

IMPLEMENTATION OF IMMERSIVE CUSTOMER EXPERIENCE STRATEGY BY CUSTOMER CARE XYZ TO IMPROVE CONSUMER SATISFACTION AND LOYALTY



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Abstract

This study aims to examine the implementation of the Immersive Customer Experience (ICE) strategy by Customer Care XYZ at XYZ in enhancing customer satisfaction and loyalty. The ICE strategy combines physical and digital experiences in a personalized manner to create emotional connections between customers and the brand. This research employs a qualitative approach using a case study method. Data were collected through field observations, in-depth interviews with three key informants, and documentation. The findings reveal that it has implemented various programs such as Mudik Bersama, Posko Mudik, the MX application, after-sales services, and birthday greetings, which reflect the ICE strategy, although not explicitly labeled as such. These programs have proven effective in creating positive and immersive customer experiences, thereby improving customer satisfaction and loyalty toward XYZ. This study also offers recommendations for optimizing experience-based marketing strategies to strengthen long-term customer relationships.

Keywords: Immersive Customer Experience, Customer Satisfaction, Customer Loyalty, Customer Satisfaction, XYZ

INTRODUCTION

The global industry is rapidly evolving, and Indonesia's automotive market is undergoing a significant transformation. Increased business players, easier access to information, and shifting consumer preferences have intensified competition among automotive brands. Competition now extends beyond price and product specifications to how brands create added value and meaningful experiences for consumers. In this context, marketing strategies play a vital role, particularly in building long-term customer relationships (Azzahra & Nawawi, 2025). Additionally, the overall market landscape is shaped by the rapid growth of the internet and technology, which accelerates product commodification and shortens product life cycles as consumers can quickly compare specifications and make purchasing decisions (Kotler et al., 2024). As a result, companies need to be more innovative in their marketing. They need to offer something unique and attractive at a time when their product specialization has weakened, given the presence of the internet and technology, which has increasingly diminished product specification differences (Kotler et al., 2024).

Therefore, optimizing customer experience is becoming increasingly important in automotive companies' marketing strategies. With a maximized customer experience, there will be a positive impact on revenue growth and market share for the business, as customer experience plays a vital role in building trust, fostering brand loyalty, and encouraging repeat purchases (Peña García et al., 2020 in Susiang et al., 2023). In responding to current market dynamics, companies need to focus on the subjective nature of consumer experiences, which allows for a more unique and personalized marketing approach, rather than relying solely on product specifications that can be easily imitated by competitors (Kotler et al., 2024). This is because the experience perceived by consumers is crucial for positioning and differentiating business offerings in a competitive environment (Schmitt, 2015). Thus, consumer experience can provide a competitive advantage through brand positioning and differentiation amid the intense competition in the automotive industry (Nurwakhidah & Musfiroh, 2024).

One strategy to make marketing feel "closer" to consumers is through the immersive customer experience strategy. Along with technological developments and the increasingly intense use of digital spaces as marketing platforms, the theoretical framework of marketing has now entered the era of Marketing 6.0. Immersive customer experience refers to a company's efforts to deliver consumer experiences by combining physical and digital interactions in a personalized manner (Kotler et al., 2024). Through immersive customer experience, marketing can be carried out by providing deep (immersive) experiences for consumers in both the physical and digital worlds (Kotler et al., 2024). In the Marketing 6.0 concept proposed by Kotler et al. (2024), there are five technological components that can enhance digital experiences, namely the Internet of Things (IoT), Artificial Intelligence (AI), Spatial Computing, AR and VR, and Blockchain.

Consumer experience is a key element that determines customer satisfaction and loyalty toward a company. Therefore, consumer experience is also an important component of marketing strategies. Customer experience enables the engagement of a consumer's subjective experiences and behaviors, thereby encouraging the realization of customer loyalty (Kelvin & Adiwijaya, 2018 in Setiawati & Susanti, 2022).

Customer loyalty may arise because customer experience shapes customer satisfaction (Ramadhani & Kusumawardhani, 2024). When customer expectations are met or exceeded through such experiences, customers will feel satisfied and become loyal customers (Arliyah & Vania, 2025). This satisfaction may stem from positive experiences felt by customers, such as pleasant and fulfilling interactions with the products or services offered (Ramadhani & Kusumawardhani, 2024). When a company is able to consistently deliver positive experiences, it can build trust and increase customer preference toward the business. Ultimately, these positive experiences can encourage customers to remain loyal.

Thus, it is undeniable that consumer experience determines the effectiveness of marketing strategies. This is because managing consumer experience allows companies to assess, observe, and study consumers' responses and perceptions toward the offerings provided by the company (Lemon & Verhoef, 2016). This, in turn, can help improve customer satisfaction through a comparative analysis between consumer expectations and the actual implementation by the company. Such insights can serve as the main source of information for determining future marketing strategies that align with current consumer preferences, identifying which aspects of existing marketing strategies need evaluation, deciding on the media or channels that can be leveraged to make marketing "closer" to consumers, and defining how marketing efforts should be carried out.

In the case study of Customer Care XYZ, the sub-department integrates physical and digital experiences in an effort to enhance customer satisfaction. The implementation of immersive customer experience is supported by the company's integrated information system. For the physical experience, Customer Care XYZ provides after-sales services, as well as service reminders and regular service bookings to deliver a personalized experience for each customer. For the digital experience, offers an application called *MX application*, which features convenient services such as order tracking, promotional voucher offers, digital insurance, and service booking. *MX application* is also equipped with an Artificial Intelligence (AI) chatbot, reflecting the use of technology to improve customer satisfaction.

This case study is important to discuss because the immersive customer experience strategy is highly crucial in the context of modern marketing. It is essential for companies to remain relevant to both existing and potential customers and to sustain their business in the long term by being adaptive through the use of marketing based on both physical and digital experiences. Customer experience is important for companies because it can determine competitive advantage in the market (Chauhan & Sarabhai, 2018 in Suriانشa, 2023). By providing customer experiences such as exclusive discounts, special promotions, loyalty points, and other programs, companies can encourage customers to choose their business over competitors (Susiang et al., 2023). A positive customer experience can also lead customers to recommend the business to their acquaintances, thereby expanding the customer base (Susiang et al., 2023).

This research is expected to help conceptualize the practical implementation of the Customer Care XYZ programs as a form of immersive customer experience strategy, while also identifying how the implementation of this strategy affects customer satisfaction and loyalty at XYZ.

LITERATURE REVIEW

Immersive Customer Experience

Immersive customer experience refers to experiences aimed at consumers by combining physical and digital touchpoints, such as multisensory and interpersonal interactions in physical experiences, as well as more personalized interactions in digital experiences (Kotler et al., 2024). Immersive experience is intended to remove the boundaries between the physical and digital worlds in marketing by providing consumers with more engaging and interactive experiences through carefully curated and personalized physical and virtual touchpoints (Kotler et al., 2024).

Customer Satisfaction

Customer satisfaction is a situation that occurs when a business successfully meets consumers' needs and addresses their concerns to ensure satisfaction in terms of their interaction experience with the company as well as their experience using the products and services offered (Albérico, 2023). Customer satisfaction is also a form of response or attitude toward a brand, product, or service based on how consumers perceive it (in terms of quality and the experience they have had).

Customer Loyalty

According to Ranabhat (2018), customer loyalty is the willingness of consumers to purchase a brand more frequently than other brands as a reflection of their positive experiences with the brand that has successfully met their wants and needs. Customer loyalty is also defined as the sense of attachment a customer feels toward a company's product or service (Jones & Sasser, 1995 in Boora & Singh, 2011). Boora & Singh (2011) also conclude that customer loyalty is determined by factors such as satisfaction, trust, commitment, communication, and conflict handling.

RESEARCH METHOD

Research Approach

This study employs a qualitative approach using the case study method. According to Sugiyono (2013), the qualitative approach is a research method that investigates objects in their natural settings, refers to post-positivist philosophy, allows for combined or triangulated data collection methods, and uses qualitative or inductive data analysis techniques that emphasize meaning rather than generalization. This type of research, based on post-positivist philosophy, views the reality of social situations as dynamic, complex, holistic, meaningful, and characterized by interactive relationships (Sugiyono, 2013). Meanwhile, a case study is a qualitative approach that focuses on discussing a system (case) in detail and comprehensively (Werdiningsih & Hamid B., 2022). Furthermore, according to Rahardjo (2017), a case study is an in-depth examination of events and activities at the individual, group, or organizational level, where the event (case) in question refers to a real-life event. Based on this definition, this study examines the implementation of immersive customer experience at the organizational level, namely the Customer Care XYZ.

Unit of Analysis

According to Abdussamad (2021), the unit of analysis refers to "what" or "who" is the subject of the research (the subject being studied). In terms of "who" is being studied, the unit of analysis in this research is the Customer Care XYZ sub-department at XYZ.

Meanwhile, the “what” refers to the activities involved in implementing immersive customer experience within this sub-department.

Data Sources and Data Collection Techniques

This study uses both primary and secondary data sources. Primary data refers to data obtained directly from the source (Sugiyono, 2013), while secondary data refers to data not obtained directly from the source but through intermediaries such as documents (Sugiyono, 2013). The primary data sources for this study include in-depth field observations, in-depth interviews, and personal documentation during an internship at XYZ. The secondary data sources include literature and publications relevant to the research topic.

The data collection techniques used in this research are observation, in-depth interviews, and field documentation. According to Marshall (1995) in Sugiyono (2013), observation involves studying the behavior and meaning of behavior from the subject being studied. The researcher conducted in-depth observations during the internship at XYZ, directly studying the strategies of the Customer Care XYZ sub-department in enhancing customer experience and satisfaction.

The second data collection technique is in-depth interviews. Interviews are a verbal communication-based data collection technique carried out through conversation or question-and-answer sessions between the researcher and the subject being studied (Abdussamad, 2021). In this research, the researcher interviewed three informants: AR, Customer Care Supervisor at Customer Care XYZ; BW, Customer Care Supervisor at Customer Care XYZ; and WA, Customer Care Officer at Customer Care XYZ.

The final data collection technique is field documentation. Documentation involves recording and archiving past events, which may take the form of images, written records, diaries, policies, and other materials (Sugiyono, 2013). During the internship at XYZ, the researcher documented several important events through photographs and notes.

RESULT AND DISCUSSION

Implementation of the Immersive Customer Experience Strategy in Customer Satisfaction and Loyalty Enhancement Programs at XYZ

Mudik Bersama

Mudik Bersama is a program organized by Customer Care XYZ to facilitate Xyz customers who wish to travel home for the holidays (*mudik*) in a safe, comfortable, and more affordable way. Customers who register for this program receive transportation services by bus from their city of residence to their hometown, along with motorcycle delivery services to their destination using Xyz.

's trucks. This is a physical program that involves active customer participation and direct interaction between the company and customers. The program serves as a supporting initiative in the implementation of immersive customer experience.

To create an immersive experience, it is necessary to integrate both physical and digital touchpoints—also known as *metamarketing* (Kotler et al., 2024). While digital interaction may be perceived as more efficient today, customers still require physical experiences because they need social interaction to fulfill their social needs, interactive experiences, and emotional connections (Kotler et al., 2024). *Mudik Bersama* is designed to foster active customer participation and direct interaction with the company.

In addition to providing two-way interactive and participatory experiences as envisioned by Philip Kotler et al. (2024), the program also builds and strengthens customers' emotional connection to the company. *Mudik* is a deeply emotional moment, as customers return to their hometowns for special occasions such as Eid al-Fitr. Customers share the long journey with fellow Xyz users, accompanied by Xyz's team, and enjoy adequate facilities—ultimately creating the impression that Xyz “accompanies” them home. This shared journey becomes a memorable experience for customers.

As expressed by interviewees AR (2025), BW (2025), and WA (2025), when customers have a positive experience that meets their expectations, they feel satisfied. Customer satisfaction has a linear, positive correlation with customer loyalty: a positive experience leads to satisfaction, which in turn fosters loyalty to the company. The memorable experience of *Mudik Bersama* is expected to follow this process—building a positive experience, generating satisfaction, and ultimately resulting in customer loyalty.

Posko Mudik

Posko Mudik is a program by XYZ providing rest posts for Xyz customers traveling to their hometowns during *mudik*. These rest posts offer facilities such as air-conditioned rest areas, snacks and drinks, Wi-Fi, electric massage chairs, PlayStation gaming corners, kids' playgrounds, prayer rooms, televisions, and toilets. All facilities are available to Xyz customers free of charge. Additionally, motorcycle check-up and repair services, as well as sales of Xyz motorcycles and spare parts, are provided. Information about *Posko Mudik* can also be accessed via the *MX application*, helping Xyz customers locate and utilize the rest posts during their journey.

Posko Mudik supports the implementation of immersive customer experience by offering direct multisensory experiences to customers. This is achieved by providing a comfortable resting place with various attractive facilities during moments when customers are tired from traveling. The program also enables meaningful face-to-face interaction between Xyz customers and frontline staff, as customers are warmly welcomed at the posts.

According to Philip Kotler et al. (2024), five elements shape an immersive experience: multisensory, interactive, participatory, seamless, and storytelling. A multisensory experience stimulates all five human senses—sight, hearing, smell, taste, and touch (Kotler et al., 2024). In the context of *Posko Mudik*, these senses are engaged through: clean and comfortable rest posts (sight), friendly greetings from frontline staff (hearing), entertainment facilities such as televisions and PlayStation consoles (sight and hearing), free snacks and drinks (smell and taste), massage chairs (touch), and a safe, secure atmosphere supported by on-site motorcycle check booths (touch). Furthermore, customers are supported digitally through the *MX application*, which integrates information on *Posko Mudik*, locations, facilities, and promotions during the *mudik* period. This aligns with Kotler et al.'s (2024) view that immersive experiences should combine both physical and digital engagement to create memorable and compelling customer experiences.

Posko Mudik offers a memorable experience for Xyz customers during their *mudik* journey. Customers do not need to worry about the long, exhausting trip, as numerous rest posts are strategically located along popular travel routes. Such an experience can lead to customer satisfaction and foster loyalty to the Xyz brand, as the company is present during customers' most crucial moments—when they are tired, in need of rest, and seeking human interaction for comfort after hours on the road. Direct interaction with frontline staff during

rest breaks reinforces the perception that “Xyz is always there for them,” even during *mudik*. This type of emotionally connected interaction fosters customer satisfaction, which in turn drives loyalty to Xyz.

MX Application

MX is an application provided by Xyz Motor to Xyz consumers aimed at facilitating customers to access various Xyz services digitally, conveniently, and efficiently. MX application is a digital application-based program by Xyz Motor that can be downloaded on each customer’s smartphone. As the developer of this application, Xyz Motor hopes that the app can provide “Xtra benefits.” The first is “Xtra Easy,” meaning the app can be used anywhere and anytime. Next is “Xtra Practical,” where the app offers facilities to simplify service booking, requiring only the engine number input to register for service without queuing at Bengkel. The third is “Xtra Fun,” where customers can play games to earn points redeemable for exclusive promotions. Lastly, “Xtra Complete,” where the app is equipped with hotline tracking and digital insurance features.

MX application itself consists of various features such as digital insurance, service booking, Find Bengkel (a feature to locate the nearest workshop from the customer’s location), games, order tracking, installment payments, news channels for the latest Xyz information, community channels, XyzPay (e-wallet) with QR scanner, trade-in services, test rides, emergency call buttons, motorcycle catalogs, and a help center. MX application is also equipped with an artificial intelligence-based chatbot named Amanda. Furthermore, within the MX application, there is a loyalty points system, vouchers, and various attractive promotions for customers.

As explained by Philip Kotler et al. (2024), immersive customer experience combines physical experience with digital-based experience. MX application provides a digital experience for Xyz customers that is interactive, personalized, and offers convenience through various available facilities. The significance of using digital applications in company services is based on the reality that the customer demographic now leans more towards Generation Z. According to the source WA (2025), the current respondent demographic tends toward Generation Z, who are very close to technology and heavily rely on digitalization. Therefore, companies need to be competitive regarding digitalization. Today’s marketing strategies must focus on the younger generation, especially Generation Z and Generation Alpha, as they are digital generations that enjoy immersive and interactive experiences both online and offline (Kotler et al., 2024). The widespread use of smartphones makes people accustomed to digital activities through touch and swipe gestures—in other words, interacting with screens is a daily routine for society (Kotler et al., 2024). The MX application app enables more personal interaction between the company and customers with an interactive system and interface.

One advanced technology element highlighted as the basis for Marketing 6.0 (immersive customer experience) by Philip Kotler et al. (2024) is artificial intelligence. MX application utilizes artificial intelligence technology in its help center feature. This AI is embodied in a chatbot named Amanda. The chatbot is designed to provide quick and responsive assistance to customers who need urgent help, especially regarding Xyz products, motorcycles, or after-sales services. For customers who need speed, ease, and efficiency in obtaining information, the Amanda chatbot serves as a practical solution. However, if customers require follow-up, more comprehensive explanations, or direct solutions from

Xyz, there is an option to connect directly with customer service agents through the same chat room. Customers only need to ask Amanda to connect them with a human agent, and the system will automatically transfer them to the available officer ready to assist immediately. When a company provides 24/7 assistance with personalized responses through a combination of automated chatbot performance and human agents, it builds and strengthens stronger relationships between the company and customers (Kotler et al., 2024).

Moreover, immersive customer experience according to Philip Kotler et al. (2024) also relies on interactive activities and immersive challenges. MX application offers engaging games that reflect immersive challenges with incentives for customers. Adopting a “play-to-earn” model, customers are motivated to play games to earn points redeemable for promotional vouchers. This engagement encourages customers to remain connected with the company both digitally and emotionally. Additionally, MX application provides daily challenges that motivate customers to continuously collect loyalty points. For example, customers need to complete the service booking process through the app and then fill out a rating or feedback. After that, customers can earn loyalty points. These points can be exchanged for promo vouchers and strengthen customer membership levels. The higher the membership level, the more benefits customers receive. This continuously motivates them to accumulate loyalty points.

Another element of immersive customer experience emphasized by Philip Kotler et al. (2024) is personalization. Digital touchpoints enable product and promotion personalization that better suits customers, where recommendations are based on customer profiles and purchase history, making the experience more relevant. In the context of MX application, when customers log into the app, their personal data automatically integrates with the dealer’s administrative system database or integrated information system. This database includes customer data, purchase history, consumer preferences, and habits (e.g., frequency of routine servicing). Based on this data, the app can display more personalized information and promotions, making them more relevant to each customer. Thus, marketing processes become more effective because they can precisely target the audience.

After-Sales Services

Customer Care XYZ has an after-sales service program. This service includes periodic service reminders, insurance, emergency services, and various additional services accessible through the MX application such as loyalty programs, promotions, and discounts. The after-sales services by Customer Care XYZ reflect the implementation of immersive customer experience. This is because it integrates physical and digital services, personalization based on customer data, interactivity through digital applications, and real-time reminders and periodic notifications that utilize digital platforms.

Within the MX application app, there is a service booking feature that allows customers to register for motorcycle service without physically queuing at Bengkel. Customers only need to book service through the app, then visit the workshop according to the schedule. This undoubtedly facilitates customers and provides comfort in accessing Xyz services. This digital service booking is an implementation of integrating physical and digital activities. This aligns with Philip Kotler et al.’s (2024) Marketing 6.0 concept, which relies on metamarketing to provide immersive experiences to customers both physically and digitally.

Moreover, with the service booking feature in MX application, the system stores customers' service histories, allowing the app to provide relevant recommendations such as periodic service reminder notifications and promotional notifications. This practice is a form of data-driven personalization, a characteristic of immersive customer experience as explained by Philip Kotler et al. (2024), which relies on artificial intelligence and the Internet of Things (IoT) to understand customer preferences and behaviors while also studying customer engagement.

MX application also provides features to monitor the status and history of services and orders. Through this feature, customers can see ongoing activities (in process) or completed ones, making the service process informative and transparent. This enhances customer engagement, which then optimizes the customer experience when accessing available services.

Although the MX application can provide periodic service reminders by reading customer transaction history data, Customer Care XYZ also implements real-time service reminders and notifications sent to customers via WhatsApp and email platforms. These two platforms are chosen because they are digital platforms frequently used by customers in their daily lives.

To support the overall program, MX application is also equipped with a chatbot named Amanda, which assists customers when they have questions or need quick and efficient help. Many customers prefer to ask their issues to the chatbot rather than human agents (customer service) because they need fast responses to their inquiries (Kotler et al., 2024). The presence of the Amanda chatbot increases interactivity within the MX application.

Birthday Greetings

Customer Care XYZ has a program to send birthday greetings to each customer on their birthday. These birthday wishes are sent via digital platforms such as WhatsApp and email. As stated by the source BW (2025), this program is part of efforts to build and maintain long-term relationships with customers. By sending birthday greetings, it is hoped that customers will be reminded of the dealer where they made their purchase. Through this program, the company can leverage its data to maintain loyalty and strengthen the emotional connection between customers and the company.

The sending process is supported by an integrated database system. When customers register and log into the MX application by entering their email and date of birth, the system automatically records this information. Then, a simple artificial intelligence (AI) technology reads the birth date and automatically sends birthday greetings via email to the respective customers on their birthdays.

This program reflects the importance of personalization in building customer experience, as explained by Philip Kotler et al. (2024). Not only relying on a personal approach, Customer Care XYZ also uses digital platforms frequently used by customers daily, such as WhatsApp and email, to send birthday greetings. This increases the likelihood that the message will be received and read by the customers. Birthday greetings to customers are not just a formality but also an effort by Customer Care XYZ to strengthen the emotional ties customers have with the brand. Even though the purchase transaction is complete, the attention given by the company makes customers feel valued and remembered, potentially sustaining long-term relationships and enhancing customer loyalty.

From the programs described above, it can be concluded that Customer Care XYZ has implemented immersive customer experience practices. This is because these programs reflect an integrative contact-point-based experience between physical and digital experiences, are personal, rely on multisensory experiences, encourage emotional connections, and are interactive. These five programs complement each other to realize a fully immersive consumer experience. Viewed holistically, Customer Care XYZ's approach has created a customer experience ecosystem oriented toward immersive experience. This is because the series of programs have fulfilled the criteria for immersive customer experience according to Philip Kotler et al. (2024), including combining physical and digital interactions, interpersonal interactions, personalized experiences, and five key supporting elements for immersive customer experience: multisensory, interactive, participatory, seamless, and storytelling.

Effectiveness of the Immersive Customer Experience Strategy in Increasing Customer Satisfaction and Loyalty at XYZ

The effectiveness of the immersive customer experience strategy in enhancing customer satisfaction and loyalty can be measured using tools such as the Customer Satisfaction Level (CSL). According to the three sources - AR (2025), BW (2025), and WA (2025) - the effectiveness of the strategy can also be gauged by looking at customer reviews on Google Review and Google Business Rating, the number of complaint tickets received, customer feedback given via telephone to Customer Care XYZ customer service, incidental focused group discussions with customers, and surveys conducted either internally by Customer Care XYZ or facilitated by external vendors.

In addition to collecting feedback data from customers, Customer Care XYZ also possesses customer data regarding repeat orders. From this data, it can be assessed whether the current strategy effectively encourages repeat purchases. Consumer satisfaction can increase the intention to repurchase (Nurmalasari & Wijaya, 2022). Srivastava and Kaul (2016) also state that customer experience influences both attitudinal loyalty and behavioral loyalty toward a brand. Therefore, repeat order data helps understand whether customers are sufficiently satisfied with the service so far.

The underlying framework here is that if customers receive a positive experience and then feel satisfied, they will become loyal. If customers are loyal, they tend to make repeat purchases.

Moreover, repeat order data is used as evaluation material and consideration to improve service quality, and as a learning material to enhance the internal capacity of front-line people. According to the source AR (2025), customer feedback data, customer relationship dynamics, and customer purchase history can be delivered to the marketing division in the form of reports. These reports then become the basis for determining suitable marketing approaches and strategies toward potential and existing customers. Data from the department, which focuses on establishing and maintaining customer relationships, is crucial for the marketing department because this data is the foundation for developing marketing strategies. Marketing depends heavily on society, so companies need to study customers in terms of shopping habits, economic factors, demographics, lifestyle, cultural environment, and personal values (Vincent, 2024). This aims to present relevant promotional and advertising strategies to customers and to target specific market segments to optimize the expected impact (Vincent, 2024). Therefore, Vincent (2024) states that today's marketing

heavily relies on the intelligent use of consumer data to formulate marketing strategies (Vincent, 2024). Of course, in the context of data management and analysis, the use of customer data is conducted wisely and solely for marketing purposes.

A strategy is considered effective in increasing customer satisfaction and loyalty if:

- a. Customers feel satisfied or very satisfied with the service (Wijayanto, 2025);
- b. Customers are loyal to the brand, indicated by repeat purchases, recommending the brand to relatives and acquaintances, and enthusiastically defending the brand;
- c. There is a tendency for customers to give good ratings on digital platforms such as Google Business Review (e.g., reviews on Google Maps);
- d. Frequent positive feedback, whether from surveys, focus group discussions, or direct communication (telephone) with customer service;
- e. Decrease in the number of complaint tickets.

To measure the effectiveness of the immersive customer experience strategy in increasing customer satisfaction and loyalty at Customer Care XYZ, the researcher used qualitative data obtained from interviews with informants. These data consist of the informants' perceptions confirming that the immersive customer experience strategy has a positive impact on customer satisfaction and loyalty. This approach was necessary because the researcher did not have access to quantitative data such as customer satisfaction indices, customer loyalty rates, or repeat order figures, as these data are confidential and fall within the company's internal domain, which cannot be publicly disclosed. However, by interviewing three internal informants who directly handle customer experience, comprehensive information was obtained, indicating that the immersive customer experience strategy shows signs of effectiveness in enhancing customer satisfaction and loyalty. This is reflected through various forms of positive customer feedback conveyed via multiple channels (Google Business Rating reviews, surveys, FGDs, and the number of tickets).

Although Customer Care XYZ has not formally adopted the strategy name "immersive customer experience," during the interviews, the researcher thoroughly explained the concept of immersive customer experience itself. The informants' responses below regarding their perceptions of how the immersive customer experience strategy positively affects customer satisfaction and loyalty are based on the immersive customer experience concept by Philip Kotler et al. (2024). The following are direct quotes from the informants confirming that the immersive customer experience strategy has a positive impact on customer satisfaction and loyalty:

Informant AR (2025):

"Yes, we always prioritize consumer satisfaction so they have a good experience, remain loyal, and are willing to recommend to others. Continuously developing our network to keep up with consumer trends and habits over time is our reason for wanting consumers to have an immersive experience."

"Of course, we have KPIs for success... we look at whether consumers return or not, or switch to another dealer. Furthermore, we measure it by customers' repeat orders later on."

These statements reflect the perception that immersive customer experience drives consumer loyalty, with repeat orders serving as one indicator to measure success in realizing customer experience.

Informant BW (2025):

“Yes, offline we have service standards that make consumers feel comfortable... in the digital world, we also provide various media that facilitate consumers, such as the MX application...”

“The strategy of combining physical and digital programs (immersive customer experience) greatly influences the overall marketing strategy... naturally, this improves both customer comfort and satisfaction.”

“When customers feel satisfied, ultimately they become loyal... like making repeat purchases, giving recommendations... and even voluntarily defending the brand.”

These statements project that a strategy centered on customer experience, relying on both physical and digital touchpoints (immersive customer experience), can drive customer comfort and satisfaction. If customers feel satisfied, they will be loyal to the brand. When customers are loyal, they tend to recommend the brand to people they know and even defend the brand voluntarily. Loyal customers engage in advocacy, meaning their willingness to recommend products, services, or brands to others and act as supporters of those products (Shailesh & Reddy, 2016). Loyal customers also show their allegiance by steadfastly defending and recommending their trusted brand to others despite the emergence of new competitors offering similar products, services, or offerings (Shailesh & Reddy, 2016).

Informant Ave WA (2025):

“Yes, because Customer Care XYZ always strives to provide an engaging experience for consumers... with the hope that consumers have an enjoyable experience and remain loyal to the XYZ motorcycle brand.”

“Customer satisfaction and loyalty are the main goals of strategy. This will certainly impact consumers’ desire to place repeat orders and boost trust in the Xyz motorcycle brand...”

These statements indicate the informant’s perception that a strategy focused on customer experience (both physical and digital—encouraging an immersive, engaging, and enjoyable experience) can drive customer satisfaction, leading to growth in customer loyalty. The informant highlights repeat orders and brand trust as indicators of the success of a strategy based on customer experience. Findings from the study by Abou-Shouk et al. (2024) also explain that the ease and positive experiences felt by customers through immersive technology-based enjoyable experiences will affect customer engagement and perceived value, which ultimately influence customer satisfaction and loyalty.

From these informant statements, it can be concluded that the immersive customer experience strategy shows indications of effectiveness in increasing customer satisfaction and loyalty at XYZ.

CONCLUSION

Business competition has become increasingly intense due to the rapid development of the internet and technology, which accelerates product commodification and shortens product life cycles. Customers can now easily compare products instantly, forcing companies to continuously innovate marketing strategies by delivering unique and memorable customer experiences. Positive customer experiences are crucial for enhancing satisfaction and loyalty, forming the foundation for long-term marketing. The immersive customer experience

strategy, which combines physical and digital interactions in a personalized, multisensory, interactive, and storytelling manner, is a relevant approach in Marketing 6.0.

The study shows that Customer Care XYZ programs, such as Mudik Bersama, Posko Mudik, the MX application, after-sales services, and birthday greetings, are implementations of immersive customer experience. These programs integrate physical and digital touchpoints, are personalized, multisensory, and interactive, build emotional connections, and fulfill the five essential elements of immersive customer experience.

Interviews with informants indicate that this strategy is effective in improving customer satisfaction and loyalty, with success indicators including repeat purchases, comfort, and satisfaction from the integration of physical and digital touchpoints, and enjoyable experiences that drive customer loyalty.

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