

## THE INFLUENCE OF CUSTOMER INVOLVEMENT IN MEMORABLE CUSTOMER EXPERIENCE (MCE) IN MEDIATING THE EFFECT OF EXPERIENTIAL MARKETING ON REVISIT INTENTION AT BEACHWALK BALI

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### Abstract

This study aims to analyze the effect of experiential marketing on revisit intention through the mediating role of memorable customer experience among visitors of Beachwalk Bali. The study employed a quantitative approach with an associative research design grounded in the Stimulus–Organism–Response (SOR) theory. A total of 160 respondents were selected using purposive sampling techniques. Data were collected through Likert-scale questionnaires and analyzed using Hayes PROCESS Macro Model 4 with a bootstrapping approach. The findings reveal that experiential marketing has a positive and significant effect on both memorable customer experience and revisit intention. Memorable customer experience also exerts a positive and significant influence on revisit intention and is proven to partially mediate the relationship between experiential marketing and revisit intention. These findings indicate that a memorable shopping experience can enhance visitors' intentions to revisit Beachwalk Bali.

**Keywords:** Experiential Marketing, Memorable Customer Experience, Revisit Intention.

### INTRODUCTION

The development of the retail industry in Indonesia, particularly within the shopping mall sector, has experienced significant growth in recent years. This trend is aligned with the increasing purchasing power of consumers and shifting consumption patterns that prioritize experiences over mere transactional purchases. Such conditions have intensified competition among shopping center operators, compelling them not only to offer high-quality products but also to create unique and memorable shopping experiences for consumers. In the context of Beachwalk Bali's marketing strategy, companies are increasingly required to focus on creating experiences capable of establishing emotional connections with consumers, as 73% of consumers prioritize experience over price or product quality (Alexander & Varley, 2025; Sharma et al., 2022). The concept of experiential marketing has therefore emerged as a primary strategy adopted by various shopping centers, including Beachwalk Bali. Unlike conventional marketing approaches that emphasize product features and pricing, experiential marketing focuses more on creating emotional experiences perceived through five dimensions: sense, feel, think, act, and relate (Urdea & Constantin, 2021). This approach has proven to be more effective in building emotional bonds with consumers and generating differentiation amid intense retail market competition. Experiential marketing enables consumers not only to purchase products but also to engage in experiences that stimulate their senses and emotions. Within the contemporary retail

context, superior shopping experiences have become a core objective of luxury retail servicescapes, where retailers emphasize the creation of memorable encounters to enhance purchase intentions and revisit behavior (Hashmi et al., 2020; Urdea et al., 2023).

In the context of shopping centers, the creation of memorable customer experiences has become a crucial determinant of experiential marketing success. Memorable customer experience can be defined as an impressive and lasting experience embedded in consumers' memories, which subsequently influences future behavior, including the intention to revisit and recommend the destination to others (Hosany et al., 2022; Sharma et al., 2022). The phenomenon of memorable experiences has attracted substantial scholarly attention in consumer service studies because of its significant impact on customer satisfaction and loyalty behavior (Moliner-Tena et al., 2023; Chen, 2024). Previous studies indicate that memorable customer experience functions as a bridge connecting experience-oriented marketing strategies with positive consumer behavioral outcomes. In the era of digital and phygital retailing, customer experience has become increasingly crucial, as more than 40% of consumers are willing to pay higher prices for friendly and welcoming experiences (Alexander & Varley, 2025). One of the primary indicators of experiential marketing success is a high level of revisit intention. Revisit intention is influenced not merely by functional factors such as tenant completeness, product variety, or accessibility, but more importantly by the emotional and psychological experiences perceived during consumers' visits. Consumers who gain memorable experiences tend to develop stronger attachments to a place and demonstrate a greater desire to relive similar experiences (Rather & Hollebeek, 2021; Ahmed et al., 2022). Recent studies further demonstrate that memorable experiences play a strong mediating role in the relationship between customer experience and behavioral intentions (Kim & So, 2022; Hosany et al., 2022). Within the shopping mall context, retaining repeat customers is not only more economical but also five times more profitable than attracting new customers, making the understanding of revisit intention mechanisms critically important (Bramantoko & Maridjo, 2024; Malki et al., 2024).

Beachwalk Shopping Center Bali represents one of the retail destinations implementing experiential marketing comprehensively. Strategically located along Kuta Beach, Beachwalk offers a unique open-air shopping concept that integrates shopping and tourism experiences within a single destination. This concept allows visitors to enjoy a distinctive shopping experience compared to conventional malls, where they can simultaneously appreciate ocean views, sunsets, and a beach atmosphere while shopping. The integration of natural elements with the retail environment creates a multisensory experience capable of influencing consumer perceptions and behavior (Sharma et al., 2022; Esfandiar et al., 2023). Beachwalk's uniqueness lies in its ability to integrate various experiential marketing elements to create memorable customer experiences. Visitors not only shop but also engage in diverse activities such as watching art performances, taking photographs at attractive spots, or simply relaxing while enjoying the scenery. This combination successfully creates unforgettable experiences and encourages visitors to return repeatedly. Previous studies suggest that experiences involving multiple touchpoints and sensory elements are more easily remembered and

exert stronger impacts on consumer behavior (Flacandji & Krey, 2020; Pang & Sanders, 2025).

Based on preliminary observations, the revisit rate to Beachwalk is relatively high, particularly among tourists who have previously visited the destination. Many visitors state that they intend to return not only for shopping purposes but also to relive the experiences they once enjoyed. This phenomenon indicates a strong relationship between the implementation of experiential marketing and revisit intention, where memorable customer experience acts as a connecting bridge between the two variables. This finding aligns with previous studies asserting that memorable experiences mediate the relationship between customer experience and behavioral outcomes (Moliner-Tena et al., 2023; Hosany et al., 2022). Nevertheless, several important issues warrant further investigation. First, prior studies have produced inconsistent findings regarding the mechanism through which experiential marketing influences revisit intention. Some studies report that experiential marketing directly and significantly affects revisit intention (Chen et al., 2022; Bramantoko & Maridjo, 2024), whereas others suggest that the direct effect is insignificant and requires mediating variables such as customer satisfaction or emotional value (Rather & Hollebeek, 2021; Ahmed et al., 2022). Chen et al. (2022), for instance, explicitly found that consumption emotion did not mediate the relationship between experiential marketing and revisit intention (normalized effect: 0.142, t-value: 0.995), highlighting the complexity of psychological mechanisms underlying this process. Such inconsistencies indicate the existence of a missing link in understanding the influence mechanism of experiential marketing on revisit intention.

Second, although the concept of memorable customer experience has been extensively examined within tourism and hospitality contexts, studies specifically analyzing its mediating role in the relationship between experiential marketing and revisit intention remain limited, particularly within shopping malls located in tourism destinations (Urdea et al., 2023; Alexander & Varley, 2025). Most previous studies have focused primarily on direct relationships among variables or have employed other mediators such as customer satisfaction, experiential value, or consumption emotion without considering the unique role of memorable customer experience, which possesses distinctive characteristics within consumers' long-term memory (Hosany et al., 2022; Sharma et al., 2022). Recent research emphasizes the importance of understanding the psychological mechanisms mediating experiential marketing impacts; however, the proposed mediators in prior studies remain broad marketing constructs that fail to provide in-depth insights into these mechanisms (Urdea & Constantin, 2023; Chen & Wu, 2023). Third, within an increasingly competitive retail environment, there exists a research gap regarding how retailers can establish sustainable competitive advantages through memorable experiences in the era of phygital retailing (Alexander & Varley, 2025; Bruce et al., 2023). Contemporary retailing has evolved from a transactional exchange process into the delivery of memorable shopping experiences, yet understanding the mediating mechanism of memorable customer experience within shopping malls, particularly those located in tourism destinations, remains limited (Esfandiar et al., 2023; Pang & Sanders, 2025). Recent literature further confirms that there is still a lack of comprehensive understanding

regarding how memorable experiences mediate the relationship between experiential marketing strategies and long-term behavioral outcomes in shopping mall contexts (Hosany et al., 2022). Fourth, from a practical perspective, shopping mall operators in Indonesia, especially those situated in tourism areas such as Beachwalk Bali, face challenges not only in attracting new visitors but also in maintaining the loyalty of existing visitors in the post-pandemic era, during which consumer behavior has undergone substantial transformation (Bruce et al., 2023; Malki et al., 2024). Understanding how memorable customer experience mediates the influence of experiential marketing on revisit intention can provide strategic insights for shopping mall management in optimizing experiential marketing investments and creating differentiated competitive advantages. Recent studies emphasize that memorable customer experiences exert significant long-term impacts on behavioral intentions and customer loyalty; however, their application within Indonesian tourism-oriented shopping mall contexts remains underexplored (Sharma et al., 2022; Chen, 2024).

This study is considered important for several reasons. First, it seeks to fill the theoretical gap by identifying and empirically verifying the mediating role of memorable customer experience in the mechanism through which experiential marketing influences revisit intention, particularly within shopping centers located in tourism destinations. Second, the findings are expected to contribute practical insights for retail managers in designing more effective experiential marketing strategies focused on creating memorable experiences. Third, this study will enrich the literature on experiential marketing and consumer behavior within the Indonesian context, particularly Bali as a leading tourism destination.

Based on the aforementioned background and research problems, the researchers are interested in conducting further analysis regarding “The Influence of Customer Involvement in Memorable Customer Experience (MCE) in Mediating the Effect of Experiential Marketing on Revisit Intention at Beachwalk Bali.”

## **RESEARCH METHOD**

This study employed a quantitative approach with an associative research design to analyze the relationships among variables, particularly the effect of experiential marketing (X) on revisit intention (Y) through the mediation of memorable customer experience (M). The research was conducted at Beachwalk Bali, selected due to its integration of local cultural shopping experiences and beach tourism atmospheres, thereby representing diverse visitor characteristics. The object of the study focused on visitor behavior in forming memorable experiences that potentially encourage revisit intentions. The research variables consisted of the independent variable (experiential marketing), the mediating variable (memorable customer experience), and the dependent variable (revisit intention), each operationalized through measurable indicators based on previous literature (Hair et al., 2021; Schmitt, 1999; Tian, 2022; Kim et al., 2012; Chen, 2024).

The population of this study comprised all visitors of Beachwalk Bali, categorized as an infinite population. Consequently, the sampling technique employed was non-probability sampling using purposive sampling methods. The sample consisted of 160 respondents selected based on specific criteria, including having visited Beachwalk Bali

at least once within the past six months, being at least 17 years old, and possessing a minimum educational background equivalent to senior high school. Both qualitative and quantitative data were utilized, sourced from primary data collected through questionnaires and secondary data obtained from relevant literature. Data collection was conducted through surveys using Google Form-based questionnaires, distributed both directly and indirectly. Measurements employed a five-point Likert scale, with validity and reliability tested using Product Moment correlation and Cronbach's Alpha (Hair et al., 2021; Malhotra, 2019; Sekaran & Bougie, 2016).

Data analysis was conducted using descriptive and inferential statistics to provide an overview and test the relationships among variables. Hypothesis testing employed the PROCESS Macro method in SPSS developed by Hayes, specifically Model 4 for simple mediation analysis. This analysis included testing both direct effects and indirect effects using a bootstrapping approach with 5,000 replications and a 95% confidence level. The mediation effect was considered significant when the confidence interval did not include zero, thereby demonstrating the role of memorable customer experience in mediating the relationship between experiential marketing and revisit intention (Hair et al., 2021; Hayes, 2018).

## RESULTS AND DISCUSSION

### Respondent Characteristics

**Table 1. Respondent Characteristics**

Characteristics	Classification	Number of Respondents	Percentage (%)
<b>Gender</b>	Male	59	36.9
	Female	101	63.1
	<b>Total</b>	<b>160</b>	<b>100</b>
<b>Age</b>	17–25 Years	66	41.3
	26–33 Years	53	33.1
	34–41 Years	30	18.8
	42–50 Years	11	6.9
	<b>Total</b>	<b>160</b>	<b>100</b>
<b>Educational Background</b>	Senior High School/Vocational School	69	43.1
	Diploma	16	10.0
	Bachelor's Degree	68	42.5
	Postgraduate Degree	7	4.4
	<b>Total</b>	<b>160</b>	<b>100</b>
<b>Occupation</b>	Government Employee	15	9.4
	Private Employee	55	34.4
	Student	59	36.9
	Entrepreneur	31	19.4
	<b>Total</b>	<b>160</b>	<b>100</b>
<b>Monthly Income</b>	< IDR 2,000,000	35	21.9

Characteristics	Classification	Number of Respondents	Percentage (%)
	IDR 2,000,000 – IDR 5,000,000	75	46.9
	IDR 5,000,001 – IDR 10,000,000	50	31.3
	<b>Total</b>	<b>160</b>	<b>100</b>

Source: Processed Data, 2026.

Based on Table 1, the majority of Beachwalk Bali respondents were female, accounting for 101 individuals (63.1%), indicating a strong female interest in shopping activities and brand exploration. In terms of age, respondents were predominantly within the 17–25 years age group (41.3%) and the 26–33 years age group (33.1%), reflecting the dominance of consumers within the productive age category who tend to place greater emphasis on experience and lifestyle. Regarding educational background and occupation, most respondents were senior high school/vocational school and bachelor's degree graduates, with the dominant occupations being students and private employees, suggesting that Beachwalk Bali attracts socially active consumer groups. Furthermore, the majority of respondents earned between IDR 2,000,000 and IDR 5,000,000 per month, indicating that middle-income groups primarily dominate Beachwalk Bali consumers.

#### Description of Research Variables

Table 2. Criteria for Variable Description

Average Score	Experiential Marketing	Memorable Customer Experience	Revisit Intention
1.00 – 1.79	Very Poor	Very Poor	Very Low
1.80 – 2.59	Poor	Poor	Low
2.60 – 3.39	Fair	Fair	Moderate
3.40 – 4.19	Good	Good	High
4.20 – 5.00	Very Good	Very Good	Very High

Source: Sekaran & Bougie (2016:216).

Based on the descriptive analysis results, the experiential marketing variable obtained an overall average score of 3.81, categorized as good, indicating that respondents held positive perceptions regarding the experiences provided by Beachwalk Bali, particularly in terms of its comfortable atmosphere and the alignment between brands, activities, and consumers' lifestyles, although aspects related to design and visual attractiveness were still perceived as only moderately favorable. The memorable customer experience variable achieved an overall average score of 3.70, also categorized as good, suggesting that the shopping experience at Beachwalk Bali was able to create positive impressions and stimulate consumers' enthusiasm, although it had not fully provided new personal insights for visitors. Meanwhile, the revisit intention variable obtained an average score of 3.69, categorized as high, indicating a strong consumer intention to revisit and recommend Beachwalk Bali to others, despite the fact that not all respondents considered Beachwalk Bali their primary choice compared to other shopping centers.

### Inferential Analysis Results

Inferential statistics are statistical methods used to analyze sample data, the results of which are generalized (inferred) to the population from which the sample is drawn (Hair et al., 2021:336). The inferential statistical analysis employed in this study was the Hayes PROCESS Macro test using the PROCESS Procedure for SPSS Version 4.2.

### Results of Hayes PROCESS Macro Analysis

This study analyzed the effect of Experiential Marketing (X) on Revisit Intention (Y) with Memorable Customer Experience (M) serving as the mediating variable. Hypothesis testing was conducted using the Hayes PROCESS Macro method in SPSS to examine both direct and indirect effects among variables through a bootstrapping approach, thereby producing more accurate effect estimations. The research hypotheses included the positive and significant effect of Experiential Marketing on Revisit Intention, the effect of Experiential Marketing on Memorable Customer Experience, the effect of Memorable Customer Experience on Revisit Intention, and the mediating role of Memorable Customer Experience in the relationship between Experiential Marketing and Revisit Intention.

**Table 3. Results of the First Path Analysis**

Model	Coeff	SE	t	p
Constant	7,720	1,110	6,958	0,000
Experiential Marketing	0,283	0,028	9,988	0,000

$R^2 = 0,387$

Outcome Variable: Memorable Customer Experience

Source: Processed Data, 2026.

Based on the output of the Hayes PROCESS Macro in the first path, the following equation was obtained:

$$M = \alpha + aX + e_1$$

$$M = 7,720 + 0,283X + e_1$$

The Experiential Marketing coefficient of 0.283 indicates a positive effect on Memorable Customer Experience. This implies that every increase in Experiential Marketing is followed by an increase in consumers' Memorable Customer Experience at Beachwalk Bali. The significance value of  $0.000 < 0.05$  indicates that the effect is statistically significant.

The coefficient of determination ( $R^2$ ) in the first path was 0.387, indicating that 38.7 percent of the variation in Memorable Customer Experience can be explained by Experiential Marketing, while the remaining 61.3 percent is explained by other variables outside the research model.

The residual coefficient in the first path was calculated as follows:

$$e_1 = \sqrt{(1 - R^2)} = \sqrt{(1 - 0,387)} = 0,783$$

The residual value of 0.783 indicates that there are still other factors outside the model influencing the formation of Memorable Customer Experience.

**Table 4. Results of the Second Path Analysis**

Model	Coeff	SE	t	p
Constant	-0,157	1,013	-0,155	0,877
Experiential Marketing	0,165	0,029	5,719	0,000
Memorable Customer Experience	0,466	0,064	7,333	0,000

R<sup>2</sup> = 0,590

Outcome Variable: Revisit Intention

Source: Processed Data, 2026.

Based on the output of the Hayes PROCESS Macro in the second path, the following equation was obtained:

$$Y = \alpha + c'X + bM + e_2$$

$$Y = -0,157 + 0,165X + 0,466M + e_2$$

The equation indicates that Experiential Marketing has a coefficient of 0.165, signifying a positive effect on Revisit Intention. This means that the better the Experiential Marketing perceived by consumers, the higher their intention to revisit Beachwalk Bali.

Furthermore, the Memorable Customer Experience variable has a coefficient of 0.466, indicating a positive effect on Revisit Intention. This implies that the stronger the memorable experience perceived by consumers, the greater their intention to revisit.

The significance values of both variables, namely  $0.000 < 0.05$ , indicate that these effects are statistically significant.

The coefficient of determination (R<sup>2</sup>) in the second path was 0.590, indicating that 59 percent of the variation in Revisit Intention can be explained by Experiential Marketing and Memorable Customer Experience, while the remaining 41 percent is explained by other variables outside the research model.

The residual coefficient in the second path was calculated as follows:

$$e_2 = \sqrt{(1-0.590)} = 0.640$$

The residual value of 0.640 indicates that there are still other factors outside the model influencing Revisit Intention.

**Figure 1. Path Coefficient Diagram of the Mediation Model of Experiential Marketing, Memorable Customer Experience, and Revisit Intention**

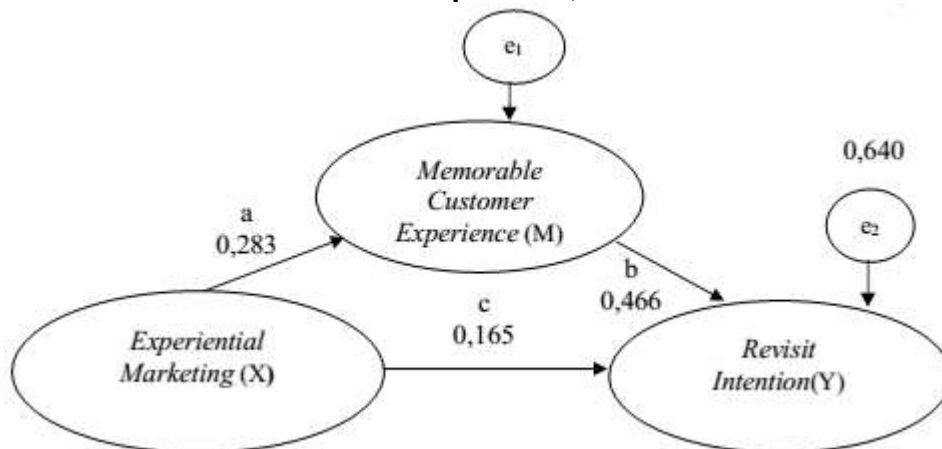


Figure 1 illustrates the magnitude of the influence of experiential marketing on memorable customer experience and revisit intention, as well as the influence of memorable customer experience on revisit intention. The magnitude of each effect was obtained from the path coefficients and the error values derived from each regression equation.

### Hypothesis Testing

#### 1) Results of Direct Effect Hypothesis Testing

**Table 5. Results of Direct Hypothesis Testing**

Hipotesis	Coeff	t	p	Description
Experiential Marketing → Revisit Intention	0,165	5,719	0,000	Significant
Experiential Marketing → Memorable Customer Experience	0,283	9,988	0,000	Significant
Memorable Customer Experience → Revisit Intention	0,466	7,333	0,000	Significant

Source: Processed Data, 2026.

Based on Table 5, the hypothesis testing results indicate that experiential marketing has a positive and significant effect on revisit intention, with a coefficient value of 0.165, a t-value of 5.719, and a p-value of  $0.000 < 0.05$ ; therefore, the first hypothesis is accepted. Furthermore, experiential marketing also has a positive and significant effect on memorable customer experience, with a coefficient value of 0.283, a t-value of 9.988, and a p-value of  $0.000 < 0.05$ , indicating that improvements in experiential marketing are capable of enhancing memorable customer experience; thus, the second hypothesis is accepted.

The subsequent analysis demonstrates that memorable customer experience has a positive and significant effect on revisit intention, with a coefficient value of 0.466, a t-value of 7.333, and a p-value of  $0.000 < 0.05$ . Accordingly, the better the memorable customer experience perceived by consumers, the stronger their tendency to revisit Beachwalk Bali. Therefore, the third hypothesis is accepted.

#### 2) Results of Indirect Effect Hypothesis Testing

**Table 6. Results of Indirect Hypothesis Testing**

Hypothesis	Coeff	BootLLCI	BootULCI	Ket
Experiential Marketing → Memorable Customer Experience → Revisit Intention	0,132	0,084	0,189	Significant

Source: Processed Data, 2026.

Based on Table 6, the results of the indirect effect hypothesis testing in this study can be explained as follows:

##### 1) The Mediating Role of Memorable Customer Experience in the Relationship Between Experiential Marketing and Revisit Intention

The analysis results reveal that the indirect effect of experiential marketing on revisit intention through memorable customer experience is 0.132, with a BootLLCI value of 0.084 and a BootULCI value of 0.189. Since the lower and upper confidence

interval limits do not include zero, this indicates that memorable customer experience significantly mediates the effect of experiential marketing on revisit intention.

The mediating role of memorable customer experience is classified as partial mediation because experiential marketing exerts both significant direct and indirect effects on revisit intention. Therefore, the fourth hypothesis in this study is accepted.

## **Discussion of Research Findings**

### **The Effect of Experiential Marketing on Consumers' Revisit Intention at Beachwalk Bali**

Experiential marketing has a positive and significant effect on consumers' revisit intention at Beachwalk Bali. These findings indicate that experiential marketing is an important factor capable of encouraging consumers' intention to revisit. Experiential marketing is not merely understood as a marketing activity offering products or services, but rather as how Beachwalk Bali creates a holistic experience involving consumers' senses, emotions, thoughts, actions, and social interactions while visiting the shopping center.

In the context of Beachwalk Bali, experiential marketing can be reflected through its unique and open architectural design, the comfortable shopping atmosphere with a distinctive Balinese tropical ambiance, the diversity of attractive tenants, the entertainment provided, accessible facilities, as well as various promotional events and activities that offer different experiences to visitors. These experiences encourage consumers not only to shop but also to enjoy the atmosphere, relax, seek entertainment, and create enjoyable moments. When consumers obtain positive, pleasant, and memorable experiences while visiting Beachwalk Bali, feelings of satisfaction, comfort, and emotional attachment toward the destination emerge.

This emotional attachment subsequently encourages the formation of revisit intention, namely consumers' intention to revisit in the future. Consumers tend to desire repeating experiences that previously created enjoyable impressions because psychologically such experiences are stored as valuable consumption experiences. Conversely, if the experiential marketing perceived by consumers is inadequate, such as an uncomfortable atmosphere, insufficient facilities, unsatisfactory tenant services, or a lack of attractive activities, consumers' intention to revisit Beachwalk Bali may decline. Therefore, the better the experiential marketing implemented by Beachwalk Bali, the higher the consumers' revisit intention. Accordingly, the first hypothesis in this study is accepted.

Experiential marketing is an approach that focuses on creating comprehensive experiences for consumers by engaging their senses, emotions, and thoughts while connecting these experiences with consumers' lifestyles and social contexts. The findings of this study indicate that the comfort provided by Beachwalk Bali is capable of creating enjoyable experiences for consumers. Such pleasant experiences make consumers feel comfortable and enjoy the time they spend there. In addition, the alignment between tenants, brands, and activities with consumers' lifestyles provides enjoyable experiences, causing consumers to perceive Beachwalk Bali not merely as a shopping center but also as a lifestyle destination relevant to their needs and preferences. This condition encourages consumers' intention to revisit Beachwalk Bali

in the future. These findings can be associated with the Stimulus-Organism-Response (SOR) theory, in which experiential marketing acts as the primary stimulus received by consumers. When consumers receive positive experiences while visiting Beachwalk Bali, they develop an intention to revisit the destination as a response.

The results of this study are consistent with the findings of Chen et al. (2022), who stated that experiential marketing significantly influences revisit intention. These findings are also supported by Wu et al. (2014), who demonstrated that experiential marketing affects revisit intention. Similarly, Xu et al. (2022) found that experiential marketing has a significant influence on revisit intention.

### **The Effect of Experiential Marketing on Consumers' Memorable Customer Experience at Beachwalk Bali**

Based on the results of testing the second hypothesis, experiential marketing has a positive and significant effect on consumers' memorable customer experience at Beachwalk Bali. This finding implies that the better the experiential marketing perceived by consumers while visiting Beachwalk Bali, the stronger the memorable customer experience formed. Conversely, poorer experiential marketing perceptions lead to weaker memorable customer experiences. Therefore, the second hypothesis in this study is accepted.

Experiential marketing functions as both a space and a tool for creating psychological impressions stored within consumers' memories, namely memorable experiences. The findings indicate that the comfortable atmosphere experienced by consumers at Beachwalk Bali is capable of creating enjoyable experiences. Such a comfortable atmosphere not only makes consumers feel at ease but also enhances positive impressions and excitement during their visit. Consequently, the enjoyable experiences and comfort perceived by consumers are retained in their memories after the shopping experience ends. These findings can be associated with the Stimulus-Organism-Response (SOR) theory, in which experiential marketing serves as the primary stimulus received by consumers, while the formation of positive memorable customer experiences represents the organism component.

The findings of this study are in line with Schmitt and Zarantonello (2013), who stated that experiential marketing has a positive and significant effect on memorable customer experience. Similarly, Rasoolimanesh et al. (2021) demonstrated that experiential marketing influences memorable customer experience, while Ali et al. (2015) found a significant positive relationship between experiential marketing and memorable customer experience.

### **The Effect of Memorable Customer Experience on Consumers' Revisit Intention at Beachwalk Bali**

The results of testing the third hypothesis indicate that memorable customer experience has a positive and significant effect on consumers' revisit intention at Beachwalk Bali. This finding implies that the better the memorable customer experience perceived by consumers, the greater their intention to revisit Beachwalk Bali. Conversely, poorer memorable customer experiences reduce consumers' intention to revisit. Therefore, the third hypothesis in this study is accepted.

Memorable customer experience is defined as an impressive experience stored within consumers' memories and capable of being recalled after the event has occurred.

The findings of this study reveal that the excitement perceived by consumers signifies emotionally engaging experiences, making them easier to remember and more deeply embedded in consumers' memories. Memorable and enjoyable experiences encourage consumers to repeat such experiences at Beachwalk Bali in the future, thereby increasing their intention to revisit. According to the Stimulus-Organism-Response (SOR) theory, memorable customer experience functions as the organism component, whereby consumers who experience positive memorable customer experiences are encouraged to revisit Beachwalk Bali as a behavioral response.

The findings of this study are consistent with Kim et al. (2012), who demonstrated that memorable customer experience positively and significantly influences revisit intention. This finding is also supported by Kim and So (2022), who, within the tourism context, confirmed the strength of memorable customer experience in encouraging tourists' revisit intentions. Similarly, Sharma et al. (2022) confirmed this positive relationship in the hospitality service context, while Flacandji and Krey (2020) identified a similar pattern within the e-commerce industry.

#### **The Mediating Role of Memorable Customer Experience in the Effect of Experiential Marketing on Consumers' Revisit Intention at Beachwalk Bali**

The results of testing the fourth hypothesis indicate that memorable customer experience is capable of mediating the effect of experiential marketing on consumers' revisit intention at Beachwalk Bali. This is evidenced by the continued significance of the direct effect of experiential marketing on revisit intention after the mediator variable was included in the model, as well as the significant indirect effect through memorable customer experience. These conditions indicate that experiential marketing not only directly increases consumers' intention to revisit but also first creates memorable experiences that subsequently encourage revisit intention.

According to Joseph F. Hair et al., a variable is categorized as partial mediation when the direct effect of the independent variable on the dependent variable remains significant while the indirect effect through the mediator is also significant. Therefore, memorable customer experience in this study is classified as a partial mediating variable because it explains only part of the relationship between experiential marketing and revisit intention, while the remaining influence continues to originate directly from experiential marketing.

Empirically, these findings demonstrate that the experiential marketing stimuli provided by Beachwalk Bali, such as a comfortable shopping atmosphere, attractive architectural design, diverse entertainment, promotional activities, and consumers' interactions with the shopping environment, are capable of directly stimulating revisit intention. Simultaneously, experiential marketing also creates positive, enjoyable, and unforgettable experiences for consumers. These memorable experiences subsequently strengthen consumers' psychological motivation to revisit in the future. Therefore, the fourth hypothesis in this study is accepted. This finding indicates that the better the experiential marketing perceived by consumers while visiting Beachwalk Bali, the stronger the memorable customer experience formed, which in turn significantly enhances consumers' revisit intention.

The relationship between experiential marketing and revisit intention is therefore not merely direct but involves a complex mediation process through the

formation of memorable customer experience. The findings of this study indicate that Beachwalk Bali offers a comfortable atmosphere, along with brands and activities aligned with consumers' lifestyles. Such comfort creates positive emotional experiences, while the compatibility of brands and activities with consumers' lifestyles makes the shopping experience more engaging, memorable, and deeply embedded in consumers' minds. Shopping experiences that evoke positive emotions and excitement encourage consumers' intention to revisit Beachwalk Bali. These findings can also be associated with the Stimulus-Organism-Response (SOR) theory, in which experiential marketing functions as the primary stimulus received by consumers, while memorable customer experience acts as the organism that ultimately drives revisit intention as the behavioral response.

The findings of this study are consistent with Kim and So (2022), who found that experiential marketing does not directly influence revisit intention but instead exerts its influence through the formation of memorable experiences. Moliner-Tena et al. (2023) further confirmed these findings by demonstrating that the partial mediating effect of memorable customer experience is significant in the relationship between experiential marketing and customer loyalty. Similarly, Sharma et al. (2022) identified the same mediation pattern, where memorable customer experience strengthens the relationship between experiential marketing and revisit intention.

## **CONCLUSION**

Based on the findings of this study, several conclusions can be drawn as follows:

1. Experiential marketing has a positive and significant effect on consumers' revisit intention at Beachwalk Bali. This finding indicates that better experiential marketing contributes to increased consumers' revisit intention at Beachwalk Bali.
2. Experiential marketing has a positive and significant effect on consumers' memorable customer experience at Beachwalk Bali. This finding demonstrates that improved experiential marketing contributes to stronger memorable customer experiences among consumers at Beachwalk Bali.
3. Memorable customer experience has a positive and significant effect on consumers' revisit intention at Beachwalk Bali. This finding indicates that stronger memorable customer experiences contribute to increased consumers' revisit intention at Beachwalk Bali.
4. Memorable customer experience serves as a partial mediating variable in the relationship between experiential marketing and consumers' revisit intention at Beachwalk Bali. This finding demonstrates that improved experiential marketing not only directly increases consumers' revisit intention but also indirectly enhances revisit intention through the improvement of memorable customer experiences perceived by consumers.

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