The Model of Experiential Marketing, Service Quality, and Customer Loyalty

by Zulki Zulkifli Noor

The Model of Experiental Marketing, Service Quality, and Customer Loyalty

Zulki Zulkifli Noor

Universitas Jayabaya, Jakarta, Indonesia.
E-mail:correspondent.author@

experiential marketing , knowing , and determine influence experiential marketing and methodology used is a descriptive quantitative method, the is Konichiwa well unit of observation is the customer Konichiwa. The population in this study were customers eating in Konichiwa in 2018 as many as 589 ubscribers. The sampling technique using techniques Slovin and gained as much as 98 customers. Data re analyzed methods. experiential marketing partially , experiential marketing and service quality simultaneously

, Service Quality,

Introduction

In the face of increasingly fierce business competition, the company seeks potential looking for enterprise customers is a source of income that affect the sustainability of its business. Konichiwa are home eating food that was on Bandung. This restaurant has menu mainstay food like Capchai, Khau Bak, Tin Chicken and Shrimp taucho.

According to the observations researchers applied Experiential Marketing approach known companies have not succeeded in creating a memorable experience for customers who eat at Rumah Makan Abeng 38. This is because customers are often not obtained satisfaction to be expected such as restaurants that rated customers are still narrow and often unable to accommodate the number of customers who want to eat there, the air circulation in the house eating is still not good so customers often feel the heat, and facilities such as the car park is often the biggest problem because Konichiwa does not have its parking lot. This leads to the formation of a positive and memorable experience in themselves the customers so that the company is not able to increase customer loyalty.

Also, the quality of services rendered Konichiwa is not optimal. Problems that occur on Service Quality in the company is a frequent customer filing a complaint with the services provided such that the slow response of employees to customers, does not provide information on the recommendations veggie menu to guests, and the lack of employees in serving guests who eat so customers often less satisfied and become not loyal to the company. Companies need to increase loyalty clientele so that customers do not switch to another company in buying the product. Customer loyalty is loyalty to the company arising out without coercion but of consciousness itself. Companies that can increase customer loyalty will make the company grow and reduce the influence of competitors' attack similar companies. Customer loyalty is formed can be influenced by several factors such as Experiential Marketing and Quality Services.

Experiential Marketing is a marketing concept that aims to create loyal customers by tapping customer emotions and gives a positive feeling towards the products and services offered by the company. In this approach, the company creates a product or service by touching the senses, hearts, and minds of customers. Products can touch the emotional value customers can positively make a memorable experience

with their customers. It is good for companies because satisfied customers are loyal and will always go back to using your product or service and allow customers to tell their experience using the product or service to others.

Based on an initial interview with a portion of sales is known to occur decrease the number of customers who eat in the dining house. To clarify this issue will show data on the number of customers eating and sales data in Konichiwa in 2014 up to 2018 as shown in Table 1.

Table 1. Test Validity

No.	Year	Number of Subscribers (/ BON)	Sales Data
1.	2014	6323	£ 553,542,700
2.	2015	6229	£ 517,600,200
3.	2016	5985	£ 515,752,100
4.	2017	5924	£ 505,245,000
5.	2018	5894	£ 496,736,200

Based on the above, conducted a study entitled "Effect ▮▮▮▮ and ▮▮▮▮ on ▮▮▮▮ Loyalty Konichiwa".

Discussion

▮▮▮▮

According ▮ Kotler and Keller (2013: 57), "Loyalty (loyalty) customers are ▮▮▮▮ and ▮▮▮▮ the ▮▮▮▮▮▮▮▮". According to Hurriyati (2013: 128), "Loyalty is a behavior ▮▮▮▮ Hasan (2014: 121) "▮▮▮▮ and ▮ many customers are likely ▮▮▮▮ a ▮▮".

▮▮▮▮ customer behavior in commitment, confidence, and loyalty to brand products as well as an important management challenge because it can enhance the positive image of a product. Customers are loyal to certain brands tend to be tied to the brand and would buy the same product again though there are plenty of other alternatives. profit from their loyalty is decreasing influence of attacks from competitors of similar companies not only competition in terms of product but also the competition in terms of perception. Other than that, consumers who are loyal to encourage the development of the company because they usually give you an idea or suggestion to the company ▮▮▮▮ its ▮▮ and ▮▮ end, they will not be so concerned about the price because they believe in the product and the quality of the company. According to Hasan (2014: 123) forming the concept of customer loyalty include:
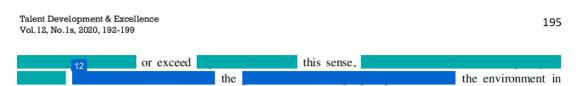
1) The concept of generic, brand ▮▮▮▮ that ▮▮▮▮ purchase ▮▮▮▮ ▮▮▮▮.

2) The ▮▮▮▮ of behavior, ▮▮▮▮ purchase is ▮▮▮▮ (brand loyalty). ▮▮▮▮ when ▮▮▮▮ reflects the ▮▮▮▮ to ▮▮▮▮, while re-purchase ▮▮▮▮ regarding the purchase ▮ the same ▮▮▮▮.

3) The concept of repeat purchase is the result of the dominance of the company (1) that managed to make their products become the only alternative available (2) which is constantly doing promotions to lure and entice customers to repurchase the same brand.

Thus, customer loyalty is formed from the above factor concepts such as generic concepts, customer behavior, and repeat purchases. Companies need to look at and address ▮▮▮▮ or ▮▮▮▮

▮▮▮▮)

████████ the ██████ of the ████████████████████████ make transactions ██████ companies and in ██ end, ██████ be the company's loyal customers. Increasingly, companies indicate that concern the greater the customer loyalty it appears.

Experiential Marketing

According to Beyond and Dharmayanti (2013: 2) "Experiential marketing is an experience that ██████ (eg, ██████████████) ". According to Razanah (2013: 2) "Experiential marketing (experience) is a private event that occurs in response to ██████ (eg, ██████ that ██████ marketing activities ██████ ██████)". From this sense, ██████████ is █ consumer-perceived experience of events or products offered by the company to reach the hearts and feelings.

According to Oeyono and Dharmayanti (2013: 3), ██████████████ main ██████, namely:

1) ██████ / Sensory Experience.

Sense Experience is defined as the creation of business experience ██████████ the company ██ its ██████, to ██████████████ its ██████.

2) ██████████████.
██████████████ effect █ the consumer brand ██████ ██████████████), the ██████ of the product (co-branding), the environment, the website, the person who offers the product. ██████ should ██████████ the creation of ██████ the ██████ experience ██████ the ██████ of ██████ who are expected to decide to buy. The ██████████ mobilize the ██████████████ the █ of ██████████ the ██████ mood of consumers.

3) ██████████████
██████████████ it may result in ██████ ██████ the ██████████████, as well as ██████.

4) ██████████
██████████ customer experiences ██ relate ██ physical ██████ of behavior, ██████████ interactions ██████ the ██████ itself █ an individual behavioral pattern in life which ██████ the ██████████. Experience ██████████ the ██████ trend █ encourage ██████ ██████. Experience ██████████ the ██████████ of behavior ██ lifestyle, ██████ enriching social interaction through strategies undertaken.

Thus, the experiential marketing approach applied by the company can be measured from the five senses, feelings, thoughts, actions, and relationships that can be ██████████ research.

██████████

According to ██████████ (2017: 88) "██████████ is reflective of all the ██████ ██████████". According to Sangadji and Sopiah (2013: 99) "██████████████ associated with ██████████

██████████)

[12] or exceed this sense, the the environment in satisfying the needs and generates benefits for customers.

According to Tjiptono and Chandra (2012: 178-180) factors that affect the quality of service is:

1) Information[20] such as street/directions to where manufacturers, itinerary or schedule delivery of products, [20] the product or service is complimentary, warnings (warnings), terms the reservation, recapitulation account, receipts, and tickets.

2) Consultation, such as advisory, auditing, personal counseling, and management consulting / technical.

3) Order taking includes the application (membership in a club or a particular program); order entry, and reservations (seating, tables, space, professional appointments, and admission to the limited facilities such as exhibition).

4) Hospitality, including transportation and security services.

5) Caretaking, consisting of the attention and protection of the customer's purchased items.

6) Exceptions, including special requests before delivery of the product, handle complaints/compliments/suggestions, solving problems (warranties and guarantees for the failure of the product usage; difficulties that arise in the use of the product; the difficulties caused by the failure of the product, including problems with staff or other customers); and restitution (money, compensation or indemnity, and so on).

7) Billing, include invoices for individual transactions.

RESEARCH METHODS

The study was conducted in Abeng 38 restaurant located at , Bandung. When the study was planned from the[3] month of April 2019 to July 2019. According to Sugiyono (2015: 8), "quantitative descriptive research that is , is instruments, quantitative or hypothesis has set. " T[28] population in this study were customers eating in Konichiwa in 2018 as many as 5894 subscribers.samples 98 respondents.

Analysis

According Ghozali (2016: 94), [10] used to . Model of the data used in this research is how much influence experiential marketing customer satisfaction to customer loyalty restaurant abeng 38. This analysis was SPSS version 23 with the formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

Y = Loyalty Services (dependent variables)
X1 = Experiential Marketing (independent variables)
X2 = Quality of Service (independent variables)
α = constant
β1 = Coefficient for variable experiential marketing
β2 = Coefficient for the variable quality of service
e = The percentage of errors (10%)

RESULTS

Validity test

validity test is done customer Konichiwa. The degree of freedom (df) used is 30-2 = 28 with an alpha of 5% so that the value rtabel (two-tailed test) of 0,36█5 for rhitung value can be seen from Pearson Correlation values in test validity. Validity test results for ██████████

██████. Results of ████ Validity Factor Analysis

Experiential Marketing

Statement	Score rhitung	Score rtabel	Information
Experiential Marketing (X1)			
Abeng 38 restaurant has the aroma of cooking that can improve your appetite	.766	0.361	valid
Abeng 38 restaurant has an attractive room design	0.719	0.361	valid
Abeng 38 restaurant has been known by the public at large	.736	0.361	valid
Abeng 38 restaurant is one of the best choices for customers who favor the taste, service, and price	0,794	0.361	valid

Source: Research Findings, 2019 (processed data)

Based on Table 2 with a degree of freedom that is used is (30-2 = 28) showed a statement to the variable Experiential Marketing (X1) has rhitung> rtabel so the data concluded that all statements for Experiential Marketing variables declared invalid.

Table 3. Results Test Validity Factor Analysis

Service quality

Statement	value rhitung	value rtabel	Information
Abeng 38 restaurant can prepare food according to your message	0.919	0.361	valid
Abeng 38 restaurant has an employee who continues to provide aid quickly to you when needed	.680	0.361	valid
Abeng 38 restaurant has prioritized hygiene and hygienic food is sold to customers	.881	0.361	valid
Abeng 38 restaurant has served you with courtesy	0.876	0.361	valid

Source: Research Findings, 2019 (processed data)

Based on Table 4.5 with a degree of freedom that is used is (30-2 = 28) showed a variable expression for Quality of Service (X2) has rhitung> rtabel so the data concluded that all statements on service quality variables declared invalid.

test Reliability

█17█ ████████ device ██████████████ something symptoms ████████ ████████ showed ███████████. The reliabil█21█ test ████████ by ████████. According to Ghozali (201█15█48), a reliability test ████████████. Decision-making for █ reliability test █████

█ ██████████ .6 ████ = Bad ████
█ ██████ .6 █ .79 = ████ accepted
3) █8 = Good reliability
Reliability test results ████████ the ████

██████████)
© 2020 ████ 2 ████████
███

4. Test Reliability Experien... Marketing

.728	4

processing, 2019

Based on Table 4.7 with *a degree of freedom* used is (30-2 = 28) showed Cronbach's Alpha values greater than 0.6 so that all the statements expressed Experiential Marketing has been

. Test ... Quality Service

	N of
.854	4

processing2019

4.8, ... degree ... freedom that is used is (30-2 = 28) showed Cronbach's Alpha values greater than 0.6 so that all statements declared reliable Quality of Service.

Table 6. Test Reliability Customer Loyalty

.838	3

Findings, 2019

Based on Table 4.9 with a degree of freedom that is used is (30-2 = 28) showed Cronbach's Alpha values greater than 0.6 so that all point statements declared Customer Loyalty has been reliable.

Regression Analysis

The test ... shown ...

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.812	.609		2.975	.004
	Experiental_Marketing	.178	.062	.240	2.886	.005
	Kualitas_Pelayanan	.419	.062	.565	6.776	.000

a. Dependent Variable: Loyalitas_Pelanggan

Based 4.12.di table above, ... :

LoyalitasPelanggan = 1,812+ ,419KualiPelaya ,178ExperienMarket + + (1)

Explanation of multiple linear regression analysis above are:
1. The constant of 1.812 ... Experiential Marketing and ... value ... 0 or nonexistent, then Customer Loyalty in the company is worth 1.812.
2. X1 worth 0.178 coefficient is positive, it means ... a ... relationship ... Loyalty. ... %, then

Loyalty Pelangganakan .178 units. That is, the higher the increasing Experiential Marketing Customer Loyalty in the company.

3. X2 worth 0.419 coefficient is positive, it means relationship with the of Service by 1%, then the Loyalty Pelangganakan increase by 0.419 units. That is, the higher the quality of the service increases Customer Loyalty.

CONCLUSION

state effect Experiential Marketing (X1) and Quality of Service (X2) on Customer Loyalty (Y) is indicated from the Customer Loyalty = 1.812 + 0.178 0.419 Experiential Marketing Services Quality + e. This gives the sense that the variable Experiential together effect of t-test the partial has impact on in Konichiwa for tcount amounted to 2.886 greater than ttable 1.985. T-test results show partially Customer Loyalty in Konichiwa for tcount by 6, 776 is greater than t table 1.985. F test Experiential Marketing and simultaneously influence the Customer Loyalty in Konichiwa for Fhitung 50.808 values greater than Ftable which amounted to 3.09.

REFERENCES

[1]. Abdullah, Thamrin and voila, Francis. 2014 Marketing Management. Dep: King Grafindo Persada.

[2]. Ghozali, Imam. 2016. Applications Multivariate Analysis with IBM SPSS Program 23. Eighth Edition. Semarang: Diponegoro University Publishers Agency.

[3]. Hasan Ali. Marketing and 2014. Cases of options. PT index. Jakarta.

[4]. Hurriyati, Ruth. 2013. The Marketing Mix and Customer Loyalty. Bandung: Alfabetha.

[5]. Irjayanti, Endah, Johny Revo Tampi Elijah, and Danny David Samuel Mukuan. 2018. Effect of Service Quality on Customer Loyalty at Esther House of Beauty Clinic Manado (A Case Study Customer Esther House of Beauty Clinic Manado). Journal of Business Administration. Volume 6 No. 2 2018.

[6]. Kotler, Philip, and Kevin Lane Keller. 2013. Marketing Management. 13th edition. Volume-2. Translators Bob Sabran. Jakarta: Erland.

[7]. Marina, Sandriana, Andi Darmawati, and Indra Setiawan. 2014. Effect of Service Quality on Customer Loyalty in the Airline Full Service Airlines. Journal of Transportation & Logistics Management (JMTransLog). Volume 1 No. 2 of 2014.

[8]. Oeyono, Januar T. and Diah Dharmayanti. 2013. Analysis of Effect of Experiential Marketing Loyalty Through Customer Satisfaction As an intervening variable in Tator Cafe Surabaya Town Square. Journal of Marketing Management. Volume 1 No. 2 in 2013.

[9]. Razanah, Zahrina, Heroine Kumadji, and Andriani Kusumawati. 2013. Application of Experiential Marketing Strategy and Its Effect on Satisfaction and Loyalty (Studies in Customer Bakso Cak Kar Singosari - Malang). Journal of Business Administration (JAB). Volume 13 No. 3 in 2013.

[10]. Sangadji, Etta Mamang, and Sopiah. 2013. Consumer Behavior: A Practical Approach Accompanied Association Research Journal. Yogyakarta: CV. Andi Offset.

[11]. Saraswati, Riza, Zainul Arifin, and Edy Yulianto. 2013. Effect of Experiential Marketing Loyalty (Studies in Customer Taman Indie Resto Malang). Journal of Business Administration (JAB). Volume 6 No. 1 in 2013.

[12]. Suchaeri, Heri. 2012. Total Customer Accelerate Profits All Time. Solo: PT Triad Pustaka Mandiri.

[13]. Sudaryono. 2018 Marketing Management Theory and Implementation. One edition. Andi. Yogyakarta.

[14]. Sugiyono. 2015. Quantitative Research Methods, Qualitative and R & D. Bandung. Alfabeta.

[15]. Tjiptono. 2014 Services Marketing: Principles, Application, and Research. One edition. Andi. Yogyakarta.

[16]. Tjiptono, Ferry and Gregory Chandra. 2012. Strategic Marketing. Edition II. Yogyakarta: Andi.

[17]. Tjiptono, Ferry and Gregory Chandra. 2017. Strategic Marketing. Edition-III. Yogyakarta: Andi.

The Model of Experiential Marketing, Service Quality, and Customer Loyalty

PRIMARY SOURCES

1 Maftuhah Nurrahmi. "Experiential Marketing Model on Hotels Owned by Regional Government of South Sumatra Province", Integrated Journal of Business and Economics, 2019
Publication
1%

2 d-nb.info
Internet Source
1%

3 Submitted to iGroup
Student Paper
1%

4 Submitted to Anglia Ruskin University
Student Paper
1%

5 ijbassnet.com
Internet Source
1%

6 Submitted to Sharda University
Student Paper
1%

7 test.icoen.org
Internet Source
1%

| 20 | Submitted to Ryerson University
Student Paper | <1% |

| 21 | Submitted to University of Cape Town
Student Paper | <1% |

| 22 | Submitted to Trisakti University
Student Paper | <1% |

| 23 | publication.petra.ac.id
Internet Source | <1% |

| 24 | jurnal.stielmii-medan.ac.id
Internet Source | <1% |

| 25 | Submitted to American Intercontinental
University Online
Student Paper | <1% |

| 26 | docplayer.net
Internet Source | <1% |

| 27 | Submitted to Eiffel Corporation
Student Paper | <1% |

| 28 | Submitted to Academic Library Consortium
Student Paper | <1% |

| 29 | Submitted to Perbanas Institute
Student Paper | <1% |

| 30 | Submitted to Cedar Valley College
Student Paper | <1% |

31 Submitted to The Hong Kong Polytechnic University
Student Paper

<1%

32 Submitted to Queen Mary and Westfield College
Student Paper

<1%

Exclude quotes	Off	Exclude matches	Off
Exclude bibliography	On		