to assess whether the residuals in a regression model are normally distributed. In linear regression, it is essential that the random error terms (ε) exhibit a normal or near-normal distribution to ensure the appropriateness of the data for statistical analysis. A regression model with normally distributed errors supports more reliable statistical conclusions. One widely used approach to evaluate normality is the probability plot method, which compares the cumulative distribution of the residuals to that of a normal distribution.

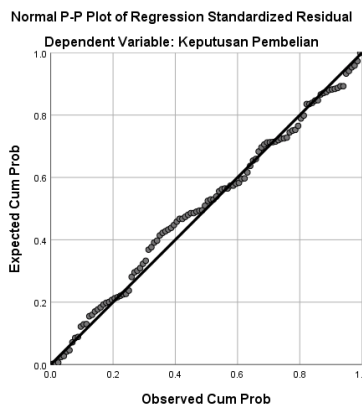


Figure 1. Results of the Normalcy Test

Source: 2026 processed original data

Residuals are regarded as normally distributed when the data points closely cluster around and follow the direction of the diagonal line on a probability plot. This alignment indicates a normal distribution pattern. On the other hand, if the points

significantly diverge from the diagonal or do not follow its direction, it suggests a deviation from normality. Based on the results presented, the data points are positioned along the diagonal line and follow its trend, signifying that the residuals are approximately normally distributed.

Test of Multicollinearity

The purpose of the multicollinearity test is to identify whether there is a strong or perfect correlation among the independent variables in a regression model. If perfect multicollinearity exists, it becomes impossible to calculate the regression coefficients for those variables, and the standard error values become infinite. When multicollinearity is high but not perfect, the coefficients can still be estimated, but the large standard errors result in inaccurate estimates. Multicollinearity is typically indicated if the tolerance value is below 0.1 or the Variance Inflation Factor (VIF) exceeds 10 (Supriadi, 2020).

Table 2. Results of the Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Experiential Marketing	.700 1.429
	Consumer Trust	.700 1.429

Source: 2026 processed original data

Based on the decision-making criteria, multicollinearity is deemed absent when the tolerance value is above 0.10 and the Variance Inflation Factor (VIF) is below 10, indicating no significant correlation among the independent variables. Referring to the results in the table above, all tolerance values are greater than 0.10 and the VIF values for each independent variable are well under 10. Thus, it can be concluded that multicollinearity does not exist among the independent variables in the regression model.

Test of Heteroscedasticity

The heteroscedasticity test aims to determine whether the residuals in a regression model have constant variance across observations. When the variance remains constant, this condition is known as homoscedasticity; if the variance varies, it is called heteroscedasticity. For the regression model to be valid, it is crucial that heteroscedasticity is absent. One common method to detect heteroscedasticity is by using a scatterplot analysis.

Test for Heteroscedasticity

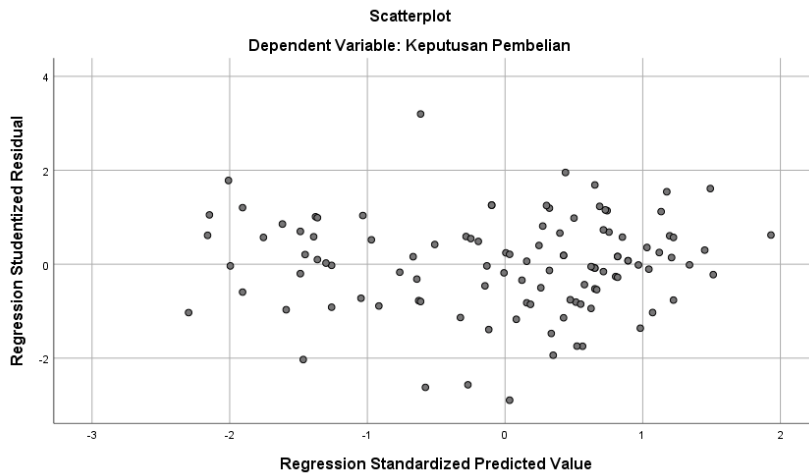


Figure 2

Source: 2026 processed original data

The determination of whether heteroscedasticity is present depends on the pattern of data distribution. If the data points are scattered randomly without forming any clear pattern, it suggests that heteroscedasticity is not present. According to the results above, the scatterplot displays a random distribution without any noticeable pattern, indicating that there is no heteroscedasticity issue in the data.

Analysis of Regression

Multiple regression analysis is a technique used to examine whether there is a significant partial or simultaneous effect of two or more independent variables on a single dependent variable. Regression can be categorized into two types based on the number of independent variables: simple linear regression and multiple linear regression. Simple linear regression involves one independent variable and one dependent variable, while multiple linear regression involves two or more independent variables influencing one dependent variable.

Results of Multiple Linear Regression

Table 3. The Competitive Effects of Experiential Marketing and Consumer Trust

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.892	1.405	
	Experiential Marketing	.203	.050	.301
	Consumer Trust	.443	.059	.558

Source: 2026 processed original data

1. The constant (α) = 5.892 indicates that if the independent variables, experiential marketing (X1) and consumer trust (X2), are equal to 0, then the purchase decision remains at 5.892.
2. The coefficient of X1 (b_1) = 0.203 shows that experiential marketing (X1) has a positive effect on purchase decisions, meaning that every increase in experiential marketing will increase purchase decisions by 20.3%.
3. The coefficient of X2 (b_2) = 0.443 indicates that consumer trust (X2) has a positive effect on purchase decisions, meaning that every increase of 1 unit in consumer trust will increase purchase decisions by 44.3%.

Godness Of Fit Test

Fractional Parameter Centrality Test (T Measurable Test)

The t-test is applied to assess the influence of each independent variable on the dependent variable individually (separately), therefore the t-test is used. The t-table value is determined using the formula: total number of respondents minus two, or written as: $t\text{-table} = 110 - 2 - 1 = 107$. Based on this degree of freedom, the t-table value is 1.982.

Table 5. t Test Results

Model		t	Sig.
1	(Constant)	4.194	.000
	Experiential Marketing	4.045	.000
	Consumer Trust	7.509	.000

Source: 2026 processed original data

Regression analysis results lead to the following outcome:

1. For the experiential marketing variable (X1), the t-value (4.045) is greater than the t-table value (1.982) with a significance level of $0.000 < 0.05$, indicating that experiential marketing has a positive and significant partial effect on purchasing decisions at Metta Cell.
2. For the consumer trust variable (X2), the t-value (7.509) is greater than the t-table value (1.982) with a significance level of $0.000 < 0.05$, indicating that consumer trust has a positive and significant partial effect on purchasing decisions at Metta Cell.

Simultaneous Test (F Measurable Test)

The F test is used to examine the effect of the independent variables on the dependent variable simultaneously (together), therefore the F test is applied. The F table value is determined based on the number of independent variables and the number of respondents minus the number of independent variables minus one, or written using the formula: $df_1 = 2$ and $df_2 = 110 - 2 - 1 = 107$. The F table value is found to be approximately 3.07 at the 0.05 significance level.

Table 6. R Square Test Results,

Model		F	Sig.
1	Regression	75.791	.000 ^b
	Residual		
	Total		

With the numerator degrees of freedom (df) equal to 2 and the denominator degrees of freedom equal to 108, the F-table value is 3.08. The F-calculated value is obtained using SPSS and then compared with the F-table value at a significance level of $\alpha = 5\%$. The results show that the F-calculated value (75.791) is greater than the F-table value (3.07) with a significance level of $0.000 < 0.05$, indicating that experiential marketing and consumer trust simultaneously have a significant effect on purchasing decisions at Metta Cell.

Coefficient of Determination (R Square)

The value of the coefficient of determination (R^2) ranges between zero (0) and one (1). A low R^2 value indicates that the independent variables have very limited ability to explain the variation in the dependent variable. Conversely, a value close to one suggests that the independent variables provide nearly all the necessary information to predict changes in the dependent variable.

Table 7. R Square Test Results,

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.586	.578	2.276

a. Predictors: (Constant), Consumer Trust, Experiential Marketing
 b. Dependent Variable: Keputusan Pembelian

Source: 2026 processed original data

Based on the table above regarding the testing of the coefficient of determination, the R Square (R^2) value or coefficient of determination obtained is 0.586, which means that purchasing decisions can be explained by experiential marketing and consumer trust variables by 58.6%, while the remaining 41.4% is influenced by other factors outside the scope of this research model.

5. Discussion

The findings of this study indicate that experiential marketing plays a crucial role in shaping consumer purchase decisions at Metta Cell. This result can be explained by the ability of experiential marketing to create meaningful and memorable interactions between consumers and the brand. When consumers are exposed to engaging store atmospheres, interactive product displays, and responsive service, they tend to develop positive emotional and cognitive responses. These experiences enhance consumers' perceptions of value and increase their likelihood of making a purchase.

This is consistent with prior studies which emphasize that experiential marketing strengthens consumer engagement and significantly influences purchasing behavior by creating distinctive and memorable experiences (Fatchiyah & Sukmono, 2021; Budiarto & Pancaningrum, 2019).

Furthermore, experiential marketing not only influences initial purchase decisions but also contributes to long-term customer relationships. Positive consumption experiences tend to generate satisfaction, encourage repeat purchases, and stimulate word-of-mouth recommendations. In increasingly competitive markets, where consumers have access to multiple alternatives, creating a unique and engaging experience becomes a key differentiating factor. This aligns with findings that experiential marketing enhances consumer perceptions and drives behavioral intentions in both offline and digital retail environments (Marlinton et al., 2023; Siahaan, 2025).

In addition to experiential marketing, consumer trust is also found to be a significant determinant of purchase decisions. Trust reflects consumers' confidence in the credibility, reliability, and integrity of a business. When consumers perceive that a company consistently delivers quality products and transparent information, they are more likely to feel secure in making purchasing decisions. Trust reduces perceived risk and uncertainty, which are critical considerations in consumer decision-making processes, particularly in competitive markets (Abarna et al., 2023; Ayuningtiyas & Gunawan, 2020).

Moreover, consumer trust is built over time through consistent positive experiences and reliable service delivery. Consumers who trust a brand are more likely to remain loyal, engage in repeat purchases, and recommend the business to others. This finding is supported by previous research indicating that trust not only influences immediate purchase decisions but also strengthens long-term customer relationships and loyalty (Rizky, 2023; Nurchayati et al., 2022).

Importantly, the results also highlight that experiential marketing and consumer trust are interconnected and mutually reinforcing. Positive experiences generated through experiential marketing can enhance consumer trust by demonstrating the company's commitment to delivering value and satisfaction. At the same time, higher levels of trust make consumers more receptive to marketing efforts and experiences offered by the business. This synergy creates a stronger overall impact on consumer purchase decisions, as both emotional engagement and cognitive assurance are addressed simultaneously.

Therefore, the integration of experiential marketing and consumer trust represents a strategic approach for businesses seeking to improve purchasing decisions and maintain competitiveness. By delivering engaging customer experiences while ensuring consistency, transparency, and reliability, companies can create superior value for consumers and foster sustainable relationships in the long term.

6. Conclusions

This study concludes that experiential marketing and consumer trust are key determinants of purchasing decisions in the context of smartphone retail. Experiential marketing enhances consumer engagement by creating meaningful and memorable interactions, which ultimately influence how consumers perceive and evaluate products. At the same time, consumer trust plays a critical role in reducing uncertainty and strengthening consumers' confidence in making purchase decisions. The findings also reveal that both variables work synergistically, indicating that a combination of positive customer experiences and strong trust can significantly improve purchasing behavior.

From a practical perspective, these findings imply that businesses should prioritize not only product quality but also the overall customer experience and trust-building strategies. Companies need to design engaging and interactive shopping environments, improve service quality, and ensure transparency in transactions to foster consumer trust. In highly competitive markets, delivering consistent and reliable experiences can differentiate a business from its competitors and encourage customer loyalty. Therefore, integrating experiential marketing strategies with trust-building efforts can serve as an effective approach to enhancing customer satisfaction and long-term business performance.

Despite its contributions, this study has several limitations that open opportunities for future research. This research focuses only on two variables, while other factors such as brand image, price perception, digital marketing, and customer satisfaction may also influence purchasing decisions. Future studies are recommended to incorporate additional variables or explore mediating and moderating effects to provide a more comprehensive understanding of consumer behavior. Moreover, expanding the research context to different industries or regions and employing more diverse sampling techniques would improve the generalizability of the findings.

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