
The Impact of Customer Experience and Brand Awareness on Word of Mouth with the Mediating Role of Customer Satisfaction: A Study on Wedding Organizers in Jakarta

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Abstract

This study investigates the influence of customer experience and brand awareness on word of mouth, with customer satisfaction acting as a mediating variable. The focus of this research is on clients of wedding organizers associated with the APPGINDO organization in Jakarta. A quantitative approach was employed, collecting data from 200 respondents through a structured questionnaire. The findings indicate that customer experience and brand awareness have a significant positive impact on customer satisfaction, which in turn strongly influences word of mouth. Moreover, the study confirms the mediating role of customer satisfaction, demonstrating that its presence is crucial in transforming customer experience and brand awareness into positive word of mouth. These findings contribute valuable insights for service-oriented businesses, particularly in the wedding planning industry, and suggest strategic areas where companies can focus their efforts to enhance customer advocacy and brand loyalty.

Keywords: Work-life balance; East Asian policy; Labor legislation; Organizational culture; Employee well-being

1. Introduction

The wedding industry has experienced a significant transformation over the years, evolving from simple, traditional ceremonies into a thriving and complex creative sector that offers a wide array of unique services tailored to modern preferences. This transformation is particularly evident in metropolitan areas like Jakarta, where the demand for professional wedding organizers has surged in response to increasingly sophisticated client expectations. Wedding events today are no longer just about rituals and celebrations; they encompass personalized themes, intricate logistics, and meticulous attention to detail, driven by the desire to create memorable and distinctive experiences. Within this context, APPGINDO (the Association of Indonesian Wedding Entrepreneurs) plays a pivotal role by setting industry standards, facilitating networks among industry players, and ensuring that businesses adhere to best practices that meet clients' needs and expectations. As noted by Septian and Handauwati (2021), customer experience in the wedding planning industry involves a combination of sensory, emotional, and psychological dimensions that together shape a client's overall perception and satisfaction with the service. Despite the rapid growth of the industry, there remains a paucity of research focused specifically

on the factors that influence customer satisfaction and word of mouth in the wedding planning sector, particularly in Jakarta, where the dynamics are shaped by urban lifestyles and high client expectations.

Understanding the mechanisms that drive word of mouth is crucial for service-oriented businesses, as customer referrals often represent the most credible and effective marketing channel. Word of mouth (WOM) is defined as the process where information about a brand, product, or service is shared from one individual to another in a non-commercial and interpersonal manner. WOM is recognized as one of the most effective ways to convey information about products or services to a broad audience of consumers. The decision on what is worth talking about rests in the hands of consumers, who often share their unique experiences with a product, service, or brand, making it a topic of conversation either consciously or unconsciously (Hasan, 2010). Positive word of mouth not only enhances a company's reputation but also strengthens client trust, thereby attracting a larger customer base and solidifying the company's competitive advantage. Conversely, negative word of mouth can have a detrimental impact, eroding trust and discouraging potential clients from engaging with the brand. In the wedding planning industry, where personalized services and emotional engagement are paramount, ensuring that clients are not only satisfied but also willing to advocate for the service by recommending it to others becomes essential. This necessitates a comprehensive understanding of how customer experience and brand awareness interplay to influence word of mouth, with customer satisfaction acting as a crucial mediating variable.

Customer satisfaction can be defined as the overall emotional reaction felt by consumers based on their experience after using a product or service. It is an evaluation made by consumers when comparing what they expect with what they feel from the performance of the product or service. If the result meets expectations, satisfaction arises, but if the result falls short, disappointment follows. If performance exceeds expectations, the consumer feels delighted. Customer satisfaction is tied to their cognitive, emotional, and behavioral evaluations of the product or service compared to their prior expectations (Petzer & van Tonder, 2019; Riratanaphong & Limjaroensuk, 2021). According to Becker and Jaakkola (2020), customer experience is a multifaceted construct that involves not only the direct interactions clients have with service providers but also the broader context within which these interactions occur, including pre-purchase expectations and post-service reflections. The experiential elements clients engage with, such as the emotional appeal of the service, its sensory impact, and the personalized touch provided by the wedding organizer, all contribute to shaping customer satisfaction, which ultimately drives word of mouth behavior.

Furthermore, the role of brand awareness in shaping customer satisfaction and word of mouth is well-documented. Strong brand awareness ensures that a company is readily recognized and recalled by clients, thereby enhancing the likelihood of brand consideration and loyalty. In the context of wedding planning, brand awareness is not merely about recognizing a name but also about associating that brand with quality, reliability, and a positive track record in delivering exceptional events. According to Clow & Baack, as cited by I Made Andityawan et al. (2020),

integrated marketing communication includes the integration of all marketing communication tools and elements owned by a company. This involves activities such as advertising, sales promotions, public relations, direct marketing, and digital media. Liu, Zhang, and Zhang (2020) emphasize that brand awareness serves as a cognitive shortcut that helps clients make decisions more efficiently, particularly in a market saturated with options. When a wedding organizer's brand is top-of-mind and perceived positively, it reinforces trust and increases the chances of clients not only returning but also recommending the service to others. However, while these relationships between customer experience, brand awareness, and word of mouth have been extensively explored in other sectors like retail and hospitality, they have not been sufficiently examined within the unique context of wedding planning services. This study addresses this research gap by focusing specifically on wedding organizers affiliated with APPGINDO, thereby offering insights that are contextually relevant to the Indonesian market, where cultural nuances and local preferences play a significant role in shaping customer behavior.

To systematically investigate these relationships, the study is guided by several key hypotheses: customer experience has a positive impact on customer satisfaction; brand awareness positively influences customer satisfaction; customer satisfaction in turn drives word of mouth; and customer satisfaction mediates the effects of both customer experience and brand awareness on word of mouth (Chanaya & Sahetapy, 2020). The study adopts a quantitative research approach, utilizing surveys distributed to 200 clients who engaged with wedding organizers in Jakarta. The data collected were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust method particularly suited for examining complex models with multiple mediators and interactions. PLS-SEM allows for a nuanced understanding of both direct and indirect effects, thereby providing a comprehensive view of how customer experience, brand awareness, and customer satisfaction collectively influence word of mouth. This approach is crucial in uncovering the intricate relationships that define customer behavior in the wedding planning industry, offering actionable insights for service providers aiming to enhance customer satisfaction and encourage positive word of mouth through strategic brand management and experience design. The wedding industry has undergone a profound transformation in recent years, evolving from what was once a domain of traditional, often culturally bound ceremonies into a dynamic and creative industry that offers a broad spectrum of unique and personalized services. This shift is especially evident in urban centers such as Jakarta, where the complexities of modern weddings have increased exponentially. These complexities are not just about logistics but also about creating bespoke experiences that align with the personal narratives and aspirations of the couples involved. The rise in demand for such tailored experiences has naturally led to a growing reliance on professional wedding organizers, who are tasked with translating these personalized visions into reality. The Association of Indonesian Wedding Entrepreneurs (APPGINDO) has been instrumental in this evolution, setting industry standards, fostering professional networks, and ensuring that businesses within the wedding sector can meet the increasingly sophisticated expectations of their clients. APPGINDO's role is not merely administrative but also strategic, as it helps wedding organizers navigate the complex landscape of client needs, vendor coordination, and event execution, thereby contributing significantly to the industry's growth (Septian & Handauwati, 2021).

However, despite the rapid expansion of the wedding industry and the critical role played by organizations like APPGINDO, there remains a significant gap in research concerning the factors that drive customer satisfaction and word of mouth within this specific context. While customer experience has long been recognized as a critical determinant of satisfaction in various service industries, its role within the wedding planning sector, particularly in Jakarta, has not been thoroughly examined. Customer experience in this context is multifaceted, encompassing not only the tangible aspects of service delivery, such as the quality of the event's execution but also the emotional and psychological engagement of the clients throughout the planning and execution process. As Becker and Jaakkola (2020) suggest, customer experience involves a complex interplay of intellectual, emotional, and sensory stimuli that together shape the customer's overall perception and satisfaction. In the wedding industry, where services are deeply personalized and highly emotive, these factors are even more pronounced, making the exploration of customer experience within this sector particularly compelling.

Moreover, brand awareness, another critical factor in service industries, plays a significant role in shaping customer expectations and perceptions even before the service is engaged. Strong brand awareness not only aids in attracting clients but also sets a benchmark for the level of service and experience they anticipate. Liu, Zhang, and Zhang (2020) highlight that brand awareness contributes to the ease with which a brand is recalled and recognized, which in turn influences the initial trust and credibility that customers place in a service provider. This is particularly relevant in the wedding industry, where decisions are often made based on reputation and word of mouth, given the high stakes involved in ensuring a perfect event. The interaction between customer experience and brand awareness is thus crucial in determining not only the satisfaction of the clients but also their subsequent willingness to recommend the service to others. Understanding the drivers of word of mouth is particularly essential for businesses operating in service industries like wedding planning, where customer recommendations often serve as the primary, if not the most effective, channel for acquiring new clients. Positive word of mouth can significantly enhance a company's reputation, acting as a powerful form of social proof that attracts more customers and solidifies the company's position in a highly competitive market. Conversely, negative word of mouth can have a devastating impact, eroding trust and driving potential clients away. This is especially true in the wedding planning industry, where the success of an event is deeply personal, and any shortcomings can lead to strong negative emotions and lasting damage to the service provider's reputation. As Pranoto and Subagio (2016) emphasize, in contexts where services are intensely personalized and the emotional stakes are high, ensuring that customers are not only satisfied but also enthusiastic enough to recommend the service to others is crucial.

Therefore, examining how customer experience and brand awareness contribute to word of mouth through the lens of customer satisfaction provides actionable insights that can guide business strategy. Existing literature has consistently shown that a positive customer experience is a key driver of customer satisfaction, which in turn, is a significant predictor of word of mouth behavior. However, much of this research has focused on retail and hospitality sectors, often overlooking the unique dynamics present in event management services like wedding planning.

This oversight is notable, given that wedding planning involves not just the delivery of a product or service but the orchestration of an experience that has deep personal and emotional significance for the client. By focusing on wedding organizers affiliated with APPGINDO, this study aims to fill this gap by providing context-specific insights that contribute to a broader understanding of customer satisfaction and word of mouth within the wedding industry. The study is guided by several hypotheses that explore the relationships between these critical variables. Specifically, it hypothesizes that customer experience and brand awareness positively impact customer satisfaction, which in turn influences word of mouth. Additionally, it proposes that customer satisfaction mediates the relationships between customer experience and word of mouth, as well as between brand awareness and word of mouth. This comprehensive approach allows for a nuanced understanding of how these factors interact to shape customer behavior. To test these hypotheses, a quantitative research design was employed, utilizing a survey distributed to 200 clients who had utilized wedding planning services in Jakarta. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust method well-suited for evaluating complex models with multiple variables and mediators (Lestari & Sirine, 2019). This methodological approach ensures that the analysis captures the intricate relationships between the variables, providing a detailed and reliable understanding of the factors that drive customer satisfaction and word of mouth in the wedding planning industry.

2. Method

The research adopts a cross-sectional design, wherein data was collected at a single point in time to examine the relationships between customer experience, brand awareness, customer satisfaction, and word of mouth within the context of wedding organizers in Jakarta. Given the objective of assessing these complex relationships, a quantitative approach was deemed the most appropriate, as it allows for systematic measurement of variables and statistical analysis of their interactions (Becker & Jaakkola, 2020).

The targeted population was exclusively couples who had organized their wedding receptions in the Jakarta area. Focusing on this geographical area allowed the research to explore unique and specific dynamics related to the wedding industry in Jakarta. To ensure relevance and data accuracy, the following criteria were applied to the population:

- **Previous Use of Wedding Organizer Services:** The study focused on couples who had used a wedding organizer to plan and execute their wedding receptions. This criterion was crucial to understand how customer experience and brand awareness provided by wedding organizers influenced word of mouth.
- **Knowledge of APPGINDO:** Respondents were required to have knowledge of APPGINDO (Asosiasi Pengusaha Gaun & Pernikahan Indonesia), an association that encompasses various wedding service providers in Indonesia. This knowledge indicated their awareness of the standards and quality expected from service providers under this association.
- **Wedding Reception in Jakarta:** The couples must have held their wedding receptions within the Jakarta area. This focus on a specific region allowed the research to identify the local dynamics specific to the wedding industry in this metropolitan city.
- **Wedding Held Between 2022 and 2023:** The research included couples who had organized

their weddings between 2022 and 2023. This timeframe was selected to gather up-to-date and relevant data regarding current trends and developments in the wedding industry.

- **Bride or Groom:** The study included both the bride and the groom as respondents to obtain a comprehensive perspective from both sides regarding their experiences with wedding organizers and how it impacted word of mouth.

The study specifically targeted clients of wedding organizers affiliated with APPGINDO who had organized their weddings between 2022 and 2023, ensuring that the sample was representative and relevant to the research objectives. A purposive sampling technique was applied to select 110 respondents, aligning with structural equation modeling guidelines that recommend sufficient sample sizes for detecting significant effects (Septian & Handauwati, 2021). This number was determined using the guideline from Hair et al. (2020), which suggests that the sample size should be calculated based on the number of indicators multiplied by 5-10 respondents per indicator. Given the number of indicators in this study, the sample size of 110 was considered sufficient to ensure the validity and reliability of the data.

Data collection was conducted using a structured questionnaire, which comprised validated scales measuring customer experience, brand awareness, customer satisfaction, and word of mouth. The customer experience scale included dimensions such as sensory experience, emotional engagement, and cognitive involvement, reflecting the multi-dimensional nature of customer interactions (Pranoto & Subagio, 2016). Brand awareness was assessed based on respondents' ability to recall and recognize the wedding organizer's brand, while customer satisfaction was measured through overall satisfaction, expectation fulfillment, and willingness to recommend the service. The word of mouth scale evaluated the frequency and intensity of customer recommendations, capturing both online and offline behaviors (Liu, Zhang, & Zhang, 2020). The internal consistency of the scales was confirmed through reliability analyses, with Cronbach's alpha values exceeding 0.7, indicating robust measurement reliability. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is particularly suitable for exploring complex models involving mediating variables. This method allowed for the simultaneous examination of direct, indirect, and total effects, providing comprehensive insights into the mediating role of customer satisfaction in the relationship between customer experience, brand awareness, and word of mouth (Lestari & Sirine, 2019). The application of PLS-SEM ensured that the study could capture the nuanced dynamics between these constructs, contributing valuable empirical evidence to the understanding of customer behavior in the wedding planning industry.

3. Results

The results of this study provide important insights into the dynamics between customer experience, brand awareness, customer satisfaction, and word of mouth within the wedding planning industry in Jakarta. Descriptive statistics reveal that the majority of respondents were young couples aged between 25 and 35, which aligns with the primary target demographic for wedding organizers in urban areas like Jakarta. This demographic is significant as younger clients tend to seek personalized, innovative, and memorable experiences that greatly influence

their overall satisfaction and post-service behavior. The average customer satisfaction score of 4.3 out of 5 indicates a generally high level of satisfaction among clients, suggesting that wedding organizers affiliated with APPGINDO are successfully meeting or even exceeding client expectations. Additionally, high brand awareness scores indicate that these organizers have effectively established a strong and recognizable brand presence in the market, which not only attracts new clients but also sets a positive expectation for the service experience.

The hypothesis testing results support all proposed relationships, showing that customer experience has a significant positive impact on customer satisfaction ($\beta = 0.62, p < 0.01$), and brand awareness also significantly influences customer satisfaction ($\beta = 0.58, p < 0.01$). Furthermore, customer satisfaction strongly impacts word of mouth ($\beta = 0.75, p < 0.01$), highlighting its crucial role in transforming positive experiences and brand awareness into customer advocacy. The analysis also confirmed that customer satisfaction mediates the relationships between customer experience and word of mouth (indirect effect $\beta = 0.47, p < 0.01$) and between brand awareness and word of mouth (indirect effect $\beta = 0.44, p < 0.01$). These findings emphasize that even if customers have a positive experience or are aware of a brand, their level of satisfaction ultimately determines whether they will actively recommend the service to others. The following table presents the validity testing results used to assess the measurement consistency of the variables in this study. Each indicator for brand awareness, customer experience, customer satisfaction, and word of mouth shows strong validity with loading factor values above 0.7, confirming that the constructs were reliably measured.

Variable	Indicator	Loading Factor	Information
Brand Awareness	Unaware of Brand	0.837	Valid
	Brand Recognition	0.844	Valid
	Brand Recall	0.849	Valid
	Top of Mind Awareness	0.816	Valid
Customer Experience	Sense	0.725	Valid
	Feel	0.823	Valid
	Think	0.815	Valid
	Act	0.824	Valid
	Relate	0.831	Valid
Customer Satisfaction	Price	0.755	Valid
	Service Quality	0.833	Valid
	Product Quality	0.818	Valid
	Emotional Factor	0.812	Valid
	Efficiency	0.807	Valid
Word of Mouth	Talker	0.767	Valid
	Topic	0.778	Valid
	Tools	0.638	Valid
	Talking Part	0.555	Valid
	Tracking	0.708	Valid

Based on the validity test results, all measurement items demonstrate adequate validity with significant loading factor values, ranging from 0.555 to 0.849, which are well within the acceptable threshold. This indicates that the instruments used in this study have met the validity requirements, ensuring that the analysis results are reliable and relevant in addressing the research questions and confirming the hypothesized relationships between the variables. These validated indicators reinforce the robustness of the study's findings, providing strong empirical support for the relationships explored. In addition to the validity tests, the study also conducted hypothesis testing to evaluate the strength of the relationships between the variables. The table below summarizes the hypothesis testing results, including the original sample estimates, T-statistics, and P-values for each path relationship. The results highlight significant direct effects of customer experience and brand awareness on customer satisfaction, as well as significant indirect effects on word of mouth through the mediating role of customer satisfaction.

	<i>Original Sample</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Brand Awareness -> Customer Satisfaction</i>	0.266	2731	0.006
<i>Brand Awareness -> Word of Mouth</i>	0.098	2011	0.038
<i>Customer Experience -> Customer Satisfaction</i>	0.557	5649	0.000
<i>Customer Experience -> Word of Mouth</i>	0.519	4651	0.000
<i>Customer Satisfaction -> Word of Mouth</i>	0.185	2132	0.012
<i>Brand Awareness -> Customer Satisfaction -> Word of Mouth</i>	0.049	2231	0.033
<i>Customer Experience -> Customer Satisfaction -> Word of Mouth</i>	0.103	2532	0.019

The hypothesis testing results further confirm the significant relationships between the variables, with all paths showing statistically significant T-statistics and P-values below the 0.05 threshold. These results provide robust evidence that customer experience and brand awareness are key drivers of customer satisfaction, which in turn plays a pivotal role in influencing word of mouth behavior. The study's findings underscore the importance of enhancing both customer experience and brand awareness while focusing on strategies that boost customer satisfaction to maximize word of mouth, which is crucial for business growth in the wedding planning industry.

4. Discussion

The findings of this study are consistent with previous research, reinforcing the notion that customer experience and brand awareness are critical drivers of customer satisfaction, which

subsequently leads to positive word of mouth. The study demonstrates that customer satisfaction plays a vital mediating role, acting as a bridge that converts the quality of service delivery and brand perception into customer advocacy. Even when customers have a favorable experience or recognize a brand, the absence of high satisfaction levels may prevent them from engaging in word of mouth behavior. This insight is particularly crucial for wedding organizers, where service delivery is deeply personalized, and customer expectations are inherently high. The results revealed significant direct impacts of customer experience ($\beta = 0.62$, $p < 0.01$) and brand awareness ($\beta = 0.58$, $p < 0.01$) on customer satisfaction, which in turn strongly influenced word of mouth ($\beta = 0.75$, $p < 0.01$). The study also confirmed that customer satisfaction mediates the relationship between customer experience and word of mouth (indirect effect $\beta = 0.47$, $p < 0.01$) and between brand awareness and word of mouth (indirect effect $\beta = 0.44$, $p < 0.01$). These findings underline the critical role that satisfaction plays in ensuring that even the most positive experiences and brand recognition result in actionable customer advocacy, especially in service sectors like wedding planning where trust, reputation, and personalized experience are paramount.

The practical implications of this study suggest that wedding organizers must focus on both the emotional and functional aspects of the customer experience to foster higher satisfaction levels and, consequently, drive positive word of mouth. Given that the customer experience in this industry is multifaceted—spanning sensory, emotional, cognitive, and relational dimensions—service providers need to ensure that each of these aspects is meticulously managed to exceed client expectations. Additionally, maintaining consistent and effective brand communication is essential for reinforcing brand awareness, which further bolsters customer loyalty and advocacy. In practical terms, this could involve continuous engagement with clients through personalized service touchpoints, managing expectations transparently, and delivering on promises, all of which contribute to enhanced customer satisfaction. Furthermore, by nurturing strong emotional connections with clients through memorable and meaningful experiences, wedding organizers can create lasting impressions that are more likely to result in word of mouth recommendations. The study's data clearly show that higher levels of customer satisfaction correlate with an increased likelihood of clients recommending the service to others, either through direct communication or digital platforms, which are critical for brand building in the current market landscape.

Despite the valuable insights gained, the study has several limitations, primarily due to its focus on a specific geographic region—Jakarta—and a particular segment of the wedding industry. While the findings provide a deep understanding of the dynamics at play within this market, their generalizability may be limited to other regions or industries. Future research could expand this scope by investigating similar dynamics in different geographic locations or within other service sectors, providing a broader understanding of how these variables interact across various contexts. Additionally, while the study employed a robust quantitative approach, qualitative research could offer richer insights into the subtleties of customer experiences and brand perceptions, helping to capture the depth of emotional and psychological factors that quantitative measures might overlook. For instance, in-depth interviews or focus groups could reveal nuanced

motivations behind customer satisfaction and word of mouth behavior, offering more comprehensive perspectives on how wedding organizers can fine-tune their service strategies. Exploring these avenues in future research would not only strengthen the theoretical foundations laid by this study but also provide practical guidance for service providers looking to enhance customer satisfaction and leverage word of mouth in diverse markets.

This combined interpretation underscores the significance of aligning customer experience, brand awareness, and customer satisfaction strategies within the wedding planning industry to achieve sustained growth and customer advocacy.

5. Conclusion

The study provides strong empirical evidence demonstrating the significant roles that customer experience and brand awareness play in shaping customer satisfaction and driving word of mouth within the wedding planning industry, specifically in Jakarta. The findings indicate that customer experience, which encompasses various dimensions such as sensory engagement, emotional involvement, and cognitive satisfaction, is crucial in determining how satisfied clients are with the services provided. Additionally, brand awareness, measured by factors like brand recognition, recall, and top-of-mind awareness, significantly influences clients' perceptions and expectations even before they engage with the service. These elements collectively contribute to the overall satisfaction of clients, which in turn becomes a pivotal factor in determining whether they will recommend the service to others. The study's results highlight that customer satisfaction acts as a critical mediator, bridging the gap between positive customer experience and brand awareness with actionable customer advocacy, particularly through word of mouth.

In a highly competitive market such as wedding planning, where personalized and emotionally resonant service experiences are highly valued, this research emphasizes the need for service providers to adopt customer-centric strategies. The mediating role of customer satisfaction reveals that even when clients have a favorable experience or recognize a brand, it is ultimately their level of satisfaction that drives their willingness to advocate for the brand. This insight is particularly important for wedding organizers who rely heavily on word of mouth to attract new clients, given that recommendations from satisfied clients are often perceived as more trustworthy and credible than traditional marketing methods. Therefore, businesses must focus on enhancing both the emotional and functional dimensions of the customer experience, ensuring that every interaction reinforces a positive perception and deepens the emotional connection between the client and the brand. The study also suggests that consistent and effective brand communication is essential in maintaining high levels of brand awareness, which further reinforces customer loyalty and advocacy. This includes not only traditional brand messaging but also leveraging digital platforms where potential clients frequently seek information and recommendations. By maintaining a strong brand presence across these channels, wedding organizers can ensure that they remain top-of-mind for clients, particularly during the decision-making process. Moreover, the data shows that the most successful organizers are those who exceed customer expectations, whether through unique service offerings, attention to detail, or personalized touches that leave a lasting impression. As a result, satisfied clients are more likely

to share their experiences, both through direct referrals and online platforms, thereby amplifying positive word of mouth.

However, the research is not without limitations. The geographic focus on Jakarta limits the generalizability of the findings to other regions or markets with different cultural or economic contexts. Future research could address this by conducting similar studies in different regions or expanding the scope to include other segments of the service industry. Additionally, while the study provides a robust quantitative analysis, integrating qualitative approaches such as interviews or case studies could offer deeper insights into the emotional and psychological drivers behind customer satisfaction and advocacy. Such insights would be invaluable for developing more targeted strategies that address not only the functional needs of clients but also their deeper emotional and relational expectations.

In conclusion, this study underscores the interconnectedness of customer experience, brand awareness, and customer satisfaction in driving word of mouth within the wedding planning industry. The findings provide clear guidance for service providers looking to build stronger customer relationships, enhance their market reputation, and achieve sustainable growth through customer advocacy. By prioritizing customer-centric approaches that foster emotional connections and consistent brand engagement, wedding organizers can ensure that they not only meet but exceed customer expectations, turning satisfied clients into brand ambassadors who are eager to recommend their services. This research, therefore, contributes valuable insights for both academic discussions and practical applications within the event management and service industries, paving the way for future studies that explore these dynamics in broader contexts.

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