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THE ROLE OF EXPERIENTIAL MARKETING TOWARDS PURCHASE INTENTION IN VERTICAL BUILDING PROPERTY MEDIATED BY BRAND IMAGE AND BRAND AWARENESS

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Abstract: The Covid-19 pandemic has caused various behavioral changes in society, especially in business. People's consumption behavior has shifted to the consumption of daily necessities products, so that sales in property have decreased. This study aims to examine the effect of Experiential Marketing on Purchase Intention at the Ciputra International Jakarta Superblock Project. This research uses a quantitative design using SEM-PLS analysis. The population in this study is sales candy data obtained through Instagram booster ads in the Jakarta area of as many as 334 people, which is also determined by the number of saturated samples. The results showed that experiential marketing variables have a significant influence on brand image and brand awareness. Brand image and brand awareness variables have a significant and positive effect on Purchase Intention. In addition, the results of the mediation of Experiential Marketing variables mediated by Brand Image and Brand Awareness variables have a positive and significant effect on Purchase Intention. The implication of this research is that experiential marketing activities (sense, feel, think, act, and relate) are needed to improve brand image and brand awareness so that they can help increase consumer purchase intention in the vertical building property industry.

Keywords: Brand Awareness, Brand Image, Experiential Marketing, Purchase Intention, Vertical Building

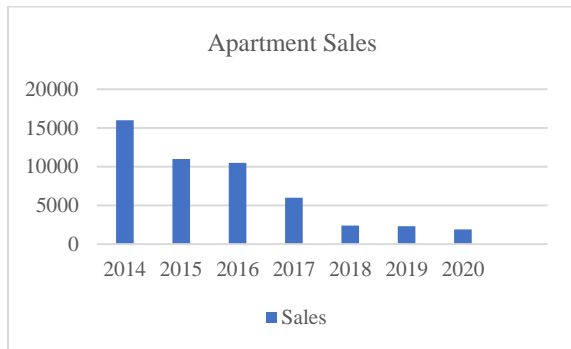
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INTRODUCTION

Adapting to the ever-evolving digital era is inevitable. Digital technology is currently beneficial for Indonesians to connect without being limited by distance and time. The existence of the COVID-19 pandemic conditions that have hit the entire world population since 2020 has made various changes in business behavior. It can be seen in changes in business behavior where several busin

It can be seen in changes in business behavior where several business fields such as wholesale and retail trade, provision of accommodation and provision of drinking food, mining and quarrying, processing industry, transportation, and warehousing have started to run their business using e-commerce (Badan Pusat Statistik, 2021). In addition, based on a research report published by JLL Research and the Indonesian Real Estate Association at the end of 2021 said that there was a decline in apartment sales in 2020.



Source: JLL Research (2022)

Figure 1. Apartment Sales Chart

The data aligns with the sales results owned by PT Ciputra International, showing that from 2014 to 2022, apartment sales decreased, as shown in Figure 2. It is in line with the results of research conducted by Savills Indonesia, stating that in the 2020 semester I, apartment sales decreased by 40 % as a result of the COVID-19 pandemic. In 2020, the largest amount of supply was in Jakarta, with 173,000 units with a distribution of Lower-Middle 48%, Mid-End 25%, Upper-Middle 14%, Upper 12%, and High-end 1%. Marketing restrictions caused the decline in apartment sales during the COVID-19 pandemic, so direct marketing to customers could not be carried out. It has had several impacts on companies engaged in property, include-

ing those experienced by PT Ciputra International. The impacts felt include the marketing finding it challenging to contact prospective buyers offline. Then, prospective buyers cannot attend the marketing gallery to see the show unit. In addition, there was a decrease in the contribution of property agents at PT Ciputra International.

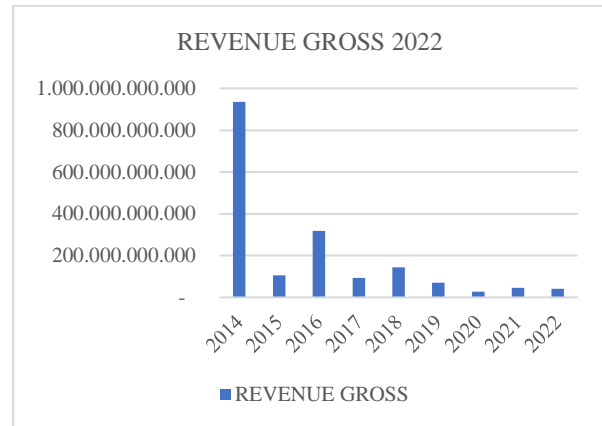


Figure 2. Revenue Gross

Starting from these problems, PT Ciputra International began to innovate a digital platform used as one online marketing method, Virtual Marketing Gallery Experience (VMGE). With this platform, consumers and prospective consumers do not need to come to the marketing gallery office directly; access www.ciputrainternational.com/virtual-marketing-gallery or scan the QR Code provided and placed in several strategic locations around Ciputra International. With this platform, consumers can see the virtual reality of existing show units and facilities that can be enjoyed if customers buy units at Ciputra International. In addition, customers can also be directly connected or connected to all social media and Ciputra International's official project website. Virtual Marketing Gallery Experience (VMGE) is a marketing platform with digital media developed by PT Ciputra International to provide new experiences to its customers. This is in line with the research of Hakim et al. (2021), who found that the Virtual Marketing Gallery Experience is one way in the experiential marketing strategy to introduce a product to consumers. With this VMGE, customers are invited to experience a virtual tour so that they feel a direct sensation of seeing the show unit with various facilities in it. In addition, customers can also

see the gallery available in the form of images and videos. Customers can also get an e-brochure to get more detailed information about the project being worked on by PT Ciputra International. The experience provided through digital media is expected to influence the purchase intention of potential customers so that it can increase sales of apartment units offered by PT Ciputra International by 50%. In line with previous research, experiential marketing can be applied by using new technologies, such as AR, to introduce a brand and increase buying interest (Suluk and Aydin, 2019). It shows that using technology in experiential marketing is not only a catalog to view products but also conveys messages and provides emotional experiences to customers regarding a product. Thus, delivering a product by touching customers' emotional side through the VMGE platform needs to be done because experiential marketing is one of the modern marketing concepts often used by many companies today.

Schmitt (1999) defines experiential marketing as a marketing strategy that emotionally approaches consumers to create positive experiences with the products being marketed. Experiential marketing consists of sense, feel, think, act, and relate. Sjafitri et al. (2018) stated that experiential marketing mainly focuses on sensory responses, influences, actions, and relationships. Therefore, a business entity must be able to create experiential brands connected to consumers' real lives. A brand is a distinguishing name and symbol (such as a logo, stamp, or packaging) to identify the goods and services of a particular producer or a group of producers, thus distinguishing it from the goods or services produced by its competitors (Aaker, 1991). PT Ciputra International uses the VMGE platform to be able to build and strengthen its brand image as a company engaged in the field of High-Rise Building, in accordance with the statement of Ilmi et al. (2023), which defines brand image as a series of tangible and intangible properties such as ideas, beliefs, values, interests and features that make it unique. In addition to being used to build and strengthen the brand image, the VMGE platform is also used to generate awareness of the desired product brand (brand awareness) to be a differentiator between Ciputra Group products and competing products because every marketing activity always strives to obtain a higher level of brand awareness

as top of mind. If a brand is not in the minds of consumers, the brand is not considered in the minds of consumers. Usually, the brands stored in consumers' memories are liked or hated (Akgün et al., 2021). Brand image and brand awareness embedded in the VMGE digital platform are expected to create an image and identity, increase innovation, and persuade potential customers to be interested in buying (purchase intention) apartment products offered by PT Ciputra International. Muktianis and Harianto (2023) stated that purchase intention is a choice made by customers after analyzing several similar products. Customers will select products according to their behavior, analysis results (product function), and habits (behavior). VMGE is a digital platform to market products to consumers. Through VMGE, customers or prospective customers of PT Ciputra Internasional interact through chat with the sales or marketing team to get sales information. In this study, researchers used the Sales Candy program to obtain data on customers or prospective customers who have used the VMGE platform. Sales Candy is a data collection program for customer leads to the marketing team. The data is collected through Instagram Booster Ads. Through this strategy, researchers get data on customer leads who have seen or used VMGE. The sales candy program through Instagram Booster Ads can select customer data that has used VMGE based on demographics such as age and income. Therefore, using sales candy can provide real data about customers who have used VMGE and want to buy apartments in Jakarta.

Previous research shows that experiential marketing is a vital strategy to increase purchase intention, whereas through experiential marketing, there is an increase in consumer purchases (Akgün et al., 2021). It is shown through the research of Hakim et al. (2021), who found that experiential marketing with electronic word-of-mouth strategies on social media can increase Starbucks customers' desire to visit and purchase food and drinks. Furthermore, Sjafitri et al. (2018) state that experiential marketing aspects such as feel marketing, think marketing and related marketing can improve brand image in the banking industry. Dhillon et al. (2022) stated that strategies can be used to increase purchase intention through experiential marketing, including promotions in online communities, gift promotions, flagship stores, expert

services, and showbiz marketing. Thus, these strategies can be used to create a meaningful brand. The creation of brand image, design, innovation, and product exclusivity can also be a strategy to increase purchase intention through brand image and brand awareness. It is supported by Eliasari and Sukaatmadja (2017), who believe that brand image and design on drinking water packaging can build brand image and brand awareness among customers. In addition, Larasari and Lutfi's (2018) research on mobile phone products also shows that brand awareness and brand image have a positive influence on purchase intention.

Thus, the image and design of a product can provide a holistic experience for customers and increase consumer purchasing interest. Based on the description of previous research, experiential marketing can increase purchase intention. In addition, experiential marketing can also improve brand image and brand awareness, which has an indirect effect on increasing purchase intention. Previous research also focuses on forms of experiential marketing through digital platforms by means of word of mouth (Hakim et al., 2021), promotion through online communities (Sjafitri et al., 2018), and digital catalog applications (Suluk and Aydin, 2019). Similar research was also conducted in the context of businesses in the banking sector (Sjafitri et al., 2018), electronics (Syuhada and Heriyanto, 2017), food and beverage (Hakim et al., 2021), and fashion and cosmetics (Dhillon et al., 2022). In this context, experiential marketing, brand image, and brand awareness can be tested together and have significant results. This study further explores the influence of experiential marketing, brand image, brand awareness, and purchase intention in the property industry sector. In the property industry, experiential marketing is shown through product displays or galleries so customers can experience the product directly. In the study, researchers used the VMGE website as an experiential marketing strategy that can also increase brand awareness and brand image to increase purchase intention.

VMGE website technology is a virtual marketing strategy to get consumers. In addition, the use of technology can also provide an immersive experience for customers. This is because VMGE website platform can provide product descriptions, shape customer feelings, and influence customer attitudes in purchasing. Thus, it is necessary to

conduct further research on experiential marketing, brand awareness, brand image, and purchase intention using the VMGE website platform in the property industry sector. This study aims to examine the effect of experiential marketing on purchase intention through brand awareness and brand image as mediator variables. Research can benefit industries in the property sector by determining marketing strategies that can increase consumer purchases.

LITERATURE REVIEW

Experiential Marketing

Experiential marketing is a marketing strategy concept that emotionally approaches consumers to create positive experiences for the products being marketed. Experiential marketing consists of sense, feel, think, act, and relate (Schmitt, 1999). The research of Akgün et al. (2021) reveals the theoretical background of experiential marketing with all its dimensions and handles studies on the subject with a holistic approach. In addition, it aims to include sample applications for experiential marketing activities carried out by brands. With experiential marketing, a company can provide a new understanding and picture to consumers regarding the product so that a positive experience arises and stimulates consumers to be interested in using the product.

Brand Image

Brand image is consumer confidence in a particular brand. Brand image is a consumer's assessment or impression of a brand in a market (Harto et al., 2021). Aaker et al. (2013) stated that brand image is a unique set of associations marketers want to create or maintain. Hasan and Sohail (2020) stated that brand image or brand image is a series of tangible and intangible properties, such as ideas, beliefs, values, interests, and features that make it unique. Based on the opinions that have been submitted, it can be concluded that brand image is the overall perception of a brand that is formed from information and experience of the brand. Ilmi et al. (2023) explained that brand image indicators consist of three parts: corporate image, user image, and product image. Corporate Image is a set of associations perceived by the consumers for companies that make goods or services. User image is a set of associations consumers perceive of

users who use a product or service. Product image is a set of associations consumers perceive of a product or service.

Brand Awareness

Eliasari and Sukaatmadja (2017) defined brand awareness as a customer's perception of a brand or a customer's image of a product brand in his memory. Meanwhile, Tih and Lee (2013) stated that brand awareness is a factor that directly influences purchase intention because if a product brand has a good image, it will encourage customers to buy the item. Keller (2012) stated that there are four indicators that can be used to determine how far consumers are aware of a brand. Those indicators are Recall, Recognition, Purchase, and Consumption. Recall means how far consumers can remember when asked what brands they remember. A brand name that is simple, easy to pronounce, and has a clear meaning makes a brand easily appear in consumers' memories. Recognition means how far consumers can recognize the brand belongs to a certain category. Purchase means how far the consumer will go to enter a brand into the alternative choices when buying a product/service. Consumption means how far consumers can recognize a brand when using a competitor's brand.

Purchase Intention

Muktianis and Harianto (2023) stated that

purchase intention is a decision made by the customer after analyzing the reasons for buying a particular brand of product or service. Kotler and Armstrong (2014) also stated that customer intentions in analyzing a product brand go through 6 (six) processes, namely awareness of the desired product (awareness), knowledge about the brand (knowledge), interest (interest), preference (preference), trust (persuasion), and buy (purchase).

HYPOTHESIS DEVELOPMENT

Experiential Marketing and Brand Image

Experiential marketing is a new approach to providing information about brands and products. It relates to the consumer experience and is very different from the traditional marketing system that focuses on the benefits of a product (Sjafitri et al., 2018). Their research results show that experiential marketing variables, namely feel, think, and relate, have a significant effect on the brand image at Bank Nagari's Ulak Karang Padang branch. In contrast, sense and act partially have no significant effect on brand image. This research is also in accordance with exploring the impact of AR filters on perceived brand image Lin et al. (2023). Other researchers who support Experiential marketing research are Widiastuti et al. (2023), Chen and Wu (2022), and Marliawati and Cahyaningdyah (2020).

H1: Experiential marketing has a positive and significant effect on the brand image.

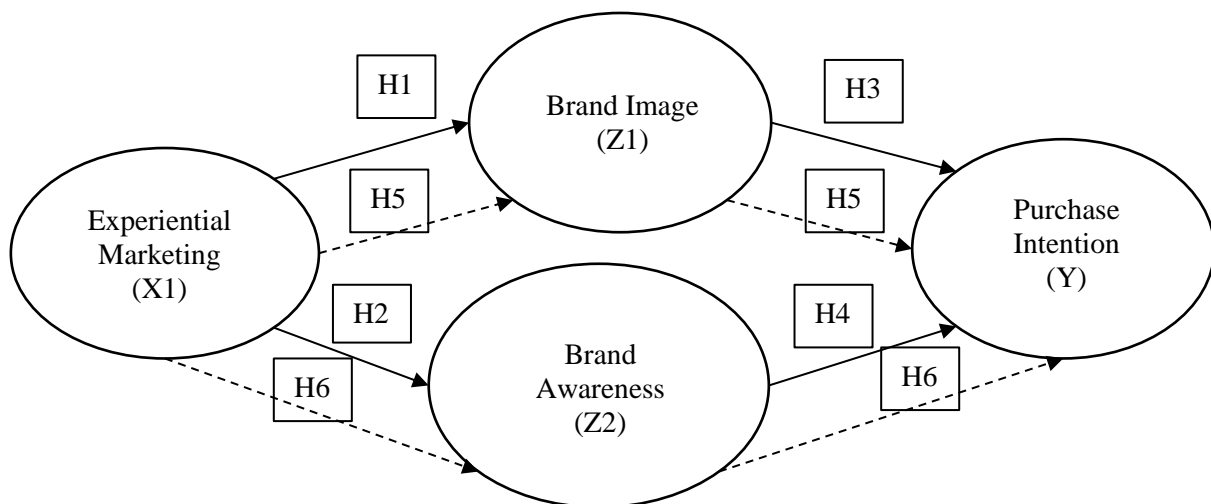


Figure 3. Research Framework

Experiential Marketing and Brand Awareness

Experiential marketing is one of the variables that has a positive impact on brand awareness. One of the important conditions for having a strong brand in the online world is influenced by the trust factor. Trust in a brand is a consumer's desire that the promises a brand offer can be kept. This is in line with the research conducted by Alfina et al. (2021), who stated that experiential marketing has a positive impact on creating brand awareness in clinics. Companies can easily target the consumer brand awareness through experiential marketing assistance, especially online media. The results of research conducted by Syuhada and Heriyanto (2017), which focused on Samsung Electronic Indonesia products, showed that experiential marketing has a significant influence on brand awareness. Another study that supports this hypothesis is Gutierrez et al. (2023), Haumer et al. (2020), and Davey et al. (2024).

H2: Experiential Marketing has a positive and significant effect on brand awareness.

Brand Image and Purchase Intention

Kotler and Keller (2012) and Larasari and Lutfi (2018) defined brand image as a belief held by consumers that is reflected or embedded in the mind and memory of a consumer. Perceptions can be formed from information or past experiences of these consumers. The results of research conducted by Larasari and Lutfi (2018) showed that brand image has a positive and significant influence on purchase intention. Research that supports this research is Mulyandi and Tjandra (2023), Armawan et al. (2023), Kamu et al. (2023), Ilmi et al. (2023), Muktianis and Harianto (2023).

H3: Brand image has a positive and significant effect on purchase intention.

Brand Awareness and Purchase Intention

Eliasari and Sukaatmadja (2017) showed that brand awareness has a positive and significant influence on purchase intention; where in this study, it was found that the higher consumer awareness of the Kaori brand, the consumer's intention to buy Kaori brand bottled water will also increase. The research of Eliasari and Sukaatmadja (2017) also confirms the results of research conducted by Petahiang et al. (2015) with objects on OLX online stores at FEB Unsrat Manado to support pre-

vious research conducted by Nursalim (2023), Pratama et al. (2023). where the study also found that brand awareness variables affect purchase intention.

H4: Brand awareness has a positive and significant effect on purchase intention.

Mediation Role of Brand Image

Subawa et al. (2020) showed the effect of experiential marketing on the purchase intention of the OVO brand product. This is reinforced by research by Kamu et al. (2023), which examines the effect of brand image on customer purchase intention for Starbucks in Manado City. Other researchers who support this are Khoirunnisa and Albari (2023), Guliyevev (2023), and Armawan et al. (2023).

H5: Experiential marketing affects purchase intention through brand image.

Mediation Role of Brand Awareness

Wang et al. (2022) examined Augmented reality (AR) app use in the beauty product industry, which affects consumer purchase intention of beauty industry product brands. Other research that supports this is the research of Akbar et al. (2023), which examines the effect of product packaging design and online customer reviews on brand awareness and their impact on online purchase intention. Other research that supports this research are Kim et al. (2023), Gutierrez et al. (2023), and Pratama et al. (2023).

H6: Experiential marketing affects purchase intention through brand Awareness.

METHOD

This research is quantitative research, which applies the use of questionnaires and data in the form of numbers, tabulations, and calculations using a statistical analysis system whose results form the basis for analysis and drawing conclusions (Sugiyono, 2017). The purpose of quantitative research is to test and prove the relationship between variables, which is formulated using specific statistical methods from the theory that is believed. The theory used is a theory related to the influence of experiential marketing on purchase intention. This research was conducted at Ciputra International Jakarta for customers in the Jakarta area. The time of the research was carried out after the re-

search and received the supervisor's approval. The research was conducted from June 2022 to December 2022. The data collection procedure used was structured data collection, namely data collection by submitting a formal questionnaire that presented questions that had been arranged regularly beforehand. Data collection in this study used a survey method using online questionnaires to reach a wider range of respondents. Another reason for using an online questionnaire is that we want to get respondents who are truly potential customers from Ciputra International who have used the VMGE application. The results of the data obtained will be further analyzed using statistical methods. This study's questionnaire was composed of closed statements related to the research variables-questionnaire responses using a Likert scale range of five. The Likert scale is used to measure the level of respondents' attitudes, opinions, and perceptions, which will be measured and described by researchers (Sugiyono, 2017). Sample data is obtained based on sales candy data conducted for 1 (one) month. Sales Candy is one of the new leads data collection programs carried out by PT Ciputra International through Instagram Booster Ads. After being selected based on age, demographics, and income, lead data is obtained, used as the basis for determining a population of 334 people, and then used as sampling data, called saturated sampling. Sugiyono (2017) stated that saturated sampling is a sampling technique when all population members are sampled. Data collection in this study used a survey method using an online questionnaire in order to reach a wider range of respondents. The data collection tool used in this study uses a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Experiential marketing variables are measured using the experiential marketing scale developed by the researcher. Experiential marketing indicators, namely sense, feel, think, act, and relate (Schmitt, 1999). The operational definition of experiential marketing refers to the marketing strategy implemented by PT Ciputra International to provide more information to potential customers through online media. Brand image variables are measured using a brand image scale developed by the researcher. Brand image indicators include corporate image, user image, and product image

(Simamora, 2008). The operational definition of brand image refers to the assessment or impression of consumers of brands in a market, both positive and negative impressions, through the use of PT Ciputra International's VMGE application in offering products to potential customers. Brand awareness variables are measured using a brand awareness scale developed by the researcher. The brand awareness indicators, namely recall, recognition, purchase, and consumption (Keller, 2012). The operational definition of brand awareness refers to customer perceptions of a brand or customer images of a product brand in their memory through the VMGE application, PT. Ciputra International. The purchase intention variable is measured using a purchase intention scale developed by the researcher. Purchase intention indicators are transactional, referential, preferential, and exploratory (Muktianis and Harianto, 2023). The operational definition of purchase intention refers to the attraction or purchase of customers' interest after analyzing several products through the VMGE application. Then, the data analysis technique used is SEM (Structural Equation Model). The SEM analysis was used to test the validity of the model proposed in the study as well as to test the hypotheses that have been proposed.

RESULTS

Participants who took part in this study consisted of 334 candy sales in the DKI Jakarta area. The majority of participants were male, as many as 195, while 139 were female, with an average age of 36-45 years. Then, the participants in this study live in West Jakarta, with the majority of income above 25 million per month. In addition, the majority of participants worked as entrepreneurs. The distribution of participants' demographic data can be seen in Table 1.

Testing Outer Model

Outer model analysis is carried out to measure the outside of the Structural Equation Modeling (SEM) model using the Partial Least Square (PLS) method. In addition, outer model analysis is also used to test reliability and validity. Researchers tested the validity of measuring instruments using convergent and discriminant validity tests using SEM-PLS through Smart PLS 3.0 software.

Table 1. Demographic Data of Participants

Demographic Characteristic		%
Gender	Male	58%
	Female	42%
Age	19 - 35 years	24%
	36 – 45 years	42%
	46 – 55 years	25%
	>56 years	9%
Domicile	Central Jakarta	5%
	North Jakarta	6%
	South Jakarta	11%
	West Jakarta	49%
	East Jakarta	5%
	Others	24%
Salary	<Rp. 25.000.000	41%
	Rp. 25.000.000 – Rp. 50.000.000	24%
	>Rp. 50.000.000	35%

Convergent Validity

Convergent validity can be tested using the Average Variance Extracted (AVE) value. The validity test calculation is based on comparing r -count and r -table with a critical factor of 0.5. If r -count > r -table, the variable is declared valid, and vice versa. If r -count < r -table, then the variable is declared invalid. Researchers conducted AVE analysis to test the convergent validity of the scale of each variable. Then, the researcher also conducted a reliability test to see the consistency of the scale used in this study. The results of the validity test through AVE analysis show that experiential marketing (0.748), brand image (0.689), brand awareness (0.758), and purchase intention (0.805) variables have a value greater than the critical value used, which is more than 0.5. These results explain that all variables in this study have good construct validity.

Discriminant Validity

A discriminant validity test can be done by testing the cross-loading value. If r count > r table, then the indicator is declared valid. Otherwise, the indicator is declared invalid if r count < r table. The critical value of the loading factor is 0.7. The results of the discriminant validity analysis show that the cross-loading between indicators and other

variables in the study is above 0.7, so it can be said to be valid.

Reliability Testing

The reliability test aims to determine a measuring instrument's consistency level. Reliability testing can be tested using Cronbach's alpha and composite reliability. A variable is said to be reliable if Cronbach's alpha > 0.6 and composite reliability > 0.7. Based on the reliability test results show that the composite reliability and Cronbach's alpha values of all experiential marketing variables, brand image, brand awareness, and purchase intention are above 0.7, so it can be concluded that all variables have good consistency.

Inner Model Analysis (Structural Model)

The inner model analysis uses the R-Square test as a determinant to determine the magnitude of the influence of the independent variable on the dependent variable. The R-Square test results show that Experiential Marketing has an influence of 0.614 or 61.4% on brand awareness. Then, the Experiential Marketing variable has an influence on the brand image of PT Ciputra International of 0.617 or 61.7%. Likewise, the brand image and brand awareness variables have an influence on purchase intention of 0.539 or 53.9%.

Hypothesis Testing

The results of hypothesis testing are shown in Table 2, where the significance of the prediction model can be seen through the p-value and t-statistic value. The results of hypothesis testing show that the first hypothesis is accepted, namely that the experiential marketing variable has an influence on the brand image (34.15, P-Values = 0.000). The second hypothesis is accepted. Namely, experiential marketing has a significant influence on brand awareness (30.25, P-values = 0.000). Then, the third hypothesis is also accepted, namely, that brand image has an effect on purchase intention (6.38, P-Values = 0.000). The results of the fourth hypothesis, namely that brand awareness has a sig-

nificant influence on purchase intention (7.20, P-Values = 0.000), are also accepted. The mediation analysis results show that brand awareness can be a mediator variable that has a significant effect in connecting experiential marketing variables to purchase intention. It is indicated by the results of the fifth hypothesis, which is accepted, namely, that the experiential marketing variable affects purchase intention through brand awareness (6.610, P-Values = 0.000). Then, the sixth hypothesis is also accepted, namely, the experiential marketing variable affects purchase intention through brand image (6.060, P-Values = 0.000). Thus, it can be concluded that all hypotheses proposed by researchers are accepted.

Table 2. Hypothesis Result

Hypothesis	Path-Values	t Statistics	P Values
Experiential Marketing (X1) -> Brand Image (Z1)	0.783	34.15	0.000
Experiential Marketing (X1) -> Brand Awareness (Z2)	0.785	30.25	0.000
Brand Image (Z1) -> Purchase Intention (Y)	0.374	6.38	0.000
Brand Awareness (Z2) -> Purchase Intention (Y)	0.41	7.20	0.000
Experiential Marketing (X1) -> Brand Awareness (Z2) -> Purchase Intention (Y)	0.320	6.610	0.000
Experiential Marketing (X1) -> Brand Image (Z1) -> Purchase Intention (Y)	0.300	6.060	0.000

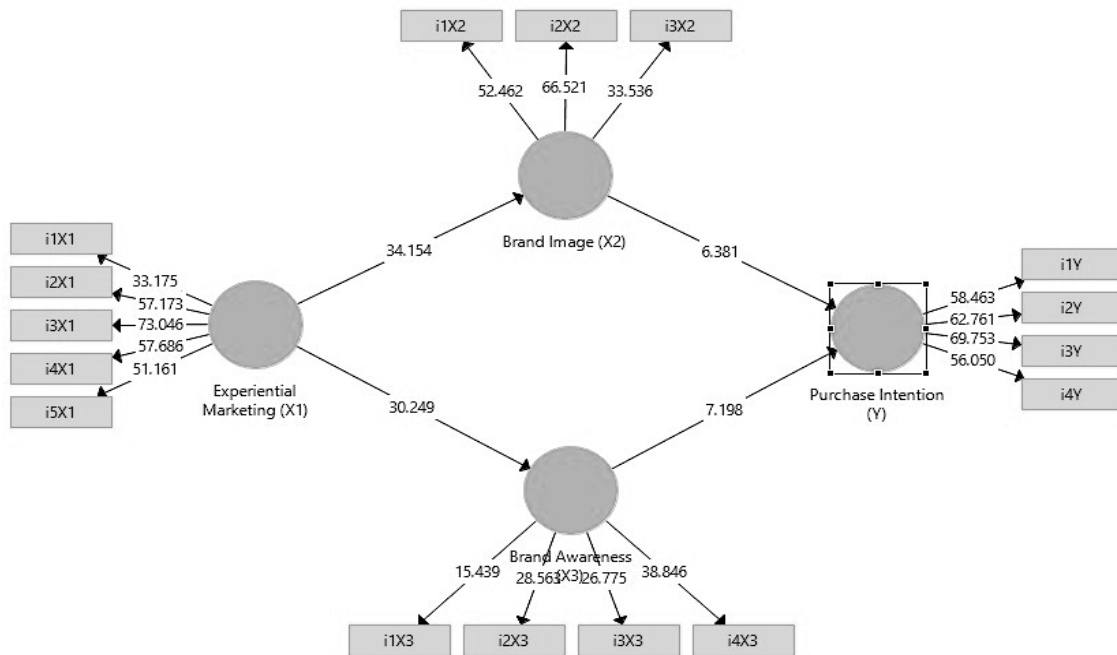


Figure 4. Hypothesis Test Result

DISCUSSION

The largest indicator value of Experiential Marketing variable is related to thinking, namely surprise, intriguing, and provocation. The VMGE application provides information about room details facilities, which can be explored by potential customers so that it is expected to surprise, arouse curiosity, and provoke potential customers to the apartment products offered by PT Ciputra International, who are interested in coming directly to see the products offered. VMGE can also be used as a means of approach and management support to become a strategic target and will be a corporate program.

Experiential Marketing and Brand Image

Based on the research results from testing the first accepted hypothesis, it can be explained that experiential marketing has a positive effect on brand awareness. These results support previous research conducted by Sjafitri et al. (2018), which states that the Experiential Marketing has a positive impact on brand image. The better Experiential Marketing is done, the better the brand image in the eyes of consumers. The influence of marketing strategies implemented in the VMGE application through experiential marketing has a good impact on the brand image of PT Ciputra International. It can be seen from the more recognizable logo of PT Ciputra International, and customers are more confident with the Ciputra International superblock concept. In the VMGE application, the apartments' rooms are displayed following the actual conditions to build an image of potential customers about the lifestyle when they live in the apartment. This research is also in accordance with exploring the effect of AR filters on perceived brand image Lin et al. (2023). Other researchers who support Experiential marketing research are Marliawati and Cahyaningdyah (2020), Chen and Wu (2022), and Widiastuti et al. (2023).

Experiential Marketing and Brand Awareness

Based on the research results from testing the second accepted hypothesis, it can be explained that experiential marketing has a positive effect on brand awareness. The better Experiential Marketing is done, it can increase brand awareness in the eyes of consumers. The influence of marketing strategies implemented in VMGE through experi-

ential marketing has a good impact on the brand awareness of PT Ciputra International. It is because Experiential Marketing activities in VMGE can make potential customers perceive that the apartment project offered by PT Ciputra International is a comfortable residence, not just a residence. Still, the PT Ciputra International project is a Superblock complex. Another impact of experiential marketing implemented in the VMGE application is that potential customers always remember PT Ciputra International as an alternative choice when looking for apartment housing and can show the existence of the PT Ciputra International project, namely in the New CBD Puri location. Other studies that support this hypothesis are Syuhada and Heriyanto (2017), Alfiani et al. (2021), Gutierrez et al. (2023), Haumer et al. (2020), and Davey et al. (2024).

Brand Image and Purchase Intention

Based on the research results from testing the third accepted hypothesis, it can be explained that brand image has a positive and significant effect on purchase intention. This research is in line with research conducted by Larasari and Lutfi (2018), which states that brand image has a positive and significant effect on purchase intention. Prospective consumers have confidence that the superblock concept offered by PT Ciputra International can affect the image that is built related to their lifestyle, so interest in buying apartments offered by PT Ciputra International is increasing because the apartments offered by PT Ciputra International have been made as the first choice when wanting to buy apartment products. The result of the research supported by Mulyandi and Tjandra (2023), Armawan et al. (2023), Kamu et al. (2023), Ilmi et al. (2023), Muktianis and Harianto (2023).

Brand Awareness and Purchase Intention

Based on the research results through testing, the third hypothesis is not accepted. It can be explained that brand image has a positive effect on purchase intention and is significant to purchase intention. This research aligns with Eliasari and Sukaatmadja (2017), who stated that brand awareness has a positive and significant effect on purchase intention. Every consumer has certain reasons for their interest in buying a product. Sometimes, consumers buy products for reasons of de-

sire only. Other reasons are sometimes to fulfill needs without looking at brand awareness, so it is necessary to encourage consumers in making decisions to see in terms of brand awareness the creation of a strong relationship to purchase intention at PT Ciputra International. It also shows that the brand awareness of PT Ciputra International is quite strong in the eyes of potential customers, as it has been perceived that the apartment project provided by PT Ciputra International is a comfortable residence and not just a residence, but a superblock complex so that potential customers make their first choice alternative when interested in buying apartment housing. Not only that, with the perception that it is built, they also voluntarily refer apartment products from the PT Ciputra International project to family, relatives, and friends. In the research of Eliasari and Sukaatmadja (2017) it also confirms the results of research conducted by Petahiang et al. (2015) with objects on OLX online stores at FEB Unsrat Manado to support previous research conducted by Nursalim (2023), Pratama et al. (2023), where the study also found that brand awareness variables affect purchase intention.

Mediation Role of Brand Image

The results of this study indicate that experiential marketing on purchase intention through brand image has a significant influence, so for the VMGE project, the Ciputra application is very good for improving the brand image of PT Ciputra International, which sells vertical building property. Ciputra is known as a developer with a brand for landed property with experiential marketing, and it is very good to introduce a good Ciputra brand image for vertical buildings. The same thing was also researched by Kamu et al. (2023). Other researchers who support this are Isshak and Meriem (2022), Khoirunnisa and Albari (2023), Guliyev et al. (2023), and Armawan et al. (2023).

Mediation Role of Brand Awareness

In the results of this research for the influence of experiential marketing on purchase intention through brand awareness has a significant impact, so for VMGE activities, the application of PT Ciputra International is beneficial to be able to increase sales of vertical building properties because the increased purchase desire will make turnover go

up. Also, the branding of Ciputra will be increasingly known as a developer with a good reputation, especially sales by digital means, which will be further enhanced. It is in accordance with research researched by Kim et al. (2023), Gutierrez et al. (2023), Wang et al. (2022), Akbar et al. (2023), and Pratama et al. (2023).

IMPLICATIONS

Through research, researchers have endeavored to evaluate and improve purchase intention at the Ciputra International Project. This research has an impact on the development of VMGE as a marketing medium. As a form of VMGE development as an optimal marketing media, additional features are needed in the form of maps and videos of the location, superblock area views, and web chats for product discussions. In addition, it is necessary to add placement points for scanning the VMGE barcodes in several locations, such as restaurant areas, supermarkets, markets, and signage. Then VMGE can also be developed outside of the marketing gallery function, such as developing sales features, after-sales service features (financial and progress updates), and after-handover (building management). The implications of this research are also a market penetration and product development strategy to increase consumer purchase intention. The development that will be carried out is to carry out market penetration and product development strategies. Market penetration is done by increasing promotional and marketing costs on the PT Ciputra International's digital media. Some steps that can be taken are to collaborate with several influencers, where influencers can spread the PT Ciputra International brand by explaining the function and value of the product well. The second is to expand the campaign to provide new products as a guarantee of purchasing PT Ciputra International products and further highlight the strategic location because it can be an image of an exclusive lifestyle in the CBD development area as a superblock area. The next implication that PT Ciputra International can do is to carry out a product development strategy. Product development that PT Ciputra International can do is to increase product variety. This is very beneficial for PT Ciputra International to develop several new products in the market that has been built.

RECOMMENDATIONS

The results of this study can be a reference for PT Ciputra International in improving Experiential Marketing strategies through the VMGE application to maintain brand awareness and a strong brand image to increase trust in consumers because it can affect purchase intention by investing in the development of the VMGE application. Then PT Ciputra International can also use the right brand image enhancement to attract consumers so that the brand image of PT Ciputra International can be easily remembered in the minds of consumers. Thus, PT Ciputra International can increase the consumer brand awareness through experiential marketing. The suggestion for further research is that the further research can use the same analysis model for different populations and variables. Researchers suggest using variables that are more directly related to the state of the company under study so that the research results can be used as a means of evaluation to improve the company's management strategy. In addition, it can also increase the research variable to purchase and intention so that it mediates. Then, the current researchers are highrise and can be implemented into landed residential areas so that they can be developed in further research.

However, this research is inseparable from limitations, other factors that influence purchase intention, such as service quality factors or advertising attractiveness, so further research needs to be done to perfect this research. Participants tend to answer the questionnaire better or worse than the actual conditions. Survey results using online questionnaires have not been able to answer in-depth questions about experiential marketing through the VMGE application.

CONCLUSIONS

Based on the results of the study, it can be concluded that experiential marketing has a positive effect on brand image. Then experiential marketing also has a positive effect in increasing brand awareness. Researchers also found that brand image has a significant influence on purchase intention. In addition, the results also show that brand awareness has a significant influence on purchase intention. Researchers also tested the indirect effect between experiential marketing and purchase intention with brand awareness as a mediator. In-

direct influence tests were also conducted between the experiential marketing and purchase intention, with brand image as a mediator. The researchers found the indirect effect test showed that the effect of experiential marketing on purchase intention mediated by brand awareness was stronger than that mediated by brand image. Thus, this research has provided a new understanding of increasing purchase intention by experiential marketing in the vertical building property industry.

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