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The Impact of Experiential Yoga Pop-Up Events and Community Development on Relationship Marketing: A Case Study of Zenyogospace, South Jakarta

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Abstract: The proliferation of healthy lifestyle-oriented communities has underscored the strategic importance of relationship marketing in sustaining member engagement and long-term participation. Within the context of yoga communities, pop-up class events and community development programs constitute salient experiential mechanisms that foster direct interaction and reinforce social cohesion among members. This study aims to investigate the extent to which pop-up class events and community development influence relationship marketing in a yoga community setting. Scholarly inquiry into relationship marketing within local yoga communities remains limited, particularly studies that simultaneously integrate experiential event-based activities and community development as predictive constructs. Employing a quantitative research design, this study utilized an explanatory survey involving 92 yoga community members. Data were collected using Likert-scale questionnaires and analyzed through multiple linear regression following rigorous validity, reliability, and classical assumption testing. The results demonstrate that both pop-up class events and community development exert a positive and statistically significant effect on relationship marketing, both individually and collectively. These findings indicate that the strategic integration of experiential events with community development initiatives is effective in strengthening sustainable, long-term relational ties. Overall, this study highlights the critical role of relational strategies in the governance and sustainability of lifestyle-based communities.

Keyword: Event Marketing, Community Development, Relationship Marketing, Yoga Community.

INTRODUCTION

The rapid proliferation of healthy lifestyle movements has significantly accelerated the growth of yoga communities, which extend beyond their conventional function as spaces for physical exercise to become dynamic arenas of social interaction and collective identity formation. The long-term sustainability of such communities is fundamentally contingent upon the quality of relational exchanges established between organizers and members. In this context, relationship marketing assumes strategic relevance, as it prioritizes the cultivation of enduring relational bonds predicated upon trust, commitment, and mutual value creation.

From a theoretical standpoint, the Commitment-Trust Theory of Relationship Marketing provides a foundational framework for understanding how stable and mutually beneficial relationships are constructed through consistent positive experiences. Within yoga communities, this theoretical lens may be operationalized through the implementation of pop-up class events as experiential marketing initiatives designed to generate meaningful engagement, as well as through community development programs aimed at enhancing participation, empowerment, and a shared sense of belonging. The strategic integration of these mechanisms is posited to reinforce emotional attachment, relational commitment, and community loyalty.

Despite the increasing relevance of relational strategies in lifestyle-based communities, empirical investigations assessing the simultaneous influence of pop-up class events and community development on relationship marketing within local yoga communities remain scarce. Accordingly, this study seeks to examine the partial and simultaneous effects of these variables on relationship marketing. By doing so, the research endeavors to enrich the theoretical discourse on relational marketing while offering practical insights for the strategic governance and sustainability of community-based lifestyle organizations.

LITERATURE REVIEW

Relationship Marketing

Relationship marketing represents a strategic paradigm that emphasizes the cultivation of long-term, mutually beneficial relationships with customers through the reinforcement of trust, commitment, and continuous communication (Morgan & Hunt, 1994). The Commitment-Trust Theory of Relationship Marketing conceptualizes trust and commitment as the central mediating variables that determine the stability and longevity of relational exchanges. High-quality relationships, characterized by credibility, reliability, and reciprocal value creation, have been empirically associated with enhanced customer loyalty and retention (Thorsten Hennig-Thurau et al., 2002).

Contemporary scholarship further positions relational marketing as a transformative and strategically disruptive approach aimed at achieving sustainable competitive advantage (Hidayat and Idrus, 2023). By leveraging customer knowledge, facilitating bidirectional communication, and systematically managing relational networks, organizations can foster durable engagement and co-create value with their stakeholders. In this respect, relationship marketing is widely regarded as a highly effective strategy for sustaining long-term customer relationships and reinforcing organizational resilience within competitive environments (Cortez et al., 2023).

Event Marketing and the Experiential Approach

Event marketing constitutes a strategic communication instrument that delivers immersive, first-hand experiences capable of shaping favorable perceptions toward a brand or community. Rooted in experiential marketing principles, this approach transcends transactional exchanges by engaging consumers at cognitive, emotional, and sensory levels. Empirical evidence suggests that experiential initiatives significantly contribute to customer satisfaction and loyalty by generating memorable interactions and strengthening affective bonds (Khalid & Setyono, 2015). Event-based strategies, therefore, function not merely as promotional tools but as relational platforms that facilitate direct engagement, dialogue, and shared experiences between organizations and their audiences (Nuraeni and Hadita, 2022).

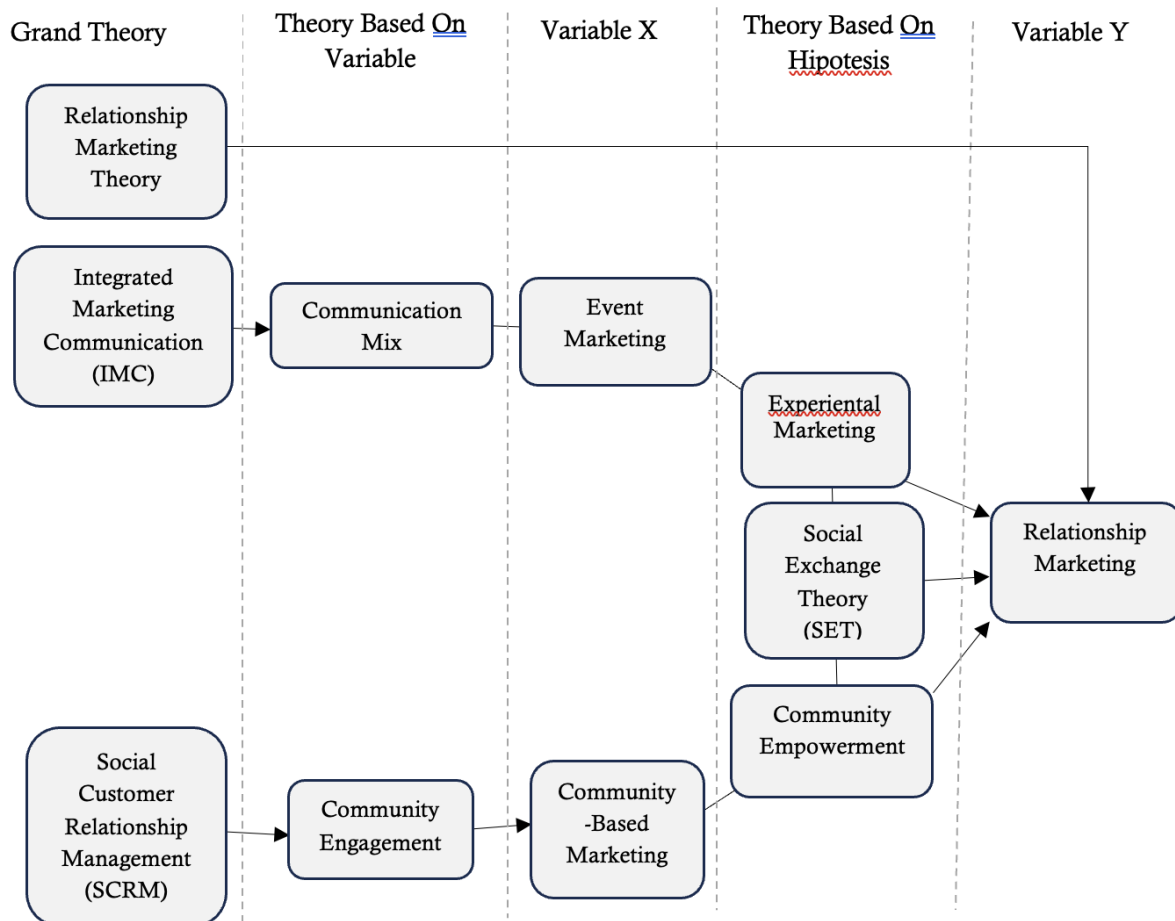
Community Development

Within a marketing framework, community development serves as a relational mechanism designed to cultivate a sense of belonging, encourage active participation, and sustain ongoing social interaction among members. Beyond its socio-developmental

orientation, community development operates strategically to reinforce emotional attachment and collective identity. By empowering members and fostering participatory involvement, this approach enhances relational depth and strengthens the emotional ties between organizers and community participants (Rostamzadeh et al., 2024). Consequently, community development initiatives contribute to the consolidation of long-term relational commitment and the sustainability of community-based organizations.

METHOD

Mind Mapping Theory

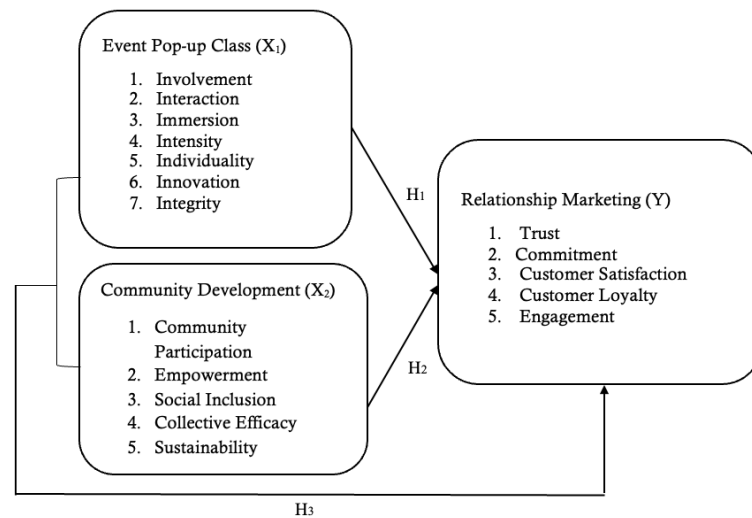


Source : Processed by author
Figure 1. Mind Mapping Theory

At the grand theoretical level, this study is grounded in Relationship Marketing Theory, Integrated Marketing Communication (IMC), and Social Customer Relationship Management (SCRM). IMC is conceptually operationalized through the communication mix, which subsequently leads to event marketing, while SCRM evolves into community engagement and further develops into community-based marketing as the independent variable (X). At the hypothesis-driven theoretical level, event marketing is associated with experiential marketing, emphasizing the creation of participatory and immersive experiences, whereas community-based marketing is linked to community empowerment as a mechanism for enhancing member capacity and involvement. Both conceptual pathways are examined through the lens of Social Exchange Theory (SET), which explicates relationship formation as a process of value exchange, mutual benefit, and trust development. Collectively, this integrated theoretical framework converges on the dependent variable (Y), namely

relationship marketing, conceptualized as the outcome of sustained and strengthened long-term relationships within the community.

Based on the established theoretical framework, the research hypotheses are formulated as follows:



Source : Processed by author
Figure 2. Research Framework

H₁: Pop-up class events have a positive effect on relationship marketing.

H₂: Community development has a positive effect on relationship marketing.

H₃: Pop-up class events and community development simultaneously have a positive effect on relationship marketing.

This study employed a quantitative explanatory research design to examine the causal relationships among pop-up class events, community development, and relationship marketing within the Zenyogospace yoga community. An explanatory approach was selected to empirically investigate the magnitude and direction of influence among the proposed variables and to provide statistical justification for the hypothesized relationships.

The target population comprised members of the community who had participated in at least one pop-up class event organized by Zenyogospace. Given the absence of a clearly defined population size, a non-probability purposive sampling technique was utilized. The inclusion criteria were as follows:

- (1) Participants who had attended a minimum of one yoga pop-up class event organized by Zenyogospace;
- (2) Individuals classified as active community members or participants who had engaged in Zenyogospace activities; and
- (3) Individuals residing in South Jakarta and its surrounding areas.

A total of 92 valid questionnaires meeting these criteria were included in the analysis. The research instrument consisted of a structured questionnaire measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement indicators for each construct were developed based on established theoretical frameworks and prior empirical studies, subsequently contextualized to reflect the characteristics of a yoga community. The variables examined in this study included pop-up class events, community development, and relationship marketing.

Data analysis was conducted using multiple linear regression techniques to assess both partial and simultaneous effects among the variables. Prior to hypothesis testing, validity and reliability assessments were performed to ensure the robustness of the measurement instrument, followed by classical assumption tests to confirm compliance with regression

model requirements. This analytical procedure enabled a rigorous evaluation of the proposed hypotheses and the structural relationships among the constructs.

RESULTS AND DISCUSSION

This section contains data (in brief form), data analysis, and interpretation of the results. Results can be presented in tables or graphs to clarify the results verbally because sometimes the display of an illustration is more complete and informative than the display in narrative form.

This section must answer the problems or research hypotheses that have been formulated previously. Instrument Testing

1. Validity Test

The validity assessment indicates that all measurement items associated with the variables of pop-up class events, community development, and relationship marketing demonstrate correlation coefficients exceeding the critical r-value at a significance level of $\alpha = 0.05$. Accordingly, all indicators are deemed statistically valid and appropriate for subsequent analysis. These findings confirm that each item adequately represents its respective construct and effectively captures the underlying dimensions intended to be measured within the context of the study.

Table. 1 Validity Test Result

Indicator	Dimension	$r_{\text{calculated}}$	r_{critical}	Sig.	Information
Y.1	<i>Trust</i>	0,511	0,2050	< 0.001	Valid
Y.2		0,546	0,2050	< 0.001	Valid
Y.3		0,592	0,2050	< 0.001	Valid
Y.4	<i>Commitment</i>	0,533	0,2050	< 0.001	Valid
Y.5		0,522	0,2050	< 0.001	Valid
Y.6	<i>Customer Satisfaction</i>	0,549	0,2050	< 0.001	Valid
Y.7		0,451	0,2050	< 0.001	Valid
Y.8	<i>Customer Loyalty</i>	0,481	0,2050	< 0.001	Valid
Y.9		0,550	0,2050	< 0.001	Valid
Y.10	<i>Engagement</i>	0,572	0,2050	< 0.001	Valid
X1.1		0,657	0,2050	< 0.001	Valid
X1.2	<i>Involvement</i>	0,524	0,2050	< 0.001	Valid
X1.3		0,509	0,2050	< 0.001	Valid
X1.4	<i>Interaction</i>	0,514	0,2050	< 0.001	Valid
X1.5		0,444	0,2050	< 0.001	Valid
X1.6	<i>Immersion</i>	0,577	0,2050	< 0.001	Valid
X1.7		0,504	0,2050	< 0.001	Valid
X1.8	<i>Individuality</i>	0,494	0,2050	< 0.001	Valid
X1.9		0,587	0,2050	< 0.001	Valid
X1.10	<i>Integrity</i>	0,518	0,2050	< 0.001	Valid
X2.1		0,575	0,2050	< 0.001	Valid
X2.2	<i>Community Participation</i>	0,608	0,2050	< 0.001	Valid
X2.3		0,566	0,2050	< 0.001	Valid
X2.4	<i>Empowerment</i>	0,513	0,2050	< 0.001	Valid
X2.5		0,530	0,2050	< 0.001	Valid
X2.6	<i>Social Inclusion</i>	0,537	0,2050	< 0.001	Valid
X2.7		0,644	0,2050	< 0.001	Valid
X2.8	<i>Collective Efficacy</i>	0,547	0,2050	< 0.001	Valid
X2.9		0,615	0,2050	< 0.001	Valid
X2.10	<i>Sustainability</i>	0,606	0,2050	< 0.001	Valid

Source: Processed Data, IBM SPSS Statistics 31 (2025)

2. Reliability Test

The reliability assessment reveals that the Cronbach’s Alpha coefficients for all examined constructs surpass the recommended threshold of 0.70, thereby indicating a high degree of internal consistency. This finding affirms that the measurement instrument demonstrates robust reliability and is methodologically sound for subsequent inferential analysis. The elevated reliability coefficients further suggest that the items within each construct exhibit strong inter-item coherence, consistently capturing the underlying theoretical dimensions and ensuring the stability and credibility of the empirical results.

Table 2. Reliability Test Result

	Cronbach’s Alpha	Cronbach’s Alpha Based on Standardized item	N of items	Information
Relationship Marketing	0.714	0.717	10	Reliabel
Event Pop-Up Class	0.729	0.728	10	Reliabel
Community Development	0.774	0.774	10	Reliabel

Source: Processed Data, IBM SPSS Statistics 31 (2025).

Normality Test

1. Kolmogorov–Smirnov Test

Table 3. Results of the Kolmogorov–Smirnov Normality Test

			Unstandardized Residual
N			92
Normal Parameters ^{a,b}			
Mean			.0000000
Std. Deviation			2.40141495
Most Extreme Differences	Absolute		0.064
	Positive		0.064
	Negative		-0.063
Test Statistic			0.64
Asymo. Sig. (2-tailed) ^c			0.200 ^d
Monte Carlo Sig.(2-tailed) ^e	Sig.	Lower Bound	0.451
		Upper Bound	0.476
	99% Confidence Intervak		
		Upper Bound	0.476

Source: Processed Data, IBM SPSS Statistics 31 (2025).

The results of the Kolmogorov–Smirnov test reveal an Asymp. Sig. (2-tailed) value of 0.200. As this value exceeds the conventional significance threshold of 0.05, it can be inferred that the residuals are normally distributed. Accordingly, the normality assumption underlying the multiple linear regression model is satisfactorily satisfied, thereby supporting the appropriateness of subsequent parametric analyses.

2. Histogram

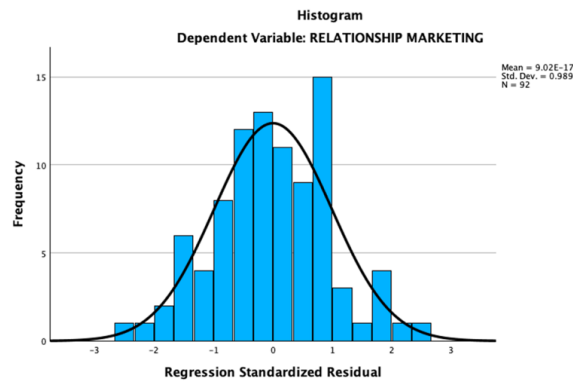


Figure 3. Histogram

Source: Processed Data, IBM SPSS Statistics 31 (2025)

Based on the histogram, the distributional pattern of the data forms a bell-shaped curve that appears relatively symmetrical and does not exhibit noticeable skewness toward either the left or the right. This visual evidence indicates that the residuals are approximately normally distributed. Consequently, it can be concluded that the data employed in this study satisfy the normality assumption required for parametric statistical analysis.

3. Normal Probability Plot (P-Plot)

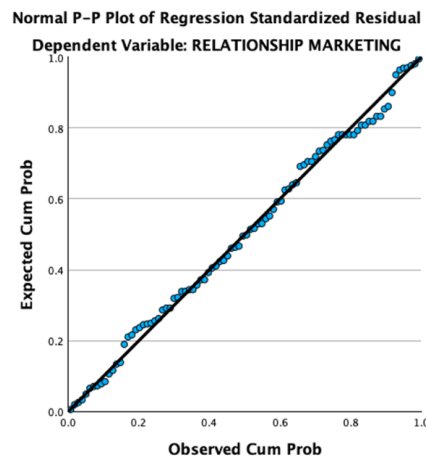


Figure 4. Normal P-Plot

Source: Processed Data, IBM SPSS Statistics 31 (2025)

Based on the results of the Normal Probability Plot (P-Plot), the observed data points are dispersed closely around and along the diagonal reference line. This alignment indicates that the residuals approximate a normal distribution. Therefore, it can be concluded that the data satisfy the normality assumption required for multiple linear regression analysis.

Classical Assumption Tests

1. Multicollinearity Test

Table 4. Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	8.778	3.011		2.915	.004		
	Event Pop-Up Class	.558	.107	.545	5.230	<.001	.451	2.216
	Community Development	.228	.905	.251	2.411	.018	.451	2.216

Source: Processed Data, IBM SPSS Statistics 31 (2025).

Given that the tolerance values for all independent variables exceed 0.10 and the Variance Inflation Factor (VIF) values remain below the threshold of 10, it can be conclusively inferred that multicollinearity is not present within the regression model. These findings indicate that each independent variable retains sufficient explanatory power and can independently account for its respective contribution to the dependent variable, namely Relationship Marketing, without exhibiting problematic intercorrelations.

2. Heteroskedasticity Test

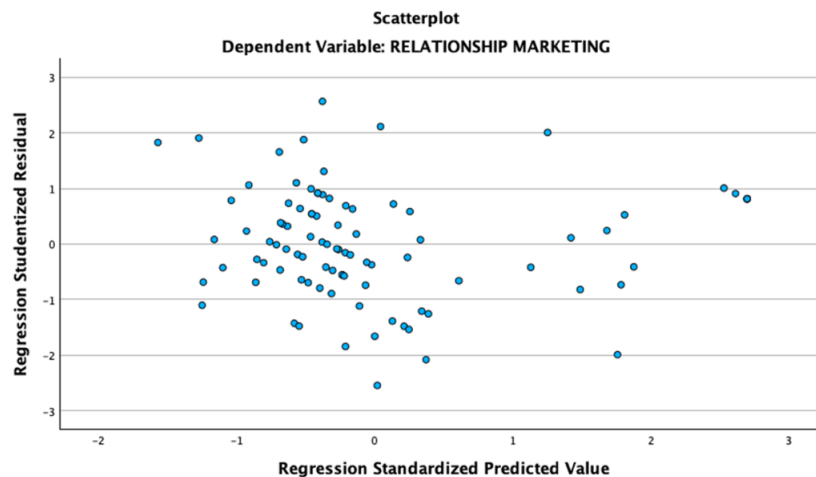


Figure 5. Scatterplot

Source: Processed Data, IBM SPSS Statistics 31 (2025)

Based on the scatterplot, the data points are randomly dispersed and do not exhibit any discernible or systematic pattern. This distribution indicates the absence of heteroskedasticity within the regression model. In other words, the variance of the residuals remains constant across all levels of the independent variables, thereby satisfying the homoscedasticity assumption. Consequently, the regression model is deemed statistically appropriate, and the results of the inferential analysis may be interpreted with validity and confidence.

Multiple Linear Regression Analysis

Table 5. Coefficients

Model		Unstandardized B	Coefficient's Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	8.778	3.011		2.915	.004		
	Event Pop-Up Class	.558	.107	.545	5.230	<.001	.451	2.216
	Community Development	.228	.905	.251	2.411	.018	.451	2.216

Source: Processed Data, IBM SPSS Statistics 31 (2025).

The estimated multiple linear regression equation is formulated as follows:

$$Y=8.778+0.558X_1+0.228X_2+e$$

Based on this regression model, several interpretations can be derived. The constant value of 8.778 indicates that when the independent variables Pop-Up Class Events (X_1) and Community Development (X_2) are held at zero, the baseline value of Relationship Marketing (Y) is 8.778.

The regression coefficient of X_1 (0.558) and X_2 (0.228) both exhibit positive signs, signifying that each variable exerts a positive influence on Relationship Marketing. Specifically, a one-unit increase in Pop-Up Class Events (X_1) is associated with an increase of 0.558 units in Relationship Marketing (Y), holding other variables constant. Similarly, a one-unit increase in Community Development (X_2) corresponds to an increase of 0.228 units in Relationship Marketing.

The comparatively larger coefficient of X_1 indicates that Pop-Up Class Events exert a more substantial and dominant effect on Relationship Marketing than Community Development. This finding suggests that experiential event-based initiatives play a more influential role in strengthening relational outcomes within the yoga community.

Hypothesis Testing

1. Partial Test (t-Test)

Table 6. Coefficients

Model		Unstandardized B	Coefficient's Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	8.778	3.011		2.915	.004		
	Event Pop-Up Class	.558	.107	.545	5.230	<.001	.451	2.216
	Community Development	.228	.905	.251	2.411	.018	.451	2.216

Source: Processed Data, IBM SPSS Statistics 31 (2025).

The critical t_{value} (t_{table}) is 1.98729, determined based on the sample size (n) and the number of independent variables (k).

The results of the partial significance (t) test indicate that Pop-Up Class Events (X_1) yield a calculated t_{value} ($t_{calculated}$) of 5.230 with a significance level of $p < 0.001$. Given that $t_{calculated}$ exceeds t_{table} ($5.230 > 1.98729$) and the probability value is below the 0.05 threshold, the null hypothesis (H_0) is rejected. This finding demonstrates that Pop-Up Class Events exert a positive and statistically significant effect on Relationship Marketing.

Similarly, Community Development (X_2) produces a $t_{calculated}$ value of 2.411 with a significance level of 0.018. Since $t_{calculated}$ surpasses t_{table} ($2.411 > 1.98729$) and $p < 0.05$, the

null hypothesis (H_0) is likewise rejected. This result confirms that Community Development has a positive and statistically significant influence on Relationship Marketing.

Simultaneous Significance Test (F-Test)

Table 7. ANOVA

Model		Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	652,323	2	326,161	57,449	<0,001
	Residual	505,286	89	5,677		
	Total	1157,609	91			

Source: Processed Data, IBM SPSS Statistics 31 (2025).

The critical F_{value} (F_{table}) is 3.098, determined based on $k = 2$ independent variables and a sample size of $n = 92$. The results of the simultaneous significance (F) test reveal an $F_{\text{calculated}}$ value of 57.449 with a significance level of $p < 0.001$. Since $F_{\text{calculated}}$ exceeds F_{table} ($57.449 > 3.098$) and the probability value is below the 0.05 threshold, the null hypothesis (H_0) is rejected. This finding indicates that Pop-Up Class Events (X_1) and Community Development (X_2) collectively exert a positive and statistically significant influence on Relationship Marketing (Y).

Furthermore, the correlation coefficient (R) of 0.751 reflects a strong and positive association between the independent variables and the dependent variable. The Adjusted R Square value of 0.554 suggests that 55.4% of the variance in Relationship Marketing is explained by Pop-Up Class Events and Community Development, while the remaining 44.6% is attributable to other factors not incorporated within the present research model.

Coefficient of Determination

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,751	0,564	0,554	2,383

Source: Processed Data, IBM SPSS Statistics 31 (2025).

The correlation coefficient (R) of 0.751 indicates a strong and positive relationship between Pop-Up Class Events and Community Development, collectively, and Relationship Marketing. This value reflects a substantial degree of association, suggesting that enhancements in the independent variables are consistently aligned with improvements in the dependent variable.

Moreover, the Adjusted R Square value of 0.554 signifies that 55.4% of the variance in Relationship Marketing can be explained by the combined contribution of Pop-Up Class Events and Community Development. The remaining 44.6% of the variance is attributable to other determinants beyond the scope of this study, indicating the presence of additional explanatory factors not incorporated within the current research model.

Discussion

The empirical findings demonstrate that yoga pop-up class events exert a positive and statistically significant influence on relationship marketing. The t-value of 5.230 ($p < 0.001$) and regression coefficient of 0.558 substantiate that participatory experiences, social interaction, and innovative class concepts substantially contribute to the development of trust, commitment, satisfaction, and member loyalty within the community. These results reinforce the theoretical foundations of event marketing and experiential marketing, which conceptualize events not merely as promotional instruments but as strategic relational platforms capable of cultivating enduring customer relationships.

Community development likewise exhibits a positive and statistically significant effect on relationship marketing ($t = 2.411$; $p = 0.018$; $\beta = 0.228$). Active participation, member empowerment, social inclusion, and program sustainability collectively enhance members' sense of belonging and relational stability within the community. When examined simultaneously, the two independent variables account for 55.4% of the variance in relationship marketing, indicating that the integration of experiential event initiatives and structured community development constitutes a critical determinant in fostering sustainable relational bonds.

From a theoretical standpoint, these findings align with Social Exchange Theory, which posits that social relationships are formed and sustained through reciprocal exchanges that generate perceived benefits. Within this framework, pop-up class events function as initiating exchanges that generate intangible rewards, including experiential value, engagement, trust, and a sense of belonging, thereby strengthening loyalty and commitment. Concurrently, community development operates as a relational maintenance mechanism that reinforces long-term stability through empowerment, collective efficacy, and sustained participation.

Viewed through the lenses of experiential marketing and community empowerment, yoga pop-up classes transcend their promotional function to become interactive platforms that facilitate engagement, value co-creation, and relational continuity supported by an integrated communication mix. Collectively, these perspectives underscore the strategic role of pop-up class events in strengthening social cohesion, empowering community members, and institutionalizing sustainable relationship marketing within lifestyle-based communities.

CONCLUSION

This study concludes that yoga pop-up class events and community development exert a positive and statistically significant influence on relationship marketing within the Zenyogospace yoga community. Partially, pop-up class events demonstrate the most dominant effect in fostering trust, commitment, satisfaction, and member loyalty through participatory experiences and intensive social interaction. Community development further strengthens long-term relational bonds by promoting active participation, member empowerment, and program sustainability. Simultaneously, both variables collectively explain more than half of the variance in relationship marketing, indicating that the strategic integration of experiential events and community development constitutes an effective approach to cultivating sustainable relational ties.

Despite its contributions, this study is subject to certain limitations. The scope of the research is confined to a single yoga community, thereby restricting the generalizability of the findings. Future research is recommended to incorporate multiple community settings to enhance external validity. Additionally, subsequent studies may consider integrating supplementary variables such as digital engagement or satisfaction as mediating constructs to enrich and extend the relationship marketing model within community-based contexts.

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