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The Influence of Experiential Marketing, Brand Image, and Social Value on Customer Loyalty Mediated by Customer Satisfaction of Nike Shoes in Indonesia

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ABSTRACT

The footwear industry in Indonesia is experiencing rapid growth, triggering intense competition among global brands. In this competitive landscape, maintaining customer loyalty requires more than just functional product benefits; thus, understanding the psychological and social drivers behind consumer retention is crucial for strategic management. This study aims to analyze the influence of experiential marketing, brand image, and social value on customer loyalty, with customer satisfaction acting as a mediating variable among Nike consumers in Indonesia. Utilizing a quantitative approach, data were collected from 120 respondents via an online questionnaire using purposive sampling and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) through SmartPLS 4. The empirical findings reveal that experiential marketing, brand image, and social value significantly and positively influence customer satisfaction and directly affect customer loyalty. Furthermore, customer satisfaction serves as a significant mediating variable bridging all independent variables to loyalty. The structural model demonstrates moderate predictive power, accounting for 72.2% of the variance in customer loyalty. Theoretically, this study enriches consumer behavior literature by integrating social value into the footwear industry. Practically, within the scope of Industrial Engineering and Management, these insights serve as a strategic reference for product design and marketing divisions to enhance sensory experiences, sustain premium positioning, and leverage social prestige to secure long-term consumer retention.

INTRODUCTION

The footwear industry in Indonesia has experienced rapid growth in recent years, driven by the rising trend of active lifestyles, urbanization, and the expanding penetration of digital technologies. This development has triggered a shift in consumer behavior; consumers no longer evaluate products solely based on functional performance but also on the experiences encountered throughout the purchasing and usage processes. Over the past decade, the global sneaker market has continued to expand. However, Nike's long-standing dominance has begun to erode. According to the *Sneakers Market Size and Share* report, the global sneaker industry was valued at approximately $79 billion in 2021. From 2022 to 2030, the compound annual growth rate (CAGR) is projected to reach 5.2% per year, meaning that the global sneaker market value will exceed $130 billion by 2030 [1].

Despite these market expansions, Nike's market positioning has shown signs of weakening. Although Nike still held a 16.4% market share in 2024 double that of Adidas this figure represents a 0.7% decline compared to 2022. Furthermore, Nike's market share in its primary regions has experienced stagnation or even a downturn. Nike's 2024 financial reports revealed a 1.7% revenue decline in the fourth fiscal quarter compared to the same period in 2023. Competition among global brands such as Nike, Adidas, Puma, and New Balance has become increasingly intense. Companies no longer compete purely on product quality but also on their ability to craft unique brand experiences across both offline and digital channels. Under these highly competitive pressures, businesses are compelled to establish marketing strategies that focus extensively on the holistic customer experience rather than just product attributes [1]

The phenomenon of Nike's global market share decline and its revenue drop poses a critical threat to its positioning in emerging markets like Indonesia. The core problem statement lies in the shifting dynamics of consumer behavior, where merely fulfilling the functional benefits of footwear no longer guarantees customer retention in the face of aggressive global and rising domestic competitors. Under these highly intense pressures, managing psychological and symbolic elements beyond the physical attributes of the product has become an urgent necessity for strategic brand survival.

In this context, experiential marketing has emerged as an effective approach to generate brand differentiation through sensory, emotional, cognitive, and relational experiences. Various studies indicate that positive experiences can enhance customer engagement and build favorable brand perceptions. In addition to experiential marketing, brand image serves as an essential determinant in shaping customer satisfaction. As a global market leader, Nike faces substantial challenges in maintaining a consistent brand image across diverse countries, including Indonesia, which is characterized by highly heterogeneous consumer demographics. Furthermore, social value has become increasingly relevant in understanding modern consumer behavior. Contemporary consumers look beyond functional utility, heavily weighing symbolic values that can elevate their social status and self-identity. In the athletic footwear industry, products frequently serve as representations of lifestyle.

Customer satisfaction is a pivotal variable linking marketing strategies to customer loyalty. When customers are satisfied with a product or service, they are highly likely to exhibit loyalty, demonstrate repeat purchase behaviors, and contribute to business revenue growth. Additionally, satisfied customers tend to recommend the product or service to others, thereby expanding the customer base and gaining a larger market share. Furthermore, customer satisfaction significantly impacts overall brand perception. Satisfied customers view the company positively, leading to enhanced loyalty and positive word-of-mouth recommendations. Conversely, dissatisfied customers are highly unlikely to continue utilizing or recommending the product or service, resulting in revenue losses and negative brand perceptions [2]. A study by [3] showed that experiential marketing influences customer loyalty through satisfaction as a mediating variable. However, a contrasting study by [4] revealed that not all dimensions of experiential marketing directly affect customer loyalty. This emphasizes that the relationships among these variables are complex and non-linear.

Loyalty is a deeply held commitment to consistently rebuy or repatronize a preferred brand in the future. Customer loyalty is heavily influenced by trust, making it crucial for businesses to establish trustworthy relationships with their customers. Trust is the foundation of any relationship, built over time through consistent actions that demonstrate a business's reliability, honesty, and consistency. Consistency is also vital in

building trust and fostering customer loyalty. When a business remains consistent in its operations, it reinforces customer trust in the brand. This consistency can be reflected in marketing messages, pricing structures, and core brand values [5].

Although studies on customer loyalty and satisfaction are abundant, significant research gaps remain unaddressed in the prior literature. First, empirical inconsistencies persist regarding the impact of experiential marketing on satisfaction, where a meta-analysis by [6] concluded that it generally exerts a significant effect, while other contextual studies show non-significant results due to a heavy reliance on service quality and perceived value. Second, the relationship between brand image and customer satisfaction remains contradictory; for instance, a study by [7] demonstrated that brand image did not significantly influence satisfaction in certain contexts, which directly contradicts other literatures. Third, despite the fact that athletic shoes have transitioned into lifestyle representations, empirical research integrating social value within a unified loyalty framework remains scarce, particularly within collective cultural frameworks like Indonesia. Most prior studies have evaluated these variables partially such as researches by [8] and [9] focusing heavily on interactive aspects leaving a critical gap in understanding how experiential marketing, brand image, and social value interact simultaneously when mediated by customer satisfaction.

To address these limitations, the novelty of this research lies in the development of a comprehensive, integrated conceptual model that combines experiential marketing, brand image, and social value simultaneously within a single PLS-SEM structural framework to predict customer loyalty. Specifically, this study introduces novelty by positioning social value as a primary antecedent among young adult/productive-age consumers in Indonesia an area that remains highly limited in footwear industry literature. This framework shifts the perspective of customer loyalty from a purely functional product evaluation to an experiential and symbolic value dimension that aligns with modern consumer characteristics.

Consequently, this study provides a comprehensive dual contribution. Theoretically, it enriches consumer behavior and marketing management literature by providing fresh empirical evidence on the pivotal mediating role of customer satisfaction between social value and loyalty in an emerging market context. Practically, within the scope of Industrial Engineering and Management, these structural insights serve as a robust decision-making tool for product design and marketing divisions. The findings can be directly applied to standardize customer experience touchpoints, optimize product differentiation based on social prestige, and formulate efficient long-term consumer retention strategies to sustain market share against intense competitive threats.

MATERIALS AND METHODS

Research Methodology Flowchart

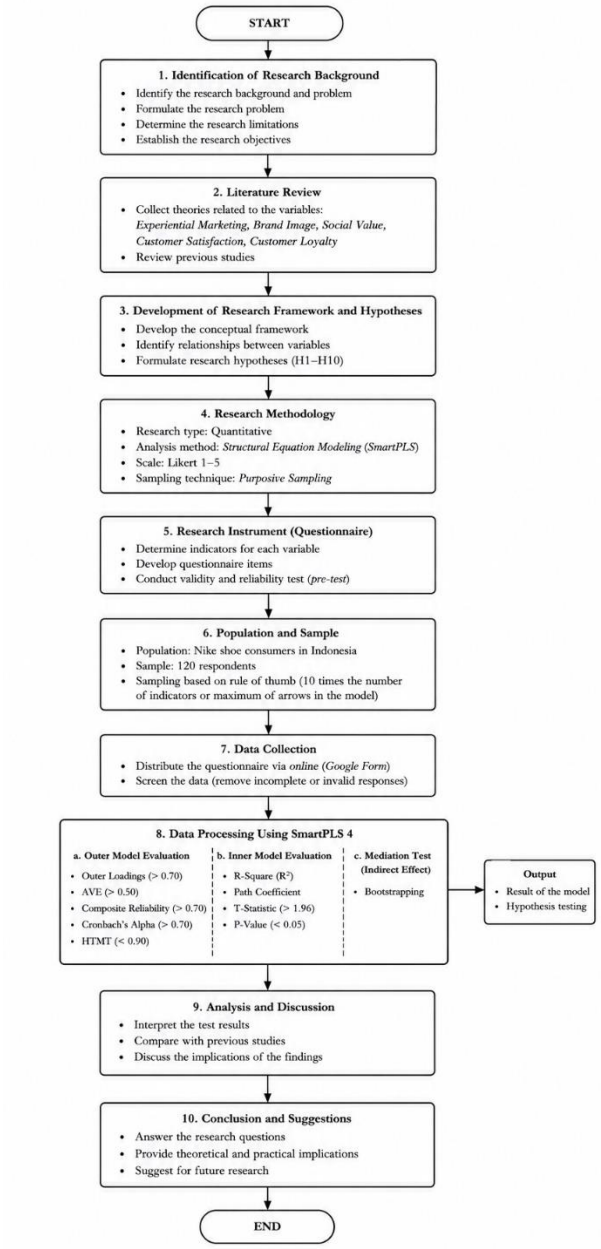


Figure 1.Research Methodology Flowchart

This study employs a quantitative approach with a descriptive research design to measure causal relationships statistically. The targeted population encompasses all consumers across the Republic of Indonesia who have bought or utilized Nike shoes via official channels, retail hubs, or digital e-commerce platforms. Using purposive sampling, a final pool of 120 valid respondents was gathered. This sample size satisfies the classical "10-times rule" requirement for structural models, safely surpassing the required minimum threshold for PLS-SEM paths.

The questionnaire uses a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The variables analyzed in this study include:

Experiential Marketing

Experiential marketing is a marketing strategy that emphasizes creating unique, emotional, and meaningful experiences for consumers so they feel directly engaged with a brand or product. The main objective of this strategy is not merely to convey product features, but to create engaging experiences that can enhance consumers' emotional attachment to the brand. This strategy encompasses sensory (sense), emotional (feel), cognitive (think), behavioral (act), and social relationship (relate) elements [7].

Brand Image

Brand image is a collection of associations, perceptions, and impressions that consumers hold toward a brand (attributes, benefits, symbolic values). Brand image influences satisfaction evaluation because consumers assess their experiences based on expectations formed by that image [10]

Social Value

Social value represents a condition where individuals desire to be seen and recognized within their social environment when using the same products as their social circle. Social value can manifest as the perceived effects of using the same e-commerce platform, leading to social acceptance within their environment. This can trigger interpersonal relationships, thereby exerting a positive influence on customer satisfaction toward the product [11]

Customer Satisfaction

Customer satisfaction represents an individual's level of feeling after comparing perceived benefits with their expectations. Satisfaction is an emotional behavior or reaction of a customer toward the services they have received, which is related to the fulfillment of several customer needs and desires[12]

Customer Loyalty

Customer loyalty is a commitment made by a customer to purchase products or services offered by a company in the future. Customer loyalty occurs when customers intend to repurchase similar products or services from a company, maintain an optimistic attitude toward the company, and recommend its services to others [4].

Conceptual Framework

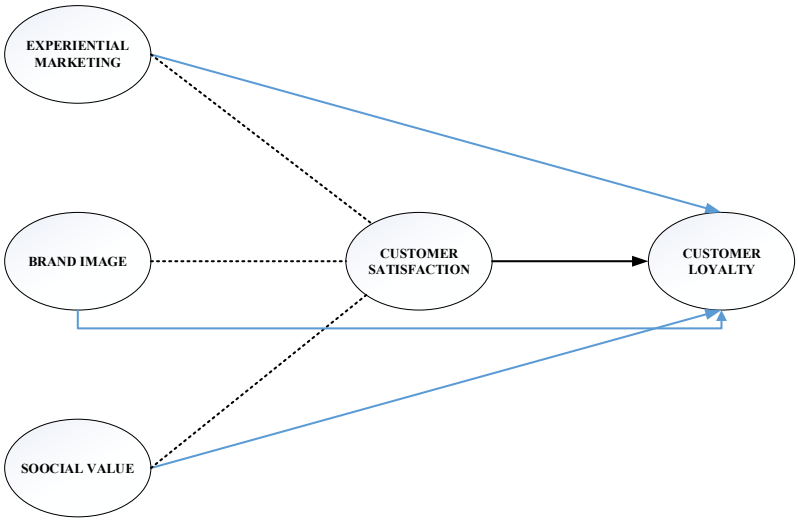


Figure 2. Conceptual Framework

1. Direct Effect

The direct effect in this model indicates that experiential marketing, brand image, and social value have a direct relationship with customer loyalty. This implies that enhancements in customer experience, a positive brand image, and the social value perceived by customers can directly drive the formation of customer loyalty without necessarily transitioning through satisfaction first. This occurs because these three variables are capable of creating emotional attachment, trust, and customer preference toward a brand. Consequently, the superior the experiential marketing, brand image, and social value possessed by the brand, the higher the resulting customer loyalty.

2. Indirect Effect

In addition to the direct pathways, this model demonstrates the existence of indirect effects operating through Customer Satisfaction as a mediator. Experiential marketing, brand image, and social value initially influence Customer Satisfaction before ultimately impacting customer loyalty. A positive experience, a robust brand image, and high social value will elevate Customer Satisfaction. This satisfaction subsequently encourages customers to engage in repeat purchase behaviors and remain loyal to the brand. Thus, Customer Satisfaction acts as an intermediary variable that explains the mechanism connecting the exogenous variables to customer loyalty.

3. Mediating Effect

Customer Satisfaction in this model functions as a mediating variable that exerts a direct influence on customer loyalty. This indicates that a higher level of Customer Satisfaction corresponds to a greater probability of a customer becoming loyal. Customer Satisfaction reflects the fulfillment of customer expectations and needs, thereby establishing a long-term relationship between the customer and the company. Therefore, Customer Satisfaction serves as the primary pathway in shaping loyalty and reinforces the overall influence of experiential marketing, brand image, and social value on customer loyalty.

Based on the theoretical framework and previous studies, the hypotheses proposed in this study are as follows:

Direct Effects

H1: Experiential Marketing has a positive and significant effect on Customer Satisfaction.
H2: Brand Image has a positive and significant effect on Customer Satisfaction.
H3: Social Value has a positive and significant effect on Customer Satisfaction.
H4: Experiential Marketing has a positive and significant effect on Customer Loyalty.
H5: Brand Image has a positive and significant effect on Customer Loyalty.
H6: Social Value has a positive and significant effect on Customer Loyalty.
H7: Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Indirect Effects (Mediation)

H8: Customer Satisfaction mediates the relationship between Experiential Marketing and Customer Loyalty.
H9: Customer Satisfaction mediates the relationship between Brand Image and Customer Loyalty.
H10: Customer Satisfaction mediates the relationship between Social Value and Customer Loyalty.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. This method is suitable for analyzing complex models and can handle relatively small to medium sample sizes.
The analysis procedure includes:

1. Outer Model Evaluation
2. Inner Model Evaluation
3. Hypothesis Testing using bootstrapping

RESULTS AND DISCUSSIONS

Results

1. Respondent Characteristics

Table 1. Respondent Characteristics

Gender	Frequency	Percentage
Male	37	30,8%
Female	83	69,2%
Age	**Frequency**	**Percentage**
Less than 20 years	1	0,8%
20-25 years	62	51,7%
25-30 years	52	44,2%
More than 30 years	5	4,2%
Occupation	**Frequency**	**Percentage**
Civil Servant	2	1,7%
Entrepreneur	7	5,8%
Private Employee	94	79,2%
Tour Guide	0	0%
Athlete	1	0,8%
Teacher	0	0%
Medical Personnel	15	12,5%
Influencer / Content Creator	1	0,8%

The results indicate that the majority of respondents are female (69.2%), suggesting that female consumers dominate the use of Nike shoes in this study.
In terms of age, most respondents are in the 20–25 years (51.7%) and 25–30 years (44.2%) categories, showing that the sample is largely composed of young adults, who are typically active consumers in the fashion and sportswear market.
Regarding occupation, the majority of respondents are private employees (79.2%), followed by medical personnel (12.5%), indicating that most respondents have a stable income and purchasing power.
Overall, the respondent profile reflects young, working individuals, which is highly relevant to the target market of Nike products.

Outer Model

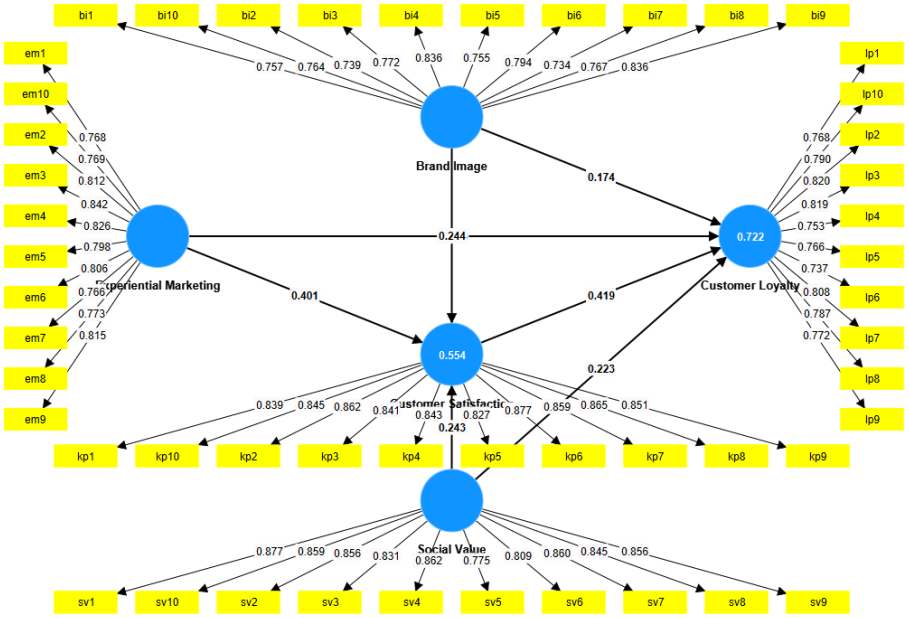


Figure 3. Outer Model

Average variance extracted (AVE)

Table 2. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Brand Image	0.602
Customer Loyalty	0.612
Customer Satisfaction	0.724
Experiential Marketing	0.637
Social Value	0.711

It can be observed that the value of each indicator or outer loading is greater than 0.7, and based on the table above, the AVE value for all variables is >0.5. These results indicate that each variable has good discriminant validity. Therefore, all indicator items can be declared valid as they have met the requirements for convergent validity, and subsequent analysis can be conducted.

Reliability

Table 3. Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Experiential Marketing	0.936	0.938	0.946
Brand Image	0.926	0.930	0.938
Social Value	0.955	0.956	0.961
Customer Loyalty	0.929	0.931	0.940
Customer Satisfaction	0.958	0.958	0.963

Based on the results presented in the table, all variables demonstrate satisfactory reliability. This is evidenced by the Composite Reliability (CR) values, which exceed the minimum threshold of 0.6, indicating that the constructs have a high level of internal consistency. In addition, the Cronbach's Alpha values for all variables are above 0.7, further confirming that the measurement items are reliable and consistently represent their respective constructs.

These results suggest that the indicators used in this study are stable and capable of accurately measuring the latent variables. Therefore, it can be concluded that all constructs in the research model meet the reliability criteria and are suitable for further analysis in the Structural Equation Modeling (SEM) using SmartPLS.

Heterotrait-monotrait ratio (HTMT)

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	Experiential Marketing	Brand Image	Social Value	Customer Loyalty	Customer Satisfaction
Experiential Marketing					
Brand Image	0.578				
Social Value	0.547	0.600			
Customer Loyalty	0.724	0.698	0.706		
Customer Satisfaction	0.691	0.627	0.611	0.824	

The results of the discriminant validity assessment using the Heterotrait-Monotrait Ratio (HTMT) are presented in the table above. All HTMT values are below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others. This suggests that there is no issue of multicollinearity or overlap between the latent variables in the model.

Furthermore, the HTMT results confirm that each construct captures phenomena that are not represented by other constructs in the model. Therefore, it can be concluded that the discriminant validity of the measurement model has been successfully established, and all variables are valid and appropriate for further analysis using Structural Equation Modeling (SEM) with SmartPLS.

Collinearity Statistic

Table 5. Collinearity Statistic

	VIF
Experiential Marketing -> Customer Loyalty	1.925
Experiential Marketing -> Customer Satisfaction	1.563
Brand Image -> Customer Loyalty	1.806
Brand Image -> Customer Satisfaction	1.672
Social Value -> Customer Loyalty	1.755
Social Value -> Customer Satisfaction	1.622
Customer Satisfaction -> Customer Loyalty	2.243

The Variance Inflation Factor (VIF) values are used to assess the presence of multicollinearity among the predictor constructs in the structural model. VIF values

greater than 5.00 indicate potential collinearity issues, which may distort the estimation of path coefficients and reduce the accuracy of the model. Conversely, VIF values below 5.00 suggest that multicollinearity is not a concern.

Based on the results presented in the table, all VIF values are below the threshold of 5.00, indicating that there is no significant multicollinearity among the variables. This implies that each predictor construct contributes uniquely to the model and does not excessively correlate with other constructs.

Therefore, it can be concluded that the structural model is free from collinearity issues, and the estimation of path coefficients can be interpreted reliably in further analysis using SmartPLS.

Hypothesis

Direct Effect

Table 6. Direct Effect

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Experiential Marketing -> Customer Loyalty	0.193	0.076	2.537	0.011
Experiential Marketing -> Customer Satisfaction	0.401	0.090	4.441	0.000
Brand Image -> Customer Loyalty	0.174	0.074	2.362	0.018
Brand Image -> Customer Satisfaction	0.244	0.089	2.745	0.006
Social Value -> Customer Loyalty	0.223	0.093	2.394	0.017
Social Value -> Customer Satisfaction	0.243	0.089	2.740	0.006
Customer Satisfaction -> Customer Loyalty	0.419	0.090	4.678	0.000

H1: Experiential Marketing has a positive and significant effect on Customer Satisfaction. The analysis shows that Experiential Marketing has a positive and statistically significant effect on Customer Satisfaction ($\beta = 0.401$, $T = 4.441$, $P = 0.000$), meaning that H1 is supported.

H2: Brand Image has a positive and significant effect on Customer Satisfaction. The result indicates that Brand Image exerts a positive and statistically significant influence on Customer Satisfaction ($\beta = 0.244$, $T = 2.745$, $P = 0.006$), which means H2 is supported.

H3: Social Value has a positive and significant effect on Customer Satisfaction. Based on the data, Social Value shows a positive and statistically significant relationship with Customer Satisfaction ($\beta = 0.243$, $T = 2.740$, $P = 0.006$), thus H3 is supported.

H4: Experiential Marketing has a positive and significant effect on Customer Loyalty. The bootstrapping results confirm that Experiential Marketing has a positive and statistically significant effect on Customer Loyalty ($\beta = 0.193$, $T = 2.537$, $P = 0.011$), so H4 is supported.

H5: Brand Image has a positive and significant effect on Customer Loyalty. The calculation reveals that Brand Image has a positive and statistically significant direct effect on Customer Loyalty ($\beta = 0.174$, $T = 2.362$, $P = 0.018$), which confirms that H5 is supported.
H6: Social Value has a positive and significant effect on Customer Loyalty. The analysis demonstrates that Social Value positively and significantly affects Customer Loyalty ($\beta = 0.223$, $T = 2.394$, $P = 0.017$), meaning that H6 is supported.
H7: Customer Satisfaction has a positive and significant effect on Customer Loyalty. Finally, Customer Satisfaction is proven to have a strong, positive, and highly significant impact on Customer Loyalty ($\beta = 0.419$, $T = 4.678$, $P = 0.000$), hence H7 is strongly supported.

Indirect effect

Table 7. Indirect Effect

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Social Value -> Customer Satisfaction -> Customer Loyalty	0.102	0.041	2.509	0.012
Experiential_Marketing -> Customer Satisfaction -> Customer Loyalty	0.168	0.052	3.266	0.001
Brand Image -> Customer Satisfaction -> Customer Loyalty	0.102	0.049	2.072	0.038

H8: Customer Satisfaction mediates the relationship between Experiential Marketing and Customer Loyalty. The indirect effect analysis shows that Customer Satisfaction significantly mediates the relationship between Experiential Marketing and Customer Loyalty ($\beta = 0.168$, $T = 3.266$, $P = 0.001$), which means H8 is supported.
H9: Customer Satisfaction mediates the relationship between Brand Image and Customer Loyalty. The empirical result indicates that Customer Satisfaction successfully mediates the influence of Brand Image on Customer Loyalty ($\beta = 0.102$, $T = 2.072$, $P = 0.038$), thus confirming that H9 is supported.
H10: Customer Satisfaction mediates the relationship between Social Value and Customer Loyalty. The bootstrapping calculation reveals that Customer Satisfaction significantly mediates the relationship between Social Value and Customer Loyalty ($\beta = 0.102$, $T = 2.509$, $P = 0.012$), proving that H10 is supported.

R square

Table 8. R Square

	R-square
Customer Loyalty	0.722
Customer Satisfaction	0.554

The results of data processing using SmartPLS show that the R-square value for the Customer Loyalty variable is 0.722. This value indicates that the combined influence of Experiential Marketing, Brand Image, Social Value, and Customer Satisfaction in predicting Customer Loyalty is 0.722 or 72.2%, which falls under the moderate category. Meanwhile, the R-square value for the Customer Satisfaction variable is 0.554.

This value indicates that the influence of Experiential Marketing, Brand Image, and Social Value in predicting Customer Satisfaction is 0.554 or 55.4%, which is also classified as moderate.

Discussions

1. **The Influence of Experiential Marketing on Customer Satisfaction (H1 Supported)**

The empirical results indicate that experiential marketing exerts a positive and significant influence on customer satisfaction. This implies that enhanced brand experiences provided by the company directly elevate the level of customer satisfaction. Within the context of Nike footwear, these experiences are delivered through interactive marketing campaigns, sporting events, and continuous digital engagement via specialized mobile applications and social media channels.

In reality, Nike goes beyond offering purely physical products; it delivers a comprehensive sports lifestyle experience that fosters a strong emotional attachment with its consumers. This memorable experience encourages consumers to feel more satisfied because they derive a holistic value that transcends the basic utilitarian function of the footwear. This finding is consistent with the research conducted by [13], which concludes that experiential marketing has a positive and significant effect on customer satisfaction.

2. **The Influence of Brand Image on Customer Satisfaction (H2 Supported)**

The analysis demonstrates that brand image has a positive and significant impact on customer satisfaction. This indicates that a solid and well-established brand image significantly enhances positive consumer perceptions toward the product.

As a prominent global brand, Nike commands a powerful image centered around high-quality standards and prestige. Consumers who wear Nike shoes tend to experience a sense of pride and heightened self-confidence, which directly boosts their subjective satisfaction. This outcome aligns with previous literature [14], which states that brand image plays a significant role in determining customer satisfaction.

3. **The Influence of Social Value on Customer Satisfaction (H3 Supported)**

The structural model confirms that social value has a positive and significant effect on customer satisfaction. This underscores that social factors, including status, recognition, and social acceptance, heavily influence how satisfied a customer feels with their purchase. In everyday social dynamics, wearing Nike shoes is highly associated with a modern lifestyle and a specific social echelon. Consequently, consumers feel a greater sense of acceptance within their peer groups and social environments. This result supports the study by [7], which established that social value significantly influences customer satisfaction.

4. **The Influence of Experiential Marketing on Customer Loyalty (H4 Supported)**

The statistical estimation reveals that experiential marketing directly and significantly influences customer loyalty, meaning that memorable brand experiences effectively drive long-term consumer retention. Nike consistently cultivates these experiences by nurturing active sports communities and driving interactive digital touchpoints, making consumers feel interconnected as an integral part of the brand. This finding is in line with prior research [15], which asserts that experiential marketing acts as a strong driver of customer loyalty.

5. **The Influence of Brand Image on Customer Loyalty (H5 Supported)**
The results demonstrate that brand image positively and significantly impacts customer loyalty. This implies that a stronger brand image corresponds to higher customer loyalty. Nike possesses an incredibly strong market positioning as a premium sports brand. This deep-rooted reputation fosters high brand equity, making consumers naturally inclined to exhibit repeat purchase behavior over time. This finding corresponds with research by [14], which indicates that brand image directly influences customer loyalty.

6. **The Influence of Social Value on Customer Loyalty (H6 Supported)**
The data shows that social value has a significant impact on customer loyalty, proving that social drivers play an essential role in keeping consumers loyal to a brand. Consumers tend to maintain their usage of a specific product if it consistently validates their social recognition and identity within a collective community. This outcome is consistent with previous studies [16], which conclude that social value significantly impacts customer loyalty.

7. **The Influence of Customer Satisfaction on Customer Loyalty (H7 Supported)**
In line with consumer behavior theory, customer satisfaction demonstrates a strong and significant influence on customer loyalty. This confirms that satisfied customers are highly likely to make repeat purchases and enthusiastically advocate for the brand. In Nike's case, consumer satisfaction regarding product quality, durability, and physical comfort serves as the foundational driver of long-term brand loyalty. This result reinforces the findings of [14], which demonstrate that customer satisfaction significantly affects customer loyalty.

8. **The Mediating Role of Customer Satisfaction on the Experiential Marketing → Customer Loyalty Path (H8 Supported)**
The mediation analysis shows that customer satisfaction successfully mediates the relationship between experiential marketing and customer loyalty.This signifies that while experiential marketing initiatives can directly inspire retention, their impact becomes vastly more potent when the brand experience successfully translates into a high level of concrete customer satisfaction first. This pattern is consistent with existing literature stating that customer satisfaction acts as a bridging mediator between experiential marketing practices and long-term brand loyalty.

9. **The Mediating Role of Customer Satisfaction on the Brand Image → Customer Loyalty Path (H9 Supported)**
The statistical output establishes that customer satisfaction mediates the influence of brand image on customer loyalty. This indicates that a prestigious corporate image builds loyalty primarily because it ensures a high level of personal satisfaction during product consumption. A premium brand image alone cannot guarantee brand retention if the physical product fails to satisfy the user's practical expectations. This empirical path is supported by previous research [14], which validates the pivotal mediating role of customer satisfaction.

10. **The Mediating Role of Customer Satisfaction on the Social Value → Customer Loyalty Path (H10 Supported)**
Finally, the model confirms that customer satisfaction significantly mediates the effect of social value on customer loyalty. This indicates that the social status or prestige attached to a product will effectively lock in long-term loyalty only when it successfully delivers genuine customer satisfaction. This mechanism is fully consistent with earlier studies

concluding that customer satisfaction serves as an essential mediating variable that links social value perceptions with enduring customer loyalty.

Comparison of Present Empirical Findings with Prior Studies

To further demonstrate the added value, consistency, and structural positioning of this study, Table X systematically presents the comparison between this research's outcomes and relevant previous studies.

Table 9. Comparison of Present Empirical Findings with Prior Studies

Prior Research & Source	Key Similarities with This Study	Fundamental Differences from This Study	Strategic Position & Added Value of This Research's Findings
Arief et al.	Validates the significant and positive capability of customer experience dimensions in driving satisfaction.	Utilized a meta-analysis approach evaluating broad service sectors rather than an empirical structural model within the global footwear segment.	Confirms Consistency & Specificity: Proves that experiential marketing remains a dominant driver when narrowed down specifically to the fast-evolving Indonesian sneaker consumer landscape.
Septian & Harsoyo	Investigated the structural paths of experiential marketing and brand image toward satisfaction metrics.	Concluded that brand image failed to significantly influence satisfaction in their specific context, and completely excluded social value.	Resolves Empirical Inconsistency: This study successfully validates that Nike's global brand image acts as a highly significant driver ($\beta = 0.244,\ P = 0.006$) when reinforced simultaneously by experiential and social factors.

Prior Research & Source	Key Similarities with This Study	Fundamental Differences from This Study	Strategic Position & Added Value of This Research's Findings
Bramantoko & Maridjo	Analyzed customer satisfaction as a critical mediating lens bridging marketing practices to long-term loyalty outcomes.	Found that certain experiential dimensions do not directly impact loyalty, revealing highly non-linear path structures.	Clarifies Mediating Mechanics: Demonstrates mathematically ($R^2 = 72.2\%$) that customer satisfaction acts as a robust, mandatory bridge transforming multi-dimensional stimuli into secure retention.
Yusnara & Soepatini	Explored the integration of social value configurations alongside satisfaction frameworks to predict loyalty.	Focused exclusively on general e-commerce digital platforms rather than a premium, status-driven physical and symbolic consumer product.	Advances Scientific Application: Successfully operationalizes social value within the collective cultural framework of Indonesian young adults, proving that symbolic prestige directly locks in physical footwear loyalty.

As illuminated in Table 9, the empirical parameters generated in this study do not merely replicate past literatures but advance them by offering higher contextual resolution. Where prior studies encountered fragmented or non-significant paths, this unified PLS-SEM model resolves those contradictions by introducing social value as a highly relevant co-antecedent for collectivist demographics. Consequently, from the standpoint of Industrial Engineering and Strategic Management, this matrix validates that resource allocation must be balanced across sensory touchpoints and status-driven prestige to mathematically maximize long-term consumer retention.

CONCLUSION

Based on the empirical results of this study, several key conclusions can be drawn regarding the structural relationships determining customer outcomes for Nike shoes in Indonesia. Primarily, Experiential Marketing, Brand Image, and Social Value each exert a direct, positive, and significant influence on Customer Satisfaction. This demonstrates that superior sensory and relational experiences (*sense, feel, think, act, relate*), a highly credible global reputation, and symbolic social approval or prestige are critical drivers that substantially heighten consumers' satisfaction beyond mere product functionality. Furthermore, Experiential Marketing, Brand Image, Social Value, and Customer

Satisfaction all possess a direct, positive, and significant impact on Customer Loyalty. These findings indicate that exceptional brand interactions, a premium market positioning, continuous support for active lifestyles, and deep satisfaction regarding material quality and innovation directly cultivate long-term commitment, purchase repetition, and positive word-of-mouth recommendations among consumers.

In addition to these direct pathways, Customer Satisfaction serves as a crucial and significant mediating variable within the conceptual model. Specifically, it successfully mediates the respective influences of Experiential Marketing, Brand Image, and Social Value on Customer Loyalty. This structural mechanism reveals that unique shopping experiences, premium brand perceptions, and psychological social benefits do not automatically lock in long-term brand devotion. Instead, these strategic marketing inputs must first be successfully converted into concrete personal, functional, and psychological satisfaction. It is this established state of customer satisfaction that ultimately acts as the primary bridge to solidify consumer loyalty and build an optimal defense against competing brands.

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