

# The Influence Of Experiential Marketing On Customer Loyalty Through Customer Satisfaction As Intervening Variable (Study at The House of Raminten Resturant in Yogyakarta Indonesia)

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## **Abstract**

This research investigates the relationship between Experiential Marketing, Customer Satisfaction and Customer Loyalty of The House of Raminten restaurant. One of marketing approach to create customer loyalty is using experiential marketing through sense, feel, think, act, and relate to build relation to customer that reach customer satisfaction and customer loyalty purposive sampling. The survey with questionnaires was conducted to collect the data. By implementing Structural Equation Modeling (SEM) the results indicate that Experiential Marketing significantly influences customer satisfaction, customer satisfaction showed significantly influences Customer Loyalty. Experiential marketing does not significantly direct influence to Customer loyalty. Customer satisfaction plays role as intervening variable between Experiential Marketing and Customer Loyalty.

Keywords: Experiential Marketing, Customer Satisfaction, Customer Loyalty

## **INTRODUCTION**

In this era of increasing business competition, to have a positive perception for consumers is an important factor in the success of a business, and therefore

businessmen needs to provide a different experience for the consumer to touch the emotional side of consumers. Experiential Marketing is one of the usual marketing activities carried out by businesses to attract consumers through their emotional side. According to Andreani (2007) Experiential Marketing is a marketing approach that has actually been done since ancient times until now by marketers. This approach is considered very effective because it is in line with the changing times and technology, marketers emphasize product differentiation to differentiate their products with competitors' products. The purpose of Experiential Marketing is to build a good relationship with consumer through five aspects: the five senses (sense), feeling (feel), thinking (think), habits (act) and relationships (relate). All product or service must now be able to touch the five elements, the consumer should be able to feel, to think and act accordingly, even if possible to create a sense of belonging to a product or service so that eventually it becomes differentiation for products or services. According Kartajaya (2006) Experiential Marketing provides opportunities for customers to obtain a series of experiences on brands, products or services that provide sufficient information to make a purchasing decision. Andreani (2007) states the emotional and rational aspect is an aspect that marketers want to target through this program and often both these aspects provide a tremendous effect on the company.

In today's world, especially the culinary business competition becomes very sharp. Companies must be able to keep its customers to always be satisfied so that the consumer is always re-purchase and even willing to pay more. Faithful or not can be seen from the behavior of consumers, in certain that established a loyal customer of customer satisfaction. Ha and Jang (2010), state that the restaurant is a place where customers can satisfy their hunger as well as experience the excitement, pleasure, and a sense of personal well-being not all consumers experience in restaurant industry have the same feeling when consumed. The restaurant became the object of interest to study because according Thenu in Yossipe (2012), the restaurant business there is always has the chances of greater future of this business. It is not just the food into the needs of each individual, but also because of the lifestyle trends that

have changed. In this regard, the current development of the restaurant in the Yogyakarta area has been growing rapidly. Many restaurant that serves a wide variety of food, ranging from mild to severe food, in addition to the concept of eating home-unique now make customers linger in the dining house.

In this study, there are similarities with previous research that takes place within the research object of restaurant. However, this study conducted at The House of RamintenKotabaru Yogyakarta. Then the problem can be investigated and can be formulated in question as follows:

1. What is the effect on the Experiential Marketing on Customer Satisfaction at The House of Raminten Yogyakarta?
2. What is the effect on the Customer Satisfaction on Customer loyalty in the House of Raminten?
3. Do Experiential Marketing affect the Customer Loyalty in The House of Raminten?
4. Does Customer Satisfaction has role as an intervening variable in the House of Raminten.

## **THEORETICAL REVIEW**

### **a. Experiential Marketing**

Schmitt (1999) points out: "Experiences are private events that occur in response to some stimulation (e.g., as provided by marketing effort before and after purchase). An experience involves the entire living being and can be infused into a product, used to enhance a service, or created as an entity it self. ". This means that the experience is personal events that occur in response to certain stimuli (eg, such as that provided by the marketing activities before and after purchase). Involves the entire life experience can be incorporated into the product, used to improve the service, or as an identity itself. According to Gregorie in Yossipe (2012), consumers want a product or service that really can make him happy and meet or correspond with her lifestyle, and can provide valuable experience. According to Wolfe (2005) Experiential Marketing defined as a non-traditional fusion of modern marketing

practices integrated to enhance a consumer personal and emotional association with a brand.

According to Fransisca (2007) Experiential Marketing refers to the real experience of customers to increasing sales and brand image awareness can even say more than just provide information and opportunities to customers to gain experience on the benefits of the product or service itself, but also evoke emotion and feelings that have an impact on marketing, especially sales.

#### b. Customer Satisfaction

Kotler (2009), Customer Satisfaction, or more familiarly referred to customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perception or impression of the performance or the result of a product and expectations. If the performance fails to meet expectations, customers will not be satisfied, if performance in line with expectations, the customer will be satisfied, if performance exceeds expectations, the customer is very satisfied. The key to give satisfaction to the customer is trying to know in advance what is needed and desired by the customer. , Hunt in Andreani (2007) states that overall customer satisfaction is a result of a process that emphasizes the perceptual process, evaluative and psychological that produce of "use experience".

#### c. Customer Loyalty

Kotler and Keller (2007) loyalty is defined as a strongly held commitment to purchase or subscribe to a particular product or service again in the future even though there is the influence of the situation and the marketing efforts that could potentially lead to changes in the behavior. According to Jennie Siat (2004), loyalty of the consumer is the highest form of customer satisfaction which is the goal of every business. Loyalty is a function of customer satisfaction, diversion barriers and customer complaints. Satisfied customers will be able to re-purchase at the time would come and tell the others what he felt.

Olson in Raymond (2012) state that customer loyalty is the impetus to make a purchase behavior repeatedly and to build customer loyalty to a product or service produced by a business entity that requires a long time through a process of repeated purchases. Customers (customer) differ with consumers (consumer), a person can be considered as a customer.

## **HYPOTHESIS**

### **The Effect of Experiential Marketing to Customer Satisfaction**

Yoespie Dian (2012) analyze the effect of Experiential marketing and service quality of service on customer satisfaction and customer loyalty, on this analysis there is a positive and significant influence of experiential marketing on customer satisfaction, there is significant influence and positive impact on service and customer satisfaction, it can be concluded that the role of marketing and quality of their superb service esar influence on creating customer satisfaction and loyalty so they can develop their business. Based on this, then compiled the following hypotheses:

**Hypothesis 1: Experiential marketing has a positive effect on customer satisfaction.**

### **The influence of customer satisfaction on customer loyalty**

Loyalty is closely related to customer satisfaction, where consumers are satisfied with the goods / services provide by the company, which according to the needs and desires of consumers will be buying again and would recommend to others to repurchase. The consumers who make repeat purchases in a company can be called their own loyalty to the company. The level of satisfaction or pleasure that high would create an emotional bond with a particular brand, and this creates high customer loyalty (Kotler et al, 2007). Based on this, then compiled the following hypotheses:

**Hypothesis 2: Customer satisfaction has a positive effect on customer loyalty.**

### **Experiential marketing influence on customer loyalty**

Experiential marketing is a marketing concept that aims to create loyal customers by touching their emotions and give a positive feeling to the product and service. (Chu, 2009) faithfulness is a positive attitude and is associated with the level of repurchases made by customers to a product or service permanently. Customers (customer) differ with consumers (consumer) a person can be considered as the customer if the person starts to get used to purchase products or services offered by a business entity. These habits can be built up through repeated purchases within a certain period, if within a specified period of re-purchase then that person can not be said as a customer but as a buyer or consumer (Musanto in Yossipe, 2012). Based on this, then compiled the following hypotheses:

**Hypothesis 3: Experiential marketing has a positive effect on customer loyalty.**

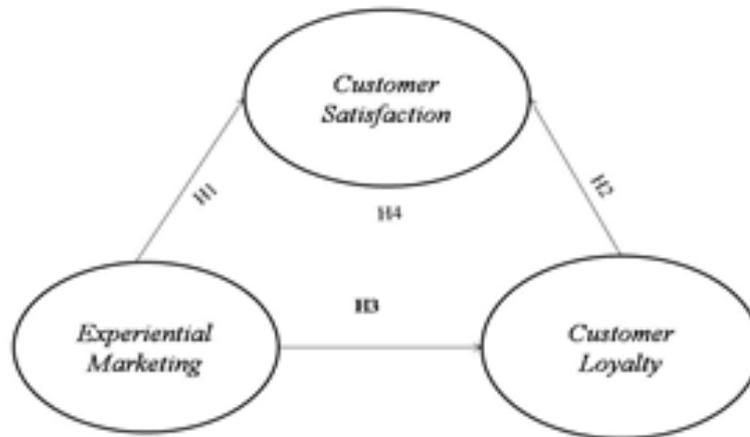
### **Customer satisfaction plays a role as an intervening variable**

Hasan (2009) planning, implementation and control of customer satisfaction program to provide benefits such as a reaction to low-cost producers, the economic benefits, the reduction of price sensitivity, key success of future business and word of mouth relationship. Albertus Cristian (2013) states that experiential marketing has a significant influence strong customer satisfaction, customer satisfaction and therefore highly mediate between experiential and loyalty. Based on this, then compiled the following hypotheses:

**Hypothesis 4: Customer satisfaction act as an intervening variable.**

### **Research Model**

The relationship model can be described in the figure below



**Figure 1**  
**Research model**

## **RESEARCHMETHODS**

### **a. Objects & Subjects of the Research**

The object of this study conducted at The House of Raminten. The subject of the research is the visitor of The House of Raminten.

### **b. Datatypes**

The study used primary data. in this study, the primary data sources obtained directly from respondents with the questionnaires. Respondents in this study is that visitors The House of Raminten.

### **c. Data collection technique**

Data collection techniques by researchers is to give the questionnaire used is a close-ended questionnaires containing questions already provided the answer by researchers. Measuring instrument used to measure the research variables.

### **d. Operational Variable Definition of Research**

Dependent Variables / Variable Bound

1). Customer Satisfaction (Y1)

customer satisfaction is feeling state level which is the ratio between performance and customer expectations. (Parasuraman et al, 1988) indicators are:

1. Overall, this restaurant services match my expectations
2. This restaurant services better than others.
3. I am satisfied with the service of this restaurant.
4. I will be happy with this restaurant service

## 2). Customer Loyalty (Y2)

Customer loyalty is a commitment to a brand that is reflected in the form of purchasing behavior, purchase, purchase continuous and recommend, with the dimensions and indicators include consumer services (Valerie A. Zeithaml, 2003) indicator are:

1. Repurchases
2. Willing to recommend it to others,
3. Comparing with other restaurant

## Independent variables

3). Experiential Marketing Variable Experiential Marketing is a marketing activity that takes place from the consumer's experience based on the dimensions Schmitt, (1999):

1. The concept of an attractive restaurant
2. Sense of cooking to suit the tastes of consumers
3. Interested in the offer price
4. Live music fun
5. Sense of cooking to suit the tastes of consumers
- 6 A Stimulate trigger / trigger stimulus homelike appetizing meal.
7. Edification thinking / thoughts that feel comfortable and want to linger in the restaurant
8. intellectually stimulated while eating at the restaurant

9. The menu of healthy nutrition contained in the food presented at the eating house.
10. Convenient when discussing in the restaurant.
11. Affected individuals / impact hit them get new ideas while eating at the restaurant.
12. The menus that are defining and shaping consumer appetite
13. A change in consumer lifestyle when dining in the restaurant or social recognition (social recognition).
14. Intrinsic emotion / emotion in ourselves, as can show the lifestyle of demonstrating identity and social class.
15. Affection and emotion / affections and emotions such as feeling familiar and be friends with people who are visiting in the restaurant.

#### e. Technical Analysis

This study used the analytical techniques of SEM (Structural Equation Modeling) with the help of software AMOS (Analysis of Moment Structure).

## RESULTS AND DISCUSSION

### a. Overview of Respondents

On the deployment of questionnaires of 170 respondents, the results of research on the characteristics of the respondents were in though as many as 150 respondents are partially follows:

**Table 1. Characteristic of respondents**

No	Characteristic respondents	Total of Respondents	
		Frequence	Percentage
<b>Gender</b>			
	<b>Gender</b>	<b>Total</b>	<b>Percentage</b>
1	Male	50	33%
2	Female	100	67%
<b>Agew</b>			
	<b>Age</b>		<b>Percentage</b>
1	≤ 20 Tahun	43	29%
2	20 - 30 Tahun	91	61%

No	Characteristic respondents	Total of Respondents	
		Frequence	Percentage
3	31 - 40 Tahun	9	6%
4	41 - 50 Tahun	5	3%
5	≥ 50Tahun	2	1%
<b>Education</b>			
		<b>Jumlah</b>	<b>Presentase</b>
1	SMP	17	11%
2	High school	93	62%
3	undergraduate	34	25%
4	Post graduate (S2)	6	4%
<b>Occupation</b>			
	<b>Occupation</b>	<b>Total</b>	<b>Percentage</b>
1	Students	58	39%
2	Army	52	35%
3	Civil servant	14	9%
4	Private employee	21	14%
5	entrepreneur	2	1%
6	others	3	2%
<b>Intensity to visit</b>			
	<b>Visit</b>	<b>Total</b>	<b>Percentage</b>
1	≤ 3 times	57	38%
2	4 - 5 times	72	48%
3	≥ 5 Kali	31	14%

## b. Measurement test

### 1. Validity test

The validity test is actually examine the extent to which the instrument that is used to measure the indicators or variables to be studied. In this study, the validity of the test is used to test the validity of construct validity that shows how well the results obtained from the use of a suitable size to the theory underlying the design of the test. Is said to be valid if significant ( $\alpha$ )  $<5\%$  or  $<0.05$ . There are 24 questions that represent each variable to test its quality. Testing instrument processed using SPSS correlation  $<0.05$

table 1 Validity of Test Results. Based on the validity of the test results above with

the use of SPSS from a total sum amounting to 24 question items representing every major question that declared invalid by a significant  $P < 0.05$ .

## 2. Reliability Test

Reliability test used in this research is using Cronbach Alpha score. According have now (2006) the reliability test results are considered reliable if the Cronbach alpha values  $\geq \alpha(0,6)$ . Reliability is expressed by Cronbach's Alpha coefficients that have vulnerable between 0 and 1. The closer to 1 means higher numbers reliabilitasnya. Based on the results of the questionnaire scatterplot 150 respondents found that all of the components in this research variables are reliable. Reliability test results obtained from testing the quality of the instrument by using SPSS.

Based on the data is known that all study variables Cronbach's alpha has a value of more than 0.6 it is thus the instrument of this research has met the criteria of valid and reliable, so it can be stated that the research instrument has decent used to retrieve the data. Results with SEMEquation structure proposed in the conceptual model of research as in figure 1 is as follows.

### c. Choose the Input Type Matrix and Estimation Model Proposed

Input matrix used is koverian and koralesi. Estimation model used is the maximum likelihood estimation (ML). ML estimation has been met with asumsi:

#### 1. Large Sample Size

Total sample used in this study were 150 samples in which the amount can be categorized into large sample and have met the rule of thumb.

Identification of the Structural Model

Minimum was Achieved Chi-square = 566.85

Degrees of freedom = 249

Probability level = , 000

Based on the output pad for the above models with a sample of  $N = 150$ . Total number of covariance to 300 while the number of parameters to be estimated is 51. From these results, the degree of freedom that is generated is  $300 - 51 = 249$  for  $249 > 0$  (positive df) and the phrase "minimum was Achieved", then the process of testing the maximum estimate likelihood have to do and identified the estimate with the results of normal distribution of data.

## **2. The relationship between the indicator variables**

Based on the output of the standardized regression weight above, the numbers in the column estimate shows the factor loadings of each indicator against the related variables. In Expeiential Marketing variables there are 15 indicators, then there are fifteen factor loadings. Figures 0.490, 0.353, 0.398, 0.429, 0.420, 0.322, 0.250, 0.179 and 0.227 show a weak relationship between indicators X1.13, X1.12, X1.9, X1.6, x1.5, X1.3, X1. 2, X1.1 and X1.15 with variable experiential marketing. Meanwhile, six other indicators showed no association with Marketing Experiential variables that can be used to explain the existence of variable Expeiential Marketing because it has a value of factor loadings above 0.5

In Customer Satisfaction Variable there are 4 indicator 0,483 figures show a weak relationship between the indicator Y1.4 with variable Customer Satisfaction. Meanwhile, the other three variables showed no association with Customer Loyalty. which can be used to explain the existence of variable customer loyalty because it has a value of factor loadings above 0.5.

On Customer Loyalty Variable numbers are 5 indicators 0.172, 0.356, 0.395 indicates a weak correlation between the indicator Y2.3, Y2.4 Y2.5 with variable Customer Loyalty. Meanwhile, the other two showed no association with variable customer loyalty, which can be used to explain the existence of variable customer loyalty because it has a value of factor loadings above 0.5.

### 3. Assessing Goodness of Fit

Assessing Goodness of fit into the main objectives in the SEM to determine to what extent the hypothesized model of "fit" or match the sample data.

Based on the results the research model approach as a model fit. This is indicated in the value CMIN / DF (2,277), GFI (.772), AGFI (0.726), TLI (0.512), CFI (0.571) and RMSEA (0.093) are stated to have marginal value closer to the model fit. In the next process testing models to provide an alternative model that can be used to increase the value of the goodness of fit in the existing model. Modification of a model made to reduce the value of Chi-Square and models become fit.

According to the table describes the change in number Chi Square count if there is a relationship between the variables of the following error:

- 1) If error E22 to E23 errors are related to each other, then the number Chi-Square will be decreased by 27.739
- 2) If the error e16 with E22 error are related to each other, then the number Chi-Square will be decreased by 14.259
- 3) If the error e2 with e1 error linked with each other, then the number Chi-Square will be decreased by 82.86
- 4) If the error with error e3 e4 linked with each other, then the number Chi-Square will be decreased by 14.05
- 5) If the error e7 to e5 error are related to each other, then the number Chi-Square will be decreased by 6.7

Based on the data above, the modification results in the output of the model fit. Based on the output modification in the table above can be seen in the initial model number of other changes are also shown in the results CMIN / DF (1,514)  $\leq$  2.00,, RMSEA (0.059)  $\leq$  0,08 stated Fit models, while the probability Significant (0,000 )  $\geq$  0,05, GFI (.830)  $\geq$  0,90, AGFI (0.792)  $\geq$  0,80, TLI (0.828)  $\geq$  0,90, CFI (0,848)  $\geq$  0,90 stated in marginal.

#### 4. Hypothesis testing

The next stage will be tested against the hypothesis that has been proposed in the previous chapter. Partial assay can be performed for each variable. To determine whether or not a significant influence can be seen from the column P which is a P-Value, compared with a significant level ( $\alpha = 5\%$ ). According to Santoso (2012) if the P-values less than 0.05, then the hypothesis is accepted. Hypothesis testing is done is to answer the questions in this study or analyze the relationship - relationship model structure. Data analysis in hypothesis can be seen from the standard regression weight.

Based on above can be explained the relationship between variables:

##### 1. Experiential Marketing Relationship with Customer Satisfaction

Figures estimate was 0.958 suggesting that Experiential Marketing positively related to Customer Satisfaction. The higher Experiential Marketing, the higher the Customer Satisfaction. Figures p is good, it shows the number p below 0.05. H1 so supported and can be stated that there is a positive and significant relationship between Experiential Marketing with Customer Satisfaction, meaning factors influence Experiential Marketing on Customer Satisfaction in Restaurant The House of Raminten.

##### 2. Customer Relationship Satisfaction with Customer Loyalty

Figures estimate was 0.323 suggesting that the Customer Satisfaction to Customer Loyalty is a positive relationship. The higher Customer Satisfaction, the higher the Customer Loyalty. Figures p is 0,010 this indicates the numbers p below 0.05. H3 so supported and can be stated that there is a positive and significant relationship between Customer Satisfaction to Customer Loyalty, meaning factors greatly affect the Customer Satisfaction Customer Loyalty in The House of Raminten Restaurant.

##### 3. Experiential Marketing Relationship with Customer Loyalty

Figures estimate is 0.167, this shows that the Experiential Marketing does not have a positive effect on Customer Loyalty, meaning that the higher Experiential Marketing

will get low Customer Loyalty, p figure is 0.331, it shows the number p above 0.05. So that H2 is not supported and it can be stated that if there is no significant direct relationship between Experiential Marketing with Customer Loyalty. Experience the soul means Experiential felt Consumer Marketing at The House of Raminten not affect the existence of Customer Loyalty.

#### 4. Variable Customer Satisfaction being an intervening variable

In this study the intervening variables which act as a mediator between the Experiential Marketing and Customer Loyalty, and this is the result of the test:

The role of Customer Satisfaction among Experiential Marketing performance Customer Loyalty by comparing the value of the standardized direct effects amounted to 0.162 with standardized indirect effects of 0.304, meaning that if the value of the standardized direct effects smaller than the value of the standardized indirect effects it can be said that the mediating variables have a direct influence on the relations between the two variables (independent and dependent).

## DISCUSSION

### 1. Experiential marketing is positive and significant impact on Customer Satisfaction

Results of the analysis showed that there is a significant positive effect on satisfaction Experiential marketing, test results showed values of 0.235 and Standardizer Estimate Probability Amounting \*\*\* (Smaller than 0.05). Quite accept this hypothesis 1, so that the hypothesis that reads concluded Experiential marketing effect on Customer Satisfaction, accepted.

This means more and better Experiential marketing the higher the satisfaction of the customer. The result of this research is fit to Petrick, Morais and Norman (2011) in Yospie Dian (2012) describes that the company can change the experience when consumers use the products or services to make them achieve satisfaction highest. Experiential Marketing is the experience or events personally that occur due to certain stimulus, the stimulus of The House of Raminten which includes the presentation of the food is able to arouse the taste, the taste of food according to taste,

appearance interesting menu, the menu will determine the selection of a person to buy a product, terstimulus intellectually, helps to think more creatively demonstrating identity, other consumers have similar tastes, more familiar and friendly with other visitors, a reflection of lifestyle and ministry employees Raminten very satisfying to be able to make a good impression on consumers when visiting a restaurant Raminten.

Schmitt (1999) stated that the essence of the concept of Experiential marketing is a marketing and management that is driven by the experience. This can be used to boost innovation and persuade customers to try and buy the product. So with the Experiential Marketing. Marketing is expected to use a variety of options strategies that fit the expected goals. Experiential marketing gives customers the opportunity to obtain a series of experiences on brands, products and services that provide enough information to make a purchasing decision. Emotional aspects and rasioanal are some aspects which targeted marketer melaluai want this program and often both these aspects provide a tremendous effect in the implementation of marketing.

2. Customer Satisfaction has a positive and significant impact on the Customer loyalty

Results of the analysis showed that the significant positive influence Customer Satisfaction to Customer loyalty, the test results show Standardizer Estimate value of 0.329) and Probability Amounting to 0,010 less than 0.05 Quite accept this hypothesis 2, so that the hypothesis that could be conclude that Customer Satisfaction affect the customer loyalty accepted.

Consumers who have assumed that consumer expectations have been met on the basic needs of both the house of Raminten Yogyakarta then customer loyalty will be stronger, so that consumers will increasingly use against these services and are willing to preach it good or recommending it to others to become consumers The House of Raminten. Created customer satisfaction can provide benefits, such as the relationship between the company and customer be harmonized, providing a good

basis for the purchase and creation of customer loyalty, as well as forming something of mouth recommendations that sack for The House of Raminten.

### 3. Experiential Marketing has no effect on Customer Loyalty

Results of the analysis showed that the negative effect of Experiential Marketing to Customer loyalty, showing test results Standardized Estimate value of 0.167 with 0.331 Amounting Probability values (greater than 0.05). So that the hypothesis concluded influential Experiential Marketing to Customer loyalty, rejected. The results of this study are not consistent with the study conducted by Kuo-Min Ling et al (2009) Results of research conducted Min Ling et al mention that there is significant influence between the variables Experiential Marketing to variable customer loyalty. The results of this study indicate that Experiential Marketing strategy does not necessarily make customers loyal, because prior to loyal customers, customers must first get a sense of satisfaction as they wish even more. This is consistent with the theory put forward by Tjiptono (2010), that Customer will not reach the stage of loyalty if they were not the satisfaction of a product or service.

4. Customer Satisfaction plays role as mediator between Experiential Marketing and Customer Loyalty, which means that the consumer feel

## **CONCLUSION AND SUGGESTIONS**

Based on the research that has been done on the influence of experiential marketing on customer loyalty with customer satisfaction as an intervening variable, can be conclude as follows:

1. Experiential Marketing has a positive and significant impact on Customer Satisfaction
2. Customer Satisfaction has a positive and significant effect on Customer Loyalty
3. Experiential Marketing insignificant and negative for Customer Loyalty
4. Customer Satisfaction has a role as an intervening variable between Experiential Marketing and Customer Loyalty

## SUGGESTIONS

Based on the research results expected in the Management of The House of Raminten need to perform an intense campaign. For the use of cost effective and efficient manner, the management of the House of Raminten can perform a free promotion through the media - social media such as facebook, twitter or media - other social media, will help The House of Raminten to be better known by prospective customers, especially for hook new customers who may not have been too familiar with the House of Raminten. Bagi further research is expected to continue research and explore more of the variables Experiential Marketing.

## RESEARCH LIMITATION

Respondent should be fill the questionnaire in the afternoon on Saturday and Sunday that most of the visitors The House Raminten majority are teenagers but if the collecting data is done from morning to night will get a more diverse sample.

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