

## THE MEDIATING ROLE OF CUSTOMER SATISFACTION IN THE EFFECT OF EXPERIENTIAL MARKETING ON REUSE INTENTION (A STUDY ON D-BANK PRO APPLICATION USERS IN DENPASAR CITY)

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### Abstract

This study aims to examine the effect of experiential marketing on reuse intention by incorporating customer satisfaction as a mediating variable among users of the D-Bank Pro application in Denpasar City. The population consists of users who have been using the application for at least one year, with a total sample size of 130 respondents selected through purposive sampling. Data collection was conducted via surveys using structured questionnaires. The study employed both descriptive and inferential statistical analyses using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results revealed that experiential marketing has a positive and significant effect on both customer satisfaction and reuse intention. Furthermore, customer satisfaction significantly affects reuse intention. The findings also indicate that customer satisfaction partially mediates the effect of experiential marketing on reuse intention.

**Keywords:** Reuse Intention, Experiential Marketing, Customer Satisfaction.

### INTRODUCTION

The Fourth Industrial Revolution, often referred to as the cyber-physical system era, has brought significant transformations focusing on automation and technological collaboration. Its impact spans various aspects of life, including the growing reliance on the internet in everyday activities (Mutua, 2024). One sector that has undergone substantial transformation is Indonesia's financial industry, particularly banking. Rapid development in the financial sector, particularly in technology adoption and banking digitalization, is evident through the emergence of convenient payment systems such as internet banking, mobile banking, ATMs, electronic money, and other digital features (Hermiyetti, 2024). Advances in fintech have revolutionized how people conduct financial transactions by enhancing reliability, security, operational efficiency, and service quality. With digital technologies, banks can automate operations like transaction recording and account opening, thereby reducing costs and increasing efficiency (Fasa et al., 2024). These developments have triggered a shift from traditional banking models toward more innovative digital banking practices, significantly impacting the financial sector (Rosa Indah et al., 2023).

Digital banking transformation aims not only to provide online services but also to enhance user experience through advanced technology (Fasa et al., 2024). This digital shift enables banks to expand their reach and improve customer accessibility. By leveraging