

The effect of integrated marketing communication, brand image and experiential marketing on customer satisfaction

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Abstract

This study aimed to determine the effects of integrated marketing communication, brand image, and experiential marketing on the satisfaction of Sharia Bank customers. The research used a survey method to collect data from 92 customers. The results indicate that the influence of integrated marketing communication, brand image, and experiential marketing is important for customer satisfaction. These findings illustrate that integrated marketing communication, brand image, and experiential marketing enhance customer satisfaction. The results have important implications, particularly for marketing strategies and customer management practices.

Public interest statements

This research is highly relevant for all banks as it highlights the influence of integrated marketing communication, brand image, and experiential marketing on customer satisfaction. Understanding these factors can help banks enhance their marketing strategies and improve customer experiences, ultimately increasing customer satisfaction and loyalty.

Keywords: Integrated marketing communication, brand image, experiential marketing, customer satisfaction.

Paper type: Case study

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi pemasaran terpadu, citra merek, dan pemasaran eksperiensial terhadap kepuasan nasabah Bank Syariah. Penelitian ini menggunakan metode survei untuk mengumpulkan data dari 92 nasabah. Hasil penelitian menunjukkan bahwa pengaruh komunikasi pemasaran terpadu, citra merek, dan pemasaran eksperiensial penting bagi kepuasan nasabah. Temuan ini menggambarkan bahwa komunikasi pemasaran terpadu, citra merek, dan pemasaran eksperiensial meningkatkan kepuasan nasabah. Hasil penelitian ini memiliki implikasi penting, khususnya untuk strategi pemasaran dan praktik manajemen nasabah.

Pernyataan kepentingan publik

Penelitian ini sangat relevan bagi semua bank karena menyoroti pengaruh komunikasi pemasaran terpadu, citra merek, dan pemasaran eksperiensial terhadap kepuasan nasabah. Memahami faktor-faktor ini dapat membantu bank meningkatkan strategi pemasaran mereka dan meningkatkan pengalaman nasabah, yang pada akhirnya meningkatkan kepuasan dan loyalitas nasabah.

Kata kunci: Integrated marketing communication, brand image, experiential marketing, customer satisfaction

Introduction

The rapid development of the banking sector in the age of technology presents increasingly competitive and complex challenges. As a result, banks must adapt to better meet customer needs (Sujadi Didi, 2023). Providing satisfaction by addressing customer needs is a goal for every company. Meeting these needs is crucial in a business's journey, as it can lead to a competitive advantage. When customers are satisfied with their purchased goods and services, they are more likely to make repeat purchases when similar needs arise (Siagian et al., 2023).

Islamic banks are financial institutions primarily tasked with providing credit, payment, and money circulation services, operating in accordance with Islamic religious norms. According to Law No. 21 of 2008, which addresses Islamic Banking, this law encompasses all aspects related to Islamic banking and Islamic business entities, including institutions, entrepreneurs, and the methods and processes used in their commercial activities (Rahma et al., 2019). Islamic banks are also oriented toward maximizing profits in their operations as business institutions. This necessitates making informed decisions in every action, highlighting the need for strategic steps to achieve optimal goals.

Previous research conducted by Syafrizal Helmi Situmorang et al. (2022) found that brand image positively impacts and plays a significant role in customer satisfaction. Additionally, research by Gunarto (2017) revealed that integrated marketing communication (IMC) at Bank Babel Sumsel did not significantly impact customer satisfaction. A study conducted by Siregar et al. in 2023 concluded that integrated marketing communications significantly impact the brand value and quality of BSI bank customers. Similarly, another study by Effendy et al. (2024) indicated that marketing indicators significantly impact

customer satisfaction. This research stands out from previous studies due to its unique focus, variables studied, methodology, and context. The study combines independent variables - integrated marketing communication, brand image, and experiential marketing - with the dependent variable of customer satisfaction. Additionally, the location and year of the study set it apart from previous research.

Case description

Integrated marketing communication

The American Marketing Association defines integrated marketing communication (IMC) as a strategic approach that ensures all brand messages customers receive are consistent with the services, goods, or societal benefits provided over time (Syari et al., 2023). This approach involves a comprehensive effort to integrate various disciplines of knowledge and combine them to achieve maximum clarity, consistency, and effectiveness in messaging (Kotler & Keller, 2016).

Several key indicators are essential to building effective communication. Advertising encompasses all budgets allocated by sponsors for non-personal presentations and the promotion of ideas, services, or goods. This includes various forms of media, such as electronic and print advertisements, brochures, booklets, posters, flyers, and billboards. Sales promotion refers to short-term strategies to increase sales or purchases of a service or product, including gifts, discounts, coupons, product samples, exhibitions, and contests. Public relations and publicity are crucial in effective communication with stakeholders, fostering "corporate integrity," and addressing potentially damaging stories, issues, and events. Publicity is an objective stimulus that generates demand for goods, services, and ideas through important business information disseminated without compensation. This helps market and maintain the positive reputation of the company or its products, with examples including press releases, press conferences, sponsorships, events, and company newsletters messaging (Kotler & Keller, 2016).

Brand image

According to Keller and Kotler (2016), a brand encompasses a name, expression, symbol, design mark, or a combination of these elements that distinguishes the services or goods of a seller from those of competitors (Tanady & Fuad, 2020). Shimp further elaborates that a strong brand name can evoke specific associations in the minds of consumers when they recall a particular brand. These associations may manifest as perceptions or images linked to the brand, similar to how we think of individuals. The formation of these associations can depend on various factors, including type, support, strength, and uniqueness (Sujadi Didi, 2023). Moreover, Keller and Kotler identify several key aspects contributing to a strong brand name. One important factor is the superiority of brand association, which refers to the quality of the goods being perceived as better than those of competitors. Additionally, the strength of brand association is crucial; every brand possesses a unique personality and essence, and it is the brand owner's responsibility to effectively communicate and promote this identity through advertising and other marketing activities. Lastly, a unique brand association highlights the distinctive characteristics of a product, setting it apart in the marketplace.

Experiential marketing

Experiential marketing, as described by Kalangi and Manengkey, involves marketing strategies that engage the feelings and emotions of consumers, aiming to create memorable experiences that encourage purchases and foster a strong affinity for specific products (Prasetya et al., 2023). Smilansky further defines strategic experiments in marketing as a process that identifies and fulfills consumer desires, facilitating engagement through reciprocal interactions that enhance the brand character and create value for target audiences (Kadafi & Novita, 2021). From this perspective, experiential marketing can be understood as a set of marketing practices focused on generating positive consumer experiences and impressions. This is achieved through direct communication, events, or activities that allow consumers to interact with and explore the products or services being offered. By immersing consumers in branded activities, companies can effectively showcase their offerings and strengthen the emotional connection between the brand and its audience.

Integrated marketing communication has a good influence on customer satisfaction.

Integrated Marketing Communication (IMC) ensures that messages delivered through various channels—such as advertisements, social media, emails, and promotional materials—are consistent and aligned. For organizations, consistent messaging about Sharia products and services can help customers feel more confident and well-informed. Customer satisfaction increases when they receive clear and coherent messages. IMC also helps create a more cohesive and integrated brand experience. At PT Bank Sumut KCP Syariah, customers can expect a seamless and coordinated service experience, from the account opening process to ongoing customer support. A positive and uninterrupted experience can significantly enhance customer satisfaction. Furthermore, IMC allows for better management of customer expectations through clear and timely communication. For PT Bank Sumut KCP Syariah, delivering accurate information about products and services can help customers form realistic expectations, further increasing their satisfaction levels. Similar research has shown that Integrated Marketing Communication has a favorable influence on customer satisfaction. Therefore, the following hypothesis can be formulated:

H1: Integrated marketing communication positively influences customer satisfaction

Brand Image and customer satisfaction

A positive brand image creates a good perception in customers' eyes about the value and quality of the product or service. Suppose customers view PT Bank Sumut KCP Syariah as a financial institution that is trusted, professional, and by sharia values. In that case, they tend to feel more satisfied with the services received. A strong and positive brand image can increase the level of customer trust. Brand credibility, including reputation in terms of compliance with Sharia principles, customer service, and transparency, plays an important role in customer satisfaction. Customers feel more secure and satisfied when they believe in the integrity and competence of the bank. A strong brand image can shape customer expectations of products or services. If the brand image of PT Bank Sumut KCP Syariah

associates the brand with high service quality, customers will have higher expectations. Customer satisfaction tends to increase when the service received meets or exceeds these expectations. Brand image can create emotional engagement with customers. Brands with a positive image and matching customer values can create a deep emotional connection, increasing customer satisfaction because they feel personally connected to the brand. Similar research has shown that Integrated Marketing Communication positively influences customer satisfaction. Therefore, the following hypothesis can be formulated:

H2: Brand Image positively influences customer satisfaction

Experiential Marketing and customer satisfaction

Experiential Marketing aims to create memorable experiences for customers. By providing positive and different experiences, such as special events, educational seminars on Sharia products, or community activities, PT Bank Sumut KCP Syariah can create positive memories that strengthen relationships with customers and increase their satisfaction. Experiential Marketing often involves emotional elements that can build customer engagement. Activities designed to touch the emotional aspects of customers—for example, through storytelling or fun direct interactions—can increase satisfaction because customers feel more connected to the brand. By integrating experiential elements in marketing, PT Bank Sumut KCP Syariah can improve the quality of customer interactions with the brand. For example, activities such as workshops on Islamic financial planning or interactive consultation services can enhance the customer experience and make them feel more valued and satisfied. Positive experiences created through experiential marketing can strengthen customer loyalty. When customers feel satisfied with their experience, they are more likely to remain loyal and recommend the bank to others. Higher loyalty contributes to ongoing satisfaction. Similar research has shown that Integrated Marketing Communication has a favorable influence on customer satisfaction. Therefore, the following hypothesis can be formulated:

H3: Experiential marketing positively influences customer satisfaction

Methods

The research conducted is an explanatory study aimed at defining the levels of variables to be studied and the magnitude of the impact between these variables. This study uses a quantitative assessment method. Data collection involves using research tools and analyzing quantitative data to test the hypothesis. The data collection technique involved distributing questionnaires to a representative sample of Bank Sumut KCP Syariah Marelan Raya customers. The statistical analysis technique used in this study is the SPSS application, which can identify the relationship between two or more variables to create predictive models or identify variables that have a significant influence. The population in this study was all customers from 2021 to 2023 at PT Bank Sumut KCP Syariah Marelan Raya, totaling 1156 customers. The sample used a random sampling technique, taking 8% of the total population, totaling 92 customers.

Measures

As Kotler (2016) outlined, integrated marketing communication variables include several key indicators that contribute to effective communication. These variables encompass advertising, sales promotion, publicity and public relations, personal selling, and direct marketing. Based on the work of Keller and Kotler, brand image is assessed through the following criteria: the superiority of brand associations, the strength of brand associations, and the overall quality of brand associations (Cleanita et al. Mustofa, 2022). As described by Nabila et al. (2015), experiential marketing indicates that an agency effectively implements strategic marketing experiments if it meets five key indicators: sense, feel, think, act, and relate. Additionally, customer satisfaction can be measured using six indicators: overall customer satisfaction, quality of service, confirmation of expectations, repurchase intention, willingness to recommend, and instances of customer dissatisfaction.

The criteria for determining the reliability of the tests conducted in this research indicate that a variable is considered reliable if Cronbach's alpha value is greater than 0.70. According to Table 1, the reliability test results show that all variables fall within the reliable category, as their Cronbach's alpha values exceed 0.70. Specifically, Cronbach's alpha for the Integrated Marketing Communication variable is 0.921; for the Brand Image variable, it is 0.905; for the Experiential Marketing variable, it is 0.941; and for Customer Satisfaction, it is 0.958. Therefore, the research instruments used for each variable in this study are deemed feasible.

Table 1.
Reliability Test Results

Variables	Cronbach's Alpha	Criteria
Integrated Marketing Communication	0,921	Reliable
Brand Image	0,905	Reliable
Experiential Marketing	0,941	Reliable
Customer Satisfaction	0,958	Reliable

Source: Data processed by SPSS 26

Table 2.
Regression results

	Coeff.	SE	p-value
IMC	0,220	0,097	0,027
brand image	0,349	0,131	0,009
experiential marketing	0,794	0,091	0,000
Adj. R ²	,630		
F-statistics	52,641		

Results and discussion

Goodness of fit evaluation

Table 2 shows that the F-value is 52.641. Since the F-value is greater than F_{table} ($52.641 > 2.7$), this indicates that it meets goodness of fit. Moreover, the coefficient of determination (R^2) test assesses the extent to which the independent variables can explain the variation in the dependent variable. This can be observed from the Adjusted R-squared value. If the total determination value (R^2) is close to 1, it suggests that a significant proportion of the variability in the dependent variable is explained by the independent variables. Based on the results of testing the coefficient of determination, the coefficient of determination obtained shows the Adjusted R square value in this study is 0.642. This result means that integrated marketing communication variables, brand image, and experiential marketing can influence 64.2% of customer satisfaction. The remaining 0.358, or 35.8%, is influenced by other variables not examined in this study.

Hypothesis testing

The regression analysis results indicate that the Integrated Marketing Communication (IMC) variable has a coefficient value of 0.220 with a p-value of 0.027, demonstrating a significant positive effect on customer satisfaction. Similarly, the Brand Image variable has a coefficient value of 0.349 with a p-value of 0.009, showing a significant positive impact on customer satisfaction. Additionally, the Experiential Marketing variable has a coefficient value of 0.794 with a p-value of 0.00, indicating an extremely significant positive effect on customer satisfaction. In summary, the findings support hypotheses H1 through H3, confirming that all three independent variables—integrated Marketing Communication, Brand Image, and Experiential Marketing—have a positive and significant influence on customer satisfaction.

Discussion

The results of the hypothesis 1 indicate that Integrated Marketing Communication (IMC) significantly affects customer satisfaction at PT Bank Sumut KCP Syariah Marelan Raya. This finding underscores the importance of integrated marketing interactions in enhancing customer satisfaction at the bank. The study aligns with the research conducted by Fahri Ansari Siregar and M. Lathief Ilhamy Nst (2023), which also demonstrated that integrated marketing interactions significantly impact the brand value of BSI Bank customers, highlighting the role of IMC in influencing customer perceptions and satisfaction. IMC positively impacts customer satisfaction by facilitating a comprehensive and integrated customer experience. When PT Bank Sumut KCP Syariah Marelan Raya employs IMC through various communication channels—such as advertising, promotional activities, and direct marketing—customers gain better insights into the advantages of the bank's products. By effectively communicating the benefits of its offerings, the bank fosters a sense of value and care among customers, enhancing their satisfaction. These findings are consistent with Ahmad Khidayat's research (2022), which also concluded that IMC significantly affects customer satisfaction. This reinforces the notion that a well-coordinated marketing and communication

strategy is crucial for improving customer experiences and satisfaction levels in the banking sector.

Hypothesis 2 testing results indicate that brand image significantly and positively affects customer satisfaction at PT Bank Sumut KCP Syariah Marelان Raya. This finding highlights the critical role of brand image in influencing customer satisfaction within the bank. The results are supported by previous research conducted by Situmorang et al. (2022), which also found that brand image positively and significantly affects customer satisfaction. A positive brand image, as our research at PT Bank Sumut KCP Syariah Marelان Raya suggests, signifies trustworthiness and reliability. When customers perceive the bank as a safe and reputable institution, they are more satisfied with the services provided. This underscores the practical importance of effective brand management, which can enhance customer satisfaction through consistent service delivery and innovations that cater to customer needs. These findings are further corroborated by research conducted by Nasution (2023), which also concluded that brand image positively and significantly affects customer satisfaction. This reinforces the idea that maintaining a strong and positive brand image is essential for banks to foster customer loyalty and satisfaction.

Hypothesis 3 testing results indicate that experiential marketing significantly affects customer satisfaction at PT Bank Sumut KCP Syariah Marelان Raya. This finding emphasizes the important role that experiential marketing plays in enhancing customer satisfaction within the bank. The results align with research conducted by M. Ridho Effendi et al. (2024), which demonstrated that experiential marketing variables significantly and positively influence customer satisfaction. Specifically, as experiential marketing efforts increase, customer satisfaction also rises. This suggests that PT Bank Sumut KCP Syariah Marelان Raya's effective implementation of professional marketing strategies that create meaningful customer experiences has led to a notable positive impact on customer satisfaction. The findings are further supported by previous research conducted by Ningsi (2024), which also concluded that experiential marketing has a positive and significant effect on customer satisfaction. This reinforces the notion that engaging customers through experiential marketing can significantly enhance their overall satisfaction with the bank's services, and provides practical insights for PT Bank Sumut KCP Syariah Marelان Raya to further improve their customer satisfaction levels.

Conclusion

In conclusion, the research findings indicate that Integrated Marketing Communication (IMC), brand image, and experiential marketing significantly and positively affect customer satisfaction at PT Bank Sumut KCP Syariah Marelان Raya. The study highlights the importance of IMC in creating a comprehensive customer experience through various communication channels, which enhances customer perceptions and satisfaction. A strong brand image also fosters trust and reliability, further contributing to customer satisfaction. Furthermore, implementing experiential marketing strategies has proven effective in engaging customers and improving their satisfaction with the bank's services. These results align with previous studies, reinforcing that a well-coordinated marketing strategy, a positive brand

image, and meaningful customer experiences are crucial for enhancing customer satisfaction and loyalty in the banking sector.

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