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THE EFFECT OF EXPERIENTIAL MARKETING TO CUSTOMER LOYALTY

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ABSTRACT

The purpose of this study is to examine the effect of experiential marketing as measured by sense, feel, think, act and relate to customer loyalty. The sampling technique used purposive sampling with 97 people as samples, the research method used in this study is quantitative methods using SPSS. The result of analysis using multiple linear regression show that 1) sense has a positive effect on customer loyalty, 2) feel has a positive effect on customer loyalty, 3) think has a positive effect on customer loyalty, 4) act has a positive effect on customer loyalty, 5) relating has a positive effect on customer loyalty.

Keywords: experiential marketing, sense, feel, think, act, relate and customer loyalty

1. INTRODUCTION

Marketing is constantly evolving and changing, from conventional marketing concepts to modern marketing concepts. Factors such as the increasing number of competitors, technological sophistication and increasing education about marketing, further accelerate and spur marketers to be more creative in marketing their products. Company management is required to be more careful in determining its business strategy, not only that the management of the company is expected to maintain and increase customer loyalty.

The development of the business world today is increasingly rapid, increasingly fierce competition becomes a challenge and a threat to business people. One of the marketing that can be done by business owners is experiential marketing or called the marketing approach, experiential marketing is an approach in marketing that has been done since ancient times until now. This approach is considered very effective because in line with the development of the times with technology entrepreneurs emphasize the quality of service and something that becomes a plus for the company to distinguish its business from other businesses (competitors).

One of the marketing concepts that can be used to influence consumer emotions is through experiential marketing, which is a marketing concept that not only provides information and opportunities for customers to gain experience for the profits obtained but also evoke emotions and

feelings that impact marketing, especially sales. (Andreani, 2007). With experiential marketing, customers will be able to distinguish one business from another because they can feel and gain experience directly through five approaches (Sense, Feel, Act, Relate, Think), both before and when they use a service.

This is very interesting because it turns out that the rapidly evolving concept also has to face various kinds of challenges. Therefore, this study raises the issue of experiential marketing with case studies in restaurants. Restaurant customers become the object of research, because the restaurant is a manufacturer that offers food and beverage products with added value in the form of service and atmosphere that arises from the interior arrangement to its customers. So that customers are not only satisfied by the products they consume, but from the experience they get from the beginning they set foot until they go home.

2. METHODS

The type of research used in this research is quantitative research. According to Sugiyono (2012: 7) "Quantitative approach is research whose data is expressed in the form of numbers and analyzed with statistical techniques". Then it must be classified in a certain category by using certain tables to make it easier to analyze by using the SPSS program.

Population is a collection of all possible people – people, objects, and sizes – other sizes that are the object of attention or a collection of all objects of concern (Suharyadi and Purwanto, 2003: 323) The population in this study was all those who bought and ate at Lesehan Segoro Honey Gresik Restaurant who had eaten more than 1 time.

Sampling technique is a sampling technique. To determine the sample to be used in the study, sampling used by researchers uses non probabilistic techniques with purposive sampling method, which is sampling selected based on predetermined criteria. The criteria that have been determined are customers who have visited and enjoyed the food stall lesehan segoro honey more than once and aged at least 17 years who have been considered mature enough to be used as respondents in filling out questionnaires. The sampling method used is purposive sampling which is determined based on the formula slovin.

The method of collecting data in this study in the form of the dissemination of questionnaires, the questionnaire contains questions related to experiential marketing elements, namely sense, feel, think, act, relate and also related to customer loyalty. This questionnaire was distributed to respondents who had met the criteria of consumers of Lesehan Segoro Madu Restaurant.

3. DISCUSSION

Warles Segoro Madu restaurant is located at Jl Veteran 231, Segoro Madu Village, Kebomas Subdistrict, Gresik City. The area is strategic enough to find business opportunities because it is in the city area and is also an industrial area.

This restaurant was established about 12 years ago on June 21, 2005 and named Warles Segoro Madu, named because of its location in Segoro Madu Gresik Village. And known as warung lesehan because this restaurant wants to present the artistic nuances of javanese interior, with the existence of a stopover furniture made of bamboo raw materials and besek, worthy of saung in a Javanese village.

Each saung consists of one table made of teak wood in the form of a square, in addition there are also several square tables along with seating chairs. So this Segoro Madu restaurant can accommodate about 400 people. So that visitors do not have to worry about not getting a place.

For the taste of warles Segoro madu mainstay menu is fried chicken and sweet sour gurami segoro madu, presented with such a taste. Typical. the peculiarities of this menu are felt from koyah made from wheat flour dough, then fried dry and crispy. Until it's shaped like a rempeyek. After that the chicken or gurami was presented complete with plow sambal and his lalapan. In addition to the two mainstay menus, Segoro Madu restaurant also provides several sea menus (Such as squid, shrimp, gurami, mujaer, as well as several other menu).

This research data was obtained from questionnaires given to 100 consumers at Warles Segoro Madu Gresik Restaurant who acted as samples. Multiple linear regression analysis is performed to determine the direction of the relationship between independent variables and dependent variables, whether each independent variable relates positive or negative and can also be used to predict the value of dependent variables if the value of independent variables increases or decreases.

Table 4.6
Multiple Linear Regression Analysis Results

Coefficients^a					
Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.670	.635		1.055	.294
SENSE	.296	.117	.247	2.523	.013
FEEL	.326	.103	.317	3.178	.002
THINK	.261	.079	.283	3.313	.001
ACT	-.129	.084	-.128	-1.534	.128
RELATE	.136	.080	.137	1.701	.092

a. Dependent Variable: LOYALTY

From this equation can be explained as follows:

- 1) Sense variable regression coefficient (X_1) of 0.296, meaning that if other independent variables remain and Sense variables increase by 1% then customer loyalty (Y) will increase by 0.094. Positive coefficient means that there is a significant relationship between sense and customer loyalty. , the better sense, the higher the loyalty of the customer.
- 2) The regression coefficient of the Feel variable (X_2) of 0.326 means that if other independent variables remain and the Feel Variable increases by 1% then customer loyalty (Y) will increase by 0.326. Positive coefficients meaning that there is a significant relationship between Feel and Customer loyalty, the better feel, the higher the loyalty of the customer.
- 3) Think variable regression coefficient (X_3) of 0.261, meaning that if other independent variables remain and Think Variables increase by 1% then customer loyalty (Y) will increase by 0.261. Positive coefficient means that there is a significant relationship between Think and Customer loyalty, the better you think, the higher the loyalty.
- 4) Act variable regression coefficient (X_4) of -0.129 means that if other independent variables remain and Act variables decrease by 1% then customer loyalty (Y) will decrease by 0.326. Negative coefficients. This means that there is an insignificant relationship between the Act and customer loyalty, the lower the Act, the lower the level of loyalty.
- 5) The regression coefficient of the Variable Relate (X_5) of 0.136 means that if other independent variables remain and relate variables increase by 1% then customer loyalty (Y) will increase by 0.136. Positive coefficient means that there is a significant relationship between Relate and customer loyalty, the better you think, the higher your loyalty.
- 6) Based on the results of the hypothesis test using the t test it is known that partially the sense variable (X_1) positively affects customer loyalty (Y) with a calculated t value (2,523) > t table (1,661) this can be interpreted that the sense variable gives a positive and significant influence on customer loyalty in the warles segoro madu. In other words, if Warles Segoro Madu can apply or improve sense well such as beautifying layout and design, presenting coolness and cleanliness of the room, and preventing noise, then the higher customer loyalty obtained by warles segoro madu.
- 7) Based on the results of the hypothesis test using the test t it is known that partially the variable Feel (X_2) positively affects customer loyalty (Y) with a calculated value (3.178) > t table (1,661) this can be interpreted that the Feel variable has a positive and significant influence on customer loyalty in warles segoro madu. in other words if Warles Segoro Madu can apply or improve Feel well like providing friendly and polite service, and serving food quickly and appropriately, then the higher customer loyalty obtained by warles segoro madu.
- 8) Based on the results of the hypothesis test using the t test it is known that partially the think variable (X_3) positively affects customer loyalty (Y) with a calculated value (3.313) > t table (1,661)

this can be interpreted that the Think variable has a positive and significant influence on customer loyalty in warles segoro madu. in other words if Warles Segoro Madu can apply or Improving think well such as influencing consumers to think that Warles Segoro Madu is the most suitable place to use family gatherings, meetings or just lunch. then the higher the customer loyalty obtained by warles segoro madu.

- 9) Based on the results of the hypothesis test using the test t it is known that partially the variable Act (X4) does not have a positive effect on customer loyalty (Y) with a value of $t_{\text{calculated}} (-1,534) < t_{\text{table}} (1,661)$ this can be interpreted that the Variable Act gives a non-positive and also insignificant influence on customer loyalty in warles segoro madu. in other words the Act applied by warles segoro madu does not Affect customer loyalty. Customers of warles segoro madu do not really take issue with the influence of this faktor act (action) can occur because of problems such as "getting replaced if the food or drink served is undercooked, rubbed or soap smell rarely occurs, therefore variable act does not affect customer loyalty in warles segoromadu.
- 10) Based on the results of the hypothesis test using the t test it is known that partially the variable Relate (X5) positively affects customer loyalty (Y) with a calculated value $(1.701) < t_{\text{table}} (1,661)$ this can be interpreted that the Relate variable has a positive and significant influence on customer loyalty in warles segoro madu. in other words if Warles Segoro Madu can apply or improve Relate Well as establishing a relationship with smooth communication between owners, employees and customers,, the higher the customer loyalty obtained by warles segoro madu.
- 11) Based on the results of the hypothesis test using the f test it is known that simultaneous calculations for the variable Sense (X₁) Feel (X₂) Think (X₃) Act X₄ and Relate x₅ to customer loyalty (Y) obtained the value F calculates $> F \text{ table } (12,304 > 1.91)$ then Ho rejected Dan Ha accepted which means that there is a significant influence between Sense, Feel, Think, Act and Relate together to customer loyalty in R.M Warles Segoro Madu Gresik.

4. CONCLUSION

From the results of research and discussion used in accordance with the purpose of the hypothesis carried out, with multiple linear regression analysis, it can be drawn conclusions as follows:

1. Sense variables partially positively affect customer loyalty with a $\text{calculated value } (2,523) > t_{\text{table}} (1,661)$, meaning that the sense variable has an influence on customer loyalty. (
2. The Feel variable partially positively affects customer loyalty with a $\text{calculated value } (3,178) > t_{\text{table}} (1,661)$, meaning the Feel variable has an influence on customer loyalty.
3. Think variables partially positively affect customer loyalty with a $\text{calculated value } (3,313) > t_{\text{table}} (1,661)$, meaning the Think Variable has an influence on customer loyalty.
4. Variable Act partially affects customer loyalty with a $\text{calculated value } (-1,534) < t_{\text{table}} (1,661)$, meaning the Think Variable has no effect on customer loyalty.

5. Relate variables partially positively affect customer loyalty with the value $t_{\text{calculate}} < t_{\text{table}}$ (1.701) < t_{table} (1,661), meaning the Relate Variable has an influence on customer loyalty.
6. Test result F where the value of F calculates $> F_{\text{table}}$ (12,304 > 1.91) then H_0 is rejected and H_a is accepted which means that there is a significant influence between sense, feel, think, act and relate simultaneously to customer loyalty.
7. Of the five experiential marketing variables feel variable is the highest variable with a value of B of 0.326 meaning that the Feel variable is the variable that most positively affects customer loyalty.

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