

MODEL OF CUSTOMER RE-INTENTION: A PERSPECTIVE OF EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION IN JAMBI

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Abstract

This study aims to examine customer re-invention that supported by experiential marketing through customer satisfaction. The unit of research analyse was the customer of Casa de Alicia Café & Resto. The technique sampling used was purposive sampling. The number of samples used in this study amounted to 105. Analysis of the data used in this study was path analysis using Smart PLS 3.2.7 software. The Goodness of Fit of this study indicated of the model match reliability and validity. The research finding shows that experiential marketing has a significant influence on customer re-intention both directly and indirectly through customer satisfaction.

Keywords: experiential marketing, customer re-invention, customer satisfaction, path analysis.

Preliminary

Experiential marketing is a marketing approach to provide personal information that is more than information about a product or service (Schmitt, 1999), where experiential marketing can be built through 5 dimensions, namely sense, feel, think, act, and relate. Senses are influenced by the five senses, namely the senses of sight, sound, touch, feeling, and smell. Feel is influenced by inner feelings and emotions. Think is influenced by the mindset of consumers who think creatively. An act is influenced by the physical body, lifestyle, and interaction. Relate is influenced by other people, ethnicity, and culture. With the existence of experiential marketing, consumers are able to differentiate products and services from one another because of their own experiences from various aspects that lead to positive experiences for consumers and will guarantee the creation of satisfaction. Customer satisfaction is the difference between expectations and performance or perceived results. One way that can be done to achieve customer satisfaction is through experiential marketing that provides its own experience that can impress the hearts of consumers so that consumers arouse interest in revisiting.

In various previous studies, one of the studies Tetanoe and Dharmayanti (2014) entitled "The Effect of Experiential Marketing on Repurchase with Customer Satisfaction As Intervening Variables at Breadtalk Surabaya Town Square" stated that there was an influence of experiential marketing on customer satisfaction. The stronger and clearer experiential marketing that is given to customers, the customers will be satisfied. Customers who are satisfied with their experience and feelings when buying will make a repeat purchase.

One industry that is growing rapidly is the culinary industry, namely the cafe & restaurant business. The cafe manager must think of the right strategy in the face of competition. Many cafes & restaurants offer concepts that attract consumers, especially in Jambi City, one of which is the Casa de Alicia Cafe & Resto. Casa de Alicia is the only cafe & restaurant with entertainment destinations in the city of Jambi with the concept of a collection of ideas from automotive and travel experiences. As a complement to the theme, this cafe also has a variety of decorations with a classic touch that can spoil the eyes of consumers and offer coffee drinks that are processed by themselves from the archipelago coffee beans.

The development of the marketing concept has grown rapidly so that it no longer focuses on its products but focuses on its consumers so that an interesting experience will provide something different for consumers to enjoy their products or services. With this experience, it is expected that there will be an interest in returning consumers at

a cafe & restaurant. Therefore, the author tries to examine whether or not there is an influence of experiential marketing on the interest of consumer re-visit mediated by consumer satisfaction.

Literature Review

Experiential marketing is a marketing approach to provide personal information that is more than just information about a product or service (Schmitt, 1999). Experiential marketing can be measured using five main factors (Schmitt, 1999) as follows:

1. Sense

Schmitt stated "the five basic sense marketing appeals of human senses of sight, sound, touch, taste, and smell" which means marketing that affects the five basic human senses, namely vision, hearing, touch, taste, and smell. The main purpose of sense marketing is to generate pleasure, excitement, beauty, and satisfaction through the sensory stimulation that produces output in the form of the product's brand identity itself.

2. Feel

Feel experience is small attention aimed at consumers with the aim of touching customer emotions extraordinary (Kartajaya, 2004: 164). The purpose of the feel experience is to move emotional stimuli (events, agents, objects) as part of the feel strategies so that they can affect the heart and atmosphere of the consumer.

3. Think

Schmitt states that "thinking appeals to the intellectual, it engages customers in solving real or imagined problems" where thinking can stimulate one's intellectual abilities and creativity with the aim of creating awareness. The purpose of think experience is to encourage consumers to be interested and think creatively so that it might be able to produce a re-evaluation of the company and the brand.

4. Act

Thejasukmana (2014) states that act is a marketing technique to create consumer experiences related to the physical body, behavior patterns, and long-term lifestyles and experiences that occur from interactions with others. The purpose of act experience is to give an impression of behavior patterns and lifestyles, as well as enrich patterns of social interaction through the strategies carried out.

5. Relate

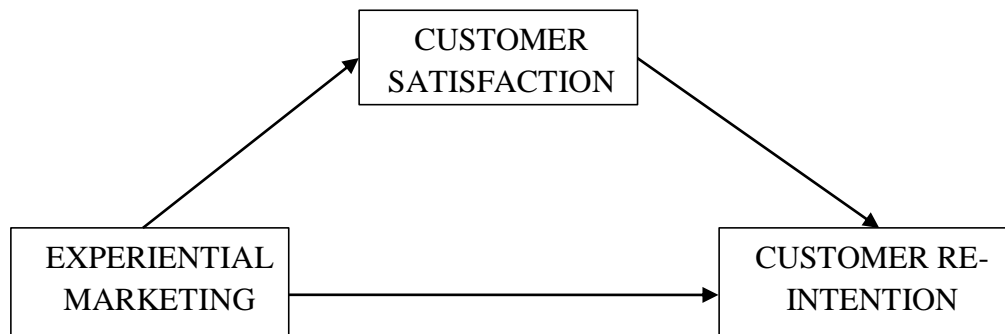
Relate experience shows relationships with other people, other groups (work, lifestyle) or wider and abstract social communities (state, society, culture). The purpose of the relating experience is to connect these consumers with the culture and social environment reflected by the brand of a product.

According to Kotler et al (2006: 198) in Marketing for Hospitality and Tourism, it is assumed that buying the interest in consumers can be likened to visiting tourists or consumers. This can be seen in the same behavior. There is no related theory regarding interest and visiting decisions, but in accordance with Kotler et al.'s theory, that visiting interest is equated with buying interest measured by the same indicators. Consumers in deciding to visit have various considerations such as before making a purchase. In this study, interest in revisiting interest can be formed from 3 indicators, namely interest, visit preference, and information seeking.

According to Nugroho (2005: 61), satisfaction is an impression of performance and expectations. If the performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, customers are very satisfied. According to Hawkins and Lonney (2001: 101), the attributes forming consumer satisfaction consist of:

1. Conformity of expectations, which is a combination of the ability of a product or service and a reliable manufacturer, so that a product produced can be in accordance with what the manufacturer promised.
2. The ease of reaching locations, namely products or services offered by producers are easily utilized by prospective buyers.
3. Willingness to recommend, namely in the case of products with relatively long repurchases, willingness to recommend products to friends or family is an important measure.

Research Framework



In the picture above, the thinking model illustrates the effect of experiential marketing (X) on re-interest (Y) by using five (5) dimensions that affect re-interest, namely sense (X1), feel (X2), think (X3), act (X4), and relate (X5) mediated by customer satisfaction (Z) which is an intervening variable.

Research Method

The method used is a survey method, which is a method used to obtain data from certain natural places (not artificial), but researchers treat them in data collection, for example by distributing questionnaires, tests, structured interviews and so on (Sugiyono, 2014). The approach used in this study is a quantitative approach that emphasizes numerical data (numbers) that are processed by statistical methods.

The unit of analysis in this study is Casa de Alicia and its observation unit are visitors to Casa de Alicia. The population is all consumers who made a repeat visit at Casa de Alicia, in this study the population is unknown. The sample of the study amounted to 105 respondents, namely 5 x the number of indicators ($5 \times 21 = 105$) referenced from the theory of Malhotra (2007), namely the determination of the sample using an applied approach where the survey with the population is unknown and the unit of analysis is the consumer, the number of samples or respondents with the population is not limited to four to eight times the number of indicators studied, while the nature of the survey relates to a product, the sample size of the range is 100-125 units. The sampling technique in this study used a purposive sampling technique because not all samples were in accordance with the criteria the author had determined (Sugiyono, 2014: 122). The method of data collection is by using a questionnaire, namely by spreading a google form link that lists the statements previously prepared by the researcher to be distributed to respondents. The analysis tool used is Partial Least Square (PLS) using Smart PLS 3.2.7 software. PLS is a Structural Equation Model (SEM) based on variance or component.

Results and Discussion

The female respondents were 50.5% or 53 respondents, while the male respondents were 49.5% or 52 respondents. Based on age, the most dominant respondents were in the age range of 17-25 years as many as 86 respondents or 81.9%. Based on the level of education, it was dominated by respondents with the last S1 education, as many as 46 respondents or 43.8%. Based on the work dominated by students, there were 52 respondents or 49.5%. Based on monthly income/allowance it is dominated by respondents with monthly income/pocket money of <Rp 1,500,000 or 40 respondents with a percentage of 38.1%. Based on the frequency of visits, it was found that there were 67 respondents or 63.8% who visited Casa de Alicia Cafe & Resto 1-2 times in the last 6 months. Based on friends visiting, it was dominated by respondents who came with relatives as many as 91 respondents or 87%.

Average Variable Value

Valuation of respondents based on experiential marketing variables has 5 dimensions (sense, feel, think, act, relate) which consists of 15 indicators. Experiential marketing has a total score of 3.87 and is in a good category. In the variable customer satisfaction consists of 3 indicators that have a total average score of 3.83 and are in a good category. The variable return interest consists of 3 indicators which have a total score of 3.55 and are in a good category.

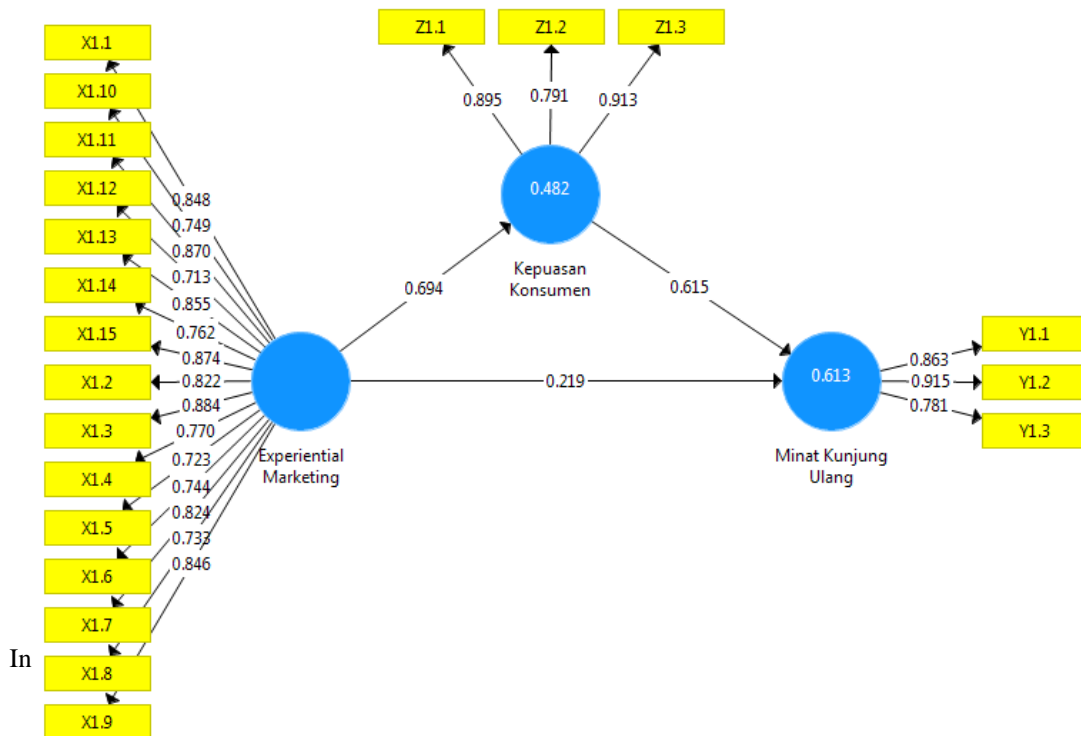
Partial Least Square (PLS) Analysis

PLS evaluation model is done by assessing the outer model and inner model (Ghozali and Latan, 2015). At the stage of the outer model, testing of the suitability of the model is carried out through the validity test, reliability test, determinant test, and Goodness of Fit.

- Validity tests are evaluated through:
 1. *Convergent Validity* shows that each indicator produces the value of outer loadings > 0.7 in other words the research instrument which amounts to 21 statements in the study has been able to measure experiential marketing (X) variables, consumer satisfaction (Z), and interest in revisiting (Y).
 2. *Discriminant Validity*, shows that the cross loading correlation value of all indicators of experiential marketing variables, customer satisfaction, and interest in revisiting its latent variables is greater than the other cross-loading variable correlation values, so that all indicators of experiential marketing variables, customer satisfaction, and return interest are stated valid.
 3. *Average Variance Extracted (AVE)*, show that AVE higher than correlation point. AVE value also higher than 0,5, so, it could say it that the model is valid because of fit to *discriminant validity*.
- Reliability tests are evaluated through:
 1. *Composite Reliability*, the test results on the reliability of the questionnaire resulted in a composite reliability value greater than 0.7. Based on these results it can be stated that all indicators in the questionnaire used in measuring experiential marketing variables, customer satisfaction, and interest in revisiting are stated to be reliable.
- Determinant tests are evaluated through:
 1. *R Square*, shows that consumer satisfaction is able to be explained by experiential marketing of 0.482 or 48.2% and the remaining 51.8% (100% - 48.2%) is explained by other factors, not in the model. The interest in revisiting is able to be explained by experiential marketing and consumer satisfaction by 0.613 or 61.3% and the rest explained by other factors outside the model of 38.7% (100% - 61.3%).
- The goodness of Fit are evaluated through:
 1. *Q Square*, shows that the results of the Q Square calculation in this study were 0.800 or 80.0%. This means that the model in this study is feasible to explain endogenous variables, namely the interest in revisiting.

The test results of the outer model can be seen in the following figure:

Model Path Coefficient



statistics test for hypothesis testing.

Hypothesis	Exogenous Variable	Through	Endogenous Variable	Coefficient	t-stat	Sig.	Statement
H ₁	Experiential Marketing	→	Customer Re-Intention	0,219	2,511	0,012	H ₁ accepted
H ₂	Experiential Marketing	→	Customer Satisfaction	0,694	13,988	0,000	H ₂ accepted
H ₃	Customer Satisfaction	→	Customer Re-Intention	0,615	7,359	0,000	H ₃ accepted
H ₄	Experiential Marketing	Customer Satisfaction	Customer Re-Intention	0,427	7,785	0,000	H ₄ accepted

The results of hypothesis testing are explained as follows

1. Direct Influence

H₁: The Effect of Experiential Marketing on Customer Re-Intention

The value of t-statistic experiential marketing influences the interest in revisiting which means that the first hypothesis is accepted.

H₂: The Effect of Experiential Marketing on Customer Satisfaction

The value of t-statistic experiential marketing has an effect on consumer satisfaction which means that the second hypothesis is accepted.

H₃: The Effect of Customer Satisfaction on Customer Re-Intention

The value of t-statistic of consumer satisfaction affects the interest in revisiting which means that the third hypothesis is accepted.

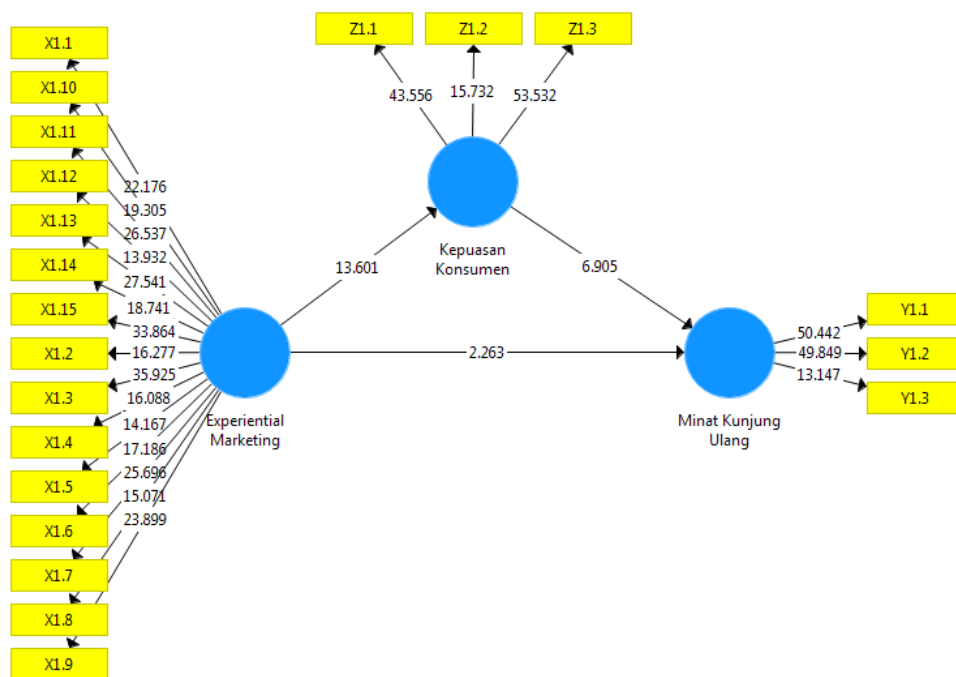
2. Indirect Influence

H₄: The Effect of Experiential Marketing on Customer Re-Intention Through Customer Satisfaction

The test results show the indirect influence of experiential marketing on the interest in revisiting through the variable customer satisfaction is greater than the direct influence of experiential marketing on re-interest in interest, so to increase interest in revisiting should be chosen indirect pathway.

The results of testing the inner model can be seen in the following picture:

t-statistics



Discussion

Based on the results of the analysis show that experiential marketing influences the interest in revisiting. Positive path coefficient value means that with increasing experiential marketing, it can increase interest in revisiting. The results of this study are in line with the research of Dhani and Firman (2015) who found that experiential marketing variables had a significant influence on the variable revisiting interest. Experiential marketing of the interest in revisiting products consumed has a positive impact on consumers. If consumers get a sense of satisfaction with the enjoyment of the product received and accompanied by excellent service, consumers will continue to try to enjoy the products offered, thus fostering interest in revisiting consumers, both loyal consumers and new customers who visit cafes, especially Casa de Alicia Cafe & Resto.

The results of the analysis also show that experiential marketing has an effect on consumer satisfaction. Positive path coefficient value means that with increasing experiential marketing, it can increase customer satisfaction. The results of this study are in line with the research of Astami (2012) which states that experiential marketing has an effect on consumer satisfaction positively and significantly because the five dimensions of sense, feel, think, act, and relate have provided their own experiences for consumers and are enjoyable. In addition, positive experiences received by consumers when visiting and buying products will lead to satisfaction in the minds of consumers so that brand image can be created so that experiential marketing is one way to build and improve customer satisfaction.

Likewise, consumer satisfaction which influences the interest in revisiting. The positive value of the path coefficient means that with increasing customer satisfaction, it can increase consumer re-interest. The results of this study are in line with the research of Raza, et al (2012) which states that consumer satisfaction has a positive and significant impact on behavioral intention. The higher the level of customer satisfaction, the interest in revisiting will also increase because consumers feel their own satisfaction so they have the desire to make a repeat visit.

Experiential marketing affects the interest in revisiting through customer satisfaction. The direct-indirect effect of experiential marketing on the interest in revisiting by mediated by customer satisfaction has a higher coefficient value than the direct influence of experiential marketing on the interest in revisiting. This explains that consumer satisfaction is very important in increasing consumers' interest in revisiting. The results of this study are in line with the research from Malahayati (2016) which states that the influence of the experiential marketing dimension on consumers' repurchasing interest or the interest of consumer revisiting is direct or indirect and is mediated in part by satisfaction. This means that experiential marketing and consumer satisfaction play a role in influencing consumers' repurchasing interest. Feelings of pleasure in the shopping experience have a significant positive impact on customer satisfaction, can even have a positive impact on repurchase interest. In this study, interest in buying on consumers can be equated with an interest in visiting according to Kotler, et al (2006: 198)

Conclusion

1. Experiential marketing influences customer re-intention. This shows that with the increase in experiential marketing, it can increase the interest of consumer revisits at the Casa de Alicia Cafe & Resto Jambi.
2. Experiential marketing influences consumer satisfaction. Experiential marketing is one way to build and improve customer satisfaction so that the positive experience that consumers receive when visiting will lead to satisfaction in the minds of consumers.
3. Customer satisfaction can influence customer re-intention. The higher the level of customer satisfaction, the interest in revisiting will also increase because consumers feel their satisfaction so they have the desire to make a repeat visit at the Casa de Alicia Cafe & Resto Jambi.
4. Customer satisfaction is able to mediate experiential marketing towards customer re-intention. With the existence of customer satisfaction as a mediation / intervening variable can strengthen experiential marketing towards customer re-intention compared to not using mediating variables at the Casa de Alicia Cafe & Resto.

Suggestion

1. For practitioners / business people, it is hoped that it can further enhance experiential marketing, especially in terms of sensitivity and alertness of employees in handling consumer complaints, giving something more than what is given by competitors, increasing the advantages possessed such as processing coffee served from archipelago coffee beans, as well as maintain live music entertainment that provides comfort to consumers so that consumers feel satisfied and want to make a repeat visit
2. The government/public is expected to be able to continue to assist and supervise the operations of cafes & restaurants that operate until curfew in order to avoid the spread of drugs and liquor.

3. For academics, it is hoped that they can expand the object of research not only at one cafe but other cafes in Jambi City. In addition, further research is expected to be able to examine other factors, such as service location and product (Razi and Lajervadi, 2016) related to consumer re-interest.

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