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ON BUSINESS AND BANKING INNOVATIONS**

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# The 4<sup>th</sup> ICOBBI

*The Strategy of Digital in Business  
for Gaining Competitive Advantages after Pandemic*



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## FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4<sup>th</sup> International Conference on Business and Banking Innovations (ICOBBI) with the topic “The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic”. This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4<sup>th</sup> International Conference on Business and Banking Innovations was held on 29<sup>th</sup> January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

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Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program  
Universitas Hayam Wuruk Perbanas

**Prof. Dr. Tatik Suryani, M.M.**



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# **THE EFFECT OF EXPERIENTIAL MARKETING ON E-WOM (ELECTRONIC WORD OF MOUTH) AND CUSTOMER VALUE AS INTERVENING VARIABLES IN TOURISM DESTINATIONS RAWA BENTO KERINCI REGENCY JAMBI PROVINCE**

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## **ABSTRACT**

This study aims to reveal: 1) The Effect of Experiential Marketing on Customer Value, 2) The Effect of Experiential Marketing on e-WOM (electronic Word Of Mouth), and 3) The Effect of Experiential Marketing Through Customer Value on e-WOM. Survey with structured questions to respondents. The results showed that experiential marketing positively and significantly affects customer value. On the other hand, experiential marketing has a positive but not significant impact on e-WOM. Therefore, we suggest destination managers maintain and continue to improve experiential marketing and add value to the tourists by improving facilities and services. Accordingly, the managers could differentiate the service by talking about the conservation program. So, the tourist will comprehend the attributes to deliver.

**Keywords :** *Experiential Marketing, e-WOM, Customer Value, Rawa Bento*

