



**THE EFFECT OF COGNITIVE, SENSORY, AND EMOTIONAL
EXPERIENCES ON CUSTOMER EXPERIENCE FROM AN ISLAMIC
MARKETING PERSPECTIVE (EVIDENCE FROM CUSTOMERS OF
APRILMART STORE, WEST LAMPUNG)**

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Abstract

This study aims to examine the effects of cognitive experience, sensory experience, and emotional experience *on* customer experience from an Islamic marketing perspective among customers of Aprilmart Store in West Lampung. This study employed a quantitative approach using a causal associative research design. Primary data were collected through questionnaires distributed to 100 customers of Aprilmart Store in West Lampung selected using a *purposive sampling* technique. Data were analyzed using *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) with SmartPLS 4. The findings reveal that *cognitive experience* does not have a significant effect on *customer experience*. In contrast, *sensory experience* and *emotional experience* have positive and significant effects on *customer experience*. The coefficient of determination (R^2) of 0.758 indicates that the proposed model explains 75.8% of the variance in *customer experience*, while the remaining 24.2% is explained by other variables outside the research model. These findings suggest that sensory and emotional experiences play a more dominant role than cognitive experience in shaping customers' overall experiences. This study contributes theoretically to the development of *customer experience* research within the context of Islamic marketing and provides practical implications for retail businesses in enhancing customer experience by optimizing sensory and emotional aspects in accordance with Islamic marketing principles.

Keywords: Cognitive Experience; Sensory Experience; Emotional Experience; Customer Experience; Islamic Marketing



INTRODUCTION

Global economic development has shifted the paradigm from a production-based economy to an *experience economy*. In the modern era, characterized by globalization, digitalization, and increasing access to information, consumer behavior has undergone significant changes. Consumers no longer base their purchasing decisions solely on product quality and price but also place considerable importance on the experiences they gain throughout their interactions with a company, from information search and purchase to post-consumption.¹

This shift has positioned *customer experience* as a critical factor in creating a firm's competitive advantage. A positive customer experience enhances customer satisfaction, fosters long-term relationships, and strengthens customer loyalty. According to the *Global Consumer Insights Survey* conducted by PwC, approximately 73% of consumers consider customer experience an important factor when choosing a brand, and many are willing to pay a premium for superior service.²

From an Islamic perspective, business activities are not solely intended to generate economic profit but must also be grounded in moral and ethical values. Islam teaches that commercial transactions should be conducted with honesty, fairness, and mutual consent between the parties involved. This principle is affirmed by Allah SWT in Surah An-Nisā' (4:29) :

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ

“O believers! Do not consume one another's wealth unjustly, but only through lawful trade conducted by mutual consent.” (QS. An-Nisa [4]: 29).³

The verse emphasizes that business activities in Islam should generate mutual benefit and must not cause harm to any party. In addition to the Qur'an, the Prophet Muhammad (peace be upon him) also emphasized the importance of honesty and trustworthiness in commercial transactions. He said :

التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصِّدِّيقِينَ وَالشُّهَدَاءِ

“The truthful and trustworthy merchant will be with the Prophets, the truthful, and the martyrs.” (Narrated by al-Tirmidhī, Hadith No. 1209)⁴

¹ Joseph Pine II and James H. Gilmore, *The Experience Economy: Work Is Theatre & Every Business a Stage* (Boston: Harvard Business School Press, 1999), 1–10.

² Katherine N. Lemon and Peter C. Verhoef, “Understanding Customer Experience Throughout the Customer Journey,” *Journal of Marketing* 80, no. 6 (2016): 69–96.

³ Departemen Agama RI, *Al-Qur'an dan Terjemahannya* (Jakarta: Lajnah Pentashihan Mushaf Al-Qur'an, 2019), QS. An-Nisa [4]:29.

⁴ Jami' al-Tirmidhi, *Kitab al-Buyū'*, Bab Mā Jā'a fī al-Tujjār wa Tasmīyatihim, No. 1209.



Accordingly, from the perspective of Islamic marketing, *customer experience* extends beyond customer satisfaction to encompass the values of trust, fairness, and ethical conduct throughout the transaction process.

The growing importance of *customer experience* is also evident in the retail sector. According to **Statistics Indonesia (BPS)**, the wholesale and retail trade sector, including the repair of motor vehicles and motorcycles, has consistently been one of the largest contributors to Indonesia's Gross Domestic Product (GDP), accounting for more than 12% of total GDP in recent years.⁵ This underscores the strategic importance of the retail industry while also reflecting the increasingly intense competition within the sector.

The increasing competition in the retail industry has made it insufficient for businesses to rely solely on competitive pricing, product variety, and store location. Today's consumers have numerous alternatives, making the shopping experience a crucial factor influencing their purchasing decisions and long-term relationships with a retail store. This trend is also evident in the trade sector of Lampung Province, which has continued to grow and has made a significant contribution to the region's Gross Regional Domestic Product (GRDP).⁶

According to Brakus, Schmitt, and Zarantonello, *customer experience* refers to consumers' internal and subjective responses resulting from their interactions with a brand, products, or the marketing environment. Customer experience is inherently multidimensional, encompassing sensory, emotional, and cognitive dimensions that shape consumers' perceptions of a business.⁷

The *cognitive experience* dimension relates to customers' thinking processes and rational evaluations of the information they receive throughout the purchasing process. This experience is formed when customers are provided with clear information, understand the benefits of the products, and perceive that their purchase decisions align with their needs.⁸ In contrast, *sensory experience* refers to the stimulation of customers' senses through the store environment, including product displays, cleanliness, store layout, and the overall shopping atmosphere⁹

⁵ Badan Pusat Statistik, *Produk Domestik Bruto Indonesia Menurut Lapangan Usaha 2023* (Jakarta: Badan Pusat Statistik, 2024).

⁶ Badan Pusat Statistik Provinsi Lampung, *Provinsi Lampung Dalam Angka 2024* (Bandar Lampung: BPS Provinsi Lampung, 2024).

⁷ J. Josko Brakus, Bernd H. Schmitt, and Lia Zarantonello, "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?," *Journal of Marketing* 73, no. 3 (2009): 52–68.

⁸ *Ibid.*

⁹ Experiential Marketing, (New York: The Free Press, 1999), 109–120.



In addition to cognitive and sensory aspects, *emotional experience* also plays a crucial role in shaping *customer experience*. This dimension relates to the feelings that arise during customers' interactions with a business, such as comfort, enjoyment, security, and a sense of being valued. Positive emotional experiences can foster stronger relationships between customers and businesses, thereby increasing the likelihood of repeat purchases.¹⁰

From the perspective of *Islamic marketing*, the creation of *customer experience* should be aligned with Islamic principles, including honesty (*ṣidq*), trustworthiness (*amānah*), justice (*ʿadl*), and responsibility. According to Kartajaya and Sula, Islamic marketing is characterized by theological, ethical, realistic, and humanistic values, emphasizing that marketing activities should pursue not only profitability but also *barakah* (blessings) and *maṣlahah* (public benefit).¹¹

One of the local retail businesses operating in this competitive environment is Aprilmart Store in West Lampung. As a retailer providing daily necessities, Aprilmart interacts directly with customers, making various factors—such as the accessibility of product information, the comfort of the shopping environment, and the quality of customer service—important determinants of the overall customer experience. Based on the researcher's observations of several retail stores offering similar products in Air Hitam District, Aprilmart attracts a higher volume of customer visits and generates relatively greater sales revenue than comparable stores. These conditions indicate that Aprilmart possesses a distinctive competitive appeal, making it an appropriate setting for investigating the factors that shape *customer experience* among retail customers.¹² Therefore, Aprilmart Store was selected as the research object because it represents a local retail business that has successfully maintained its competitiveness amid increasingly intense market competition.

Although previous studies have extensively examined *customer experience*, most have focused on large corporations, service industries, and digital platforms. Research investigating the effects of *cognitive*, *sensory*, and *emotional experiences* on *customer experience* in local retail businesses from an *Islamic marketing* perspective remains limited. Therefore, this study seeks to

¹⁰ Chiara Gentile, Nicola Spiller, and Giuliano Noci, “How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer,” *European Management Journal* 25, no. 5 (2007): 395–410

¹¹ Hermawan Kartajaya dan Muhammad Syakir Sula, *Syariah Marketing* (Bandung: Mizan, 2006), 27–38.

¹² Hasil observasi peneliti pada beberapa toko ritel yang menjual produk sejenis di Kecamatan Air Hitam, Kabupaten Lampung Barat, Mei 2026.



address this research gap by examining customers of Aprilmart Store in West Lampung.

Based on the aforementioned background, this study aims to:

1. examine the effect of *cognitive experience* on the *customer experience* of customers at Aprilmart Store in West Lampung.
2. examine the effect of *sensory experience* on the *customer experience* of customers at Aprilmart Store in West Lampung.
3. examine the effect of *emotional experience* on the *customer experience* of customers at Aprilmart Store in West Lampung.
4. examine the simultaneous effects of *cognitive experience*, *sensory experience*, and *emotional experience* on the *customer experience* of customers at Aprilmart Store in West Lampung.
5. analyze *customer experience* at Aprilmart Store in West Lampung from the perspective of *Islamic marketing*?

This study contributes theoretically by enriching the literature on *customer experience* from an *Islamic marketing* perspective, particularly regarding the roles of *cognitive*, *sensory*, and *emotional experiences* in shaping customer experience within the retail sector. Furthermore, the study offers practical implications for retail businesses by identifying the factors that enhance customer experience through marketing strategies that not only emphasize customer satisfaction but also adhere to Islamic values such as honesty (*ṣidq*), trustworthiness (*amānah*), and justice (*‘adl*).¹³

This research was conducted among customers of Aprilmart Store in West Lampung using a quantitative approach. The data were collected through questionnaires administered to customers who had previously made purchases at the store. The relationships among the research variables were analyzed using *Structural Equation Modeling–Partial Least Squares* (SEM-PLS).¹⁴

Based on the theoretical framework and research objectives, the following hypotheses were proposed:

1. *Cognitive experience* has a positive effect on *customer experience* among customers of Aprilmart Store in West Lampung.
2. *Sensory experience* has a positive effect on *customer experience* among customers of Aprilmart Store in West Lampung.

¹³ Hermawan Kartajaya dan Muhammad Syakir Sula, *Syariah Marketing* (Bandung: Mizan, 2006), 27–38.

¹⁴ Joseph F. Hair et al., *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Thousand Oaks: SAGE Publications, 2022), 1–20.



3. *Emotional experience* has a positive effect on *customer experience* among customers of Aprilmart Store in West Lampung.

This study adopts **Customer Experience Theory** as its primary grand theory, drawing on the works of De Keyser et al. (2015), Klaus and Maklan (2012, 2013), and Lemon and Verhoef (2016). **Customer Experience Theory** explains that customer experience is a multidimensional construct formed through customers' overall interactions with a company or brand. Customer experience extends beyond the point of purchase and develops throughout the entire *customer journey*, encompassing cognitive, sensory, emotional, physical, and social dimensions.¹⁵

Customer Experience Theory further emphasizes that a firm's competitive advantage is determined not only by product quality or pricing but also by its ability to create meaningful experiences for customers. Lemon and Verhoef argue that customer experience is shaped through multiple *touchpoints* between customers and a company, which subsequently influence customers' perceptions, evaluations, and long-term relationships with the business.¹² Consequently, customer experience has become a strategic factor in establishing and maintaining long-term customer relationships.

In the context of this study, Customer Experience Theory provides the theoretical foundation for explaining that *cognitive experience*, *sensory experience*, and *emotional experience* are key antecedents of *customer experience* among customers of Aprilmart Store in West Lampung. *Cognitive experience* refers to customers' thinking processes and understanding of the information they receive; *sensory experience* relates to the sensory stimuli encountered within the store environment; and *emotional experience* concerns the feelings and emotional responses experienced by customers throughout the purchasing process.¹⁶

The findings indicate that *sensory experience* and *emotional experience* have positive and significant effects on *customer experience*, whereas *cognitive experience* does not have a significant effect. These results suggest that not all dimensions of customer experience contribute equally across different business contexts. The significant effects of *sensory experience* and *emotional experience* support **Customer Experience Theory**, which posits that customer experience is shaped through direct interactions involving sensory and emotional responses.

¹⁵ Arne De Keyser et al., "A Framework for Understanding and Managing the Customer Experience," *Marketing Science Institute Working Paper Series* (2015).

¹⁶ Bernd H. Schmitt, "Experiential Marketing," *Journal of Marketing Management* 15, no. 1–3 (1999): 53–67.



In contrast, the insignificant effect of *cognitive experience* indicates a discrepancy between theoretical expectations and the empirical findings obtained from customers of Aprilmart Store in West Lampung. Although the cognitive dimension is theoretically regarded as an important component of customer experience, customers in a local retail setting appear to be influenced more by their immediate experiences, such as the comfort of the store environment, the physical surroundings, and the emotions they experience during the purchasing process. These findings suggest that the relative importance of each customer experience dimension is context-dependent and varies according to the characteristics of the business and its customers.

As a supporting theoretical perspective, this study adopts **Cognitive Experience Theory**, as developed by Hoffman and Novak (2009), Huang (2006), and Tyrväinen et al. (2020). This theory explains that *cognitive experience* is associated with customers' mental processes of acquiring information, developing understanding, evaluating alternatives, and forming perceptions of products or services.¹⁷

Within the context of this study, *cognitive experience* reflects how customers of Aprilmart Store in West Lampung develop their experiences through cognitive processes during shopping, including understanding product information, acquiring product knowledge, and evaluating the available products.

However, the empirical findings reveal that *cognitive experience* does not significantly influence *customer experience*. This suggests that customers' cognitive processes are not the primary determinant of customer experience at Aprilmart Store. One possible explanation is that customers in a local retail environment tend to make purchase decisions based on practical needs, convenience, and their immediate shopping experiences rather than on extensive information search or careful cognitive evaluation.

These findings indicate that, although *cognitive experience* is theoretically recognized as an important component of customer experience, its contribution may vary depending on the business context and consumer characteristics. In a conventional retail environment, customers are more likely to evaluate their overall experience based on what they directly perceive and feel than on cognitive processes involved in information processing and product evaluation.

¹⁷ Donna L. Hoffman and Thomas P. Novak, "Flow Online: Lessons Learned and Future Prospects," *Journal of Interactive Marketing* 23, no. 1 (2009): 23–34; Huang (2006); Tyrväinen et al. (2020).



This study further draws upon Sensory Experience Theory, as developed by Zarantonello and Schmitt (2010) and Nysveen et al. (2013). *Sensory experience* refers to customer experiences that are formed through sensory stimuli perceived by the five senses, including visual, auditory, tactile, olfactory, and gustatory elements. These stimuli influence customers' perceptions and impressions of a brand or retail environment.¹⁸

In the context of this study, *sensory experience* represents customers' perceptions of the physical environment of Aprilmart Store in West Lampung, including store cleanliness, product layout, shopping comfort, and the overall store atmosphere. These elements serve as direct sensory stimuli encountered during the shopping experience.

The findings reveal that *sensory experience* has a positive and significant effect on *customer experience*. This result is consistent with Sensory Experience Theory, which argues that sensory stimuli play a crucial role in shaping customer experience. The more favorable the sensory experience perceived by customers, the more positive their overall customer experience becomes.

These findings further indicate that the physical store environment is a key determinant of customer experience. Customers evaluate not only the products offered but also the comfort and atmosphere they experience while shopping.

In addition, this study adopts Emotional Experience Theory, as proposed by Hansen (2005), Tynan and McKechnie (2009), Rose et al. (2012), and Tyrväinen et al. (2020). This theory suggests that customer experience is influenced not only by rational evaluation but also by the emotional responses that arise during the consumption process. *Emotional experience* encompasses customers' feelings, moods, and emotional reactions when interacting with products and services.¹⁹

Within this study, *emotional experience* refers to the feelings of comfort, enjoyment, security, and positive emotions experienced by customers while shopping at Aprilmart Store in West Lampung, all of which contribute to their overall customer experience.

The empirical findings demonstrate that *emotional experience* has a positive and significant effect on *customer experience*. This result supports Emotional Experience Theory, which emphasizes that customers' emotional responses are essential in creating meaningful and memorable experiences.

¹⁸ L. Zarantonello and Bernd H. Schmitt, "Using the Brand Experience Scale to Profile Consumers and Predict Consumer Behaviour,".

¹⁹ Hansen (2005); Tynan and McKechnie (2009); Rose et al. (2012); Tyrväinen et al. (2020).



Beyond Customer Experience Theory, this study also incorporates the perspective of **Islamic marketing** as a normative framework for analyzing customer experience. Islamic marketing is not merely profit-oriented but is grounded in Islamic values such as honesty (*ṣidq*), trustworthiness (*amānah*), justice (*ʿadl*), and excellence in service (*iḥsān*).²⁰

Within this framework, the development of *customer experience* through *cognitive*, *sensory*, and *emotional experiences* should remain consistent with Islamic business principles. A positive customer experience is therefore evaluated not only in terms of customer satisfaction but also through the provision of accurate information, a comfortable shopping environment, and ethical business practices.

Overall, this study integrates **Customer Experience Theory** as its primary theoretical foundation, supported by the theories of *cognitive experience*, *sensory experience*, and *emotional experience* to explain the determinants of customer experience among customers of Aprilmart Store in West Lampung. The findings indicate that *sensory* and *emotional experiences* are more influential than *cognitive experience* in shaping customer experience, suggesting that customer experience in the retail sector is driven primarily by customers' direct experiences and emotional responses during their interactions with the store.

Table 1.
Variable Indicators

Variabel	Indicator
<i>Cognitive Experience</i> ²¹	1. Gaining inspiration and new ideas 2. Stimulating curiosity 3. Enjoyment in exploring products
<i>Sensory Experience</i> ²²	1. Visual stimulation 2. Auditory stimulation 3. Tactile stimulation

²⁰ Hermawan Kartajaya and Muhammad Syakir Sula, *Syariah Marketing* (Bandung: Mizan, 2006).

²¹ Tyrväinen, O., Karjaluoto, H., & Saarijärvi, H. (2020). Customer Experience in Omnichannel Retail: Effects of Cognitive, Emotional, and Sensory Experiences. *Journal of Retailing and Consumer Services*, 57, 102233

²² Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand Experiences in Service Organizations: Exploring the Individual Effects of Brand Experience Dimensions. *Journal of Brand Management*, 20(5), 404–423.



	4. Olfactory stimulation
<i>Emotional Experience</i> ²³	1. Emotional engagement 2. Emotional response to products 3. Personal experience in using products 4. Personal values of consumers
<i>Customer Experience</i> ²⁴	1. Competence 2. Customer recognition 3. Personalization 4. Problem solving

LITERATURE REVIEW

Customer Experience Theory sebagai Grand Theory

Customer experience refers to the overall experience perceived by customers through their interactions with a product or service, creating lasting impressions and memorable experiences. A positive customer experience adds value to a business by encouraging repeat purchases and increasing customers' willingness to recommend the product or service to others. According to Wardhana, *customer experience* emphasizes the creation of memorable experiences that foster long-term relationships between customers and businesses.²⁵

Lestari explains that *customer experience* can be understood through two main dimensions: *treatment* and *recommendation*. The *treatment* dimension reflects customers' experiences while receiving services or using products, whereas the *recommendation* dimension refers to customers' willingness to recommend a product or service to others after having a satisfying experience.¹ In this study, *customer experience* is treated as the dependent variable, which is influenced by *cognitive experience*, *sensory experience*, and *emotional experience* among customers of Aprilmart Store in West Lampung.

²³ Tyrväinen, O., Karjaluoto, H., & Saarijärvi, H. (2020). Customer Experience in Omnichannel Retail: Effects of Cognitive, Emotional, and Sensory Experiences. *Journal of Retailing and Consumer Services*, 57, 102233

²⁴ Kristanto dan Michael Adiwijaya, "Pengaruh Customer Experience terhadap Customer Satisfaction dan Customer Loyalty," *Jurnal Manajemen dan Start-Up Bisnis*, Vol. 3, No. 4, 2018

²⁵ Wardhana, *Manajemen Pemasaran* (2019).



The measurement of *customer experience* in this study is based on the indicators proposed by Kristanto and Adiwijaya, namely **competence, customer recognition, personalization, and problem solving**. These four indicators were employed to assess the extent to which customers' shopping experiences contribute to the formation of their overall *customer experience*.²⁶

Cognitive Experience

Cognitive experience refers to customers' mental processes during the purchasing process. Hoffman and Novak explain that *cognitive experience* is associated with the concept of *flow*, a psychological state in which customers experience deep engagement, concentration, and enjoyment while interacting with a product or service.²⁷ According to Huang, the *flow* state is characterized by enjoyment, commitment, and a high level of concentration, resulting in a positive subjective experience for customers.²⁸

In this study, *cognitive experience* is defined as the experience customers gain through acquiring information, understanding products, and evaluating their shopping experiences at Aprilmart Store in West Lampung. This construct was measured using the indicators developed by Tyrväinen et al., namely gaining inspiration and new ideas while using products, stimulating curiosity and the desire to acquire knowledge, and experiencing enjoyment when exploring products.²⁹

Sensory Experience

Sensory experience refers to the experience formed through sensory stimuli perceived by customers during their interactions with a product, brand, or business environment. According to Zarantonello and Schmitt, *sensory experience* arises directly from brand-related stimuli, including visual, auditory, tactile, olfactory, and gustatory elements, which create aesthetic appeal and leave lasting sensory impressions on customers.³⁰ Nysveen et al. further explain that sensory experience plays an important role in shaping customers' perceptions

²⁶ Kristanto dan Adiwijaya, "Pengaruh Customer Experience terhadap Kepuasan dan Loyalitas Pelanggan" (2018).

²⁷ Donna L. Hoffman & Thomas P. Novak, "Flow Online: Lessons Learned and Future Prospects," *Journal of Interactive Marketing* (2009).

²⁸ Ming-Hui Huang, "Flow, Enduring, and Situational Involvement in the Web Environment: A Tripartite Second-Order Examination," *Psychology & Marketing* (2006).

²⁹ Olli Tyrväinen et al., "Customer Experience in Retail: Development of Cognitive, Sensory, Emotional and Behavioral Experience Measures" (2020).



and evaluations of products or services through stimuli received by the five senses.³⁰

In this study, *sensory experience* is defined as the sensory impressions experienced by customers while shopping at Aprilmart Store in West Lampung, including the store's visual appearance, product arrangement, cleanliness, shopping comfort, and other sensory cues encountered during the shopping process. A positive sensory experience is expected to enhance customers' overall *customer experience*.

Emotional Experience

Emotional experience refers to customers' emotional responses to the stimuli they encounter while interacting with a product or service. According to Hansen, *emotional experience* represents consumers' affective responses that arise as reactions to various marketing stimuli.¹ Tynan and McKechnie further argue that *customer experience* should provide emotional enjoyment and evoke a *sense of fun* during the consumption process.² Meanwhile, Rose et al. explain that *emotional experience* encompasses customers' moods, feelings, and emotions generated through their affective system throughout the consumption experience..³¹

In this study, *emotional experience* is defined as the emotional responses experienced by customers while shopping at Aprilmart Store in West Lampung. This construct was measured using the indicators developed by Tyrväinen et al., namely customers' emotional engagement with the product, positive feelings arising from product use, the extent to which the product enables self-expression, and its contribution to the development of customers' personal values³²

Islamic Marketing Perspective

In addition to using *Customer Experience Theory* as the main theoretical foundation, this study also incorporates the Islamic marketing perspective as a value-based approach to analyzing customer experience. Islamic marketing is a

³⁰ Nysveen, H., Pedersen, P. E., & Skard, S., "Brand Experiences in Service Organizations: Exploring the Individual Effects of Brand Experience Dimensions," *Journal of Brand Management* (2013).

³¹ Susan Rose et al., "Online Customer Experience in e-Retailing: An Empirical Model of Antecedents and Outcomes," *Journal of Retailing* 88, no. 2 (2012).

³² Olli Tyrväinen et al., "Customer Experience in Retail: Development of Cognitive, Sensory, Emotional and Behavioral Experience Measures" (2020).



marketing concept that is not solely oriented toward economic profit but also emphasizes Islamic moral and ethical values in business activities.

The fundamental principles of Islamic marketing include honesty (*ṣiddiq*), trustworthiness (*amānah*), justice (*ʿadl*), and providing the best service (*iḥsān*). These principles emphasize that business activities should be conducted transparently, responsibly, and in a manner that provides benefits and welfare (*maṣlahah*) for customers.³³

In this study, the Islamic marketing perspective is used to examine how customer experiences formed through *Cognitive Experience*, *Sensory Experience*, and *Emotional Experience* remain consistent with Islamic business principles. Therefore, *Customer Experience* is not only evaluated based on customer satisfaction but also through the quality of interactions that reflect Islamic ethical values.

Through this theoretical framework, this study integrates *Customer Experience Theory* as the primary grand theory, while *Cognitive Experience*, *Sensory Experience*, and *Emotional Experience* are used as supporting theories to explain the factors influencing customer experience among customers of Aprilmart Store in West Lampung. The Islamic marketing perspective serves as a value-based approach to strengthen the analysis that customer experience in Islamic business should be developed through the principles of honesty, trustworthiness, justice, and excellent service.

RESEARCH METHOD

This study employed a quantitative approach using a causal associative research design. A quantitative approach focuses on the collection and analysis of numerical data to objectively examine relationships among variables through statistical testing. This approach was selected because the study aims to investigate the effects of *cognitive experience*, *sensory experience*, and *emotional experience* on *customer experience* among customers of Aprilmart Store in West Lampung from an *Islamic marketing* perspective.

Based on its explanatory purpose, this research is classified as causal associative research, which seeks to examine cause-and-effect relationships between independent and dependent variables. In this study, *cognitive experience* (X1), *sensory experience* (X2), and *emotional experience* (X3) served as the

³³ Hermawan Kartajaya and Muhammad Syakir Sula, *Syariah Marketing* (Bandung: Mizan, 2006).



independent variables, while *customer experience* (Y) was treated as the dependent variable.

This study also employed a field research design, as the data were collected directly from the research setting through questionnaires administered to customers of Aprilmart Store in West Lampung. Field research enabled the researchers to obtain empirical evidence regarding customers' experiences based on actual conditions at the research site.

The study population consisted of all customers of Aprilmart Store in West Lampung. Based on information provided by the store management, the store serves approximately 200 customers per day, resulting in an estimated annual population of 72,000 customers. Since the population size was known, the sample size was determined using the Slovin formula with a 10% margin of error, yielding a sample of 100 respondents.

The sampling technique employed was *purposive sampling*, whereby respondents were selected according to predetermined criteria consistent with the research objectives. The inclusion criteria were as follows:

1. Customers of Aprilmart Store in West Lampung.
2. Customers who had made at least two purchases at the store.

Accordingly, the final sample consisted of 100 respondents..

Data were collected using a structured questionnaire measured on a five-point ordinal Likert scale ranging from **1 = Strongly Disagree**, **2 = Disagree**, **3 = Neutral**, **4 = Agree**, to **5 = Strongly Agree**. The collected data were analyzed using SmartPLS 4 through the *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) approach.

RESULTS AND DISCUSSION

Data analysis was conducted using SmartPLS 4. The measurement model (*outer model*) was evaluated through validity and reliability assessments. Construct validity was examined using *outer loading* and the *Average Variance Extracted* (AVE), while construct reliability was assessed using *Cronbach's Alpha* and *Composite Reliability*. Subsequently, the structural model was evaluated by testing the proposed hypotheses using *t*-statistics and *p*-values to determine the significance of the relationships among the variables.

Validity Test

A validity test was conducted to ensure that each indicator in the research instrument accurately measured its intended construct. In this study,

construct validity was evaluated based on the *outer loading* values and the *Average Variance Extracted* (AVE). The results of the validity assessment are presented below

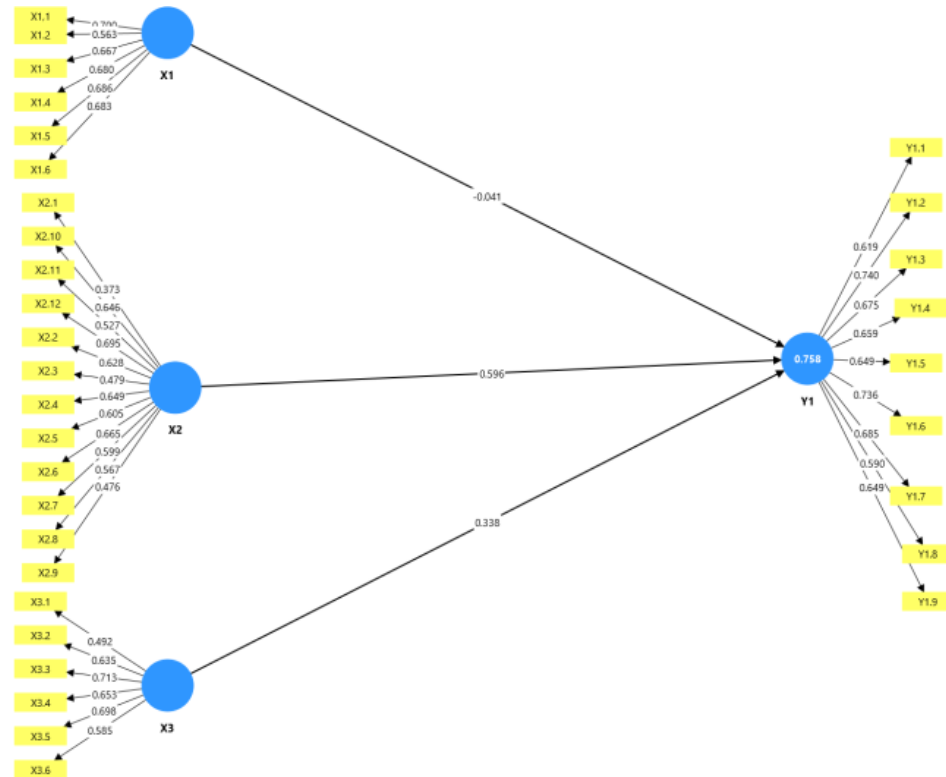


Figure 1.

Research Model Developed Using SmartPLS 4

Source: Authors' analysis using SmartPLS 4 (2025).

As shown in **Figure 1**, the research model was analyzed using SmartPLS 4. The model consists of four latent variables: X1 (*Cognitive Experience*), X2 (*Sensory Experience*), X3 (*Emotional Experience*), and Y (*Customer Experience*). Initially, X1 was measured using six indicators, X2 using twelve indicators, X3 using six indicators, and Y using nine indicators. During the measurement model assessment, several indicators exhibited *outer loading* values below the recommended threshold of 0.60 and were therefore removed from the model to improve construct validity. The final measurement model obtained after eliminating the invalid indicators is presented below.

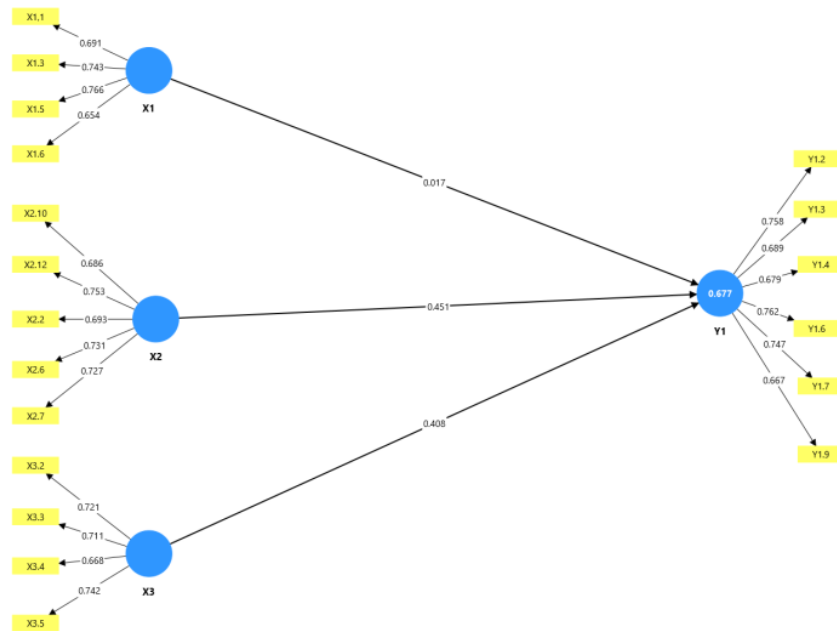


Figure 2.

Final Research Model in SmartPLS 4

Source: Processed by the authors using SmartPLS 4 (2026).

The following table presents the *outer loading* values obtained from the validity assessment after the removal of indicators that did not meet the recommended validity threshold.

Table 2.

Outer Loading Values for the Validity Test

Indicator	X1	X2	X3	Y	Interpretation
X1.1	0,691				Valid
X1.3	0,743				Valid
X1.5	0,766				Valid
X1.6	0,654				Valid
X2.10		0,686			Valid
X2.12		0,753			Valid
X2.2		0,693			Valid
X2.6		0,731			Valid
X2.7		0,727			Valid
X3.2			0,721		Valid
X3.3			0,711		Valid
X3.4			0,668		Valid
X3.5			0,742		Valid



Y1.2				0,758	Valid
Y1.3				0,689	Valid
Y1.4				0,679	Valid
Y1.6				0,762	Valid
Y1.7				0,747	Valid
Y1.9				0,667	Valid

Source: Processed by the authors using SmartPLS 4 (2026).

The validity test was conducted to ensure that each indicator accurately measured its intended construct and adequately represented the research variables.

a) Variable Cognitive (X1)

The *Cognitive Experience* (X1) construct consists of four indicators (X1.1, X1.3, X1.5, and X1.6). All indicators exhibited *outer loading* values above the recommended threshold of 0.60. Therefore, all indicators were considered valid.

b) Variable Sensory (X2)

The *Sensory Experience* (X2) construct comprises five indicators (X2.10, X2.12, X2.2, X2.6, and X2.7). The results indicate that all indicators satisfied the recommended criterion for convergent validity, with *outer loading* values exceeding the acceptable threshold. Accordingly, all indicators of the *Sensory Experience* construct were deemed valid and retained for further analysis.

c) Variable Emotional (X3)

The *Emotional Experience* (X3) construct consists of four indicators (X3.2, X3.3, X3.4, and X3.5). The evaluation of the measurement model showed that all indicators achieved *outer loading* values above the minimum acceptable threshold. Therefore, all indicators were considered valid and retained in the research model.

d) Variable Customer Experience (Y)

The *Customer Experience* (Y) construct consists of six indicators (Y2, Y3, Y4, Y6, Y7, and Y9). All indicators demonstrated satisfactory *outer loading* values, exceeding the recommended threshold of 0.70. Therefore, all indicators were considered valid.



Reliability Test

Table 3.
Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
X1	0,683	0,695	0,806	0,511
X2	0,767	0,771	0,842	0,516
X3	0,674	0,676	0,803	0,505
Y	0,812	0,818	0,864	0,516

Source: Processed by the authors using SmartPLS 4 (2026).

The reliability test was conducted to assess the internal consistency of each construct. Construct reliability was evaluated using **Cronbach's Alpha** and **Composite Reliability (CR)**, while convergent validity was assessed using the **Average Variance Extracted (AVE)**. A construct is considered reliable when its **Composite Reliability** exceeds **0.70**, whereas a **Cronbach's Alpha** value between **0.60** and **0.70** is considered acceptable for exploratory research. Furthermore, an **AVE** value greater than **0.50** indicates adequate convergent validity.³⁴

Based on the SmartPLS 4 analysis, the *Cognitive Experience* (X1) construct obtained a **Cronbach's Alpha** of **0.683**, a **Composite Reliability** of **0.806**, and an **AVE** of **0.511**. These values indicate that the X1 construct is reliable.

For the *Sensory Experience* (X2) construct, the results showed a **Cronbach's Alpha** of **0.767**, a **Composite Reliability** of **0.842**, and an **AVE** of **0.516**. These values satisfy all recommended reliability and convergent validity criteria, indicating that the X2 construct is reliable.

The *Emotional Experience* (X3) construct achieved a **Cronbach's Alpha** of **0.674**, a **Composite Reliability** of **0.803**, and an **AVE** of **0.505**. Accordingly, the X3 construct is considered reliable.

Finally, the *Customer Experience* (Y) construct obtained a **Cronbach's Alpha** of **0.812**, a **Composite Reliability** of **0.864**, and an **AVE** of **0.516**. Therefore, the Y construct demonstrates satisfactory reliability and convergent validity.

³⁴ Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, dan Marko Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd ed. (Thousand Oaks, CA: SAGE Publications, 2022), hlm. 143–147.

**Inner Model Assessment (Coefficient of Determination/ R^2)**

Table 4.
Coefficient of Determination (R^2) Test Results

Variabel Endogen	R-Square	R-Square Adjusted
Customer Experience (Y)	0,758	0,750

Source: Processed by the authors using SmartPLS 4 (2026).

The coefficient of determination (R^2) was used to evaluate the extent to which the independent variables explain the variance in the dependent variable within the proposed research model. The R^2 value ranges from 0 to 1, with higher values indicating greater explanatory power of the model.³⁵

Based on the SmartPLS 4 analysis, the *Customer Experience* construct achieved an R^2 value of **0.758** and an adjusted R^2 value of **0.750**. These results indicate that *Cognitive Experience*, *Sensory Experience*, and *Emotional Experience* jointly explain **75.8%** of the variance in *Customer Experience*, while the remaining **24.2%** is attributable to other factors outside the scope of the present study. Therefore, the proposed structural model demonstrates strong explanatory power in predicting the *Customer Experience* of customers at Aprilmart Store in West Lampung

Hypothesis Testing

Hypothesis testing was conducted to examine the direction and significance of the relationships between the research variables. The significance of each hypothesized relationship was evaluated using the t -statistic and p -value obtained from the bootstrapping procedure in SmartPLS 4. A hypothesis was considered statistically significant when the p -value was less than **0.05**; otherwise, it was considered not statistically significant. The results of the hypothesis testing are presented below.:

Tabel 1.
Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.017	0.022	0.096	0.177	0.859

³⁵ Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, dan Marko Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd ed. (Thousand Oaks, CA: SAGE Publications, 2022), hlm. 201–203.



X2 -> Y	0.451	0.456	0.103	4.329	0.000
X3 -> Y	0.408	0.404	0.100	4.066	0.000

Source: Processed by the authors using SmartPLS 4 (2026).

Based on the SmartPLS 4 analysis presented in **Table 3**, the relationships among the research variables were evaluated using the **original sample**, **t-statistic**, and **p-value** to determine the direction and significance of each hypothesized relationship. A relationship was considered statistically significant when the *p*-value was less than **0.05**. The results are presented as follows.:

a. The Effect of Cognitive Experience on Customer Experience (X1 → Y)

The first hypothesis proposed that *Cognitive Experience* (X1) has a significant effect on *Customer Experience* (Y). The analysis produced an **original sample** coefficient of **0.017** with a **p-value** of **0.859**, which exceeds the significance threshold of **0.05**. Although the path coefficient indicates a positive relationship, its magnitude is negligible and statistically insignificant. Therefore, the first hypothesis is **rejected**, indicating that *Cognitive Experience* does not significantly influence the *Customer Experience* of customers at Aprilmart Store in West Lampung.

b. The Effect of Sensory Experience on Customer Experience (X2 → Y)

The second hypothesis proposed that *Sensory Experience* (X2) significantly affects *Customer Experience* (Y). The analysis yielded an **original sample** coefficient of **0.451** with a **p-value** of **0.000**, which is below the significance threshold of **0.05**. This finding indicates that a more positive *Sensory Experience* leads to a higher level of *Customer Experience* among customers at Aprilmart Store in West Lampung. Accordingly, the second hypothesis is **accepted**, confirming a positive and statistically significant relationship between *Sensory Experience* and *Customer Experience*.

c. The Effect of Emotional Experience on Customer Experience (X3 → Y)

The third hypothesis proposed that *Emotional Experience* (X3) significantly affects *Customer Experience* (Y). The analysis resulted in an **original sample** coefficient of **0.408** with a **p-value** of **0.000**, indicating statistical significance. These findings suggest that the more positive the emotional experiences customers perceive while shopping, the greater their overall *Customer Experience*. Therefore, the third hypothesis is **accepted**, confirming a positive and significant relationship between *Emotional Experience* and *Customer Experience*.



1. The Effect of Cognitive Experience on Customer Experience

The SmartPLS 4 analysis revealed that *Cognitive Experience* (X1) does not have a significant effect on *Customer Experience* (Y). This result is reflected by an **original sample** coefficient of **0.017**, a **t-statistic** of **0.177**, and a **p-value** of **0.859**. Accordingly, *Cognitive Experience* was found to have no statistically significant influence on the *Customer Experience* of customers at Aprilmart Store in West Lampung.

These findings suggest that cognitive aspects, such as understanding product information, cognitive processing, and product evaluation, are not the primary determinants of customer experience in this retail context. Customers tend to visit Aprilmart primarily to purchase daily necessities, resulting in relatively quick purchasing decisions that require limited information processing or extensive product evaluation.

This finding differs from Schmitt's (1999) proposition that *Cognitive Experience* stimulates consumers' thinking, problem-solving, and intellectual engagement, thereby creating meaningful experiences. However, the present finding is consistent with Gahler et al. (2023), who argue that in retail settings characterized by rapid purchasing decisions, *Cognitive Experience* does not necessarily exert a significant influence on *Customer Experience*, as customers are more strongly affected by immediate sensory and emotional experiences.³⁶

Therefore, this finding indicates that *Cognitive Experience* is not the primary factor shaping *Customer Experience* among customers at Aprilmart Store in West Lampung. Consequently, store management should prioritize strategies that enhance customers' direct shopping experiences, such as improving the store environment and service quality, while continuing to provide honest and transparent product information in accordance with the principles of Islamic marketing.

2. The Effect of Sensory Experience on Customer Experience

The SmartPLS 4 analysis indicates that *Sensory Experience* (X2) has a positive and statistically significant effect on *Customer Experience* (Y). This relationship is supported by an **original sample** coefficient of **0.451**, a **t-statistic** of **4.329**, and a **p-value** of **0.000**. Thus, *Sensory Experience* positively influences the *Customer Experience* of customers at Aprilmart Store in West Lampung.

³⁶ Michael Gahler, Jan F. Kleih, and Michael Paul, "Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments," *Journal of Hospitality & Tourism Research* 47, no. 8 (2023): 1660–1687.



These findings suggest that customers' sensory perceptions—including store cleanliness, well-organized product displays, a comfortable shopping environment, and an attractive visual appearance—play an important role in enhancing their overall shopping experience. Positive sensory stimuli create favorable impressions throughout the shopping process, thereby improving customers' overall experiences.

Accordingly, *Sensory Experience* represents one of the key determinants of *Customer Experience* in this retail setting. Therefore, store management should maintain and continuously improve the physical shopping environment by ensuring cleanliness, effective product arrangement, appropriate lighting, and overall shopping comfort to provide customers with a more satisfying shopping experience while reflecting the service principles of Islamic marketing.

3. The Effect of Emotional Experience on Customer Experience

The SmartPLS 4 analysis demonstrates that *Emotional Experience* (X3) has a positive and statistically significant effect on *Customer Experience* (Y). This result is evidenced by an **original sample** coefficient of **0.408**, a **t-statistic** of **4.066**, and a **p-value** of **0.000**. Therefore, *Emotional Experience* significantly enhances the *Customer Experience* of customers at Aprilmart Store in West Lampung.

This finding indicates that positive emotions experienced during shopping—such as feelings of comfort, enjoyment, security, and satisfaction—contribute substantially to customers' overall experiences. Friendly service, a pleasant store atmosphere, and positive interactions between employees and customers foster emotional attachment and create memorable shopping experiences.

Accordingly, *Emotional Experience* is another key determinant of *Customer Experience*. Therefore, store management should continue to cultivate a welcoming shopping environment and provide courteous, attentive, and customer-oriented services. Such practices not only enhance customers' experiences but also reflect the Islamic marketing values of *ihsān* (excellence), *amānah* (trustworthiness), and ethical customer service.

CONCLUSION

Based on the findings of this study on the effects of *Cognitive Experience*, *Sensory Experience*, and *Emotional Experience* on *Customer Experience* among customers of Aprilmart Store in West Lampung from the perspective of Islamic marketing, the following conclusions can be drawn:



1. *Cognitive Experience* does not have a significant effect on *Customer Experience*. This finding indicates that customers' understanding of product information, knowledge acquisition, and product evaluation are not the primary determinants of their overall customer experience.
2. *Sensory Experience* has a positive and significant effect on *Customer Experience*. The better the sensory experiences perceived by customers through store cleanliness, product layout, visual appearance, and shopping comfort, the more positive their overall customer experience.
3. *Emotional Experience* has a positive and significant effect on *Customer Experience*. Customers' feelings of comfort, enjoyment, security, and appreciation while shopping significantly enhance their overall shopping experience.
4. *Cognitive Experience*, *Sensory Experience*, and *Emotional Experience* jointly demonstrate strong explanatory power in predicting *Customer Experience*. This is evidenced by an R^2 value of **0.758**, indicating that **75.8%** of the variance in *Customer Experience* is explained by these three constructs, while the remaining **24.2%** is attributable to other factors beyond the scope of this research.
5. From the perspective of Islamic marketing, *Customer Experience* at Aprilmart Store in West Lampung is influenced not only by customers' shopping experiences but also by the implementation of Islamic marketing values. These include honesty (*ṣidq*) in providing product information, trustworthiness (*amānah*) in delivering services, justice (*ʿadl*) in treating customers fairly, and excellence (*iḥsān*) through courteous service and a comfortable shopping environment. The implementation of these values contributes to a positive customer experience while reflecting the ethical principles of Islamic business.

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