



## THE EFFECT OF CUSTOMER EXPERIENCE AND SERVICE QUALITY ON PURCHASE DECISION OF EVENT & WEDDING ORGANIZER SERVICES (STUDY ON EVENT & WEDDING ORGANIZER SEVEN PRODUCTION)

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### ABSTRACT

Although marriage rates are decreasing, the wedding industry continues to grow due to the increasing use of event & wedding organizer services for practicality reasons. Intense competition demands companies to provide memorable experiences and high-quality services in order to be hired by consumers. The purpose of this study was to test and analyze the effect of customer experience and service quality on purchase decisions at event & wedding organizers. The study was conducted at Event & Wedding Organizer Seven Production. Research type is a quantitative research, data collection techniques using a Likert scale questionnaire. The sampling technique uses nonprobability sampling through convenience sampling method with a sample size of 130 respondents. The statistical analysis used in this study is multiple linear regression with the help of IBM SPSS Statistics 27 software. The results of this study indicate that customer experience has a significant influence on purchase decisions, and also service quality has a significant influence on purchase decisions.

### INTRODUCTION

Marriage is a significant milestone in human life, marking the beginning of a shared journey between two individuals and symbolizing unity, responsibility, and commitment. In Indonesia, marriage reflects strong cultural, social, and religious values while also uniting two extended families from different backgrounds. Over time, the concept of marriage has evolved from a simple and traditional ceremony into a celebration that combines both traditional and modern elements, demonstrating shifting societal preferences and the influence of globalization.

Talked about marriage, recently, a widely discussed phenomenon has emerged regarding the significant decrease in marriage rates in Indonesia. In 2019, the number of marriages reached approximately 1.97 million, then decreased to 1.79 million in 2020. That year, the decrease was attributed to the Covid-19 pandemic, which affected many sectors. However, even after the pandemic ended, Indonesia's marriage rate continued to decrease. According to data from the Central Bureau of Statistics (BPS, 2024), the number of marriages in 2023 was recorded at 1,577,255—a decrease of approximately 128,000 compared to 2022. This figure marks the lowest marriage rate in the past ten years, with a decrease of 28.63% (Setyowati, 2024). This phenomenon occurs as women now have greater opportunities to develop their potential, reducing their economic dependence. On the other hand, the number of financially stable men has decreased due to increasing job market challenges (Unair, 2024). Shifting mindsets among younger generations also contribute to the decreasing marriage rates in Indonesia.

But on the other hand, the wedding industry has experienced significant growth. The Indonesia International Wedding Festival recorded wedding transactions reaching Rp300 billion in 2019, a sharp increase compared to 2018, which was only around Rp60 billion (Gandhawangi, 2019). Data from the Ministry of Tourism and Creative

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Economy shows that the value of the domestic wedding industry in 2019 exceeded 4 billion USD, even increasing by 20-30% in 2020 before being impacted by Covid-19 (Hendriyani, 2022). After social restrictions were lifted, demand surged again. According to Mediana (2023), event & wedding organizers in Jakarta and Bandung could handle 3-4 weddings per week. This trend is driven by changes in the lifestyle of younger generations, particularly Gen Z and Millennials, who prefer practical solutions by utilizing event & wedding organizer services to manage their weddings (Mediana, 2023). Additionally, couples' preferences have become more specific, including unique themes, creative decorations, international menus, live entertainment, and the use of modern technology.

This phenomenon has led to the rapid growth and increasing competitiveness of the event & wedding organizer industry, driven by rising demand alongside shifting preferences and lifestyles of the younger generation. However, what type of strategy might effectively persuade consumers to decide to use the services of an event and wedding organizer company? Wedding industry companies, such as event & wedding organizers, cannot continue to grow if consumers merely search for services or express purchase intentions. More importantly, consumers must proceed with actual purchases or utilize the services offered by this industry. And to proceed with an actual purchase or utilize the services offered by this industry, companies must optimize the most effective and efficient aspects of their services, which are the customer experience and service quality, to encourage consumers to make a purchase decision or use the services offered by this industry (Lemon & Verhoef, 2016; Sinaga & Pramanda, 2018). Those aspects are particularly relevant since the industry operates in the service sector. Nevertheless, is it accurate that a favorable customer experience, as perceived by consumers, along with the service quality offered by companies, can significantly impact their purchasing decisions? This raises the question of whether the wedding industry can continue to thrive despite the substantial decrease in marriage rates in Indonesia.

With the increasing demand in the wedding industry, companies must be able to influence consumers' decisions to use their services. Today's consumers are more active, have broad access to information, and are increasingly selective in choosing services that align with their preferences. As the industry evolves, they no longer tolerate poor or unsatisfactory service. Therefore, companies must provide a good and consistent customer experience, both through direct interactions with employees and physical elements that support consumer experience (Kotler et al., 2019). This is particularly crucial in the wedding industry, where weddings are special moments that may only happen once in a lifetime. Previous studies have concluded that customer experience can influence consumers' purchasing decisions. They demonstrated that customer experience has a positive and significant impact on purchase decisions. Wiguna & Wang (2021) and Saputro et al. (2023) stated that a memorable experience enhances a company's competitiveness and differentiates its services from competitors. Alamsyah et al. (2023) further explained that customer experience is reflected in consumer satisfaction with a company's performance, which influences their purchasing decisions. Similarly, Nidhomuddin & Kodrat (2023) emphasized that the better the experience provided, the greater the possibility of a purchase decision. On the other hand, Oscardo et al. (2021) found that customer experience did not have a significant impact on purchase decisions. Consumers prioritize price, product variety, and direct benefits over the experience itself. This study highlighted that purchasing decisions are primarily influenced by practical benefits and product utility rather than customer experience.

Similarly with the customer experience, service quality also plays a crucial role. Service quality is a key factor influencing consumer decisions, as better service quality makes it easier for consumers to make purchasing decisions. In the service industry, high-quality, professional, and consistent service plays a crucial role. According to Tjiptono (2014), service quality is the effort to meet customer needs and expectations through proper service delivery. High service quality not only shapes a positive perception but also affects consumers' decisions in selecting and evaluating a company's services. Prior research have also concluded that service quality can influence consumers' purchasing decisions, demonstrated that service quality has a positive and significant impact on purchase decisions. The studies by Effendi & Chandra (2020) and Asnani & Rismawati (2021) demonstrated that service quality exerted a positive and significant effect, indicating that enhanced service quality resulted in increased consumer purchase decisions. Nonetheless, several prior research projects, such as those conducted by Ramandha et al. (2023) and Nuraeni & Junia (2023), have produced divergent findings, suggesting that there are no significant effects from service quality. These studies attribute their findings to insufficient facilities and a significant number of neutral responses from participants.

To further investigate customer experience and service quality, as well as how the wedding industry continues to grow despite the decreasing marriage rate, this study focuses on Event & Wedding Organizer Seven Production. The company was featured in an article titled "*5 Wedding Organizers in Surabaya with Unique Wedding Concepts*" published by IDN Times on its website [jatim.idntimes.com](http://jatim.idntimes.com) (Fauzi & Abidin, 2023), following the resurgence in wedding service demand post-pandemic. Alongside Seven Production, the other four wedding organizers mentioned were Poetyque Events, Xaviour Event Organizer, Love Strings, and All Occasions Wedding Planner. Seven Production was selected for this study due to its high rating and the highest number of consumer reviews among the five. However, despite the numerous positive reviews, the researcher found a negative review that rated the company with two stars. Based on interviews conducted, it was discovered that the company faces

several challenges in terms of service quality and customer experience. These challenges include complaints from clients or vendors regarding event delays due to scheduling mismatches, requests from the bride and groom's parents for staff to use formal Javanese language, and some clients expecting Seven Production to manage all aspects of the event even long after it has concluded—despite such services not being part of the company's offerings. Other issues include staff delays in executing tasks, time management problems, lack of attention to event details, and staff losing focus. These challenges require Seven Production to improve coordination and service quality to better meet client expectations and ensure optimal satisfaction. By conducting research on a specific event and wedding organizer company, the researcher aims to obtain definitive and accurate insights into the influence of customer experience and service quality on purchasing decisions. The sample consists of individuals who have previously paid for and utilized the services of Seven Production to organize their events. As a result, the findings of this study are expected to provide an extensive understanding of the impact of customer experience and service quality on purchasing decisions.

And based on the previously described background, a critical question arises regarding how the wedding industry continues to grow despite the declining marriage rate in Indonesia. Logically, a decrease in the number of marriages should lead to a decline in the wedding industry as well. However, this phenomenon does not occur due to shifts in the characteristics, mindset, and lifestyle of the younger generation, who prioritize practicality and efficiency in event management. Rather than handling wedding preparations themselves, they tend to rely on event and wedding organizers to manage their ceremonies. This lifestyle shift has driven increased demand for event and wedding organizer services, enabling the industry to sustain itself and even thrive in an increasingly competitive market. This represents a phenomenon gap in this study.

As the industry becomes increasingly competitive, companies must develop strategies to sustain their growth amidst intense competition. One of the most effective and efficient approaches is to optimize the customer experience during interactions with the company and delivering the highest quality of service. By doing so, companies can minimize excessive marketing expenses or other costly strategies while simultaneously encouraging consumers to choose their services, thereby driving industry growth. This notion is supported by several previous studies, which have found that customer experience and service quality significantly influence purchasing decisions. However, conflicting research also exists, suggesting that these factors do not have a significant impact on purchasing decisions. These differing findings highlight a research gap in this study.

This research contributes to the development of service marketing theories and serves as a foundation for future studies, particularly regarding customer experience and service quality in the service industry. Additionally, this study serves as an academic reference and a source of information that can be used as a guideline or input in determining corporate policies and strategies, especially by leveraging customer experience and service quality to maintain and strengthen their position in the wedding industry market. Based on the identified phenomenon gap and research gap, as well as the objectives and benefits outlined earlier, this study aims to examine "*The Effect of Customer Experience and Service Quality on Purchase Decision of Event & Wedding Organizer Services (Study on Event & Wedding Organizer Seven Production)*". This research is conducted as a case study on the Event & Wedding Organizer Seven Production.

## **LITERATURE REVIEW**

### **Consumer Behavior in Online-to-Offline (O2O) Transactions**

According to Rampell (2010), O2O is a business model that attracts consumers through online platforms to complete transactions in physical stores. This model also serves as a discovery tool for consumers, driving offline purchases by linking online experiences with physical shopping activities. Unlike e-commerce, which operates entirely online, O2O allows consumers to have a physical experience during transactions (Yang et al., 2020). In the O2O model, consumers typically make purchases online and consume products or services offline. O2O transactions encompass online information searches, digital payments, and offline consumption (Yao et al., 2022). Lee et al. (2022) further explain that O2O integrates online communication and payment with offline delivery. During the pre-purchase stage, online platforms facilitate information exchange, while in the post-purchase stage, consumers can experience products or services directly at physical locations.

### **Customer Experience**

The operational definition of customer experience encompasses the entirety of the customer journey during their interactions with the company, including service excellence, interactions during the planning and execution phases, and the satisfaction derived from the overall experience provided by the event and wedding organizer. Customer experience refers to the overall experience perceived by consumers regarding a product or service throughout their interactions with a company (Kotler et al., 2019). This encompasses various aspects, including consumers' thoughts, emotions, actions, sensory perceptions, and social interactions during the purchasing process (Lemon & Verhoef, 2016). From a company perspective, customer experience focuses on designing and delivering

the best possible experience for consumers (Bolton et al., 2018). Customer experience plays a crucial role in marketing, as its primary goal is to create a unique, enjoyable, and memorable experience for customers. A positive experience can be a key factor in a company's success (Jain et al., 2017). Customers' decisions to purchase or switch to another brand are significantly influenced by their experiences with a company. Therefore, service processes, staff interactions, and physical evidence must be well-managed to create a valuable customer experience (Kotler et al., 2019). In this study, customer experience adopts indicators from Schmitt (1999), which include:

1. Sense

The sensory or physical experiences perceived by consumers, such as decorations, room temperature, lighting arrangements, etc.

2. Feel

The emotional experiences felt by consumers, including feelings of happiness, comfort, and nostalgia, which are evoked through various elements or emotional moments within the event. Interactions with the event & wedding organizer staff and personalized service also play a crucial role in creating a pleasant emotional experience.

In this study, the researcher adopts indicators from Schmitt (1999), as Schmitt's model encompasses aspects that are more relevant to the context of event and wedding organizers, which operate as service-based companies. Furthermore, Schmitt's indicators are widely used in international journals, providing stronger validity for this research. Among Schmitt's five indicators, only two are utilized, as they offer a deeper relevance in defining the relationship between consumers and service companies. Lemon & Verhoef (2016) highlighted the importance of sensory and emotional elements in shaping customer experience, particularly in service industries. The *sense* and *feel* indicators are more applicable to event & wedding organizers, as they directly relate to customers' sensory and emotional experiences. In contrast, the *think* indicator focuses on creative or deep thinking, which is more relevant to products or services such as technology. The *act* indicator pertains to physical actions or behavioral changes, which encourage active participation, as seen in sports-related products. Meanwhile, the *relate* indicator emphasizes social relationships or community engagement among consumers.

Previous studies have concluded that customer experience can influence consumers' purchasing decisions. Specifically, customer experience has a positive and significant impact on purchasing decisions, meaning that the better and more enjoyable the experience provided, the higher the likelihood of making a purchase decision (Wiguna & Wang, 2021) (Saputro et al., 2023) (Alamsyah et al., 2023) (Nidhomuddin & Kodrat, 2023). However, some studies present contrary findings, showing that customer experience and service quality do not significantly impact purchasing decisions. Several reasons contribute to this, such as consumers prioritizing price, product variety, and direct benefits over perceived experience or impressions (Oscardo et al., 2021).

## Service Quality

Service quality refers to the extent to which event & wedding organizers can deliver high-quality services that meet customer expectations. A service is an activity or benefit offered to customers without a physical form and does not result in ownership (Kotler & Armstrong, 2021). Service quality measures the extent to which a company meets customer expectations by comparing their expectations of the service they should receive with their perceptions of the actual service performance. Service quality is considered good if the service performance meets or exceeds customer expectations (Tjiptono & Chandra, 2011). Unlike physical products, whose quality can be controlled through raw materials, service quality is variable as it heavily depends on interactions between employees and customers (Kotler & Armstrong, 2021). In this study, service quality adopts indicators from Parasuraman et al. (1990), which include:

1. Reliability

The ability of event & wedding organizers to consistently deliver services as promised, ensuring that all aspects of the event run smoothly without issues. This includes the consistency of the event & wedding organizer team in providing services, punctuality, and the overall execution of the event.

2. Responsiveness

The willingness and ability of event & wedding organizers to promptly respond to customer requests or complaints, such as providing immediate solutions to unexpected changes in event plans. This reflects their agility and responsiveness in service delivery.

3. Empathy

The personal attention and care that event & wedding organizers provide to meet the unique needs of each customer, such as understanding wedding theme preferences or offering tailored recommendations that align with their specific requirements.

According to the explanation by Parasuraman et al. (1990), service quality consists of five key indicators. The *tangible* indicator focuses on physical aspects such as facilities and equipment, which, while important, are less dominant in event & wedding organizer services compared to the quality of interactions. Meanwhile, the *assurance*

indicator is often implicitly covered within *reliability* and *empathy*. Therefore, this study adopts *reliability*, *responsiveness*, and *empathy* as the primary indicators of service quality in event & wedding organizer companies, as these three indicators emphasize service performance aspects that directly influence customer experience. Moreover, these indicators are consistently supported by the literature, as previous studies widely reference Parasuraman's indicators as the foundational framework for measuring service quality. This demonstrates that these indicators have been academically validated and are frequently used as the primary reference in service quality research.

Prior research has concluded that service quality plays a crucial role, as better service quality makes it easier for consumers to make purchasing decisions. Therefore, service quality has a positive and significant influence on consumer purchasing decisions (Effendi & Chandra, 2020; Asnani & Rismawati, 2021). However, some studies present contrary findings, inadequate facilities and equipment provided by the company may lead to an insignificant influence of customer experience on purchasing decisions. Some respondents also tend to remain neutral regarding the variables of customer experience and service quality (Ramandha et al., 2023; Nuraeni & Junia, 2023).

## **Purchase Decision**

In this study, purchase decision or service usage decision is defined as the action taken by consumers in selecting an event & wedding organizer after evaluating various factors, such as customer experience and service quality. A purchase decision refers to the consumer's action of purchasing after evaluating various options based on factors such as personal characteristics, seller services, website quality, purchasing attitudes, and online shopping intentions (Amanah et al., 2017). Consumers do not only consider the advertised price but also how they perceive the value of the product or service (Kotler et al., 2019). Overall, the purchasing decision is a process in which consumers select a product or service after going through several stages, including recognizing needs, searching for information, comparing alternatives, and choosing the most suitable option based on their desires or needs. In this study, purchase decision adopts indicators from Kotler et al. (2019), which include:

1. Brand Choice

The decision made by consumers in selecting a specific event & wedding organizer after considering factors such as reputation, brand image, reviews, service quality, and past experiences from various available alternatives.

2. Purchase Timing

The point at which consumers decide to contract an event & wedding organizer for their event. This decision is influenced by factors such as their readiness, urgency of needs, budget constraints, promotional offers from the event & wedding organizer, and seasonal trends, as event planning requires thorough preparation well in advance.

3. Payment Method

The flexibility and variety of payment options provided by the event & wedding organizer, as well as transparency in transactions, which affect the ease and convenience of consumers in making payments. Event & wedding organizer services often involve significant costs, making flexible payment options essential for consumers who may need time to manage their budget accordingly.

In this study, the researcher adopts indicators based on the book of *Marketing Management* by Kotler et al. (2019), similar to the previous study conducted by Latif & Hasbi (2021). The researcher adopts these indicators because of Kotler's recognition in marketing management and the frequent citation of his work in previous studies. This study utilizes the most recent edition, published in 2019. According to Kotler et al. (2019), there are six indicators of purchase decision-making. Based on the explanations above, brand choice, purchase timing, and payment method are the most relevant indicators for measuring the purchase decision variable in the event & wedding organizer industry. These are more suitable indicators than product choice, dealer choice, and purchase amount because product choice is about buying physical goods, dealer choice is more useful in distribution and retail where there are many dealers or retailers to choose from, and purchase amount is not the primary concern in service-based industries, where consumers prioritize service value and quality over the total expenditure.

## **Correlation Between Variables**

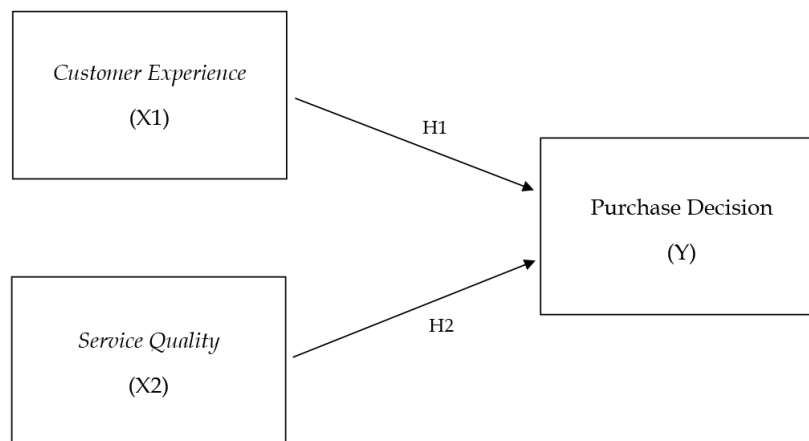
Lemon & Verhoef (2016) define customer experience as the customer journey experienced with a company throughout the purchasing cycle, starting from the pre-purchase, purchase, to post-purchase stages. Customer experience is seen as a dynamic process that continuously evolves and serves as a foundation in consumer purchasing decision-making. Customer experience occurs at all stages of decision-making and consumption, encompassing experiences, perceptions, and attitudes formed during interactions with individuals, objects, processes, and environments. Customer experience represents the consumer's interpretation of their overall interactions with a brand, aiming to build strong relationships and foster loyalty. The more positive the experience, the greater the likelihood that consumers will decide to purchase or use the product/service (Jain et al., 2017).

**H1:** Customer Experience has a significant influence on Purchase Decision.

Service quality has a positive influence on consumer purchasing decisions. Good service increases the likelihood that consumers will purchase a product or use a particular service. The indicators of service quality collectively create a positive experience and encourage consumers to choose a company's services (Sinaga & Pramanda, 2018). High service quality shapes positive perceptions, influences consumer confidence, and impacts decision-making. When services meet or exceed expectations, consumers tend to feel satisfied and confident in using them. Conversely, if service quality is low, consumers may switch to alternative options. Furthermore, excellent service fosters positive emotional connections, making customers feel valued and increasing the likelihood of purchase.

**H2:** Service Quality significantly influences Purchase Decision.

The conceptual framework or model illustrating the relationship between customer experience, service quality, and purchase decision can be seen in Figure 1.



**Figure 1.** Conceptual Model

## RESEARCH AND METHODOLOGY

### Research Type

This study employs a quantitative research method. This approach is chosen because it allows for the evaluation of relationships between variables, particularly in the context of cause-and-effect associations.

### Population and Sample of the Study

The population in this study consists of individuals who have used the services of Event & Wedding Organizer Seven Production within the past three years, totaling 170 individuals. The sampling technique employed in this study is non-probability sampling using the convenience sampling method. According to Dörnyei (2007), convenience sampling involves collecting data from a research population that is easily accessible to the researcher, such as those who are the easiest to contact and have the most recent data available. At Seven Production, respondents were selected based on the most recent customers who used Seven Production's services, as they were still easily reachable. Given these conditions, convenience sampling was deemed the most appropriate method (Etikan et al., 2016).

Based on the Isaac and Michael table, as explained in the book *Metode Penelitian Kuantitatif Kualitatif, dan R&D* by Sugiyono (2019), the appropriate sample size for a population of 170 with a 5% margin of error is 118. The calculation using the formula is as follows:

$$S = \frac{\lambda^2 . N . P . Q}{d^2 (N - 1) + \lambda^2 . P . Q}$$

Explanation:

S : Sample size

$\lambda^2$  : Chi-square value with 1 degree of freedom and a 5% margin of error = 3.841

d : Sampling error/precision level = 5%

N : Population size

P : Probability of success (0.5)

Q : Probability of failure (0.5)

Calculation:

$$S = \frac{3,841 \cdot 170 \cdot 0,5 \cdot 0,5}{(5\%)^2(170-1)+3,841 \cdot 0,5 \cdot 0,5} = 118,05641 \text{ (rounded to 118)}$$

An additional 10% of the sample size was included to anticipate potential data errors or discrepancies in the questionnaires that do not meet the research requirements (Basith & Prameswari, 2020). Thus, the final sample size for this study is calculated as  $118 + 118(10\%) = 129.8$ , rounded to 130 respondents.

### **Data Collection Technique and Instruments**

The data collection technique in this study was conducted through an online questionnaire distributed via WhatsApp. The questionnaire included respondents' demographic information and statements related to the variables of customer experience, service quality, and purchase decisions for Event & Wedding Organizer Seven Production. Additionally, a screening question was incorporated on the first page to confirm that respondents fulfilled the necessary requirements. The screening question was, "Have you ever paid for using the services of Seven Production?", with response options of "Yes" or "No". This screening question enabled the researcher to confirm that only eligible respondents participated in the study. The measurement scale used in this study's questionnaire is the Likert scale, where each response is graded from strongly disagree (1) to strongly agree (5), with a scoring range of 1 to 5.

### **Data Analysis Techniques**

The statistical analysis used in this study includes validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), model feasibility tests (coefficient of determination and F-test), as well as multiple linear regression analysis (regression equation and t-test) with the assistance of IBM SPSS Statistics 27 software.

- **Validity and Reliability Tests**

Validity indicates that the instrument used in this study is credible for measuring customer experience and service quality in relation to purchase decisions, ensuring that each statement in the questionnaire accurately reflects reality objectively. Meanwhile, a reliable instrument consistently produces stable data when repeatedly used to measure the same object, meaning it assesses the consistency of the examined aspects: customer experience, service quality, and purchase decisions (Sugiyono, 2019). The validity and reliability tests in this study were conducted based on the total sample size of 130 respondents.

- **Classical Assumption Tests**

The normality test aims to determine whether the variables customer experience, service quality, and purchase decisions used in this study follow a normal distribution. Path analysis requires normally distributed data to avoid bias in data analysis. Next, the multicollinearity test is conducted to examine whether there is a correlation between the independent variables (customer experience and service quality) in the regression model. Multicollinearity can be detected by checking the tolerance value and variance inflation factor (VIF). Additionally, the heteroscedasticity test is used in regression analysis to detect non-constant variance in the model. This test is conducted by regressing customer experience and service quality against the absolute residual values. The residual refers to the difference between the actual Y variable and its predicted value, while the absolute value represents its positive magnitude (Mardiatmoko, 2020).

- **Model Feasibility Tests**

The model feasibility test is used to assess whether the proposed regression model is acceptable or should be rejected. This test includes the F-test and the coefficient of determination (R-square). The F-test is conducted to determine whether the independent variables (customer experience and service quality) collectively have a significant impact on the dependent variable (purchase decision). Furthermore, the coefficient of determination (R-square) measures how strongly customer experience and service quality affect the purchasing decision variable (Astriawati, 2016 Mardiatmoko, 2020).

- **Multiple Linear Regression Analysis**

Data analysis entails the classification of data according to variables and respondent categories, the tabulation of data, the execution of computations to resolve research inquiries, and the implementation of hypothesis testing. The multiple regression analysis method is employed to investigate the causal relationship between customer experience (X1) and service quality (X2) on purchasing decision (Y). The t-test is utilized to evaluate the partial effect of each variable, which in this study is customer experience, service quality, and

purchase decision (Sugiyono, 2019).

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test Result

The validity and reliability test in this study was conducted by distributing questionnaires to 130 respondents via Google Forms and processing the data using SPSS Statistics version 27.

**Table 1.** Validity Test

Instrument	$r_{\text{calculated}}$	$r = 0,30$	Description
<i>Customer Experience</i>			
X1.1.1	0,595	0,30	Valid
X1.1.2	0,641	0,30	Valid
X1.1.3	0,704	0,30	Valid
X1.2.1	0,698	0,30	Valid
X1.2.2	0,586	0,30	Valid
X1.2.3	0,653	0,30	Valid
<i>Service Quality</i>			
X2.1.1	0,583	0,30	Valid
X2.1.2	0,595	0,30	Valid
X2.1.3	0,639	0,30	Valid
X2.2.1	0,653	0,30	Valid
X2.2.2	0,626	0,30	Valid
X2.2.3	0,649	0,30	Valid
X2.3.1	0,574	0,30	Valid
X2.3.2	0,596	0,30	Valid
X2.3.3	0,605	0,30	Valid
Purchase Decision			
Y.1.1	0,618	0,30	Valid
Y.1.2	0,582	0,30	Valid
Y.1.3	0,564	0,30	Valid
Y.2.1	0,690	0,30	Valid
Y.2.2	0,588	0,30	Valid
Y.2.3	0,599	0,30	Valid
Y.3.1	0,567	0,30	Valid
Y.3.2	0,557	0,30	Valid
Y.3.3	0,691	0,30	Valid

**Source:** SPSS output, Author (2025)

With a validity coefficient threshold of  $r = 0.30$ , an instrument is considered valid and capable of measuring the intended research variables if its validity coefficient  $> 0.30$  (Kaplan & Saccuzzo, 2018). The testing criteria state that if  $r_{\text{calculated}} > 0.30$ , the instrument or statement items are deemed valid, whereas if  $r_{\text{calculated}} < 0.30$ , they are considered invalid. As shown in Table 1 above, the validity test results for the customer experience, service quality, and purchase decision variables indicate that all statement items have an  $r_{\text{calculated}}$  value greater than 0.30. Therefore, the variables X1, X2, and Y are declared valid.

Based on the result of the validity test, it can be concluded that all instrument variables, the customer experience, service quality, and purchase decision used in this study are proven valid, as their values meet the minimum validity standards. Therefore, the instrument can be used to accurately measure customer experience and service quality in relation to purchase decisions. Each statement in the questionnaire accurately measures the intended constructs and objectively reflects reality.

**Table 2.** Reliability Test

Variable	Reliability Test Result	Cronbach's Alpha	Description
Customer Experience (X1)	0,719	0,60	Reliable
Service Quality (X2)	0,792	0,60	Reliable

Source: SPSS output, Author (2025)

A research instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60 ( $\alpha > 0.60$ ). If the Cronbach's Alpha value is less than 0.60 ( $\alpha < 0.60$ ), the questionnaire items are not reliable. As shown in Table 2 above, the results of the reliability test show that the cronbach's alpha values for the customer experience, service quality, and purchase decision variables are 0.719, 0.792, and 0.782, respectively. Since all three variables have a cronbach's alpha  $> 0.60$ , it can be concluded that the overall instrument is reliable.

Based on the reliability test results, the research instrument used to measure customer experience (X1), service quality (X2), and purchase decision (Y) has been proven to be reliable. All variables meet the minimum reliability standards, indicating that the instrument is consistent in measuring the examined aspects. In other words, all statements in the questionnaire provide consistent, stable, and trustworthy results when used repeatedly to collect data in the future.

### Respondent Characteristics

The respondent characteristics in this study consist of the age and occupation of individuals who have used the services of Event & Wedding Organizer Seven Production. The majority of respondents belong to the 19–30 age group, with a total of 63 respondents, or 48.5% of the total sample. Additionally, the largest number of respondents in this study come from the Private Sector/State-Owned Enterprises (BUMN) employees, totaling 44 respondents or 33.8%. This distribution is likely due to the fact that the 19–30 age range represents the majority of people currently in the marriageable age group, primarily consisting of Millennials and Generation Z, who tend to prefer convenience and practical solutions without excessive effort. As a result, they are more inclined to use event & wedding organizer services for wedding planning and event management. Furthermore, private sector and BUMN employees generally have higher purchasing power and sufficient financial capability. Additionally, this group often faces time constraints due to their busy work schedules, making them more likely to seek practical solutions for organizing their weddings or other events.

### Normality Test

Table 3. Normality Test

		One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residual	
N		130	
Normal Parameters	Mean	0,0000000	
	Std. Deviation	2,84173906	
Most Extreme Differences	Absolute	0,057	
	Positive	0,057	
	Negative	- 0,047	
Test Statistic		0,057	
Asymp. Sig. (2-tailed)		0,200	

Source: SPSS output, Author (2025)

The normality test was conducted using the Kolmogorov-Smirnov (K-S) statistical test, with the criterion that the data is considered normally distributed if the significance value  $> 0.05$ . Conversely, the data is considered not normally distributed if the significance value  $< 0.05$  (Mardiatmoko, 2020). The results of the normality test in this study indicate that the Kolmogorov-Smirnov Asymp. Sig. (2-Tailed) value is 0.200. Since  $0.200 > 0.05$ , it can be concluded that the data is normally distributed.

These results indicate that the data used in this study follows a normal distribution, meaning that statistical analyses based on parametric assumptions can be appropriately applied. A normally distributed dataset ensures the validity of subsequent statistical tests, reducing the risk of bias in hypothesis testing. This finding supports the reliability of the research model, as normally distributed data enhances the accuracy and generalizability of the study's conclusions.

### Multicollinearity Test

Table 4. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF

Customer Experience	0,765	1,307
Service Quality	0,765	1,307

**Source:** SPSS output, Author (2025)

To determine the presence or absence of multicollinearity in a regression model, the tolerance value and Variance Inflation Factor (VIF) are examined. The criteria state that if the tolerance value  $> 0.1$  and  $VIF < 10$ , then multicollinearity is not present (Mardiatmoko, 2020). Based on the multicollinearity test results in this study, the tolerance value for the customer experience variable is 0.765, and for the service quality variable, it is also 0.765, both of which are greater than 0.1. Furthermore, the VIF value for the customer experience variable is 1.307, and for the service quality variable, it is also 1.307, both of which are less than 10. Thus, it can be concluded that based on the multicollinearity test results, no multicollinearity exists in the regression model used.

These results indicate that there is no significant correlation between customer experience and service quality, meaning that these variables do not exhibit redundancy in explaining the variations in purchase decision. The absence of multicollinearity ensures the reliability of the regression model, allowing for a more accurate interpretation of the individual effects of customer experience and service quality. This strengthens the validity of the study's findings, as it confirms that the estimated relationships between variables are not distorted by high intercorrelation.

### Heteroscedasticity Test

**Table 5.** Heteroscedasticity Test

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0,580	2,002		-0,290	0,773
Customer Experience	-0,014	0,071	-0,020	-0,195	0,846
Service Quality	-0,181	0,053	0,154	1,531	0,128

**Source:** SPSS output, Author (2025)

The heteroscedasticity test was conducted using the Glejser Test. This test was performed by regressing the independent variables against the absolute residual values. The criteria state that if the significance value  $> 0.05$ , then heteroscedasticity is not present. However, if the significance value  $< 0.05$ , heteroscedasticity is present (Mardiatmoko, 2020). Based on the test results, the significance value (Sig.) for the customer experience variable is 0.846, and for the service quality variable, it is 0.128. Since both values are greater than 0.05, it can be concluded that heteroscedasticity is not present in this study.

These results indicate that the variance of the residuals is consistent across different values of customer experience and service quality. In other words, there is no pattern of increasing or decreasing residual dispersion, which confirms that heteroscedasticity is not present. The absence of heteroscedasticity ensures that the regression model meets one of the key assumptions for producing unbiased and reliable estimates. This strengthens the credibility of the study's findings, as the relationships between customer experience, service quality, and purchase decisions can be interpreted without concerns about variability inconsistencies in the data.

### Coefficient of Determination Test

**Table 6.** Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,531	0,282	0,270	2,864

**Source:** SPSS output, Author (2025)

Based on the results of the coefficient of determination test in this study, the R Square ( $R^2$ ) value was 0.282 or 28.2%. Therefore, it can be concluded that the influence of the customer experience and service quality variables on purchase decision is 0.282 (28.2%).

These results indicate that customer experience and service quality collectively explain 28.2% of the variations in purchase decisions. In other words, the model suggests that these two factors have a measurable impact on consumers' decisions to purchase event and wedding organizer services. However, the remaining 71.8% is influenced by other variables not included in this study. This implies that while customer experience and service quality play a significant role, other factors such as price, brand reputation, personal preferences, or external influences may also contribute to purchase decisions.

## F-Test

The F-test follows the criterion that if the significance value (Sig.) is  $< 0.05$ , the independent variables have a simultaneous or joint effect on the dependent variable. Conversely, if the significance value (Sig.) is  $> 0.05$ , the independent variables do not have a simultaneous or joint effect on the dependent variable. Based on the results of the F-test in this study, the Sig. value was  $< 0.001$ , which is smaller than  $0.05$ . Therefore, it can be concluded that the customer experience (X1) and service quality (X2) variables have a significant simultaneous effect on the purchase decision (Y) variable.

These results indicate that customer experience and service quality, when considered together, significantly influence consumers' purchase decisions. The very low significance value ( $< 0.001$ ) confirms that the relationship between these variables is not due to chance, meaning that both factors play an essential role in shaping consumers' decisions when choosing event and wedding organizer services. This finding reinforces the importance of enhancing customer experience and maintaining high service quality to positively impact purchase decisions.

**Table 7.** F-Test

ANOVA					
	Sum of Squares	df	Mean Squares	F	Sig.
Regression	408,640	2	204,320	24,909	$<0,001$
Residual	1041,737	127	8,203		
Total	1450,377	129			

Source: SPSS output, Author (2025)

## Multiple Linear Regression Test

**Table 8.** Multiple Linear Regression Test

Variable	Unstandardized Coefficients		Standardized Coefficients			Description
	B	Std. Error	Beta	t	Sig.	
(Constant)	15,405	3,289		4,684	$<0,001$	B=15.405 This indicates that the value of Y (Purchase Decision) is 15.405, even when X1 (Customer Experience) and X2 (Service Quality) are 0.
Customer Experience	0,379	0,117	0,279	3,246	0,001	B=0,379 This indicates that if X1 (Customer Experience) increases, Y (Purchase Decision) will also increase by 0.379 points.  Sig. 0,001 Since the significance value is less than 0.05, Hypothesis 1 is accepted.
Service Quality	0,340	0,087	0,336	3,910	$<0,002$	B=0,340 This indicates that if X2 (Service Quality) increases, Y (Purchase Decision) will also increase by 0.340 points.  Sig. $<0,002$ Since the significance value is less than 0.05, Hypothesis 2 is accepted.

Source: SPSS output, Author (2025)

## Multiple Linear Regression Equation

Based on Table 8 above, the constant value (B) is 15.405, the customer experience coefficient is 0.379, and the service quality coefficient is 0.340. Using these values, the multiple linear regression equation can be

formulated as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$
$$Y = 15,405 + 0,379X_1 + 0,340X_2 + e$$

The results of the multiple linear regression equation indicate the relationship between customer experience and service quality on purchase decisions. The constant value of 15.405 suggests that even if the customer experience and service quality variables are zero, the service purchase decision still has a baseline value of 15.405. This means that without the influence of customer experience and service quality, consumers can still make decisions to use the service based on this baseline value.

Furthermore, each increase in customer experience will have a positive impact on service purchase decisions. The coefficient of 0.379 indicates that an improvement in customer experience will enhance purchase decisions by 37.9%. Conversely, a decline in customer experience will reduce purchase decisions by 37.9%. This underscores the importance of customer experience in influencing consumers' decisions to use the service.

Additionally, the coefficient of 0.340 suggests that an improvement in service quality will increase purchase decisions by 34%. This means that the better the service quality, the higher the likelihood that consumers will choose the service. Conversely, a decrease in service quality will reduce purchase decisions by 34%. These findings emphasize the critical role of customer experience and service quality in shaping consumers' decisions to use event & wedding organizer services.

### t-Test

The t-test follows the criterion that if the significance value (Sig.) < 0.05, there is a significant influence between the independent and dependent variables. Conversely, if the significance value (Sig.) > 0.05, there is no partial influence of the independent variables on the dependent variable. Based on Table 2, the results indicate:

1. The t-test result for the customer experience variable shows a Sig. value of 0.001, which is < 0.05. Thus, it can be concluded that:  
**H1: Customer Experience has a significant effect on Purchase Decision (Hypothesis 1 is accepted).**
2. The t-test result for the service quality variable shows a Sig. value of <0.002, which is < 0.05. Thus, it can be concluded that:  
**H2: Service Quality has a significant effect on Purchase Decision (Hypothesis 2 is accepted).**

## Discussion

### The Effect of Customer Experience on Purchase Decision

Based on the research findings, customer experience has been proven to have a significant effect on consumers' decisions to use a service. This indicates that how customers perceive and evaluate their interactions with a service provider—before, during, and after using the service—plays a crucial role in determining whether they will continue using the service. A positive customer experience enhances trust and satisfaction, ultimately encouraging consumers to decide to use the service. Customer experience is measured through two main indicators: sense and feel. The sense indicator, which includes sight, smell, and room temperature, contributes to consumer comfort and fosters a positive impression. Meanwhile, the feel indicator, which involves emotional aspects such as happiness and comfort, creates a strong bond between consumers and service providers, increasing purchase likelihood and recommendations. Overall, customer experience, particularly its emotional aspect, plays a crucial role in influencing purchase decisions. Therefore, service providers must focus on creating positive and memorable experiences to retain consumers and enhance long-term customer loyalty.

Based on the regression analysis, customer experience has a higher coefficient compared to service quality. This finding indicates that the experience perceived by consumers while interacting with Seven Production plays a crucial role in influencing their decision to use the service. This experience encompasses sensory aspects (sense), such as the aesthetics of decorations or the ambiance of the event, as well as emotional aspects (feel), including feelings of happiness and comfort throughout the service process. Consequently, the results suggest that consumers are more influenced by the positive experiences they perceive rather than the technical aspects of service quality. Thus, it can be concluded that customer experience contributes more significantly to the decision to use event & wedding organizer services compared to service quality.

The findings of this study reinforce and support previous research, such as those conducted by Wiguna & Wang (2021) and (Saputro et al., 2023), which demonstrated that customer experience indicators, particularly sense and feel, significantly influence consumers' purchase decisions. Additionally, consumer-perceived indicators can enable companies to compete effectively with competitors. This study also aligns with the research conducted by

Nidhomuddin & Kodrat (2023), which concluded that customer experience has a positive and significant impact on purchase decisions. Their study suggested that the better the experience provided, the higher the likelihood of consumers deciding to use the service. On the other hand, these findings contradict the research of Ocardo et al. (2021), which stated that customer experience does not have a significant impact on purchase decisions. According to their study, consumers tend to prioritize price, variety, and direct benefits over impressions or experiences when making purchase decisions.

### **The Effect of Customer Experience on Purchase Decision**

Based on the research findings, service quality has been proven to significantly affect purchase decisions. The service quality provided by Seven Production as an event & wedding organizer encompasses three key indicators: reliability, responsiveness, and empathy. Reliability is reflected in Seven Production's ability to deliver services consistently, accurately, and on time, as promised, ensuring that customers feel confident in using their services again in the future. Additionally, responsiveness plays a crucial role, as the speed and accuracy with which Seven Production responds to clients' needs, inquiries, or complaints contribute to customer satisfaction and strengthen their decision to choose the service. Lastly, empathy is demonstrated through Seven Production's ability to understand and genuinely address each client's unique needs, such as theme preferences, decorations, or specific cultural traditions.

Although the coefficient value of service quality is not higher than that of customer experience, the service quality variable still has a significant influence on purchase decisions, despite its smaller contribution. Service quality, which includes reliability, responsiveness, and empathy, plays a crucial role in ensuring that consumer needs are met effectively. It is also essential in building consumer trust and comfort. By continuously improving service quality across all indicators, Seven Production can maintain its position as the leading event & wedding organizer in Surabaya.

This study reinforces and supports previous research findings, such as those conducted by (Effendi & Chandra, 2020), which concluded that service quality has a positive and significant influence on consumer purchase decisions. Their study emphasized that the better the service quality provided, the higher the tendency for consumers to make purchases or use the service. Similarly, Asnani & Rismawati (2021) found that service quality has a positive and significant effect on purchase decisions. They argued that the higher the quality of service provided to consumers, the easier it is for them to make purchasing decisions. Superior service makes consumers feel valued and prioritized, ultimately encouraging them to make purchasing decisions more quickly and confidently. However, on the other hand, this study does not align with the findings of Ramandha et al. (2023), which stated that service quality does not significantly influence purchase decisions. Their research suggested that the impact of service quality depends on the company itself. New companies or those lacking sufficient competence tend to be perceived neutrally by consumers, leading to insignificant results between service quality and purchase decisions.

### **Research Limitations**

1. This research only involved respondents who had previously used the services of Event & Wedding Organizer Seven Production. Consequently, there is a potential for response bias, where respondents might feel hesitant or uncomfortable providing entirely honest answers, as the questionnaire explicitly mentioned the company's name. This condition could result in findings that do not fully reflect an objective opinion.
2. The geographic distribution of respondents posed a challenge in the data collection process, requiring the use of online media such as Google Forms to reach participants. While this method allowed the researcher to efficiently gather responses from a larger number of participants, it also introduced limitations in the depth and quality of information collected. Respondents could only provide answers based on the predetermined questions, which restricted further exploration of their opinions and experiences.
3. The researcher has tested each variable following proper procedures. Although the results confirmed that customer experience and service quality significantly influence the decision to use Seven Production's services, the coefficient of determination ( $R^2$ ) test showed a value of 0.282 or 28.2%. This result suggests that customer experience and service quality represent only 28.2% of the variance in purchase decisions, indicating that other important factors or variables may also influence consumer decision-making processes when choosing event & wedding organizer services. Therefore, further research is needed to identify additional factors that may have a greater impact on consumer decisions.

### **CONCLUSION**

The findings of this study indicate that customer experience and service quality have a significant influence on the decision to use the services of Event & Wedding Organizer Seven Production. Customer experience significantly affects purchase decisions because the experiences consumers have while interacting with Seven Production's services contribute to shaping their decision to use these services. Additionally, service quality has

also been proven to have a significant influence on purchase decisions, demonstrating that the quality of service provided by Seven Production affects consumer confidence in choosing their services.

## Implications

### 1. Theoretical Implications

This study supports the theory that customer experience and service quality have a significant influence on consumers' purchase decisions in the service industry. The findings support the theory proposed by Lemon & Verhoef (2016), which emphasises the importance of customer experience as a key factor in consumer decision-making, as well as the theory proposed by Kotler et al. (2019), which identifies service quality as a crucial element influencing consumer behaviour. Furthermore, this study provides empirical evidence that customer experience has a greater contribution to purchase decisions compared to service quality. These findings can provide a basis for future researchers to explore additional variables, such as service innovation, the efficacy of digital marketing (e-WOM), price perception, brand image, etc., to enhance their understanding of consumer behaviour in the event & wedding organizer sectors.

### 2. Practical Implications for Seven Production

For Seven Production, the findings of this study serve as a strategic reference to strengthen their market position in the event & wedding organizer industry. The results suggest that Seven Production should place greater emphasis on enhancing customer experience by creating memorable emotional moments through personalized services, attractive decoration designs, and a comfortable event atmosphere. Additionally, maintaining and improving service quality should remain a priority. This can be achieved by increasing responsiveness to customer needs, ensuring reliability in event execution, and providing clients with a sense of security, comfort, and empathy.

## Recommendations

1. To minimize potential response bias in future research, it is recommended that the study avoid explicitly mentioning the company's name in the questionnaire. As an alternative, researchers can use general terms such as "event & wedding organizer" only to encourage respondents to provide more objective answers without psychological pressure.
2. Considering the implementation of online questionnaires limits the quality of the collected data, it is recommended that future research employ a mixed-methods approach by combining online questionnaires with in-depth interviews or focus group discussions (FGDs). This approach enables researchers to gain more profound insights and better understand the context behind respondents' answers, resulting in richer and more comprehensive data.
3. As the study results indicate that customer experience and service quality represent only 28.2% of the variation in service purchase decisions, future research should explore additional variables that may have a significant impact. For instance, potential variables include price, brand image, service innovation, promotion strategy, customer satisfaction, social media influence, or electronic word of mouth (E-WOM) that could be examined. Incorporating these variables will enable future studies to provide a more comprehensive understanding of the factors affecting consumer decisions in choosing event & wedding organizer services.

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