



Digital Marketing and Customer Experience-Based Marketing Management of MTPartyBali Bridal Shower Services in Bali

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Abstract

This study aims to analyze the marketing management of MTPartyBali bridal shower services in Bali focusing on digital marketing, customer experience, service quality, customer satisfaction, and customer loyalty. The development of bridal shower trends as part of a modern lifestyle encourages event organizer businesses in Bali to create innovative and attractive marketing strategies. This study uses a descriptive qualitative approach with data collection techniques through interviews, observations, documentation, and literature studies. Data analysis techniques were conducted through data reduction, data presentation, and conclusion drawing without statistical processing. The results show that digital marketing through social media such as Instagram and TikTok plays an important role in increasing consumer interest in MTPartyBali bridal shower services in Bali. In addition, customer experience and good service quality can increase customer satisfaction and create customer loyalty.

Keywords: Marketing management, bridal shower, digital marketing, customer experience, customer loyalty.

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1. Introduction

The development of the creative industry and modern lifestyles in Indonesia has experienced a significant increase in recent years. Changes in consumer consumption patterns have not only focused on fulfilling primary needs but have also evolved into lifestyle-oriented consumption. One phenomenon that has become increasingly popular among contemporary society, particularly Generation Z and Millennials, is the bridal shower. A bridal shower is a pre-wedding celebration organized by friends or family members of the bride-to-be as a farewell to her single life, while also serving as a symbol of togetherness and emotional support.

This phenomenon has become an integral part of modern social lifestyles in urban areas and reflects a shift in consumer behavior toward more experiential consumption. The growing awareness of appearance, social status, and self-expression has encouraged individuals to seek unique and memorable experiences. Consequently, bridal shower services have emerged as

a trend and become part of the lifestyle needs of urban communities. These changes in consumer behavior are influenced by developments in digital technology, social media, and the increasing demand for emotional and memorable experiences in service consumption [1]. Modern consumers increasingly value experiential consumption over the mere purchase of products or services.

Bali is one of the regions with considerable potential for the development of the bridal shower business due to its reputation as an international tourist destination supported by comprehensive hospitality facilities. The island's scenic beaches, luxury villas, aesthetic cafés, beach clubs, and rich local culture make Bali a preferred location for various celebratory events, including weddings, pre-wedding photoshoots, honeymoons, and bridal showers. These conditions create substantial opportunities for event organizers and party planners in Bali, including MTPartyBali, to develop creative and innovative marketing strategies for bridal shower services. Service marketing differs from product

marketing because services are intangible, cannot be stored, and are highly dependent on the quality of the customer experience. Therefore, understanding consumer behavior and identifying the factors that influence purchasing decisions are essential for service providers in designing effective marketing strategies and enhancing customer satisfaction [2].

In the bridal shower business, consumers do not merely purchase event decorations; they also seek atmosphere, emotional experiences, comfort, service quality, and overall satisfaction throughout the event. Therefore, the success of a bridal shower business is highly dependent on the company's ability to create a positive customer experience. The rapid growth of social media has also had a significant impact on bridal shower service marketing strategies. Platforms such as Instagram, TikTok, and Pinterest have become primary channels for bridal shower promotion, as they effectively showcase event decorations and atmospheres through visually appealing content. Digital marketing is recognized as an effective marketing strategy for building brand awareness and increasing consumer interest because it enables businesses to reach broader markets at relatively low costs [3]. Modern consumers tend to seek information and service references through social media before making purchasing decisions. User-generated content, online reviews, testimonials, and visual representations of previous events play an important role in shaping consumer perceptions and influencing their purchase intentions. Consequently, service providers are required to maintain a strong digital presence and develop engaging online marketing content to remain competitive in the market.

Empirical studies on wedding tourism marketing strategies in Bali have demonstrated that social media exerts a significant influence on consumers' decisions when selecting event organizer services [4]. The findings indicate that visually appealing content can foster positive perceptions and enhance customer trust in the quality of the services offered. Furthermore, consumers tend to be more attracted to service providers that are capable of delivering unique and aesthetically pleasing experiences. These findings suggest that visual attractiveness and experiential value have become important determinants of consumer behavior in the event service industry. Therefore, businesses operating in the bridal shower sector are required to develop innovative marketing strategies that not only emphasize

service quality but also highlight the uniqueness and memorability of the experiences provided to customers.

Research on the symbolic meaning of bridal showers among the Millennial generation indicates that bridal showers are not merely perceived as entertainment events but also as forms of social expression and symbols of a modern lifestyle status [5]. The study found that bridal shower consumers place considerable importance on decorative aesthetics, event documentation, and emotional experiences throughout the celebration. These findings suggest that customer experience plays a crucial role in determining the success of bridal shower businesses. Furthermore, studies on the symbolic communication of bridal showers reveal that social media has a substantial influence on shaping bridal shower trends in Indonesia [6]. Many consumers select bridal shower vendors based on their social media presence, customer testimonials, and the visual quality of the content displayed. Consequently, bridal shower business operators must be able to utilize digital marketing effectively to enhance their competitiveness and attract potential customers.

The growing role of social media in influencing consumer preferences highlights the importance of maintaining a strong online brand image and delivering visually appealing content. By integrating effective digital marketing strategies with high-quality service experiences, bridal shower service providers can strengthen customer engagement, increase brand awareness, and improve their market performance. Research [7] suggests that social media marketing to increase consumer interest in using QRIS includes ensuring that information presented on QRIS social media platforms is clear and understandable, that QRIS social media content is engaging and easy to understand, that information is provided explaining the ease of online payments with QRIS, and that QRIS social media platforms contain engaging content and provide comprehensive information on the benefits and uses of QRIS.

As one of the bridal shower service providers in Bali, MTPartyBali faces intense business competition due to the increasing number of event organizer companies operating in the region. To maintain its market presence and sustain business growth, MTPartyBali needs to implement effective marketing management strategies through the utilization of digital marketing, continuous

improvement of service quality, and the creation of memorable customer experiences. These strategies are essential for enhancing customer satisfaction and fostering customer loyalty in an increasingly competitive business environment. Based on the observed phenomenon, relevant theoretical perspectives, and findings from previous studies, research on the marketing management of MTPartyBali's bridal shower services in Bali is considered important. This study is expected to provide insights into customer experience-based and digital marketing-oriented service marketing strategies that can enhance customer satisfaction and loyalty. Furthermore, the findings are anticipated to contribute to the development of service marketing literature, particularly in the event management and hospitality sectors, while also offering practical recommendations for bridal shower service providers seeking to strengthen their competitive advantage in the marketplace.

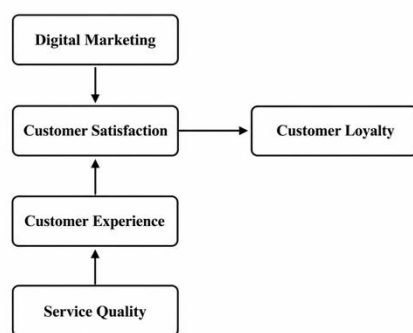


Figure 1. Conceptual Framework

The conceptual framework proposes that digital marketing, customer experience, and service quality are significant determinants of customer satisfaction. Furthermore, customer satisfaction is expected to enhance customer loyalty toward MTPartyBali's bridal shower services. Based on this framework, the following hypotheses are formulated:

H1: Digital marketing positively influences customer satisfaction.

H2: Customer experience positively influences customer satisfaction.

H3: Service quality positively influences customer satisfaction.

H4: Customer satisfaction positively influences customer loyalty.

2. Research Methodology

This study employed a descriptive qualitative approach. A qualitative approach was chosen because the study aimed to gain an in-depth understanding of the marketing management phenomenon of bridal shower services based on actual conditions observed in the field. Qualitative research is a method used to investigate natural settings in which the researcher serves as the primary research instrument [8]. The descriptive approach was applied to describe the marketing strategies implemented by MTPartyBali's bridal shower services in Bali, including digital marketing, customer experience, service quality, customer satisfaction, and customer loyalty.

This study did not involve statistical data processing; instead, it focused on understanding phenomena and interpreting data comprehensively. The research was conducted at MTPartyBali, a bridal shower service provider located in Bali. The research site was selected because MTPartyBali is one of the growing bridal shower businesses in Bali and actively utilizes digital marketing in its promotional activities. Furthermore, Bali was chosen as the research location due to its significant potential in the event organizer and wedding tourism industries, which continue to experience rapid growth. These conditions make Bali a relevant setting for examining customer experience-based marketing strategies in bridal shower services. The data used in this study consisted of primary and secondary data. Data collection techniques included interviews, observations, documentation, and literature review. Since this study adopted a qualitative approach, statistical analysis was not employed. Instead, data were analyzed using descriptive qualitative techniques consisting of data reduction, data display, and conclusion drawing/verification.

3. Results and Discussion

3.1 Digital Marketing at MTPartyBali

The findings indicate that digital marketing plays a significant role in increasing consumer interest in MTPartyBali's bridal shower services. Social media serves as the primary platform through which customers seek information and references before purchasing bridal shower services. Instagram is utilized to showcase aesthetically appealing decoration designs and event arrangements, while TikTok is used to create short videos featuring the decoration process and the overall event atmosphere. These digital marketing

strategies have proven effective in building brand awareness and enhancing customer engagement.

The results further reveal that digital marketing improves promotional effectiveness by enabling businesses to reach a broader audience quickly and efficiently through digital platforms. This finding is consistent with previous studies [3], which suggest that digital marketing serves as an effective marketing tool for increasing brand visibility, attracting potential customers, and strengthening business competitiveness in the digital era. Through the strategic use of social media, MTPartyBali is able to communicate the value of its services, showcase its creativity, and establish stronger relationships with prospective customers.

The research [9] provides new insights into the relationship between digital marketing capabilities, MSME performance, and investment decisions. As a useful reference for MSME practitioners, it highlights the importance of strengthening digital marketing capabilities to ensure more data-driven, strategic, and confident investment decision-making. This implies that MSMEs should prioritize enhancing their digital marketing skills and resources, as these capabilities play a more direct role in shaping investment behavior than performance outcomes alone.

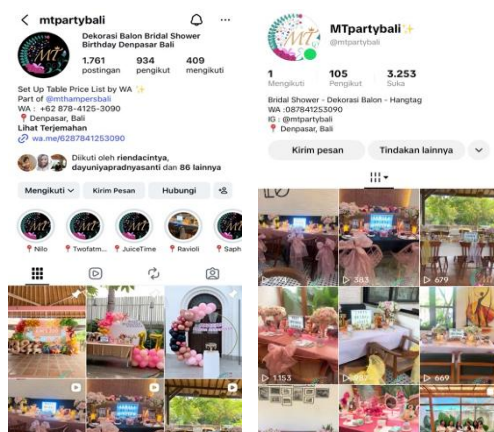


Figure 2. Social Media MTPartyBali

3.2 Customer Experience

Customer experience emerged as an important factor in the bridal shower business, as customers expect memorable events that meet their expectations. Based on the interview findings, customers expressed satisfaction when the decorations matched their desired concepts, the services were delivered in a friendly manner, and the event proceeded smoothly. Customers also reported feeling comfortable because MTPartyBali

provided personalized services and maintained effective communication throughout the event preparation process.

These positive experiences generated emotional satisfaction among customers and enhanced their overall perception of the service. The findings indicate that emotional experience is a key determinant of success in the bridal shower business, as customers place significant value on memorable moments, personal attention, and meaningful interactions during the event. This result is consistent with previous research [5], which highlights the importance of emotional experiences in shaping customer satisfaction and influencing consumer behavior in experience-based service industries.



Figure 3. Customer experience MTPartyBali

3.3 Service Quality

The quality of services provided by MTPartyBali was perceived positively by customers. Several service aspects were identified as particularly important, including punctuality, staff friendliness, team professionalism, and the consistency of decorations with customer requirements. In addition, the company's responsiveness to customer inquiries was considered a significant advantage. High service quality contributed to customers' trust and comfort in using MTPartyBali's bridal shower services. Customers appreciated the company's ability to deliver services in accordance with their expectations while maintaining effective communication throughout the event planning and implementation process. These positive evaluations enhanced customers' overall satisfaction and strengthened their confidence in the service provider.

The findings support the theoretical perspective that service quality is a key determinant of customer satisfaction in service-based businesses [10]. By providing reliable, responsive, and customer-oriented services, MTPartyBali is able to create positive customer perceptions, improve customer satisfaction, and establish long-term relationships with its clients.



Figure 4. Decoration MTPartyBali.

3.4 Customer Satisfaction and Customer Loyalty

Customer satisfaction with MTPartyBali is reflected in the positive reviews shared on social media platforms and the recommendations provided by customers to their friends and family members. Satisfied customers tend to demonstrate a willingness to reuse MTPartyBali's services for other events, such as birthday celebrations, baby showers, and anniversaries. Customer loyalty is developed through positive experiences and the consistent delivery of high-quality services. Customers who perceive that their expectations have been met or exceeded are more likely to maintain long-term relationships with the company. This loyalty is particularly important in the service industry, where customer retention contributes significantly to business sustainability and competitiveness. The findings indicate that customer satisfaction is a crucial factor in establishing long-term relationships between the company and its customers. Furthermore, satisfied customers are more likely to engage in repeat purchases and provide positive word-of-mouth recommendations to others. This result is consistent with previous studies [1], which suggest that customer satisfaction positively influences repurchase intentions and customer loyalty. Therefore, maintaining high levels of customer satisfaction should remain a strategic priority for MTPartyBali in order to strengthen customer loyalty and achieve sustainable business growth.

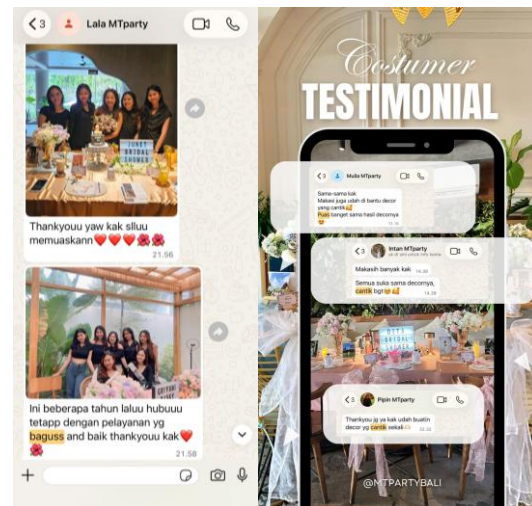


Figure 5. Testimony customer MTPartyBali

4. Conclusion

Based on the findings of this study, it can be concluded that marketing management in the bridal shower business is significantly influenced by the development of digital marketing and customer experience. The use of social media as the primary promotional channel has proven effective in attracting customer interest and expanding market reach. In addition, positive customer experiences throughout the bridal shower service process contribute substantially to enhancing customer satisfaction.

Service quality also plays a crucial role in influencing customer loyalty toward the services offered. The consistent delivery of high-quality services, combined with personalized customer experiences, helps build trust and strengthen long-term relationships between the company and its customers. Furthermore, customer satisfaction serves as a key factor in encouraging positive word-of-mouth recommendations and increasing customers' intentions to reuse bridal shower services in the future.

Therefore, bridal shower service providers, including MTPartyBali, should continue to optimize digital marketing strategies, improve service quality, and create memorable customer experiences in order to enhance customer satisfaction and foster long-term customer loyalty.

5. Recommendations

Based on the findings of this study, bridal shower business operators are encouraged to enhance the quality of their social media content in order to attract greater consumer attention and expand the reach of digital promotional activities. Engaging visual content, consistent branding, and active interaction with

audiences can contribute to increasing brand awareness and attracting potential customers. Furthermore, event organizers should maintain and continuously improve service quality to ensure customer satisfaction and foster customer loyalty. Delivering reliable services, providing personalized experiences, and responding effectively to customer needs are essential for building long-term customer relationships.

Business operators are also encouraged to develop innovative, unique, and creative bridal shower concepts to differentiate themselves from competitors and provide memorable experiences for customers. Such innovations can strengthen competitive advantage and enhance customer perceptions of service value. For future research, it is recommended to incorporate additional variables, such as price and brand image, to broaden the scope of analysis and provide a more comprehensive understanding of the factors influencing consumers' decisions when selecting bridal shower services. Including these variables may offer deeper insights into consumer behavior and contribute to the development of marketing management literature in the service industry.

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Conflict of Interest Statement

The authors declare that there are no conflicts of interest in this research. This study was conducted independently based on empirical studies and previous research findings related to digital marketing, consumer experience, service quality, customer satisfaction, and customer loyalty. The empirical studies referred to in this research include the studies conducted by [11] regarding experience marketing, [10], [12] concerning service quality (SERVQUAL), [13] regarding wedding marketing strategies in Bali, and [12] regarding service marketing and customer satisfaction. The authors confirm that there are no financial, professional, or personal relationships that may have influenced the research process, analysis, interpretation, or publication of this study.

Informed Consent

This research has obtained informed consent from all participants involved in the study. The respondents voluntarily agreed to provide information during interviews and observations related to the marketing management of MTPartyBali bridal shower services in Bali. The implementation of informed consent in this study refers to ethical principles in qualitative research

and empirical studies conducted by [14] regarding research ethics in qualitative methods, [15] concerning qualitative research procedures, and [8] related to data collection techniques and participant approval in social research. The authors ensured that all participant information was kept confidential and used only for academic research purposes.

Ethical Approval

This research has complied with ethical principles in social and qualitative research. The study was conducted through interviews, observations, documentation, and literature studies related to the marketing management of MTPartyBali bridal shower services in Bali. The research process ensured the confidentiality, privacy, and voluntary participation of all respondents involved in the study. The implementation of ethical considerations in this research refers to empirical studies and qualitative research ethics proposed by [14], [15], and [16]. The authors confirm that the research procedures were carried out in accordance with academic research ethics and did not involve actions that could harm the participants physically, psychologically, or socially.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request. The research data were obtained through interviews, observations, documentation, and literature studies related to the marketing management of MTPartyBali bridal shower services in Bali. The implementation of data availability in this research refers to empirical studies and qualitative research procedures proposed by [14], [16], and [8]. The authors confirm that all data used in this study were collected and analyzed in accordance with academic research standards and ethical principles while maintaining the confidentiality of the participants involved in the research.

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