

The Influence of Experiential Marketing, Event Quality, and Social Media Engagement on the Loyalty of Prambanan Jazz Festival Visitors Through Satisfaction as a Mediation Variable

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Keyword:	Abstract
experiential marketing; event quality; social media engagement; visitor satisfaction; visitor loyalty	The rapid growth of music festivals in Indonesia has transformed live events into experience-based industries where visitor loyalty becomes essential for long-term sustainability. Prambanan Jazz Festival, as a cultural music festival held at the Prambanan Temple complex, faces the challenge of maintaining visitor loyalty beyond temporary attraction from performers and social media trends. Experiential marketing, event quality, and social media engagement are considered important factors that shape visitor satisfaction and loyalty. This study aims to examine the effects of experiential marketing, event quality, and social media engagement on visitor loyalty at Prambanan Jazz Festival, with visitor satisfaction as a mediating variable. This research employed a quantitative approach with an explanatory design. Data were collected through online questionnaires from 180 visitors who had attended Prambanan Jazz Festival at least twice during 2024–2025. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings indicate that experiential marketing, event quality, and social media engagement significantly and positively affect visitor loyalty and satisfaction. Visitor satisfaction also significantly influences loyalty and partially mediates the relationships between the three independent variables and visitor loyalty. Social media engagement showed the strongest direct effect on loyalty, while event quality had the strongest effect on satisfaction. Visitor loyalty at Prambanan Jazz Festival is shaped by experiential, operational, and digital factors. Strengthening event quality, creating memorable experiences, and enhancing social media interaction are important strategies for sustaining visitor satisfaction and loyalty.

INTRODUCTION

Indonesia's tourism and creative-economy sectors have grown rapidly in recent years, with music festivals emerging as a significant part of the experience industry that delivers economic, social, and cultural value rather than serving merely as entertainment. As live-experience events multiply, competition among organizers has intensified, requiring them to deliver memorable

experiences and consistent quality to remain the audience's preferred choice (D. A. Baker & Crompton, 2000; J. Baker et al., 1994).

Prambanan Jazz Festival, held at the Prambanan Temple complex in Yogyakarta, has become one of Indonesia's leading music festivals by combining music with cultural heritage. Attendance rose sharply from around 49,000 visitors in 2024 to about 76,000 in 2025, yet growing attendance does not necessarily reflect genuine loyalty, since many visitors may attend because of celebrity line-ups, social-media trends, or viral marketing rather than sustained attachment to the event. Visitor loyalty, reflected in repeat attendance and positive recommendation, is therefore a critical asset for ensuring an event's long-term sustainability.

Prior research points to experiential marketing, event quality, and social media engagement as key factors shaping visitor satisfaction and loyalty. Experiential marketing (Schmitt, 1999) emphasizes creating experiences across sensory, emotional, cognitive, behavioral, and social dimensions, and studies such as (Carmo et al., 2022), (Bramantoko & Maridjo, 2024), and (Genoveva & Fauziah, 2025) have found that positive experiences strengthen satisfaction and, in turn, loyalty. Event quality, covering program quality, performer quality, facilities, comfort, safety, accessibility, and service, has similarly been linked to visitor perception and revisit intention (Armbrecht, 2021; Çiki et al., 2024; Jeong & Kim, 2020; Nguyen et al., 2025). Social media engagement, reflecting visitor interaction with event-related content and information, has also been associated with tourist satisfaction and destination attachment (Ambarawati et al., 2024; Ramsoondar et al., 2025), while satisfaction itself, understood as the evaluation of experience against prior expectations (Oliver, 1980), has been shown to translate positive experience and quality perceptions into loyal behavior (Genoveva & Fauziah, 2025).

However, the relationships among these variables are not always direct, since visitors first evaluate their experience, the quality of the event, and their social media interactions before satisfaction is formed and subsequently shapes loyalty, positioning satisfaction as a potential mediating variable. Prior findings also remain inconsistent: several studies report that experiential marketing has no significant direct effect on loyalty or satisfaction, with its influence occurring instead through brand image or satisfaction as a mediator (Chen & Wu, 2022; Adha et al., 2023; Hasan et al., 2024; Rahmania & Wahyono, 2022), while findings on event quality and social media engagement also vary depending on the outcome examined, with some studies even reporting negative effects on certain outcomes (Akkaya et al., 2024; Zhou & Yu, 2022). In addition, most existing research on experiential marketing and event quality has focused on retail, hospitality, sports events, and general tourism destinations, leaving the specific context of music festivals comparatively underexplored.

Building on this empirical and contextual gap, this study offers novelty by testing the effects of experiential marketing and event quality on visitor loyalty with satisfaction as a mediating variable, while integrating experiential marketing, event quality, and social media engagement within a single comprehensive model set in the context of Prambanan Jazz Festival, a leading Indonesian music festival combining entertainment, culture, and tourism. Accordingly, this study is titled "The Effect of Experiential Marketing, Event Quality, and Social Media Engagement on

Visitor Loyalty at Prambanan Jazz Festival through Satisfaction as a Mediating Variable," and is expected to contribute both theoretically to marketing and event management scholarship and practically to strategies for enhancing sustained visitor satisfaction and loyalty.

Based on the background above, this study examines whether experiential marketing, event quality, and social media engagement each affect visitor loyalty at Prambanan Jazz Festival, whether each of these three factors affects visitor satisfaction, whether satisfaction affects visitor loyalty, and whether satisfaction mediates the effect of experiential marketing, event quality, and social media engagement on visitor loyalty.

In line with the problem statement, this study aims to analyze the effects of experiential marketing, event quality, and social media engagement on visitor loyalty at Prambanan Jazz Festival; to analyze the effects of these same three factors on visitor satisfaction; to analyze the effect of satisfaction on visitor loyalty; and to analyze the mediating role of satisfaction in the relationships between experiential marketing, event quality, and social media engagement, respectively, and visitor loyalty.

Theoretically, this study is expected to contribute to the development of marketing scholarship, particularly regarding experiential marketing, event quality, social media engagement, satisfaction, and visitor loyalty within the context of music festivals, and to serve as a reference for future research examining the relationships among marketing factors, satisfaction, and visitor loyalty. Practically, this study is expected to provide input for Prambanan Jazz Festival organizers in evaluating and enhancing visitor experience, event quality, and social media engagement, thereby helping to increase visitor satisfaction and, in turn, encourage loyalty through repeat-visit intention and willingness to recommend the festival to others.

METHOD

Research Design

This study employs a quantitative approach with an explanatory research design, aimed at objectively and measurably testing the relationships among experiential marketing, event quality, social media engagement, satisfaction, and visitor loyalty at Prambanan Jazz Festival, in line with (Creswell, 2014) view that quantitative research tests theory by measuring variable relationships through research instruments and statistical analysis. Data were collected through a survey method, distributing questionnaires to visitors of Prambanan Jazz Festival to capture their perceptions of the experience obtained (experiential marketing), event quality, social media engagement, satisfaction, and loyalty toward the event, in accordance with Malhotra's (2010) view of surveys as an efficient technique for gathering data on consumer perceptions and attitudes from large numbers of respondents.

The unit of analysis is the individual visitor who has attended Prambanan Jazz Festival, chosen because the research variables are subjective and personal in nature, allowing the study to capture the diversity of visitor experiences and perceptions that shape the relationships among variables. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM), selected for its ability to analyze complex models with multiple latent variables without

requiring strict normal-distribution assumptions, and for its suitability for predictive, theory-development research involving simultaneous testing of independent, mediating, and dependent variables (J. Hair, 2019; J. F. J. Hair, 2022).

Research Object and Timeframe

The object of this study is Prambanan Jazz Festival, an annual music event held at the Prambanan Temple complex in Yogyakarta known for its cultural appeal and distinctive experience. Rather than being conducted on-site, the research focuses on individuals who have previously attended the festival, enabling data collection through an online questionnaire based on respondents' actual past experience of experiential marketing, event quality, social media engagement, satisfaction, and loyalty. The research was planned to take place from April to June 2026, covering questionnaire preparation and pretesting, online distribution, and subsequent data collection, screening, and verification.

Population

Following Sekaran and Bougie (2020), the population in this study consists of all visitors who have attended Prambanan Jazz Festival, chosen because they directly experience the variables under study. As the festival attracts tens of thousands of visitors annually with an unknown exact total, the population is categorized as an infinite population.

Sampling Technique and Sample

This study uses purposive sampling, a non-probability sampling technique, since respondents must possess the specific characteristic of having attended Prambanan Jazz Festival and be able to provide accurate assessments based on real experience (Sugiyono, 2019). This technique is further supported by the infinite nature of the population and the online mode of data collection. Sample criteria required respondents to have attended Prambanan Jazz Festival at least twice between 2024 and 2025 and to be at least 17 years old or otherwise capable of providing an objective assessment. Following Hair et al.'s (2017) guideline of 5-10 times the number of indicators for PLS-SEM, and with 18 indicators in this study, the recommended sample size ranged from 90 to 180 respondents; this study used the upper bound of 180 respondents to enhance the stability, validity, and reliability of the analysis.

Type of Data and Data Collection Procedure

This study uses primary, quantitative data obtained directly from respondents through an online questionnaire distributed via Google Forms and social media to individuals meeting the sampling criteria. The questionnaire contained statements measuring experiential marketing, event quality, social media engagement, satisfaction, and visitor loyalty using a Likert scale; responses were self-administered based on respondents' actual experience, then collected, screened, and verified for completeness and eligibility until the target sample size was reached.

Classification of Research Variables

Variables in this study are classified into independent, dependent, and mediating variables. The independent variables are Experiential Marketing (X1), Event Quality (X2), and Social Media Engagement (X3); the dependent variable is Visitor Loyalty (Y), reflecting visitors' tendency to revisit the event and recommend it to others; and the mediating variable is Visitor Satisfaction (Z), which bridges the effects of experiential marketing and event quality on visitor loyalty.

Operational Definition of Variables

Operational definitions were developed to convert theoretical concepts into measurable indicators for questionnaire construction, as summarized in Table 1.

Table 1. Operational Definition of Variables

No.	Variable	Operational Definition	Indicators	Source
1	Experiential Marketing (X1)	A marketing strategy that creates direct experiences (sensory, emotional, and social) felt by visitors while attending Prambanan Jazz Festival and shapes their impression of and engagement with the event.	Sense, Feel, Think, Act, Relate	Schmitt (1999); (Barger et al., 2016; Bayır, 2022)
2	Event Quality (X2)	Visitors' perception of the overall quality of event organization, covering facilities, service, comfort, and the program experienced during the festival.	Program Quality, Service Quality, Facility Quality, Information Quality	Gats (2008); Olivia (2025)
3	Social Media Engagement (X3)	Visitors' cognitive, emotional, and behavioral involvement in accessing, responding to, interacting with, and participating in an event's content or activities on social media.	Consuming, Contributing, Creating	Muntinga et al. (2011); Ambarawati et al. (2024)
4	Satisfaction (Z)	The level of satisfaction or dissatisfaction that arises after comparing expectations with the experience obtained during the event.	Correct Decision, Meeting Expectations, Happiness	Oliver (1997); (Erhan & Bangun, 2024; Febrianti & Keni, 2020)
5	Visitor Loyalty (Y)	Visitors' commitment to revisit the event and recommend it to others as a form of long-term relationship with the event.	Confidence, Revisit Intention, Willingness to Pay More	(Getz & Page, 2024; Griffin, 2002) Setiawati (2024)

Variable Measurement Scale

All variables were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), chosen for its ease of understanding among respondents and its ability to

accurately measure levels of agreement across experiential marketing, event quality, social media engagement, satisfaction, and visitor loyalty; the resulting data were analyzed using PLS-SEM to test the relationships among variables.

Data Analysis Technique

Descriptive analysis was used to systematically present respondent characteristics and response distributions across variables through tables, percentages, means, standard deviations, and minimum and maximum values, without testing relationships among variables (Subhaktiyasa et al., 2025). Quantitative analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), beginning with instrument testing to ensure the questionnaire produced accurate, consistent, and reliable data.

Validity testing comprised convergent validity, assessed through outer loading (≥ 0.70) and Average Variance Extracted (≥ 0.50), and discriminant validity, assessed through the Fornell-Larcker criterion, cross loading, and the Heterotrait-Monotrait ratio (HTMT < 0.90 , or < 0.85 under a stricter criterion). Reliability testing used Cronbach's Alpha (≥ 0.70 , with 0.60-0.70 acceptable for exploratory research) and Composite Reliability, the latter being more recommended in PLS-SEM (≥ 0.70 reliable, ≥ 0.80 highly reliable), as summarized in Table 2.

Table 2. Instrument Decision Criteria

Instrument Test	Indicator	Criterion
Convergent Validity	Outer Loading	≥ 0.70
	AVE	≥ 0.50
Discriminant Validity	Fornell-Larcker	Square root of AVE $>$ inter-construct correlation
	HTMT	< 0.90
Reliability	Cronbach's Alpha	≥ 0.70
	Composite Reliability	≥ 0.70

Source: Hair et al. (2017)

Hypothesis testing examined the effects of experiential marketing and event quality on visitor loyalty, both directly and through satisfaction as a mediating variable, using path coefficients generated through SmartPLS, with significance determined via bootstrapping based on T-statistics and p-values: a hypothesis is accepted when the T-statistic exceeds 1.96 and the p-value is below 0.05, indicating a significant relationship, and rejected otherwise. Beyond direct effects, indirect effects were also tested through bootstrapping to determine whether satisfaction

significantly mediates - partially or fully - the relationships between the independent and dependent variables.

RESULT AND DISCUSSION

Data Collection and Respondent Profile

The study employed purposive sampling to select visitors who had attended the Prambanan Jazz Festival at least twice during 2024–2025, were at least 17 years old, and were willing to participate. A total of 180 questionnaires were distributed online through Google Forms during July–August 2026, and all 180 questionnaires were returned and considered valid. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.

The respondents were predominantly aged 21–30 years (57.22%), while 56.67% were female and 43.33% were male. Students represented the largest occupational group (43.33%), and 51.11% of respondents had attended the festival at least three times. Instagram was the main information platform (56.11%). The detailed demographic tables are omitted from this shortened version because they provide supporting respondent profiles rather than direct evidence for the structural model.

Descriptive Analysis of Research Variables

Table 3. Summary of Descriptive Statistics

Variable		Minimum	Maximum	Mean
Experiential Marketing (EM)	10	50	40.40	
Event Quality (EQ)	8	40	33.12	
Social Media Engagement (SME)	6	30	23.83	
Visitor Satisfaction (VS)	6	30	25.37	
Visitor Loyalty (VL)	6	30	24.72	

The descriptive results indicate positive evaluations across all research variables. Experiential Marketing obtained a mean score of 40.40, Event Quality 33.12, Social Media Engagement 23.83, Visitor Satisfaction 25.37, and Visitor Loyalty 24.72. At the indicator level, the mean scores were 4.040 for Experiential Marketing, 4.140 for Event Quality, 3.971 for Social Media Engagement, 4.229 for Visitor Satisfaction, and 4.119 for Visitor Loyalty. Overall, the findings indicate that respondents perceived the festival experience, event management, digital engagement, satisfaction, and loyalty positively.

SEM-PLS Analysis

Measurement Model (Outer Model)

The measurement model was evaluated through convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using outer loading and Average

Variance Extracted (AVE), while discriminant validity was examined through the Fornell–Larcker criterion, HTMT, and cross-loading values.

Table 4. Convergent Validity Results

Construct	Indicators	Outer Loading	AVE	Result
Experiential Marketing	EM1–EM10	0.734–0.808	0.611	Valid
Event Quality	EQ1–EQ8	0.753–0.852	0.635	Valid
Social Media Engagement	SME1–SME6	0.789–0.812	0.644	Valid
Visitor Satisfaction	VS1–VS6	0.796–0.851	0.681	Valid
Visitor Loyalty	VL1–VL6	0.774–0.820	0.625	Valid

All indicators had outer loading values above 0.70 and all constructs had AVE values above 0.50. Thus, the convergent validity requirements were satisfied. Discriminant validity was also established because the square root of AVE for each construct exceeded its correlations with other constructs, all HTMT values were below 0.90, and every indicator loaded highest on its intended construct

Table 5. Construct Reliability Results

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Result
Experiential Marketing	0.929	0.929	0.940	Reliable
Visitor Satisfaction	0.906	0.908	0.927	Reliable
Event Quality	0.918	0.922	0.933	Reliable
Visitor Loyalty	0.880	0.881	0.909	Reliable
Social Media Engagement	0.889	0.891	0.915	Reliable

All constructs had Cronbach's Alpha and composite reliability values above 0.70, indicating strong internal consistency. Therefore, the measurement model met the required validity and reliability criteria and was suitable for structural model testing.

Structural Model (Inner Model)

Table 5. Coefficient of Determination

Endogenous Variable	R-square	Adjusted R-square
Visitor Satisfaction	0.625	0.619
Visitor Loyalty	0.649	0.641

The adjusted R-square indicates that Experiential Marketing, Event Quality, and Social Media Engagement jointly explain 61.9% of the variance in Visitor Satisfaction. Meanwhile, Experiential Marketing, Event Quality, Social Media Engagement, and Visitor Satisfaction explain

64.1% of the variance in Visitor Loyalty. The remaining variance is attributable to factors outside the research model.

Table 6. Path Coefficient and Indirect Effect Results

Relationship	Path Coefficient	T-statistic	P-value
EM → VS	0.349	6.380	0.000
EM → VL	0.149	2.525	0.012
VS → VL	0.259	3.750	0.000
EQ → VS	0.352	6.321	0.000
EQ → VL	0.255	4.080	0.000
SME → VS	0.240	3.671	0.000
SME → VL	0.289	4.924	0.000
EM → VS → VL	0.090	3.342	0.001
EQ → VS → VL	0.091	3.225	0.001
SME → VS → VL	0.062	2.532	0.011

All tested relationships were positive and statistically significant because all p-values were below 0.05 and all t-statistics exceeded 1.96. Social Media Engagement had the strongest direct effect on Visitor Loyalty ($\beta = 0.289$), while Event Quality had the strongest direct effect on Visitor Satisfaction ($\beta = 0.352$). Visitor Satisfaction also positively affected Visitor Loyalty ($\beta = 0.259$). The three indirect effects were significant, indicating partial mediation by Visitor Satisfaction.

Table 7. Effect Size (f^2)

Predictor	Visitor Satisfaction	Visitor Loyalty
Experiential Marketing	0.194	0.032
Visitor Satisfaction	—	0.072
Event Quality	0.209	0.097
Social Media Engagement	0.084	0.120

Event Quality produced the largest effect size for Visitor Satisfaction ($f^2 = 0.209$), followed by Experiential Marketing (0.194) and Social Media Engagement (0.084). For Visitor Loyalty, Social Media Engagement had the largest effect size (0.120), followed by Event Quality (0.097), Visitor Satisfaction (0.072), and Experiential Marketing (0.032).

Experiential Marketing and Visitor Loyalty

Experiential Marketing positively and significantly affected Visitor Loyalty ($\beta = 0.149$; $p = 0.012$). Sensory, emotional, cognitive, behavioral, and social experiences can create memorable impressions that encourage visitors to revisit and maintain commitment to the festival. This finding is consistent with Hasan et al. (2024), (Aryandha et al., 2025; Asyhari & Dermawan, 2024), Setiawati (2025), Riyanto et al. (2025), and Genoveva and Fauziah (2025), which emphasize experiential value and emotional engagement as contributors to loyalty.

Event Quality and Visitor Loyalty

Event Quality positively and significantly affected Visitor Loyalty ($\beta = 0.255$; $p < 0.001$). Program organization, service responsiveness, facilities, and information clarity provide a reliable basis for visitor confidence and continued preference. The finding is consistent with Liu et al.

(2024), Yoon et al. (2010), and Molina-Gómez et al. (2021), which associate event quality with perceived value, satisfaction, and repeat behavior.

Social Media Engagement and Visitor Loyalty

Social Media Engagement had the strongest direct effect on Visitor Loyalty ($\beta = 0.289$; $p < 0.001$). Visitors' activities in consuming, contributing to, and creating festival-related content can maintain their connection with the event beyond the festival period. The dominance of Instagram and the young respondent profile support the relevance of digital interaction. The result is consistent with Ramli et al. (2023), Zhou and Yu (2022), and Ambarawati et al. (2024).

Experiential Marketing and Visitor Satisfaction

Experiential Marketing positively and significantly affected Visitor Satisfaction ($\beta = 0.349$; $p < 0.001$). The multisensory and emotional experience provided by the festival contributes to positive visitor evaluations. This finding is consistent with Carmo et al. (2022) and (Arief et al., 2022), which identify experiential dimensions as important determinants of satisfaction.

Event Quality and Visitor Satisfaction

Event Quality had the strongest direct effect on Visitor Satisfaction ($\beta = 0.352$; $p < 0.001$). Program quality, services, facilities, and information are fundamental components of the festival experience. This result is consistent with Wijono et al. (2025), Nasution and Siregar (2024), (M. I. Harahap & Pasaribu, 2024) and Sitanggang and Lubis (2024), which report positive relationships between event or service quality and satisfaction.

Social Media Engagement and Visitor Satisfaction

Social Media Engagement positively and significantly affected Visitor Satisfaction ($\beta = 0.240$; $p < 0.001$). Digital interaction can shape expectations before attendance and influence post-event evaluation when visitors compare online information with their actual experience. The finding is consistent with Wilopo and Nuralam (2025), Ambarawati et al. (2024), Ramsoondar et al. (2025), and Zhou and Yu (2022).

Visitor Satisfaction and Visitor Loyalty

Visitor Satisfaction positively and significantly affected Visitor Loyalty ($\beta = 0.259$; $p < 0.001$). Satisfaction related to decision quality, expectation fulfillment, and positive feelings can strengthen confidence, revisit intention, and willingness to pay more. This finding is consistent with (Y. Harahap et al., 2025), (Khairunnisa et al., 2023), and (Agustina & Maulany, 2025).

Mediation of Visitor Satisfaction: Experiential Marketing → Visitor Loyalty

Visitor Satisfaction significantly partially mediated the relationship between Experiential Marketing and Visitor Loyalty (indirect $\beta = 0.090$; $p = 0.001$). Experiential Marketing therefore

contributes to loyalty both directly and through the satisfaction generated by the experience. This result is consistent with Mufliah et al. (2025) and Wulandari and Rahayu (2024).

Mediation of Visitor Satisfaction: Event Quality → Visitor Loyalty

Visitor Satisfaction significantly partially mediated the relationship between Event Quality and Visitor Loyalty (indirect $\beta = 0.091$; $p = 0.001$). This was the largest of the three indirect effects, indicating that event quality contributes more strongly to loyalty when it first produces high visitor satisfaction. The finding is consistent with Kusumah and Wahyudin (2024), Nguyen et al. (2025), and (Dessart et al., 2015; Elsayy et al., 2025).

Mediation of Visitor Satisfaction: Social Media Engagement → Visitor Loyalty

Visitor Satisfaction significantly partially mediated the relationship between Social Media Engagement and Visitor Loyalty (indirect $\beta = 0.062$; $p = 0.011$). Although this was the smallest indirect effect, it confirms that digital engagement contributes to loyalty both directly and through visitors' satisfaction with the consistency between digital expectations and actual festival experiences. The result is consistent with Ambarawati et al. (2024), Abbasi et al. (2024), Ramsoondar et al. (2025), and Zhou and Yu (2022).

Overall Implications

The findings show that Visitor Loyalty at the Prambanan Jazz Festival is shaped by experiential, operational, and digital factors. Event Quality is the strongest direct predictor of Visitor Satisfaction, whereas Social Media Engagement is the strongest direct predictor of Visitor Loyalty. Visitor Satisfaction partially mediates all three relationships with loyalty, with the strongest indirect pathway occurring between Event Quality and Visitor Loyalty.

The results support the combined relevance of Expectancy Disconfirmation Theory and Stimulus-Organism-Response Theory. Event Quality, Experiential Marketing, and Social Media Engagement function as stimuli that are evaluated by visitors and contribute to satisfaction before producing loyal behavioral responses. Practically, organizers should maintain consistent program quality, responsive services, adequate facilities, and clear information while continuously developing memorable sensory and emotional experiences. Social media should also be managed through interactive and authentic content to strengthen engagement and sustain visitor loyalty.

CONCLUSION

This study was conducted to analyze the effects of Experiential Marketing, Event Quality, and Social Media Engagement on Visitor Loyalty at the Prambanan Jazz Festival, with Visitor Satisfaction serving as a mediating variable. Based on the results of data analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, Experiential Marketing, Event Quality, and Social Media Engagement were found to have positive effects on Visitor Loyalty. The findings indicate that the sensory, emotional, cognitive, behavioral, and social experiences provided by the festival are able to create memorable impressions that encourage visitors to

maintain their commitment and intention to revisit the festival. In addition, the actual performance of event organization, including event programs, committee services, facilities, and information clarity, also contributes to visitor loyalty by establishing confidence in the overall quality of the festival.

Social Media Engagement was identified as the strongest direct predictor of Visitor Loyalty in the research model. This finding demonstrates that visitors' involvement in consuming, contributing to, and creating social media content can strengthen their emotional connection with the festival beyond the event period. Digital engagement allows visitors to maintain interactions with the festival through social media before, during, and after the event, thereby supporting the development of a lasting relationship with the festival. These findings highlight the importance of social media as not only a communication platform but also a medium through which visitor engagement and loyalty can be continuously maintained.

The results further demonstrate that Experiential Marketing, Event Quality, and Social Media Engagement have positive effects on Visitor Satisfaction. Event Quality was found to be the most dominant predictor of Visitor Satisfaction, indicating that the operational and technical performance of the festival plays a fundamental role in determining whether visitors' expectations are fulfilled. The quality of event programs, services provided by the committee, facilities, and the clarity of information contribute to visitors' overall evaluation of their festival experience. Meanwhile, Experiential Marketing contributes to satisfaction by providing comprehensive experiences that can meet or exceed visitors' expectations. Social Media Engagement also contributes to satisfaction by shaping visitors' expectations and evaluations before, during, and after their participation in the festival.

Visitor Satisfaction was also found to have a positive effect on Visitor Loyalty. This finding indicates that visitors who experience a high level of satisfaction are more likely to develop stronger confidence, revisit the festival, and demonstrate a willingness to pay more to attend future events. Furthermore, Visitor Satisfaction partially mediates the effects of Experiential Marketing, Event Quality, and Social Media Engagement on Visitor Loyalty. The partial mediation results indicate that these three variables influence Visitor Loyalty not only through direct effects but also through the satisfaction formed from visitors' evaluations of their festival experiences. Among the three indirect relationships, the mediating contribution of Visitor Satisfaction to the relationship between Event Quality and Visitor Loyalty was found to be the largest, emphasizing the importance of ensuring that high-quality event management is translated into meaningful visitor satisfaction.

Overall, the findings indicate that Visitor Loyalty at the Prambanan Jazz Festival is formed through the interaction of experiential, operational, and digital factors. Experiential Marketing provides meaningful and memorable experiences, Event Quality ensures that the festival is delivered according to visitors' expectations, while Social Media Engagement strengthens visitors' ongoing digital connection with the festival. Visitor Satisfaction subsequently strengthens these relationships by transforming positive evaluations of the festival experience into loyalty-related outcomes. Therefore, the findings emphasize the importance of maintaining consistent event

quality, developing memorable sensory and emotional experiences, and strengthening interactive and authentic social media engagement as part of efforts to foster sustainable Visitor Loyalty toward the Prambanan Jazz Festival.

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