



The Influence of Experiential Marketing and Product Appeal on Sales Performance in the Beauty Industry in Indonesia with Customer Perception as a Mediating Variable

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

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FACULTY OF SOCIAL SCIENCE AND EDUCATION

COMMUNICATION STUDY PROGRAM

CIKARANG

SEPTEMBER, 2025

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Performance in the Beauty Industry in Indonesia with Customer Perception as a
Mediating Variable**

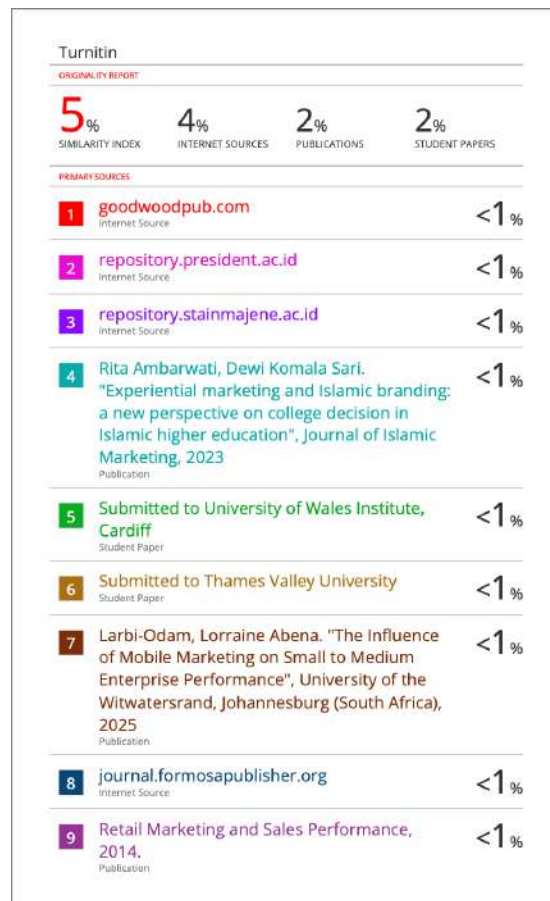
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Abstract

This causal-comparative quantitative study aims to examine the influence of experiential marketing and product appeal on sales performance in the beauty industry in Indonesia, with customer perception acting as a mediating variable. Amid the rapid growth and intense competition in Indonesia's beauty market, marketing communication strategies such as immersive brand experiences and appealing product attributes are increasingly seen as critical tools to engage consumers and boost brand outcomes. The study population and sample consists of individuals from Generation Z that have been exposed to experiential marketing programs and never worked in a beauty industry and in the marketing sector. The primary data collection method involves online surveys through structured questionnaires. This involved 217 Generation Z respondents selected through convenience sampling. The research instrument consisted of 59 validated items measuring four constructs. Statistical analysis was conducted using multiple linear regression and path analysis using SPSS. The results indicate that both experiential marketing and product appeal significantly influence customer perception and sales performance. However, the mediating role of customer perception in these relationships was not found to be stronger than the direct effects. These findings suggest that direct brand interactions and visual-functional product characteristics have immediate impacts on consumer behavior, especially in experience-driven markets such as beauty. The outcomes of this study are expected to provide practical insights for marketing executors, and beauty brands in designing more effective integrated marketing communication strategies that appeal to today's dynamic and visually-oriented consumers.

Keywords: experiential marketing; product appeal; customer perception; sales performance; beauty industry

Acknowledgements

Praise be to God Almighty for all His blessings and grace so that the author can complete the thesis entitled The influence of experiential marketing and product appeal on sales performance in the beauty industry in Indonesia with customer perception as a mediating variable. This thesis is prepared to fulfill the requirements to obtain a Bachelor of Communication Science degree at the Faculty of social science and education President University. The process of completing this thesis will not run smoothly without the guidance, support, assistance and motivation provided by many parties. For that the author would like to thank:

1. My Thesis Advisors, Mr. Haris Herdiansyah, S.Psi., M.Si, and Mr. Mohammad Shihab, S.I.Kom, M.I.Kom who gave direction to the work and for their patience and effort in correcting, guiding, and directing the focus of the research work towards the expected direction.
2. My dearest Papi and Mami who always give unlimited encouragement, support, advice, prayers, attention and affection and always entertain and are always there at all times for the author.
3. Theresia and Cathrine who always provide support, attention, enthusiasm, affection and always be a good listener for the author.
4. Fransiska Klarisa Teodora Hutasoit who always takes the time and energy to help and has become the best friend who is always there for the author.
5. Titan, Ratu, Hafizhah, Kayla, and friends during high school who always gave support, prayers, attention and enthusiasm to the author.
6. In Excelsis Deo Ompusunggu, who provides support, is always there for the author, always understands the author's feelings, and always manages to make the author happy.
7. Firda, Nadia, Maudy, and Joana who have supported and given happiness during the author's lectures.
8. Ash, and Bonbon who helped the author during the guidance.

9. Fore Cibubur, Animo Bakery, and Tuku, which have always been the author's moodbooster while working on the thesis.

The author realizes that there are still many shortcomings in writing this thesis, so constructive criticism and suggestions from all parties are needed for the improvement of shared knowledge. The author hopes that this thesis can be useful for the readers.

Table of Contents

Statement of Authorship.....	1
Panel of Examiner Approval.....	2
Statement of Originality.....	3
Scientific Publication Approval For Academic Interest.....	4
Advisor's Approval For Publication.....	5
Plagiarism Report.....	6
Acknowledgements.....	7
Table of Contents.....	9
List of Tables and Figures.....	12
Abstract.....	13
Introduction.....	14
Background.....	14
Research Question:.....	18
Research Objective:.....	19
Research Significance:.....	19
Chapter 1: Literature Review.....	21
1.1. Sales Performance.....	21
1.1.1. Definition.....	21
1.1.2. Factors.....	21
1.1.3. Dimension.....	22
1.2. Experiential Marketing.....	24
1.2.1. Definition.....	24
1.2.2. Aspects or Components.....	24
1.2.3. Factors.....	25
1.2.4. Dimension.....	26
1.3. Product Appeal.....	27
1.3.1. Definition.....	27
1.3.2. Components.....	27
1.3.3. Factors.....	28
1.3.4. Dimension.....	29
1.4. Customer Perception.....	30
1.4.1. Definition.....	30
1.4.2. Aspects or Components.....	30
1.4.3. Factors.....	32
1.4.4. Dimension.....	32
1.5. Dynamics Among Experiential Marketing, Product Appeal, Sales Performance, and Customer Perception.....	34
2.1. Research Approach.....	36
2.2. Research Paradigm.....	36

2.3. Conceptual Framework.....	37
2.4. Hypotheses.....	38
2.5. Variable & Operational Definition.....	39
2.5.2. Product Appeal.....	39
2.5.3. Sales Performance.....	40
2.5.4. Customer Perception.....	40
2.6. Research Instrument.....	41
2.7. Blue Print.....	42
2.8. Respondent Selection.....	42
2.8.1. Population.....	42
2.8.2. Sample.....	43
2.8.3. Sampling technique.....	44
2.9. Statistical Properties.....	44
2.9.1. Validity & Reliability Test.....	44
2.9.1.1. Validity Test.....	44
2.9.1.2. Reliability Test.....	44
2.9.2. Classical Assumption Test.....	45
2.9.2.1. Normality Test.....	45
2.9.2.2. Linearity Test.....	45
2.9.2.3. Multicollinearity Test.....	45
2.9.2.4. Heteroscedasticity Test.....	46
2.9.3. Hypothesis Test.....	46
2.9.4. Path Analysis.....	46
Chapter 3: Result and Discussion.....	47
3.1. Result.....	47
3.1.1. Profile of the Respondent.....	47
3.1.2. Validity & Reliability Test.....	54
3.1.2.1. Validity Test.....	54
3.1.2.2. Reliability Test.....	57
3.1.3. Classical Assumption Test.....	57
3.1.3.1. Normality Test.....	57
3.1.3.2. Linearity Test.....	59
3.1.3.3. Multicollinearity Test.....	60
3.1.3.4. Heteroscedasticity Test.....	61
3.1.4.1. Direct Hypothesis.....	62
3.1.4.2. Indirect Hypothesis.....	65
3.2. Discussions.....	67
Chapter 4: Conclusion and Recommendation.....	77
4.1 Conclusion.....	77
4.2 Recommendations.....	79
4.2.1 For Beauty Brands:.....	79

4.2.2 For Marketing Executors:.....	79
4.2.3 For Future Researchers:.....	79
4.3 Research Limitation.....	80
References.....	82
Appendix 1 - Questionnaire.....	90
Appendix 2 - Blue Print Table.....	114
Appendix 3 - Validity & Reliability.....	121
Appendix 4 - Respondents Data.....	125
Appendix 5 - R Table.....	130

List of Tables and Figures

Table 1. Blue Print Table

Table 2. Validity Test Result

Table 3. Reliability Test Result

Figure 1. Research Framework

Figure 2. Respondents Age Diagram

Figure 3. Respondents Gender Diagram

Figure 4. Respondents Occupation Diagram

Figure 5. Respondents Experiential Marketing Diagram

Figure 6. Respondents Product Appeal Diagram

Figure 7. Respondents Sales Performance Diagram

Figure 8. Respondents Customer Perception Diagram

Figure 9. Result of Histogram 1

Figure 10. Result of Histogram 2

Figure 11. Result of P-plot Regression 1

Figure 12. Result of P-plot Regression 2

Figure 13. Output Collinearity Statistics 1

Figure 14. Output Collinearity Statistics 2

Figure 15. Glejser Test Output 1

Figure 16. Glejser Test Output 2

Figure 17. Result of Coefficients 1, Test of Hypothesis 1 and 2

Figure 18. Path Diagram Model 1

Figure 19. Result of Coefficients 2, Test of Hypothesis 3, 4, and 5

Figure 20. Path Diagram Model 2