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

by Zulki Zulkifli Noor

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Abstract

This study aimed to determine the effect of experiential marketing on customer loyalty, knowing the impact of service quality on customer loyalty, and determine the influence of experiential marketing and service quality on customer loyalty. The methodology used is a descriptive quantitative method, the unit of analysis in this study is Konichiwa as well as the unit of observation is the customer Konichiwa. The population in this study were customers eating in Konichiwa in 2018 as many as 5894 subscribers. The sampling technique using techniques Slovin and gained as much as 98 customers. Data were analyzed using multiple linear regression analysis methods. The results showed that experiential marketing partially positive and significant impact on customer loyalty. Service quality and significant positive effect on customer loyalty. Simultaneously, experiential marketing and service quality simultaneously positive and significant impact on customer loyalty.

Keywords: Experiential Marketing, Service Quality, Customer Loyalty

Introduction

In the face of increasingly fierce business competition, the company seeks to retain existing customers and potential new customers 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 of Experiential Marketing and Service Quality on Customer Loyalty Konichiwa".

Discussion

Customer loyalty

According to Kotler and Keller (2013: 57), "Loyalty (loyalty) customers are deeply held commitment to purchase or support back preferred products and services in the future despite the influence of the situation and the potential marketing efforts cause customers to switch". According to Hurriyati (2013: 128), "Loyalty is a behavior indicated by routine purchases, based on a decision-making unit".According to Hasan (2014: 121) "Customer loyalty is a behavior associated with the brand of a product including the possibility of renewing the contract brand in future and how many customers are likely to enhance the positive image of a product ".

From this sense, it can be concluded that customer loyalty is 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 to improve the quality of its products and in the 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 loyalty shows that the tendency of consumers to purchase a particular brand with a high level of consistency.
2) The concept of behavior, repeat purchase is often associated with brand loyalty (brand loyalty). The difference when brand loyalty reflects the psychological commitment to a particular brand, while re-purchase behavior regarding the purchase of the same brand repeatedly.
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 all the needs, hopes or problems faced

by customers. With the attention of the customers will be satisfied with the company and make transactions with companies and in the end, they will 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 is personal events that occur due to certain stimuli (eg, provided by the marketers before and after the purchase of goods or services)". According to Razanah (2013: 2) "Experiential marketing (experience) is a private event that occurs in response to certain stimuli (eg, such as that provided by the marketing activities before and after the purchase)". From this sense, it can be concluded that experiential marketing is a consumer-perceived experience of events or products offered by the company to reach the hearts and feelings.

According to Oeyono and Dharmayanti (2013: 3), experiential marketing can be measured using five main factors, namely:

1) Sense / Sensory Experience.

Sense Experience is defined as the creation of business experience related to the five senses through sight, sound, touch, taste, and smell. Where used to differentiate the company and its products in the market, to motivate consumers to want to buy these products and deliver value to its customers.

2) Feel / Affective Experience.

Feel Experience is a strategy and implementation to give effect to the consumer brand through communication (advertising), product (packaging and contents), the identity of the product (co-branding), the environment, the website, the person who offers the product. Every company should have a clear understanding of how the creation of feelings through the consumption experience that can drive the imagination of consumers who are expected to decide to buy. The purpose of Feel Experience is to mobilize the emotional stimuli (events, agents, objects) as part of the feel of strategies that can affect the emotions and mood of consumers.

3) Think / Creative Cognitive Experience.

The goal is to encourage consumers so interested and think creatively so it may result in a re-evaluation of the company and the brand. Think Experience refers more to the future, focused, value, quality, and growth, and can be displayed through inspirational, high technology, as well as surprise.

4) Act / Physical Experience and Entitle Lifestyle.

It is a marketing technique to create customer experiences that relate to the physical body, patterns of behavior, and long-term lifestyle and experiences that occur from interactions with others. Where the lifestyle itself is an individual behavioral pattern in life which is reflected in the actions, interests, and opinions. Experience Act in the form of lifestyle can be applied by using the ongoing trend or encourage the creation of new cultural trends. Experience The purpose of the Act is to give the impression of patterns of behavior and lifestyle, as well as 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 used as indicators of research.

Service quality

According to Tjiptono and Chandra (2017: 88) "Quality of service is reflective of all the dimensions of product offerings that generate benefits (benefits) for customers". According to Sangadji and Sopiah (2013: 99) "Quality of service is a dynamic condition associated with products, services, people, processes and

environments that meet or exceed expectations". From this sense, it can be concluded that the quality of service is a condition associated with the products, services, people, processes and 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, such as street/directions to where manufacturers, itinerary or schedule delivery of products, prices, instructions on how to use the core product or service is complimentary, warnings (warnings), terms of sale/service, notification of changes, documentation, confirmation of 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 month of April 2019 to July 2019. According to Sugiyono (2015: 8), "quantitative descriptive research is a research method that is based on the philosophy of positivism, is used to examine the population or a particular sample, data collection using research instruments, data analysis quantitative or statistics to test the hypothesis that has been set. " The population in this study were customers eating in Konichiwa in 2018 as many as 5894 subscribers.samples in this study were 98 respondents.

Multiple Linear Regression Analysis

According to Ghozali (2016: 94), regression analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and independent. Model analysis of the data used in this research is multiple linear regression analysis to determine how much influence the experiential marketing and customer satisfaction to customer loyalty restaurant abeng 38. This analysis was SPSS version 23 with the formula:

$$Y = \alpha + \beta1X1 + \beta2X2 + e$$

Information :

Y = Loyalty Services (dependent variables)
X1 = Experiential Marketing (independent variables)
X2 = Quality of Service (independent variables)
α = constant
$\beta1$ = Coefficient for variable experiential marketing
$\beta2$ = 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 0,361, for rhitung value can be seen from Pearson Correlation values in test validity. Validity test results for variables in this study are:

Table 2. Results of Test 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

A measuring device was said to be reliable if the tool in measuring something symptoms at different times always showed the same results. The reliability test method is frequently used by Cronbach's Alpha. According to Ghozali (2013: 48), a reliability test method is frequently used Cronbach's Alpha. Decision-making for a reliability test as follows:
1) *Cronbach's Alpha* <0.6   = Bad reliability
2) *Cronbach's Alpha* 0.6 to 0.79   = Reliability accepted
3) *Cronbach's Alpha* 0.8   = Good reliability
Reliability test results of the variables used in the study are:

Table 4. Test Reliability Experiential Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.728	4

Source: data 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 reliable.

Table 5. Test Reliability Quality Service

Cronbach's Alpha	N of Items
.854	4

Source: data processing2019

Based on Table 4.8, the degree of 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

Cronbach's Alpha	N of Items
.838	3

Source: Research 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 results of multiple regression analysis are shown in Table 7:

Table 7. Results of Multiple Regression Analysis

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

Source: Research Findings, 2019 (processed data)

Based 4.12.di table above, multiple linear regression equation as follows:

LoyalitasPelanggan = 1,812+ 0,419KualiPelaya 0,178ExperienMarket + + e   (1)

Explanation of multiple linear regression analysis above are:
1. The constant of 1.812 means that if the value of Experiential Marketing and Service Quality value is 0 or nonexistent, then Customer Loyalty in the company is worth 1.812.
2. X1 worth 0.178 coefficient is positive, it means Experiential Marketing has a positive relationship with Customer Loyalty. If Experiential Marketing increased by 1%, then the
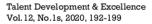
Loyalty Pelangganakan increase by 0.178 units. That is, the higher the increasing Experiential Marketing Customer Loyalty in the company.

3. X2 worth 0.419 coefficient is positive, it means that service quality has a positive relationship with Customer Loyalty. If the Quality of Service increased by 1%, then the Loyalty Pelangganakan increase by 0.419 units. That is, the higher the quality of the service increases Customer Loyalty in the company.

CONCLUSION

The results of this study state the effect of 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 Marketing and service quality together have a positive effect on customer loyalty. The results of t-test showed that the partial Experiential Marketing has a positive and significant impact on Customer Loyalty in Konichiwa for tcount amounted to 2.886 greater than ttable 1.985. T-test results show that the Quality of Service partially has a positive and significant impact on Customer Loyalty in Konichiwa for tcount by 6, 776 is greater than t table 1.985. F test results indicate that the Experiential Marketing and Service Quality simultaneously influence the Customer Loyalty in Konichiwa for Fhitung 50.808 values greater than Ftable which amounted to 3.09.

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