

INFLUENCE ANALYSIS EXHIBITION ATTRIBUTES & EXHIBITOR PERCEPTIONS TO CUSTOMER SATISFACTION & CUSTOMER LOYALTY (PT QUALITY EXTRA INDONESIA): ANALYSIS OF EXHIBITIONS IN INDONESIA

¹ Mia Depiyana, ² Dimas Angga Negoro

^{1,2} Program Study Master of Management Study Program, Faculty of Economics and Business, Esa Unggul University, Indonesia

Email: mia_depiyana@student.esaunggul.ac.id, Dimas.angga@esaunggul.ac.id

Abstract

In expanding market share domestically and internationally, the exhibition sector plays a crucial role in commercial activities, serving as a marketing tool aimed at promoting products and services internationally. In this regard, it is crucial to understand the factors that drive exhibition success. This study examines the effects of *Exhibition Attributes* (EA) and *Exhibitor Perceptions* (EP) on *Customer Satisfaction* (CS) and *Customer Loyalty* (CL) in the Indonesian exhibition industry. A quantitative approach was employed using a survey of 449 exhibitors who participated in Mining Indonesia 2025. Data were analyzed using PLS-SEM with SmartPLS 4.1. The findings reveal that EA significantly and favorably affects both CS and CL. EP represented by *Service Quality* (SQ) and *Perceived Value* (PV), also show significant positive effects on CS and CL, with EP demonstrating a greater effects on CL. Furthermore, it has been demonstrated that CS mediates the connection between EA and EP on CL. The model explains 53.7% of the variance in customer loyalty and demonstrates good predictive relevance. These findings highlight the importance of integrated exhibition management strategies that prioritize *Service Quality* (SQ), *Perceived Value* (PV), and exhibitor-oriented experiences to foster long-term loyalty. This study contributes to the exhibition and event management literature by providing empirical evidence from the Indonesian context and offers practical implications for *Event Organizers* (EO) and *Exhibition Contractors* (EC) in designing sustainable and competitive exhibition strategies.

Keywords: Exhibition Industry; Exhibition Attributes, Exhibitor Perceptions, Customer Satisfaction; Customer Loyalty; Literature Review; Analysis of Exhibitions in Indonesia.

INTRODUCTION

The exhibition and event industry is currently growing rapidly, both locally and globally. Exhibitions is not only a place to showcase products or services, but also a strategic tool to introduce innovations and build relationships with potential customers. Developing a marketing strategy to boost CS and CL through exhibition products or services supplied to exhibition participants is a critical component that positively adds to a trade show's success in the face of increasingly intense competition (Chien & Chi, 2019). In this context, *Exhibition Organizers* (EO) and *Exhibition Contractor* (EC) aims to create a satisfying experience for exhibitors by creating opportunities for future business collaboration (Oliver, 2015).

Understanding the elements that can affect CS and CL is crucial in the face of the exhibition industry's increasingly intense rivalry. One aspect that is no less important in the world of exhibitions is EA and EP. EA includes 6 (six) elements: *Exhibition Environment* (EE) encompasses the industrial atmosphere and physical facilities provided at the exhibition venue, which are designed to enhance engagement and overall satisfaction. *Exhibition Brand* (EB) represents the exhibition's promotional image and branding, which play a role in shaping positive impressions and encouraging visitor engagement and participation (Chien & Chi, 2019). *Personnel Service* (PS) refers to the professionalism of on-site staff and the responsiveness of service delivery (Lee & Yun, 2021), *Booth Management* (BM) the effectiveness of booth operations, including the role of the booth management team and exhibition logistics and transportation services (Charoenwisan, 2020), *Booth Designs* (BI) represents the visual identification system of exhibition designs, including; brochures, logos, booth designs, etc. (Yi-Chang, 2021), Meanwhile, *Service Information* (SI) reflects the extent to which exhibition-related information is provided in an accurate, clear, and timely manner (Huang *et al.*, 2020).

EP refers to the evaluation of the overall exhibition experience that is not limited to the specific characteristics of a single exhibition, but rather reflects an experience that can be perceived and interpreted by diverse types of visitors (Lee, 2022), including 2 (two) elements; SQ reflects *Exhibitors' Perceptions* (EP) of staff professionalism, customer service performance, and the quality of interactions with customers (Simangunsong & Setyorini, 2023), whereas PV is a measure of how valuable an exhibition is thought to be based on the advantages of attending (Chung *et al.*, 2017). It should be noted that SQ focuses on service perceptions, while service personnel includes measures of personnel quality such as professionalism and activity (Wu & Cheng, 2016). PV is the overall satisfaction of exhibitors with a pleasant exhibition experience (Yen, 2020). EP on the quality of the EO and EC can create more meaningful and impactful experiences (Lee, 2020). Increasing CS from positive experiences during the exhibition had a direct impact on the level of CL the higher one (Zhan *et al.*, 2020).

The body of research on exhibitions encompasses various themes, including *Exhibitor Need* (Palumbo & Herbig, 2002), *Service Satisfaction* (Jung, 2006), *Exhibition Selection* (Skoko *et al.*, 2022), *Attendance Motivation* (Hansen, 2004). The connection between CS and CL has been thoroughly investigated in prior studies. Some of these studies analyze the link between motivation and CS using the expectation-performance framework (Lee *et al.*, 2015), while others focus on factors that influence CS (Chen & Mo, 2012), and CL (Vdovichen, 2021). However, it is still very rare to find research that combines variables; EA, EP, and involves variables CS and CL simultaneously in one study in the EO. However, very few research have conducted a comprehensive evaluation of how exhibition experiences impact CS and ensuing behavioral results.

The objective of this study is to comprehensively analyze the influence of EA and EP on CS and CL within the context of the exhibition industry in Indonesia, as well as to assess the role of CS as a mediating variable in shaping CL. This research is expected to provide deeper empirical insights into the key factors driving exhibition success, while also contributing theoretically to the fields of service marketing and event management and offering practical implications for EO and EC in designing sustainable and exhibitor-oriented exhibition strategies.

LITERATURE REVIEW

Connection Exhibition Attributes and Customer Satisfaction

Exhibition Attributes (EA) constitute objective elements that shape exhibitors' experiences, primarily stemming from the services provided by EO and EC. The quality of the experience a customer receives depends largely on how EA well managed. The results of EA seen from the extent to which the success of an exhibition benefits from; *Exhibition Environment* (EE), *Exhibition Brand* (EB), *Personnel Service* (PS), *Booth Management* (BM), *Booth Designs* (BD), and *Service Information* (SI). In the exhibition industry, quality and completeness EA influences how exhibitors rate their overall experience. If the exhibition is perceived as interesting, offers business opportunities, staff are friendly, and facilities are adequate, exhibitors are expected to feel satisfied and are more inclined to take part in future exhibitions. Conversely, if EA inadequate, then CS will decrease (Zhang *et al.*, 2018). Thus, CS can be regarded as a cognitive outcome of EA, a relationship that has been supported by previous empirical studies examining the link between *Exhibition Attributes* (EA) and *Customer Satisfaction* (CS) (Chen *et al.*, 2022). Based on the preceding discussion, the following hypothesis is proposed:

H1: EA positively affects CS.

Connection *Exhibition Attributes* and *Customer Loyalty*

Exhibition Attributes (EA) are the characteristics or elements of an exhibition which include various aspects such as; *Exhibition Environment* (EE), *Exhibition Brand* (EB), *Personnel Service* (PS), *Booth Management* (BM), *Booth Designs* (BD), and *Service Information* (SI). Through exhibitions, customers can gain first-hand information and experience regarding the services offered, thus helping them understand the value and encouraging the decision to participate in exhibitions repeatedly, and forming long-term loyalty (Lee & Ryan, 2025). If the elements of EA if it is fulfilled well, then exhibition participants will tend to feel satisfied and more loyal to brand which is exhibited (Njonge, 2023; Ma, 2021). EA superior can strengthen brand images in the eyes of customers and increase CS, so that it becomes one of the main bases for the formation of CL. Empirical studies have been conducted by Şahin *et al.* (2011), some analyses on the influence of *Exhibition Attributes* (EA) to *Customer Service* (CS) and the results were positive. Based on the preceding discussion, the following hypothesis is proposed:

H2: EA has a positive impact on CL.

Connection *Exhibitor Perceptions* and *Customer Satisfaction*

Exhibitor Perceptions (EP) success is seen from the extent to which the success of an exhibition benefits from; *Service Quality* (SQ) & *Perceived Value* (PV). This includes how exhibitor assess the quality of the organization, facilities, business prospects, interaction with visitors, and the value of the benefits obtained from participating in the trade exhibition (Guan & Tian, 2022). If EP has a match with the positive experiences of exhibitors, then the level of CS will be high. On the other hand, if exhibitor feeling disappointed due to poor EO or lack of potential visitors, this can negatively affect service and ultimately the level of CS will decrease. Previous research has shown that *Exhibitor Perceptions* (EP) have an influence on *Customer Service* (CS) (Wu & Cheng, 2016). In light of the discussion above, the following theory is put forth:

H3: EP has a positive impact on CS.

Connection *Exhibitor Perceptions* and *Customer Loyalty*

Exhibitor Perceptions (EP) seen from several aspects such as; *Service Quality* (SQ) that is provided has good quality of service, and *Perceived Value* (PV). The participation of exhibition participants received positive assessments in trade exhibition activities. Where exhibition participants obtain value and benefits is the goal. *Substantial Consumption* that you want to achieve to achieve exhibition success (Guan & Tian, 2022). PV will be achieved if the perceived results meet the exhibitor's needs with positive results, and vice versa (Lee, 2022). In other words, positive perceptions during interactions during exhibition activities can form a strong foundation for creating CL long-term (Huddin *et al.*, 2024). *Exhibitor Perceptions* (EP) has been shown to positively influence the development of *Customer Loyalty* (CL) in the exhibition sector (Lee *et al.*, 2019). The following hypothesis is developed:

H4: EP has a favorable effect on CL.

Connection *Customer Satisfaction* and *Customer Loyalty*

Castañeda (2011) asserts that *Customer Loyalty* (CL) is positively impacted by the evaluation effect and that *Customer Service* (CS) can directly encourage positive behavior toward service excellence. Customer behavior is influenced by service satisfaction (Lee & Ryan, 2025). Customer happiness as a result of prior experience trips, but exhibition attendees' recurring involvement is an indication of their pleasure and the advantages they derive from their participation (Jahanshahi *et al.*, 2009). Where exhibitors who are satisfied with a trade show tend to participate again. Meanwhile, exhibitors who are dissatisfied tend to switch and not want to participate in the exhibition again. Here, a strong relationship is seen between *Customer Satisfaction* (CS) to *Customer Loyalty* (CL). Similar findings from other studies indicate a direct correlation between rising CL and CS (Lee & Ryan, 2025). In light of the preceding debate, the author's hypothesis is:

H5: CS has a positive impact on CL.

Based on the hypothetical framework presented above, the research model can be depicted as shown in Figure 1 below:

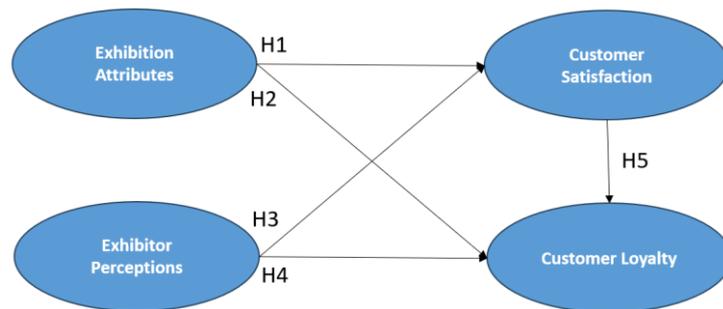


Figure 1. Research Framework

Method

This research design is a correlational study with a quantitative approach, which typically refers to a research methodology that aims to analyze the relationship between two or more variables by testing cause-and-effect relationships. Quantitative research focuses on numerical measurements and statistical analysis to understand the relationship between variables. Correlational research is a type of quantitative design used to measure the degree of relationship between variables (Creswell, 2023).

Measurements pertaining to the factors under investigation were taken from earlier studies. The statements listed in the questionnaire amounted to 72 questions, consisting of the following variables: *Exhibition Attributes* (EA) as many as 30 questions with 9 questions adapted from Chen *et al.* (2022), and 21 questions adapted from (Şahin *et al.*, 2011). For variables, *Exhibitor Perceptions* (EP) as many as 30 questions using 11 questions adopted from Wu & Cheng (2016), and 19 questions adapted from Lee *et al.* (2019). Finally, the variable CS is measured using 6 questions, and CL is measured using 6 statements adapted from Lee & Ryan (2025). Data collection in this study used the descriptive method. Survey through online questionnaires such as Google Form using a Likert Scale 1 - 5. Based on the results of the pretest data processing, the variable *Exhibition Attributes* (EA) has 30 valid statements and reliable, variables *Exhibitor Perceptions* (EP) have 30 valid statements and are reliable, variables *Customer Satisfaction* (CS) and *Customer Loyalty* (CL) have 12 valid statements and are reliable. The total number of respondents in this study was 449 exhibition participants. The analysis was based on the value *Average Variance Extracted* (AVE) in the validation test > 0.5 indicates adequate convergent validation, and Cronbach's Alpha > 0.6 indicates acceptable internal reliability.

Purposive sampling was used using an online form with an *Exhibition Attributes* (EA)-implementing social platform to choose the sample for this study. Respondent criteria are exhibitors who are or have participated in the exhibition at least once in the last 6 months. Data was collected for 3 months from July to September 2025. Samples were obtained from exhibitors of the Mining Indonesia 2025 Event at JI-Expo Kemayoran. Respondent identity consists of several category variables based on number of employee. Category variables based on; Office or Factory Location: Jabodetabek (Jakarta, Bogor, Depok, Tangerang & Bekasi), Outside the City & Overseas.

Category variables based on Industry Type: 1. *Association: Academic Institution, Association & Community, Government, Trade & Investment Commission.* 2. *Consultant: Surveyor Company, IT (Information Technology) & Software, Telecommunication.* 3. *Mining: Mining Contractor, Material Handling.* 4. *Service: Quality Control, Testing & Inspection, Transportation, Logistics & Storage.* And other category variables based on; Exhibitors: <3x Exhibitor participation, 4-6x Exhibitor participation, 7-10x Exhibitor participation, and >10x Exhibitor participation.

The analysis method used is multivariate analysis with a structural equation model (SEM). In relation to the number of variables whose relationships between variables are analogous and the results of empirical research are limited, this study uses *Partial Least Square* (PLS). The PLS approach was chosen because it has the ability to handle complex research models with a relatively large number of indicators and large sample sizes, and is oriented towards testing predictive relationships between latent variables. Furthermore, PLS-SEM does not require data to contribute normally and is more flexible in development (Juliandi, 2018; Hair *et al.*, 2010). Meanwhile, the statistical analysis tool used was SmartPLS software version 4.1.0.8 with a total of 449 respondents and 72 indicators. This software is frequently used in social and management research due to its ability to handle complex models with many latent variables and indicators, even in non-normally distributed data. Validity testing is conducted using the Kaiser Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) measurements. KMO and MSA values above 0.5 indicate appropriate factor analysis. Reliability testing uses Cronbach's Alpha. A Cronbach's Alpha value approaching 1 indicates improved reliability (Hair *et al.*, 2010).

RESEARCH RESULT

Table 1. Validity and Reliability Test Results

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
CL	0.847	0.848	0.887	0.567
CS	0.858	0.859	0.894	0.585
EA	0.971	0.972	0.973	0.545
EP	0.971	0.972	0.973	0.542

Source: Data Processed (2026)

Table 1 reveals that each construct achieves Cronbach's Alpha and Composite Reliability values above 0.70, indicating a high level of internal reliability. Furthermore, the AVE value for each construct also exceeds 0.50, thus concluding that all indicators have adequate convergent validity and accurately represent the constructs being measured. Therefore, the construct in this study is deemed valid and reliable for further analysis.

Table 2. R-Square Values

	R-Square	R-Square Adjusted
CL	0.537	0.534
CS	0.243	0.239

Source: Data Processed (2026)

Table 2 indicates that CL is explained by 53.7% of the variance in the model, with an Adjusted R-square value of 0.534, reflecting strong explanatory capability. In contrast, CS records an R-square value of 0.243 and an Adjusted R-square of 0.239, suggesting that approximately 24.3% of the variance in exhibitor satisfaction is accounted for by the exogenous constructs in the model, while the remaining variance is attributable to factors not examined in this study. These findings confirm that the model has moderate to strong explanatory capability, particularly in explaining exhibitor loyalty.

Table 3. Effect Size Values

	Customer Loyalty	Customer Satisfaction
CS	0.114	
EA	0.2	0.131
EP	0.299	0.129

Source: Data Processed (2026)

Table 3 shows that EP have the greatest influence on CL (0.299) compared to EA (0.200) and CS (0.114), indicating a substantive contribution in explaining exhibitor loyalty. Meanwhile, on CS, both EA (0.131) and EP (0.129) show a relatively balanced influence at a moderate level.

Table 4. Results of Q²

	SSO	SSE	Q² (=1-SSE/SSO)
CL	2694	1889.443	0.299
CS	2694	2321.108	0.138

Source: Data Processed (2026)

Table 4 indicates that the model demonstrates strong predictive ability, with a Q² value of 0.299 for CL and 0.138 for CS, confirming that the constructs are able to predict endogenous variables relevantly and meaningfully.

Explanation of the model in the SEM PLS 4 results display as follows:

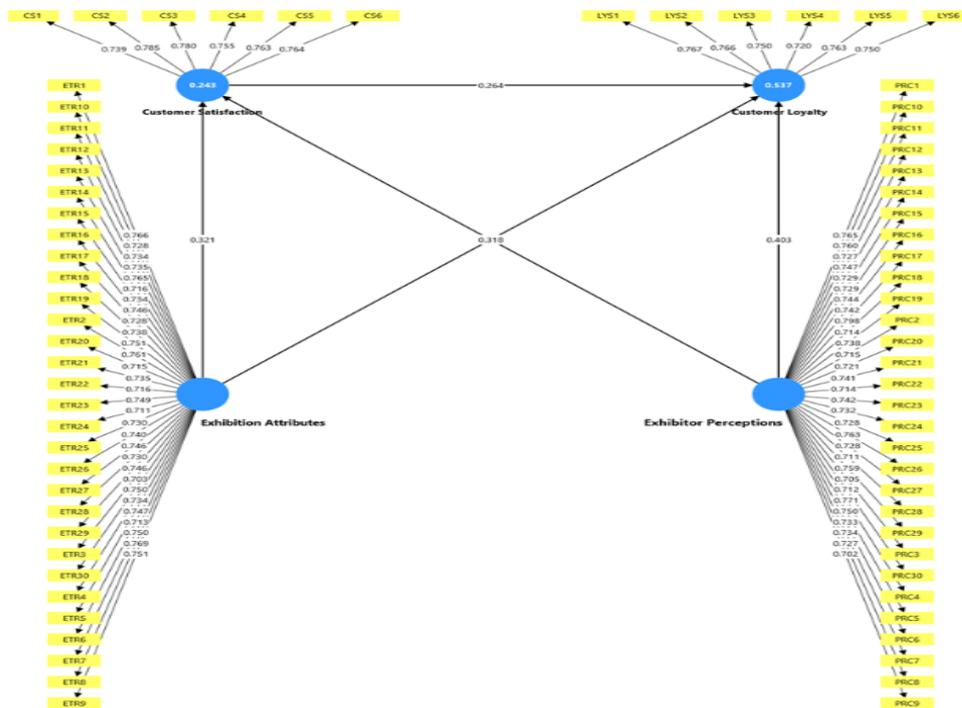


Figure 2. T-Value Path Diagram

Based on the description above, the hypothesis testing of the research model can be presented as follows:

Table 5. Hypothesis Test Results

Hypothesis	Connection	T Statistics	P Values	Conclusion
H1	EA has a positive impact on CS	3.905	0.000	Hypothesis Accepted
H2	EA has a positive impact on CL	5.436	0.000	Hypothesis Accepted
H3	EP has a positive impact on CS	3.901	0.000	Hypothesis Accepted
H4	EP has a positive impact on CL	6.794	0.000	Hypothesis Accepted
H5	CS has a positive impact on CL	4.128	0.000	Hypothesis Accepted

Source: Data Processed by Researchers (2026)

Based on the Table 5, all proposed hypotheses are empirically supported. Hypothesis H1, which posits that *Exhibition Attributes* (EA) positively influence *Customer Satisfaction* (CS), is confirmed by a T-statistic of 3.905, a path coefficient of 0.321, and a p-value of 0.00 (< 0.05), indicating a significant positive effect. This finding suggests that improvements in *Exhibition Attributes* (EA) lead to higher levels of *Customer Satisfaction* (CS).

Hypothesis H2 states that *Exhibition Attributes* (EA) has a positive effect on *Customer Loyalty* (CL). The analysis supports this hypothesis, as reflected by a T-statistic of 5.436, a coefficient value of 0.329, and a p-value of 0.000 (< 0.05). These results indicate that EA plays an important role in enhancing *Customer Loyalty* (CL).

Hypothesis H3, which proposes a positive relationship between *Exhibitor Perceptions* (EP) and *Customer Satisfaction* (CS), is also supported. This is evidenced by a T-statistic of 3.901, a coefficient of 0.318, and a p-value of 0.00 (< 0.05), confirming that more favorable *Exhibitor Perceptions* (EP) significantly contributes to increased *Customer Satisfaction* (CS).

Hypothesis H4 examines the effect of *Exhibitor Perceptions* (EP) on *Customer Loyalty* (CL) and is strongly supported by the results, with a T-statistic of 6.794, a coefficient value of 0.403, and a p-value of 0.000 (< 0.05). This indicates that positive *Exhibitor Perceptions* (EP) regarding exhibition organization substantially enhances *Customer Loyalty* (CL).

Hypothesis H5, which posits that *Customer Satisfaction* (CS) positively influences *Customer Loyalty* (CL), is validated by a T-statistic of 4.128, a coefficient of 0.264, and a p-value of 0.000 (< 0.05). This finding implies that higher levels of *Customer Satisfaction* (CS) are associated with stronger *Customer Loyalty* (CL).

Table 6. Test Results Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ((O/STDEV))	P Values
EA -> CS -> CL	0.085	0.085	0.029	2.885	0.004
EP -> CS -> CL	0.084	0.087	0.034	2.485	0.013

Source: Data Processed by Researchers (2026)

Table 6 shows that *Customer Satisfaction* (CS) plays a significant role as a mediating variable in the relationship between *Exhibition Attributes* (EA) and *Exhibitor Perceptions* (EP) on *Customer Loyalty* (CL). Specifically, the indirect effect of Exhibition Attributes (EA) on *Customer Loyalty* (CL) through *Customer Satisfaction* (CS) has a coefficient of 0.085 with a value of *t-statistics* 2,885 and *p-values* 0.004, indicating a positive and significant influence. Similarly, *Exhibitor Perceptions* (EP) have an indirect influence on *Customer Loyalty* (CL) through *Customer Satisfaction* (CS) with a coefficient of 0.084, *t-statistics* of 2,485, and *p-values* of 0.013. This finding confirms that improving the quality of *Exhibition Attributes* (EA) and positive *Exhibitor Perceptions* (EP) will first increase participant satisfaction, which in turn will encourage the formation of loyalty to the exhibition.

DISCUSSION

The findings indicate that *Exhibition Attributes* (EA) particularly the *Exhibition Environment* (EE), have a significant effect on *Customer Satisfaction* (CS). A comfortable, safe, tidy, conducive, and well-organized *Exhibition Environment* (EE) creates a pleasant

experience for exhibitors. This aligns with Zhang's opinion. *et al.* (2018) who stated that this condition supports the concept of *servicescape*, which confirms that physical factors have a major impact on the physical appearance of the service as a whole, and have a favorable impact on how *Exhibitor Perceptions* (EP) the caliber of services. *Exhibition Brand* (EB) as an event identity influences *Customer Loyalty* (CL). *Exhibition Brand* (EB) strong builds trust, reduces the risk of negative perceptions, and increases positive expectations of exhibitors regarding the quality of exhibition events and has a role in sustainable business cooperation (Jeong *et al.*, 2021). This is consistent with earlier studies by Jeong *et al.* (2021) stated that a strong brand provides added value for exhibitors. This is in line with the theory *Brand Equity* which explains how brands can create added value in building the value and good reputation of exhibition organizers, so that they can increase *Customer Loyalty* (CL) in the long-term future (Longwell, 1994).

Personnel Service (PS) plays an important role in creating quality interactions between participants (Exhibitor), Event Organizer and Exhibition Contractor. *Personnel Team* professionals, friendly, quick in solving problems, and solution-oriented will build positive emotional relationships that will have an impact on increasing *Customer Service* (CS) and *Customer Loyalty* (CL). In the exhibition, *Personnel Service* (PS) is the face of the Event Organizer and Exhibition Contractor in the eyes of exhibition participants (Exhibitor) and visitors. Thus, SQ is essential in reinforcing brand value, as it facilitates the development of trust and positive impressions among exhibition attendees. Good communication by service personnel extends beyond information provision, contributing to the development of emotional relationships through responsiveness and empathy (Parasuraman *et al.*, 1988).

Booth Management (BM) influences participants' perceptions of the readiness and attractiveness of the exhibition. BM which is well organized and managed starting from planning, operations to evaluation of the entire exhibition activity can bring to life and create a pleasant experience. BM is key to creating a fun, meaningful, and structured experience. *Booth Management* (BM) which is managed professionally, can improve *Customer Services* (CS) through service, comfort and positive experiences, as well as forming *Customer Loyalty* (CL) through trust, emotional connections, and a strong brand image. This aligns with study by Charoenwisan (2020), which reveal that a company's ability to manage activities at an exhibition booth, including staff service, visitor management, promotional activities, and overall booth operations, can improve CS in terms of service, comfort, and information received, and improving CL through the desire to recommend by word of mouth to others.

Booth Designs (BD) that is attractive not only facilitates visual communication, but also supports the experience functionally and emotionally, and reflects quality and *exhibitor professionalism*. *Booth Designs* (BD) are not just about aesthetics, but also a visual, emotional brand communication strategy and creating *Brand Attachment* (emotional attraction) thus encouraging direct loyalty to exhibitors. This finding strengthens the concept *experiential marketing* which emphasizes the importance of sensory and aesthetic elements in creating a memorable customer experience. *Booth Designs* (BD) which is designed with the arrangement of visual, physical and functional elements can attract the attention of visitors, present brand identity and create a pleasant and memorable experience for exhibition visitors and a sense of satisfaction with the brands and products on display (Bloch *et al.*, 2017).

Service Information (SI) proven to influence *Customer Satisfaction* (CS). Directly. Clear, accurate, and easily accessible information helps attendees understand the products or services offered and increases time efficiency during the event. This supports previous research by Huang *et al.* (2020) that clarity of information is an important part of *Service Quality* (SQ). When Event Organizer and Exhibition Contractor distribute information, provide direction and input to exhibition participants (Exhibitor), then the suitability of the information is ensured. *Service Information* (SI) the information obtained by exhibition participants has a clear reference value regarding exhibition activities. The higher the quality, the better. *Exhibition Attributes* (EA) given by the Event Organizer and Exhibition Contractor, the higher the *Customer Satisfaction* (CS) and *Customer Loyalty* (CL) (Hsieh & Yuan, 2016).

Among *Exhibitor Perceptions* (EP); *Perceived Value* (PV) has a significant correlation with *Customer Satisfaction* (CS) and *Customer Loyalty* (CL), meanwhile *Service Quality* (SQ) also shows the same relationship. *Service Quality* (SQ) proven to be a very determining factor in creating *Customer Satisfaction* (CS). The higher it is *Exhibitor Perceptions* (EP) to *Service Quality* (SQ), then the higher the level *Customer Satisfaction* (CS). In the context of the exhibition, *Service Quality* (SQ) not only encompasses the products or services exhibited, but also the extent to which the services provided by the Event Organizer and Exhibition Contractor are able to meet or exceed the expectations of exhibitors (Exhibitor). In other words, *Service Quality* (SQ) is the perception of exhibitors regarding how good the experience was during the exhibition. This is in line with the SERVQUAL model (Parasuraman & Berry, 1991), which places the quality dimension as the main *Customer Satisfaction* (CS). Exhibitors feel satisfied when the benefits they receive are commensurate with or exceed the costs, effort, and time expended, whether in the form of information, business opportunities, networking, or direct or indirect benefits. This aligns with Yen's (2020) findings, which state that *Perceived Value* (PV) is an important mediation between *Service Quality* (SQ) and *Customer Service* (CS). Where *Perceived Value* (PV) encompasses a combination of rational and emotional benefits experienced during interactions at the exhibition. In other words, SQ will increase PV exhibitors, which will further enhance *Customer Satisfaction* (CS) which is the main foundation for the formation of *Customer Loyalty* (CL).

Customer Service (CS) proven as a mediating variable between *Exhibition Attributes* (EA) and *Exhibitor Perceptions* (EP) to *Customer Loyalty* (CL). Exhibitors who are satisfied during the exhibition tend to have a high intention to return to the exhibition in the future, recommend it to others, and increase participation in the form of long-term collaboration. These findings support the model. *Customer Loyalty* (CL) Ladder which states that *Customer Satisfaction* (CS) is the initial foundation for the formation of *Customer Loyalty* (CL) (Oliver, 2015), where *Customer Service* (CS) has a positive correlation with *Customer Loyalty* (CL). Therefore, exhibitors are pleased with the (Event Organizer) EO's and Exhibition Contractor level of service. Here, *Event Organizer* (EO) and Exhibition Contractor will be inspired to apply the same company to help and make exhibition activities a success. In the context of exhibitions, it is important to understand that the quality of the exhibitor experience plays a big role in improving *Customer Satisfaction* (CS) and *Customer Loyalty* (CL). Therefore, a strategy that prioritizes *Customer Satisfaction* (CS) will strengthen *Customer Loyalty* (CL) exhibitors. Overall. There is a positive relationship between *Customer Satisfaction* (CS) to *Customer Loyalty* (CL), all of which contribute to marketing success and brand recognition in the exhibition industry.

Furthermore, the findings indicate that exhibition participants demonstrate a high level of long-term loyalty and place substantial importance on the core elements that determine exhibition success. Specifically, *Exhibition Brand* (EB) and *Personnel Service* (PS) are identified as key components shaping *Exhibitor Perceptions* (EP), while *Service Quality* (SQ) and *Perceived Value* (PV) show significant associations with *Customer Service* (CS), with *Service Quality* (SQ) exerting a stronger influence on *Customer Service* (CS). In addition, *Exhibitor Perceptions* (EP) are found to have a significant relationship with *Customer Loyalty* (CL), whereas *Service Quality* (SQ) does not exhibit a direct effect on *Customer Loyalty* (CL). This suggests that although exhibitors may experience dissatisfaction with certain service aspects, their continued participation is largely influenced by a favorable price-performance ratio. As long as exhibition participation contributes to increased sales, effective brand building, product and service promotion, and the establishment of sustainable business partnerships, exhibitors are likely to remain loyal and participate in future exhibitions.

High levels of satisfaction also encourage exhibitors to recommend others. This recommendation is a form of *Customer Loyalty* (CL) which not only has implications for re-participation, but also broadens the reach and reputation of the exhibition through *positive*. This phenomenon is in accordance with the model *Customer Loyalty* (CL) (Oliver, 2015), which explains that consistent satisfaction can foster behavioral loyalty among exhibitors, namely concrete actions such as repeatedly attending exhibition activities and recommending them to others. Since *Customer Loyalty* (CL) is essential to the sustainability and long-term prosperity of the exhibition sector, this is crucial for the success of an event (Liando & Setyawati, 2014). This study adds solid empirical support to the body of current knowledge on exhibition activities in Indonesia, drawing on insights derived from non-service and non-hospitality theoretical frameworks. Consequently, the findings offer opportunities for scholars to refine existing models and develop more dynamic theoretical frameworks applicable to exhibition contexts.

CONCLUSION

This study concludes that the success of an exhibition is not only determined by the technical aspects of implementation, but is also greatly influenced by the quality of exhibition attribute management and *Exhibitor Perceptions* (EP). *Exhibition Attributes* (EA), including the *Exhibition Environment* (EE), *Exhibition Brand* (EB), *Personnel Service* (PS), *Booth Management* (BM), *Booth Designs* (BD), and *Service Information* (SI), have been shown to significantly influence exhibitors' favorable opinions of *Perceived Value* (PV) and *Service Quality* (SQ). The results show that *Exhibitor Perceptions* (EP), represented by *Service Quality* (SQ) and *Perceived Value* (PV), significantly influences *Customer Service* (CS). This satisfaction then becomes the main determinant in building customer loyalty among exhibitors. This finding confirms that satisfaction functions as a mediating factor that improves the connection between exhibitor loyalty and *Exhibition Attributes* (EA).

Practically, this study emphasizes the importance of strengthening the exhibition brand, professionalism of service personnel, and providing clear and accurate service information as strategic factors in enhancing the exhibitor experience. *Event Organizer* (EO) and *Exhibition Contractor* need to manage all *Exhibition Attributes* (EA) in an integrated manner and oriented towards exhibitor needs to be able to create long-term *Customer Satisfaction* (CS) and *Customer Loyalty* (CL). Thus, this study provides a theoretical contribution to the development of service marketing and event management studies, as well as a practical contribution as a basis for formulating sustainable and competitive exhibition management strategies. This study is limited by its scope and context within the Indonesian exhibition industry and potential selection bias. Future studies are encouraged to increase the sample size, conduct cross-country comparisons, and incorporate contextual and regulatory variables such as exhibition scale, exhibition area, and exhibitor position. Furthermore, *Customer Satisfaction* (CS) measurements could be developed with more objective indicators, such as contract value and business results during exhibitions.

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Appendices

Table 1		
Variable	Items	Sources
Exhibition Attributes (EA)	The exhibition and meeting facility have excellent reputation	(Chen et al., 2022)
	The exhibition and meeting facility create great atmosphere and environment	
	The standards of service within exhibition and meeting facility is excellent	
	The safety and security within the exhibition and meeting facility are excellent	
	This show provides professional opportunities, business deal and selling	
	The facility offers excellent facilities to support the exhibition and meeting service	
	Overall, I am satisfied with the services the exhibition and meeting provided	
	I have really enjoyed myself in this exhibition and meeting	
	I am pleased to have visited this exhibition and meeting	
	I am very satisfied with the service provided by this brand	
	I am very satisfied with this brand	
	I am very happy with this brand	
	This brand does a good job of satisfying my needs	
	The service-products provided by this brand is very satisfactory	
	I believe that using this brand is usually a very satisfying experience	
	I made the right decision when I decided to use this brand	
	I am addicted to this brand in some way	
	I engage in physical actions and behaviour when I use this brand	
	I intend to buy this brand of booth design in the near future	
	I intend to buy other products of this brand	
I consider this brand as my first choice in this category		
The next time I need that product, I will buy the same brand		
I will continue to be loyal customer for this brand		
I am willing to pay a price premium over competing products to be able to purchase this brand again		

	<i>I would only consider purchasing this brand again, if it would be substantially cheaper</i>	
	<i>Commercials regarding to competing brands are not able to reduce my interest in buying this brand</i>	
	<i>I say positive things about this brand to other people</i>	
	<i>I recommend this brand to someone who seeks my advice</i>	
	<i>I consider this brand my first choice in the next few years</i>	
	<i>I get good value for my money</i>	

Table 2		
Variable	Items	Sources
Exhibitor Perceptions (EP)	<i>I would say that the exhibition provides superior services</i>	(Wu & Cheng, 2016)
	<i>I believe the exhibition offers excellent services</i>	
	<i>I think that the service quality of the exhibition is high</i>	
	<i>Receiving the value-added services provided by the exhibition is worthy for me to sacrifice some time and efforts</i>	
	<i>The quality of services at the exhibition has established a good reputation</i>	
	<i>Overall the quality of the service at the exhibition is valuable</i>	
	<i>My feelings towards the exhibition are very positive</i>	
	<i>I feel good about coming to the exhibition for my demand</i>	
	<i>Overall I am satisfied with the service the exhibition provides</i>	
	<i>I feel satisfied that the results of my demand are the best that can be achieved</i>	
	<i>The extent to which my demand has produced the best possible outcome is satisfying</i>	
	<i>It is easy to find staff of exhibition centre</i>	
	<i>Staff of exhibition centre could immediately answer my questions</i>	
	<i>Exhibition center provides the safety and security area</i>	
	<i>Staff of exhibition centre is courteous and friendly</i>	
	<i>Exhibition organizer provides enough information of this exhibition</i>	
	<i>The web of exhibition provides enough information of this exhibition</i>	
	<i>Overall, the information of this exhibition is easy to acquire</i>	
	<i>The fee of this exhibition is valuable</i>	
	<i>This exhibition provides diversified product / service of tourism</i>	
<i>This exhibition attract me to purchase related products of tourism</i>		
<i>Overall, the experience of this exhibition make participators pleasant</i>		
<i>This exhibition provides me superior leisure quality as compared to other exhibitions</i>		

Table 3		
Variable	Items	Sources
Customer Satisfaction (CS)	<i>We are satisfied with attending this exhibition</i>	(Lee & Ryan, 2025)
	<i>Overall, we feel good about this exhibition</i>	
	<i>We feel assured that we did well to attend this exhibition</i>	
	<i>We seared for information on where this service is</i>	
	<i>We are interested in how others behave when using this service</i>	
	<i>We asked others for information on what this service offers</i>	

Table 4		
Variable	Items	Sources
Customer Loyalty (CL)	<i>We will recommended this exhibition to neighbors</i>	(Lee & Ryan, 2025)
	<i>We will continue to attend the exhibition</i>	
	<i>We will give positive WOM</i>	
	<i>If there was problem, we let the host know about it</i>	
	<i>When we received good services, we recommended on it</i>	
	<i>If we had ideas on how to improve the service, we let the host know</i>	

Table 2 Social Demographic Profile of Respondent			
Social Demographic	Classification	Respondent	%
Total Employee	>10 Employee	94	20.9%
	10-50 Employee	144	32.1%
	51-100 Employee	146	32.5%
	>100 Employee	65	14.5%
Total		449	100%
Office or Factory location	Jabodetabek (Jakarta, Bogor, Depok, Tangerang & Bekasi)	210	46.8%
	Out of Town	136	30.3%
	Overseas	103	22.9%
Total		449	100%
Type Of Industry	Association: Academic Institution, Association & Community, Government, Trade & Investment Commission	68	15.1%
	Consultant: Surveyor Company, IT (Information Technology) & Software, Telecommunication	93	20.7%
	Mining: Mining Contractor, Material Handling, Mining Company, Mining Service, Power Generation & Distribution	182	40.6%
	Service: Quality Control, Testing & Inspection, Refining & Mineral Processing, Supplier, Distributor & Dealer, Transportation, Logistic & Storage	106	23.6%
Total		449	100%
Exhibitor	<3 x Exhibition Participation	265	59.0%
	4-6 x Exhibition Participation	126	28.1%
	7-10 x Exhibition Participation	48	10.7%
	>10 x Exhibition Participation	10	2.2%
Total		449	100%