

Fajar Kusnadi Kusumah Putra
Sekolah Tinggi Pariwisata Bandung
Dr. Setiabudhi 186 Bandung

10/10/2019

Dear Mr. Ahmad Hudaiby Galihkusumah,

Editor in Chief
Journal of Indonesian Tourism, Hospitality, and Recreation

We wish to submit an original research article entitled “INFLUENCE OF EXPERIENTIAL MARKETING ON LOYALTY IN SHARIAH-COMPLIANT HOTEL” for consideration in Journal of Indonesian Tourism, Hospitality, and Recreation (JITHOR) for the upcoming volume.

We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this paper, we report on the influence of five experiential marketing dimensions on the guest loyalty in context of sharia-compliant hotel. This is significant because there is no previous research has been discussing this topic before. Therefore, we believe that this manuscript is appropriate for publication by JITHOR especially for the scope of hospitality management and Halal tourism.

We have no conflicts of interest to disclose.

Please address all correspondence concerning this manuscript to me at fap@stp-bandung.ac.id

Thank you for your consideration of this manuscript.

Sincerely,

Fajar Kusnadi Kusumah Putra
(correspondence author)



POLITEKNIK PARIWISATA NHI BANDUNG

Fajar Putra <fap@stp-bandung.ac.id>

Submission to JITHOR

1 message

Fajar Kusnadi <fap@stp-bandung.ac.id>

11 October 2019 at 09:10

To: reizamiftah <reizamiftah24@gmail.com>

Cc: Ahmad Hudaiby Galihkusumah <galih@upi.edu>, Didin Samsudin <didinsamsudin28.ds@gmail.com>

Dear Mr. Ahmad Hudaiby Galihkusumah,
Editor in Chief
Journal of Indonesian Tourism, Hospitality, and Recreation

We wish to submit an original research article entitled "INFLUENCE OF EXPERIENTIAL MARKETING ON LOYALTY IN SHARIAH-COMPLIANT HOTEL" for consideration in Journal of Indonesian Tourism, Hospitality, and Recreation (JITHOR) for the upcoming volume.

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Thank you for your consideration of this manuscript.

Sincerely,

Fajar Kusnadi Kusumah Putra
(correspondence author)



top image

Fajar Kusnadi Kusumah Putra

Lecturer

Doctor Hotel & Tourism Management Candidate

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BASc - STP Bandung, MSc - Leeds Beckett

CHIA - American Hotel and Lodging Association

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Fajar Putra <fap@stp-bandung.ac.id>

[Jithor]

2 messages

Reiza Miftah Wirakusuma <ejournal@upi.edu>

2 December 2019 at 23:09

To: "Mr. Fajar Kusnadi Kusumah Putra" <fap@stp-bandung.ac.id>

Dear Authors, Please find followed attachment as the input from the reviewer. We hope that we could see your revised version of article and continue to publication.

Best Regards

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<http://ejournal.upi.edu/index.php/Jithor>



Reviewer Form JITHOR.pdf

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Fajar Kusnadi <fap@stp-bandung.ac.id>

3 December 2019 at 08:51

To: Reiza Miftah Wirakusuma <ejournal@upi.edu>

Well received with thanks.

[Quoted text hidden]



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Fajar Putra <fap@stp-bandung.ac.id>

Versi Cetak JITHOR Vol.3 No.2 Oktober 2020

3 messages

Editors JITHOR <jithor@upi.edu>

12 November 2020 at 11:34

To: Reiza Miftah Wirakusuma <reizamiftah@upi.edu>

Cc: "A.H. Galih Kusumah" <galih@upi.edu>

Bcc: fap@stp-bandung.ac.id

Kepada Yth.

Ibu Bapak *Authors* JITHOR

Berikut ini kami sampaikan bahwa d.o.i artikel telah aktif dan telah masuk ke google scholar kami (dapat di klik pada setiap header artikel). Selanjutnya, dari pihak Sinta Ristekdikti biasanya akan melakukan update database, sehingga artikel tersebut akan muncul terindeks di laman <https://sinta.ristekbrin.go.id/journals/detail?id=5745> 1 atau 2 bulan kemudian.

Selain itu, bagi yang memerlukan versi cetak, dapat membalas email ini paling lambat besok pukul 09.00 pagi WIB tanggal 13 November 2020, dengan format:

1. Nama Lengkap:**2. Alamat Lengkap** (akan dikirim via gosend/ kurir lainnya):**3. Jumlah Eksemplar:Pcs**

Harga 1 Pcs adalah Rp.100.000 dan khusus bagi para authors yang berdomisili di Kota Bandung sudah termasuk dengan biaya pengiriman. Authors dari luar kota Bandung, mohon konfirmasi dahulu. Biaya cetak dapat di transfer ke editor kami ke no.rek 0351214843 BNI 46 a.n Reiza Miftah Wirakusuma. setelah transfer mohon konfirmasi WA ke 087822298830.

Terimakasih banyak atas perhatiannya,

Salam

--

Section EditorJournal of Indonesian Tourism, Hospitality and Recreation
Universitas Pendidikan Indonesia

Fajar Kusnadi <fap@stp-bandung.ac.id>

12 November 2020 at 11:43

To: Didin Samsudin <didinsamsudin28.ds@gmail.com>

Sent from [Mail](#) for Windows 10

[Quoted text hidden]

Fajar Kusnadi <fap@stp-bandung.ac.id>

12 November 2020 at 11:43

To: Editors JITHOR <jithor@upi.edu>

Dear Section Editor JITHOR,

Terima kasih atas infonya.

Best,

Fajar Putra

Sent from [Mail](#) for Windows 10

From: Editors JITHOR
Sent: 12 November 2020 12:35
To: Reiza Miftah Wirakusuma
Cc: A.H. Galih Kusumah
Subject: Versi Cetak JITHOR Vol.3 No.2 Oktober 2020

Kepada Yth.

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A. CLASSIFICATION GUIDELINES

Please select the Type of Paper

- Research Paper, presents the results of original research that were not previously published in either full or preliminary form
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B. GENERAL DATA ON PAPER

Title: **INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SHARIAH-COMPLIANT HOTEL**

No. Of Pages:

No. Of References:

C. GENERAL EVALUATION OF THE PAPER

Abstract

Typing error: "pengelolaan"

Introduction

P.3: "It will examine all possible dimensions of experiential marketing, customer loyalty and makes recommendations for future research" → What does it mean by all possible dimensions? Recommendation for whom? Government? Service/hotel providers?

Literature Review

Pls check several typing errors

Research Methodology

In data Collection section → pls mention how many respondents were employed and how the questionnaires were distributed?

For data analysis → was descriptive statistic (Mean and SD) used in this paper? If so, pls mention in this section
→ Cronbach alpha was employed in the pilot test only, therefore in this section, there is not necessary to mention about Cronbach alpha again.

P.10: "One-way ANOVA analyses were then employed to profile the grouping clusters based on the level of engagement during the trip" → One-way ANOVA is a technique to compare means of two or more samples. In this paper, did the authors examine the impact of experiential marketing on customer loyalty (using regression)?

or examine the differences among sample groups (using t-test, one-way ANOVA)?

Findings & Discussion

P.12: did this paper discuss/examine repurchase intention? How this relate to experiencing marketing?

P.13: "From table 7. ANOVA is the regression model and it has one degree of freedom because that is how many predictors are in the model" → Need to check the regression model to examine whether there is a significant influence of experiential marketing on customer loyalty. Use regression linier model instead of ANOVA to examine the impact of experiential marketing on customer loyalty. by doing so, the contribution of each variable (sense, feel, think, act, and relate) can be evaluated/examined.

Results And Conclusion

The conclusion did not discuss the variables of experiential marketing (sense, feel, think, act, and relate). How these variables influence customer loyalty in in Sharia-compliant hotels?

References

Some references(journals) did not have page number.

D. ORIGINALITY OF THE PAPER AND ITS CONTRIBUTION TO THE FIELD

	None	Trivial	Modest	Important	Very Significant
Contribution to the field	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name of field					

E. OVERALL REVIEWERS COMMENTS, RECOMMENDATIONS AND IMPRESIONS

This paper has an interesting topic however the data analysis used was not precise to answer the research question.

F. OVERALL EVALUATION

	Reject	Accept with major Revision and further review	Accept with minor revision without further review	Accept unconditionally
Evaluation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Article title: INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SHARIAH-COMPLIANT HOTEL

Reference no: #20401

Submission date: 10/11/2019

1st revision: 10/09/2020

Suggestions/comments from the Reviewer	Response from the Author(s)
<p>1. Originality: Contribution to the field: Modest This paper has an interesting topic however the data analysis used was not precise to answer the research question.</p>	<p>Thank you very much for the very insightful and thorough comments for this research. I really appreciate the suggestion to improve the quality of the paper.</p>
<p>2. Abstract: Typing error “pengelolaan”</p>	<p>Thank you for the correction, we have changed the error word.</p>
<p>3. Introduction: What does it mean by all possible dimensions? Recommendation for whom? Government? Service/hotel providers?</p>	<p>Thank you for the suggestion, we have deleted this sentence</p>
<p>4. Literature review: Please check several typing errors</p>	<p>Thank you very much for the review, we have changed the errors</p>
<p>5. Methodology:</p> <ul style="list-style-type: none"> - Data collection: pls mention how many respondents were employed and how the questionnaires were distributed? - Data analysis: was descriptive statistic (Mean and SD) used in this paper? If so, pls mention in this section. Cronbach alpha was employed in the pilot test only, therefore if this section, there is not necessary to mention about Cronbach alpha again. - P.10. One-way ANOVA is a technique to compare means of two or more samples. In this paper, did the authors examine the impact of experiential marketing on customer loyalty (using regression)? Or examine the diffences among sample groups (using t-test, one-way ANOVA)? 	<p>Thank you for the suggestion, data were collected using manual questionnaire to 130 respondents. The questionnaire was distributed to guests (respondents) who stay at one of sharia compliant hotel in Jakarta, Indonesia between May - June 2017. Before the main study, pilot test was conducted for 30 samples. Researchers approach the respondents and ask them to participate in the study by filling in the survey questionnaire. The questionnaire distributed are in Bahasa and consisting 34 questions divided into three sections.</p> <p>We adjust the statistical method accordingly.</p> <p>We deleted this method from discussion.</p>

<p>6. Findings and Discussion:</p> <ul style="list-style-type: none"> - P.12. Did this paper discuss/examine repurchase intention? How this relate to experiencing marketing? - P.13 Need to check the regression model to examine whether there is a significant influence of experiential marketing on customer loyalty 	<p>Thank you for the suggestion, we adjust the objectives of the study</p>
<p>7. Results and conclusion:</p> <p>The conclusion did not discuss the variables of experiential marketing (sense, feel, think, act, and relate). How these variable influence customer loyalty in Sharia-compliant hotels.</p>	<p>Thank you for the suggestion, we only focus on the description on experiential marketing aspects</p>
<p>8. References: Some references (Journals) did not have page number</p>	<p>Thank you for the suggestion, we make some correction for the references.</p>

September 23, 2020

Dear JITHOR Editor

Thank you for reviewing our manuscript “INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SHARIAH-COMPLIANT HOTEL” which was submitted to *Journal Indonesian Tourism Hospitality and Recreation* for publication consideration. We are grateful to receive constructive and valuable comments, which have helped us improve the overall quality of our articles.

Please note we have revised the paper based on your comments and suggestions. This revision summary provides a point-to-point response to the comments offered by the reviewers.

Again, thank you very much for your interest in this work. We wish the revised paper would meet the standard of *Journal Indonesian Tourism Hospitality and Recreation*.

Yours truly,

The authors

Reviewer(s)' Comments to Author:

Reviewer: 1

Comments:

Overall I think this is a good start to the paper on hotel technology. Broadly I am in favour but of course there is usually room for improvements.

(1) Firstly I would say that the language needs tightening. The word count for these articles is very low, so literally every word counts. Here the text (at least to me) reads sub-optimal, and much work could be done to tighten, condense and give more precise meaning to most of the comments.

Our response:

Thank you for your comments. Please note we have revised the manuscript based on your comments and tried our best to tighten up the language use.

Please refer to the whole revised manuscript.

JOURNAL OF INDONESIAN TOURISM, HOSPITALITY AND RECREATION



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Authors Didin Samsudin, Fajar Kusnadi Kusumah Putra
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 Author comments Fajar Kusnadi Kusumah Putra Sekolah Tinggi Pariwisata Bandung Dr. Setiabudhi 186 Bandung 05/10/2019

Dear Mr. Ahmad Hudaiby Galihkusumah,
 Editor in Chief
 Journal of Indonesian Tourism, Hospitality, and Recreation

We wish to submit an original research article entitled " EXPERIENTIAL MARKETING IN SHARIAH-COMPLIANT HOTEL" for consideration Journal of Indonesian Tourism, Hospitality, and Recreation.

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In this paper, we report on five experiential dimensions employed in sharia-compliant hotel. This is significant because there is no previous research has been discussing this topic before. Therefore, we believe that this manuscript is appropriate for publication by JITHOR especially in hospitality management and halal tourism area.

We have no conflicts of interest to disclose.

Please address all correspondence concerning this manuscript to me at fap@stp-bandung.ac.id

Thank you for your consideration of this manuscript.

Sincerely,
Fajar Kusnadi Kusumah Putra
(correspondence author)

Abstract Views 0

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Status Published Vol 3, No 2 (2020): Journal of Indonesian Tourism, Hospitality and Recreation
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 Last modified 2020-10-29

SUBMISSION METADATA

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 Country Indonesia
 Competing interests —
 CI POLICY

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 Competing interests —
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Bio Statement Lecturer and researcher Hotel Administration Study Programme
 Principal contact for editorial correspondence.

Title and Abstract

Title INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SHARIAH-COMPLIANT HOTEL

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Abstract This study set out to determine whether hotel guest perceptions in five aspects of experiential marketing: sense, feel, think, act, and relate and their effects on customer loyalty in Sharia-compliant hotels. Quantitative research methods were used in this study, questionnaire assessments of experiential marketing and loyalty were collected from 100 respondents who stayed at Sharia-compliant hotels in the city of Jakarta, Indonesia. The findings show that experiential marketing was statistically significant ($R^2 = 0.677$) as a predictor variable of customer loyalty in Sharia-compliant hotels.

Keywords: Shariah-compliant hotel, Experiential marketing, Customer loyalty, Islamic Hospitality.

Indexing	
Academic discipline and sub-disciplines	Tourism
Subject classification	Hospitality management, Halal tourism, Hospitality Industry
Keywords	Shariah-compliant hotel, Experiential marketing, Customer loyalty, Islamic Hospitality
Geo-spatial coverage	—
Chronological or historical coverage	—
Research sample characteristics	—
Type, method or approach	Quantitative
Language	en

Supporting Agencies	
Agencies	—

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Authors: Didin Samsudin, Fajar Kusnadi Kusumah Putra
Title: INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER LOYALTY IN SHARIAH-COMPLIANT HOTEL
Section: Articles
Editor: Super Admin

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