

The Role of Customer Satisfaction in a Relation of Experiential Marketing and Customer Loyalty

Bagus Nurchahyo

Department of Management

Faculty of Economics, Gunadarma University

Abstract

The purpose of the research is to know if there is any influence from the element of experiential marketing to the customer's satisfaction and the influence of customer's satisfaction in their loyalty. 200 students collage involve in this research as respondent. Hypothesis testing used is path analysis. The result of the research shows that customer satisfaction has no role in the relation of experiential marketing and customer loyalty.

Keyword: sense,feel, think, act, relate, experiential marketing, customer satisfaction,customer loyalty

INTRODUCTION

The development of science and implementation of the marketing system had been developed. It causes of changes in consumers that expect a new thing that can satisfy what they want, not just the fulfillment of basic needs.

Business continues to flourish to this day and it was followed by the development of marketing strategies. In the previous decade we just know the basic concept of marketing and now the concept has evolved in the direction of consumers who increasingly want something new. This is also done in order to continue to compete with competitors out there both in the same industry or not. The existence of competitiveness, the development of increasingly sophisticated technology is a bit of some of the factors that will improve the innovation and creativity of the producers in order to attract more consumers.

One that can be used as an alternative to create something different from the experience, that is where the consumer perceived experience into a point or a reference from the manufacturer. Experience has now become very concerned because apart from the products or services offered but the sensation of what consumers get after purchasing the product or service being offered is something new. Today the world has entered the era of experiential economy.

Experiential marketing is a marketing concept involving emotional development and the psychology of consumers for goods or services offered by marketers. Experiential marketing is the process of identifying and satisfying customer's need and Aspirations profitability, engaging them through two-way communications that bring brand personalities to life and add value to the target audience. Can be interpreted experiential marketing is the process of identifying and satisfying customer needs and aspirations favorable, involves using two-way communication so that the give personality to the brand to be able to live and be an added value to target customers.

According to Kertajaya (2007: 228) there was some element of experience where experiential marketing can be presented through the five elements, namely sense, feel, think, act, and relate. Briefly explained that the sense is a marketing approach with the aim to feel by creating a sensory experience through reviews to touch, feel, and smell, in other words that related to the five senses, which includes about styles, themes and colors. Feel elements include the feel of the mood and feelings or positive emotions when consuming. Whereas think is creative thinking that appears in the minds of consumers will be a brand / company or customers are invited to engage in creative thinking. Act marketing strategy designed to create customer experience-related body movements or in other words, movement and interactions that arise. And the latter relate that attempts to connect themselves with others, himself with a brand or company, and culture.

When consumers make a purchase of a product or service and turn out products or services match or even surpass what he expects there will be a repeat purchase will establish the existence of a loyalty to the product. So before the formation of customer loyalty, there must be the satisfaction of consumers because of the satisfaction that would later be assumed to be an effect on customer loyalty.

According to Hasan (2008: 83) customer loyalty is defined as a person who buys, especially those that buy regularly and repeatedly. Customer is a person who continuously and repeatedly came to a similar place to satisfy his desire to have a product or obtain a service, and pay for products or services.

Tourism Park is one of the offers given to customers with experiential marketing so that consumers can feel a different experience.

In case of how customer choose the torism park in Jakarta area, the aim of this study is to examine how the experiential marketing influence the customer satisfaction and how the customer satisfaction will affect the customer loyalty.

THEORETICAL FRAMEWORK

The Concept of Marketing

According to Hasan (2008: 1) marketing is a concept of science in business strategy that aims to achieve sustained satisfaction for stakeholders (customers, employees, shareholders). When a change occurs, the value of the marketing concept will also change to follow the demands of stakeholders and market developments.

While understanding the marketing proposed by Kotler et.al. (2008: 6) is the process by which companies create value for customers and build strong relationships with customers with the aim to capture value from customers.

Kotler and Keller (2009: 6) states that there will always be a need for sales. But the goal of marketing is to make selling are plentiful. The aim of marketing is to know and understand the customer so well that the product or service to fit the needs, ideally, marketing should result a customer who is ready to buy. Thus it takes only ensure products and services are available.

Thus, it can be said that marketing is the way for a good or service can get into the consumers and marketing always changes according to the demands that exist, the need for the development strategy of the company to continue to compete in the market is necessary.

Consumer Behavior

Consumer behavior according to Schiffman and Kanuk (2010) is defined as behavior that is shown in the search, buy, use, evaluate, and spent the services that they hope will satisfy their needs.

Hasan (2008: 129) consumer behavior is a complex psychological responses, which appear in the form of a behavior typical actions as individuals are directly involved in the effort to obtain and use the product, as well as determining the decision-making process in the purchase of products.

Understanding consumer behavior, the company will be able to give appropriate satisfaction and better serve its customers.

Consumer behavior can be defined as the activity of individual activities that are directly involved in obtaining and using goods and services, including the decision-making process on the preparation and determination of the activities of these activities.

According Rangkuti (2009) consumer behavior is an action that is directly involved in obtaining, consuming, and spent products and services, including the decision processes that precede and follow this action.

Customer Loyalty

Literally loyal means faithful, or can be interpreted as a loyalty. This loyalty arise without coercion, but arises from the consciousness of his own in the past. Efforts are being made to create customer satisfaction is more likely to influence consumer attitudes. While the concept of customer loyalty is more emphasis on purchasing behavior.

Hurriyati (2008: 128) describes customer loyalty is the last in-depth customer commitment to re-subscribe or re-purchase of products or services consistently selected, in the future, although the influence of the business situation and marketing efforts have the potential to cause changes in behavior.

According to Hasan (2008: 83) customer loyalty is defined as a person who buys, especially those that buy regularly and repeatedly. Customer is a person who continuously and repeatedly came to a similar place to satisfy his desire to have a product or obtain a service, and pay for products or services.

Customer loyalty is one of the core objectives are pursued in modern marketing. This is due to the loyalty expected the company will benefit over the long-term mutual relationship that exists within a certain time.

Kotler and Keller (2009: 153) argues, creating a close relationship with customers is the dream of all marketers and it is often the key to long-term marketing success.

From the various descriptions, customer loyalty is an attitude that becomes impulse behavior to make purchases of products / services of a company that includes aspects of feeling in it, especially those who buy regularly and repeatedly with high consistency, but not only buy remanufactured goods and services, but will also have a commitment and a positive attitude towards companies that offer products / services.

Thus, it can be concluded that customer loyalty is the attitude of customer attachment to an item or service because of the satisfaction derived consumers to consume goods or services.

Experiential Marketing

In the field of management understanding of the experience is personal events with emotional significance that is created by the interaction with the related product or brand stimulation.

According Novia (2012) experiential marketing is a marketing method that is relatively new, which is delivered to the world of marketing. This approach is considered to be very effective because it fits with the times in which entrepreneurs emphasize the quality of service and something which is an added value for companies to differentiate their business with a competitor's.

According to Kertajaya (2007) and Putri and Astuti (2010: 193) experiential marketing is a marketing concept that aims to establish a loyal customer by touching the emotions of customers by creating positive experiences and give a feeling positive towards their services and products through sources such as the external network, consumption, standards set.

The goal of experiential marketing is the provision of such value to the consumer experience. Criteria of performance seen from the level of consumption occurred. The main key of experiential marketing is the emergence of emotions that lead to a squeeze connection with consumers.

According to Kusumawati (2011: 76) the concept of experiential marketing is divided into two major parts, namely:

- Strategic Experiential Marketing is using the whole approach to sensory experiences, feelings / affective, cognitive, physical and lifestyle, as well as the relationship with culture or certain references which eventually able to give an imagination that have an impact on the value of the experience on a product or service. Strategic Experiential Marketing includes the following dimensions:
 - a. Sense Marketing
 - b. Feel Marketing
 - c. Think Marketing
 - d. Act Marketing
 - e. Relate Marketing
- Experiential Provider is the component that allows the formation of memorable experience that includes communications, visual identity, product presence, co-branding, spatial environment, web sites and people. Experiential provider strive to give good attention to consumers individually or per group, presents a communicative style of communication, dialogue, so as to provide experience and empathy to consumers.

This research try to explore the strategic experiential marketing through those dimensions.

Sense Marketing

According Kertajaya in Musfar and Novia (2012: 3) sense marketing is a way to touch the consumers emotions through consumer experience that can be gained through the senses (eyes, ears, tongue, skin and nose) that they have to product and service. According to Rini

(2009: 16) sense is the intangible aspects that can be felt from a product that can be captured by the five human senses, such as sight, sound, taste, smell, and touch.

Feel Marketing

According Andreani (2007) states that the feeling is not just a beauty concerns but the mood and emotions of the soul that can evoke happiness or sadness. Musfar and Novia (2012: 3) said feel marketing directed against the feelings and emotions of consumers with the aim of influencing the experience that starts from a soft mood up with strong emotions to the pleasure and pride.

Think Marketing

In general, humans think in two ways: convergent and divergent. Convergent way of thinking enables companies to narrow the customers thought that the company can steer customers on a theme that is intended by the customer. While divergent thinking how to make customers have a broad idea so that the company can steer customers on many different themes.

According to Rini (2009) think marketing is the strategy conducted by the company to challenge the consumer, by providing problem solving experiences and encourage customers to interact cognitively or creatively with the company or product.

Act Marketing

Putri and Astuti (2010) argues that act marketing is part of the Strategic Experiential Modules (SEM's). Act marketing designed to create consumer experiences in relation to the physical body, lifestyles, and interactions with others. For example in hospitality services are welcoming guests with friendly, smiley face, etc. It can provide an experience to the customer to feel at home and comfortable. According to Andreani (2007) the act relating to the real behavior and lifestyle. This is related to how to get people to do something and express his lifestyle.

Relate Marketing

According to Andreani (2007) relate marketing related to one's culture and the reference group that can create a social identity. A marketer should be able to create a social identity for its customers with the products or services offered. According to Saraswati, Arifin and Yulianto (2013: 3) relate marketing is the main attraction deepest desire for customers to the formation of self-improvement, social and economic status, and self-image.

Customer Satisfaction

Tjiptono (2008: 24) argues that customer satisfaction is an an evaluation after-purchase where the selected alternative is at least equal or exceed customer expectations, while dissatisfaction arise if the results do not meet expectations.

Kotler and Keller (2009: 150) said the company will act with the measure of customer satisfaction on a regular basis as one of the keys to retaining customers is customer satisfaction. Highly satisfied customers generally remain loyal for longer periods, to buy again when the company introduced new products and updating old products.

Research Framework

Experiential marketing consisting of sense, feel, think, act and relate is one marketing strategy. Experiential marketing offers different things, where the experience of consumers who will be the target. The first element of experiential marketing: sense is the element that gives appeal to

consumers. Second element is feel gives a different flavor to consumers, Third element is think shaping the thinking of consumers towards the product or service, such as interaction, fourth element is act gives experience to the consumer, and the fifth element is relate establish the identity of the consumers who buy their products or services such as prestige.

Customer satisfaction will be formed if what is customer expected can be achieved. If the elements of experiential marketing can meet what consumers expect it will have an impact on satisfaction and it will be felt by consumers. The existence of such satisfaction will make consumers re-purchase, and it will form the loyalty of customers.

According to those description, the framework can be seen in Figure 1.

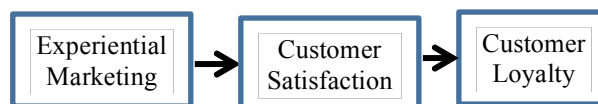


Figure 1 Research Framework

Source: Literature Review by Author, 2015

Based on the framework, then obtained the research hypothesis can be stated that:

H1: experiential marketing have an influence on customer satisfaction

H2: customer satisfaction will affects customer loyalty.

H3: experiential marketing have influence on customer loyalty

METHODS

Research Design

Research design is overall of planning to answer research questions and anticipate some of the difficulties that may arise during the research process, it is important because the research design is a strategy to obtain the data required for the purposes of testing hypotheses or to answer research questions and as means to control the variables that affect the research. The design this study is examines the effect of experiential marketing on customer satisfaction and the influence of customer satisfaction on customer loyalty using a questionnaire.

Research Object

The object of research is something that will be examined in a study. In this study, the research objects are college student.

Population

Population is the total number of objects or units of analysis that will be examined. In this study purposive sampling was used in which there is provision for the respondents, only collage student in Jakarta areaand already more than once to visit the tourism park.

Sample

The sample is drawn a section of the population, one of the main requirements of a good sampling is that the sample must contain or have traits or characteristics contained in the population. Random sampling was used in this study. Furthermore, to the number of samples used in this study was 200 and plus 50 as a backup if there is a questionnaire that do not comply or can not be processed. The appropriate sample size for SEM is between 100-200 samples.

Data collection techniques in this study were selected using the primary data is by spreading the questionnaire. On the questionnaire given several statements with respect to the research conducted. There are five answers to choose in accordance with the conditions and respondent opinions. There is a range of values of each answer given between 1-5. Five answers to choose respondents to a given question is

- a. Strongly Disagree = 1
- b. Disagree = 2
- c. Less Agree = 3
- d. Agree = 4
- e. Strongly Agree = 5

Hypothesis

The hypothesis is an assumption or conjecture about a population parameter values. This conjecture can be true or could also be wrong. All still be proven through research.

The hypothesis for this research are:

H10: experiential marketing have no influence on customer satisfaction

H1a: experiential marketing have influence on customer satisfaction

H20: customer satisfaction will not affects customer loyalty.

H2a: customer satisfaction will affects customer loyalty.

H30: experiential marketing have no influence on customer loyalty

H3a: experiential marketing have influence on customer loyalty

Analysis Tools

Validity Testing

Validity test is to measure the degree of validity of the data obtained. Instrument as valid means showing a measuring tool that is used to obtain the data is valid or can be used to measure what is supposed to be measured. In counting the data contained provisions that will determine whether the data is valid or invalid.

In this study validity test using confirmatory factor analysis (CFA) using loading factor of the component with the provisions of ≥ 0.5 . The purpose of confirmatory factor analysis is to identify the relationship between variables to test the correlation, and to test the validity of the instrument. In this study validity test performed using SPSS ver. 17.

Reliability Testing

Reliability testing is useful for determining whether the instrument can be used more than once by the same respondents will produce consistent data. In other words, the reliability of the instrument is to characterize the level of consistency. In this study the reliability test using SPSS then the requirement for reliability test (Priyatno, 2012) is:

- e. If Cronbach alpha > 0.6 then reliabel
- f. If Cronbach alpha < 0.6 then unreliable

Path Analysis

The path analysis is a method that examines the relationship directly or indirectly from the variables tested as a result of the effect of treatment on these variables.

Mathematically, this analysis is multiple regression analysis of the standardized data . The main subject of this analysis are the variables that are correlated. This analysis is based on a model of the relationship between variables predetermined by the researcher.

Determination of the model based on the hypothesis about the various variables were observed. In the current development path analysis technique can be done within the framework of Structural Equation Modeling or SEM, an analytical technique that combines factor analysis and regression analysis, in addition to the path analysis.

The threshold of Goodness of Fit index for the model with the data arrival can be seen in Table 1.

Index Criteria	Threshold Value
Chi square	Smaller
p-value	≥ 0.05
CMIN/DF	≤ 2.00
RMSEA	≤ 0.08
GFI	Close to 1
AGFI	Close to 1

Source: Zainal Mustafa & Tony Wijaya (2012)

RESULT AND DISCUSSION

Respondent Profile

Tourism Park Choice by Respondent

Based on the data of respondents note that the majority of respondents chose Dunia Fantasi as a tourist option with a number of 81 respondents (40.5%) followed by the Puncak Resort of 68 people (34%), Jungleland 23 (11, 5%), Taman Mini Indonesia Indah 12 people (6%), Ancol Beach 5 people (2.5%), the Monumen Nasional 4 people (2%), Ragunan Zoo 4 people (2%) and Seaworld Indonesia 3 (1.5%), so it can be concluded that the Dunia Fantasi became one of the sights student choice and to occupy the first position. It could be seen in Table 2.

Table 2 Tourism Park Chooosed

Tourism Park	Choose by	Percent
Dunia Fantasi	81	40.5%
Puncak resort	68	34%
Jungleland	23	11.5%
TMII	12	6%
Ancol Beach	5	2.5%
Monumen Nasional	4	2%
Ragunan Zoo	4	2%
Seaworld Indonesia	3	1.5%
TOTAL	200	100%

Source: Data Processed, 2015

Respondent Profile by Gender

Based on the data of the respondents can be seen that most respondents who visit the Dunia Fantasi is a woman with a number of respondents as many as 112 people (56%) and men as many as 88 people (44%). This means that women prefer a recreational vehicle that is diverse and challenging for relaxing. It can be seen in Table 3.

Table 3 Respondent Profile by Gender

Gender	Σ	%
Men	88	44%
Women	112	56%
TOTAL	200	100%

Source: Data Processed, 2015

Respondent Profile by Faculty

Based on the data of the respondents can be seen that most respondents in this study were students of the faculty of Economics with the number of respondents as many as 89 people (44.5%) followed by the faculty of Computer Science and Information Technology as many as 49 people (24.5%), Psychology 23 (11.5%), Industrial Technology 12 (6%), Civil Engineering and Planning 11 (5.5%) and Letters 11 (5.5%) and Others 5 (2.5%). According to this survey the student of the Faculty of Economics were dominated in choosing tourism park for their pleasure in the middle of their studied. The result can be seen in Table 4.

Table 4 Respondent Profile by Faculty

Faculty	Σ	%
Economics	89	44.5%
Computer Science&IT	49	24.5%
Psychology	23	11.5%
Industrial Engineering	12	6%
Civil Engineering	11	5.5%
Letters	11	5.5%
Others	5	2.5%
TOTAL	200	100%

Source: Data Processed, 2015

Respondent Profile by Age

Based on the data of the respondents can be seen that the majority of respondents in this study were students aged > 21 years with as many as 98 respondents (49%), aged 19-21 years as many as 86 people (38%) and age <19 years as many as 16 people (8%), this means that among students who enjoy the tourist activities are dominated by students aged > 21 years, as seen on Table 5.

Table 5 Respondent Profile by Age

Age	Σ	%
>21	98	49%
19-21	86	38%
<19	16	8%
TOTAL	200	100%

Source: Data Processed, 2015

Validity Testing using CFA

According to Rotated Component Matrix in CFA analysis, can be seen that the instrument used to explore the variables in this research were valid with several of items has loading factor more than 0.5 as seen on Table 6.

Table 6 Resume of Validity Testing using CFA

Items	Factor Loading ≥ 0.5
Sense1	0.819
Sense2	0.807
Sense3	0.703
Think1	0.581
Think2	0.641
Think3	0.729
Think4	0.806
Feel5	0.993
Act2	0.993

Relate1	0.990
Satisfaction1	0.864
Satisfaction2	0.884
Satisfaction3	0.758
Loyalty5	0.886
Loyalty6	0.892

Source: Data Processed, 2015

Reliability Testing

Reliability test results shows up to the limit of ≥ 0.6 overall results obtained with Cronbach's Alpha of 0.797, which means overall item in the instrumen is declared reliable as seen on Table 7.

Table 7 Resume of Reliability Testing

Number of Items	Cronbach's Alpha
36	0.797

Source: Data Processed, 2015

Path Analysis of The Model

The next step after validity and reliability testing is to run path analysis. From the path analysis known that all results are processed and examined meet cut of value. It can be concluded that the model used in this study fit and has met the existing provisions so the data used in the model is said to be able to describe the population. Results from path analysis can be seen in the following Table 8.

Table 8 Goodness of Fit of The Model

Index Criteria	Cut of Value	Result	Decision
Chi square	Smaller	9.774	Fit
p-value	≥ 0.05	0.636	Fit
CMIN/DF	≤ 2.00	0.814	Fit
RMSEA	≤ 0.08	0.000	Fit
GFI	Close to 1	0.986	Fit
AGFI	Close to 1	0.968	Fit

Source: Data Processed, 2015

Path diagram for this research can be seen in Figure 2.

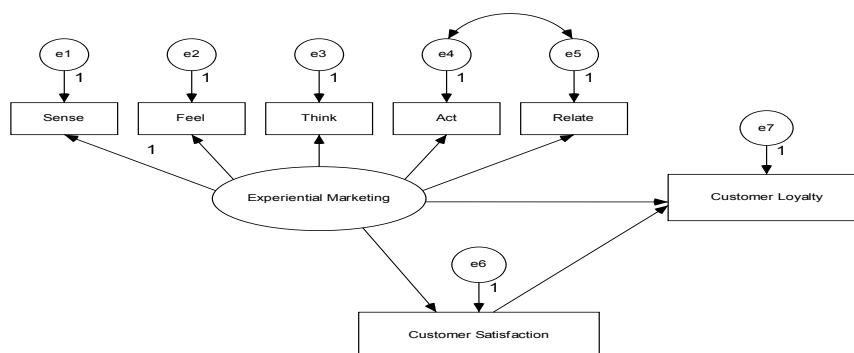


Figure 2 Path Diagram
Source: Data Processed, 2015

Hypothesis Testing

In accordance to path analysis, hypothesis testing can be seen in Table 9 below.

Table 9 Hypothesis Testing using Path Analysis

Hypothesis		C.R.	P	Decision
Customer Satisfaction	← Experiential Marketing	1.912	.056	Accepted H _a
Customer Loyalty	← Customer Satisfaction	7.275	***	Accepted H _a
Customer Loyalty	← Experiential Marketing	-.791	.429	Rejected H _a

Source: Data Processed, 2015

Based on Table 9, it showed that hypothesis 1 accepted, so it can be said that experiential marketing have influence to customer satisfaction. Hypothesis 2 accepted, it means that customer satisfaction will influence customer loyalty, while hypothesis 3 rejected, means experiential marketing not affected to customer loyalty.

According to this result, it can be said that customer satisfaction perform depends on experiential marketing strategy used by the producer while the customer satisfaction rising it will strengthen customer loyalty but directly, experiential marketing will not influence customer loyalty. It means, this research found that customer satisfaction has fully mediation role in the relation of experiential marketing with customer loyalty.

CONCLUSION

From the hypothesis testing it can be concluded that experiential marketing have an influence on customer satisfaction with estimate regression weight 0.210 and p-value 0.056.

Customer satisfaction have an influence on customer loyalty with estimate regression weight 0.375 and p-value less than 0.0001.

And experiential marketing does not have influence on customer loyalty with estimate regression weight -0.063 and p-value 0.429.

According to those conclusion it can be said that customer satisfaction have fully mediation role in the relation of experiential marketing and customer loyalty.

This result has implication that management should concern in the develop strategic experiential marketing, especially if their business is in service area, because in the business of service they should give good experience to their consumer so they will have satisfy with the business and they will become loyal.

For future research suggested to use subject widely, because more widely the subject will imply to the generalized of the result, may use more various variable, because many variable affected customer satisfaction out there that will bring implication to the result.

References

- Andreani, Fransisca. 2007. Experiential Marketing (Sebuah Pendekatan Pemasaran). *Jurnal Manajemen Pemasaran*, Vol. 2, No. 1, April 2007: 1-8
- Hasan, Ali. 2008. *Marketing*. Jakarta: MedPress
- Hurriyati, Ratih. 2008. *Bauran Pemasaran dan Loyalitas Konsumen*. Alfabeta : Bandung
- Kertajaya, Hermawan .2007. *Hermawan Kertajaya On Service*. Mizan Pustaka

- Kotler et al. 2008. Prinsip Prinsip Pemasaran. Jakarta : Erlangga
- Kotler, P., dan Keller, K. L., 2009, Manajemen Pemasaran. Edisi Ketiga Belas. Jilid Kedua, Erlangga : Jakarta.
- Kusumawati, Andriani. 2011. Analisis Pengaruh Experiential Marketing Terhadap Kepuasan Konsumen dan Loyalitas Pelanggan : Kasus Hypermart Malang Town Square (MATOS). Jurnal. Vol. 3 No.1.
- Musfar, Tengku Firli dan Novia, Vivi. 2012. Pengaruh Experiential Marketing Terhadap Customer Loyalty Pada Pelanggan Restoran Koki Sunda di Pekanbaru. Jurnal Ekonomi. Vol. 20, No. 4: 1-16 90
- Novia, V. 2012. Pengaruh Experiential Marketing Terhadap Customer Loyalty Sunda di Pekanbaru. Jurnal Manajemen hal 1-15
- Priyatno, Duwi. 2012. Cara Kilat Belajar Analisis Data Dengan SPSS 20. Yogyakarta: Andi
- Putri, Yuwandha Anggia dan Astuti, Sri Rahayu Tri. 2010. Analisis Pengaruh Experiential Marketing terhadap Loyalitas Pelanggan Hotel "X" Semarang. Jurnal. Vol. 12, No. 2
- Rangkuti, F. 2009. Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing. Penerbit Gramedia Pustaka Utama. Jakarta. 91
- Rini, E.S. 2009. Menciptakan Pengalaman Konsumen dengan Experiential Marketing. Jurnal Manajemen Bisnis. Vol 2, No 1: 15-20.
- Saraswati, Riza, Zainul Arifin dan Edy Yulianto. 2014. Pengaruh Experiential Marketing Terhadap Loyalitas (Studi Pada Pelanggan Taman Indie Resto Malang). Jurnal Administrasi Bisnis. Vol 6, No. 1.
- Tjiptono, Fandi. 2008. Manajemen Jasa. Andi : Jogyakarta.