



## Analysis of Experiential Marketing on Customer Satisfaction as an Effort to Improve Behavior Intention

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### ABSTRACT

*The purpose of the study was to investigate the relationship between experiential marketing, customer satisfaction and behavior intention. The limitation of the study was that it focused on consumers who had made at least two purchases and only 70 questionnaires were returned and valid.*

*The population is categorized as infinity. Sample collection type accidental sampling. Data analysis with multiple linear regression processed with SEM- Partial Least Square 3.0, to verify the 6 hypotheses proposed. The researcher's findings are indicators of sense (t-count = 3.166 and sig. 0.002), feel (t-count = 2.084 and sig. 0.041), act (t-count = 3.904 and sig. 0.000), obtained t-count > 1.667 and sig. calculate < 0.05. The results show that sense, feel, and act significantly positively affect customer satisfaction. Another finding, customer satisfaction t-count = 2.446 and sig value. 0.007, which shows that customer satisfaction on behavior intention has a significant effect. The results explained that the stronger the customer's trust, the stronger their desire to repurchase. Contribution: Assisting marketing strategy decisions, investing appropriately in increasing satisfaction, Developing a targeted customer journey map, increasing competitiveness through customer experience, thereby creating behavior intentions.*

**Keywords:** *Experiential marketing, customer satisfaction, behavior intention.*

### 1. PENDAHULUAN

Business success in the era of globalization depends on how companies create and implement marketing strategies. A company's strategy that can drive customers until they decide to buy a product indicates business success. Consumer decisions and satisfaction affect business performance, which also impacts company goals. Consumer needs, marketing activities, consumer satisfaction, and company goals are some of the

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orientations in the marketing concept [1]. So, trying to produce quality and competitive goods as a marketing strategy needs to be done by companies to remain consistent and grow.

The marketing process not only aims to increase revenue by selling products, but also focuses on the ease of use of the product and the benefits it offers for consumers. The decision to purchase a product is not influenced by its features or image; instead, they want more moving products, communication and emotions generated by advertising, stimulating their minds, and incorporating them into a lifestyle that can provide experiences (experiential marketing).

The experience that consumers get is expected to create a pleasant experience, so that they can repurchase and share the experience of what they receive with others. Behavior intention according to [2], describes the situation of customers who have loyal goals and attitudes towards products, companies and brands and consciously share their experiences, satisfaction and excellence with others. According to [3], explaining behavior intentions to accurately predict intentions for future consumer behavior.

Research gap in previous research [4], proves that experiential marketing delivers positive results on customer satisfaction. The research shows that if the company provides the experience in it positively, the company will respond to customer satisfaction. This statement is reinforced by the theory of Schmitt(2004); [4]. Research from [6], experiential marketing obtained positive but insignificant results on consumer behavioral intentions. Contrary to the results of research by [7], found experiential marketing simultaneously has no significant effect on consumer purchase intention, while act has a partial impact on consumer purchase intention.

According to [8], experiential marketing: sense, feel and think explain that they have no influence on customer satisfaction. Meanwhile, act and relate have a positive influence on customer satisfaction, this finding is supported by [9]; [10]; [11].

Trust is the foundation of business, and the greater consumer trust a company has, the more likely it is that the company will achieve a higher level of success. Building consumer trust through honesty, awareness, skills, and results takes a long time.

The results of research by [12], explain that trust is a determining factor in a person's behavioral intentions. The trust of someone using the product increases the desire to buy intentions. These findings are reinforced by [13], that trust is the basis for relationship success. It is explained that the decrease or increase in customers is influenced by customer trust in the company. Based on studies from [14] and [10], their findings conclude that the relationship between experiential marketing (sense, feel, think, act, and relation) and customer satisfaction can be formed as an indirect relationship.

Research by [15]; [16]; [17], shows that customer satisfaction and perceived value have a positive influence on customer behavioral intentions. It can be explained that customer satisfaction affects behaviors such as loyalty, repurchase intentions, and recommendations. When satisfied with a product or service, customers tend to show a positive response.

In contrast to [18] findings, which explain customer satisfaction has no effect on customer behavior. This means that even though customers are satisfied with the service and product, this satisfaction has not been able to encourage interest in customer behavior or stimulate their desire to use the product repeatedly. These findings are supported by [19], explaining that the trust level variable has an insignificant relationship with consumer behavior intentions.

Consumers who are satisfied with a product or service will become loyal to the company. This bond allows companies to understand customer expectations to increase their satisfaction. Companies that do not satisfy their customers will face complex problems.

Based on the research problem, it is known that the problems of business competition, customer satisfaction and existence to improve business performance are unstoppable forces, so a strategic response is needed, namely the right and effective marketing strategy through experiential marketing. Through the research gap, the purpose of this study is to determine the strategic results of the influence of experiential marketing on customer satisfaction and behavior intention of products and services. A case study was conducted on consumers of bakery located in Salatiga, Indonesia. The study was limited to consumers who had made a purchase at the store and only 70 questionnaires returned.

## **2. TINJAUAN PUSTAKA**

### **2.1. *Experiential Marketing***

Experiential marketing is the core of companies building sustainable relationships with their customers. According to [5], explains experiential marketing is a method of creating experiences that customers will feel when using a product or service. It engages the senses, evokes an emotional response (feel), stimulates creative thinking (think), connects with physical behavior and lifestyle (act), and fosters interaction with

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others (relate). Strategic Experiential Modules (SEMs), as stated by Schmitt dan Rogers, 2008 in [20] the structure for experiential marketing including marketing strategies including sense, feel, think, act, and relate.

## 2.2. Customer Satisfaction Level

The level of satisfaction is the impression of individual pleasure or disappointment that arises after comparing the estimated product performance with the expected performance [21]. Individual satisfaction and dissatisfaction are defined as the difference between perceptions or perceived performance and expectations [22]. Indicators of satisfaction [23], namely: (1) conformity to expectations, (2) interest in visiting again (re-purchase), (3) willingness to recommend.

## 2.3. Behavior Intention

According to the American Marketing Association in (Utomo, 2021) in [24], consumer behavior includes thoughts, feelings, and actions taken during the consumption process. Attitude toward behavior and subjective norms are the main factors of TRA intention [25]. The following is an overview of the theory of reasoned action (TRA). Indicators of behavioral intentions [22] include: (1) willingness to pay more, (2) service complaints outside the company, (3) service complaints within the company, and (4) consumer knowledge and habits.

### Hypothesis Development:

#### a. The Role of Experiential Marketing in Customer Satisfaction

Research [26], found that experiential marketing plays a positive role in customer satisfaction: The better experiential marketing is implemented by a company, the more satisfied its customers will be. Research by [27] and [9], experiential marketing plays a direct role in customer satisfaction. Research [9], found that experiential sense and feel have a positive relationship with customer satisfaction. On the other hand, the findings of this study reject the experience of think, act, and relate with customer satisfaction. Research [11], explains the findings of experiential marketing (sense, think, feel, act, relate) have a positive and significant effect on customer satisfaction. Forming experiences related to social, lifestyle, and cultural contexts, and being able to reflect the brand through the development of sense, feel, think, and act aspects. Having a pleasant experience in a place that is well received by customers will create satisfaction in their minds[28].

H1 : Sense positively and significantly influences customer satisfaction.

H2 : Feel has a significant positive effect on customer satisfaction

H3 : Think has a significant positive effect on customer satisfaction

H4 : Act has a significant positive effect on 'customer satisfaction'

H5 : Relate has a significant positive effect on customer satisfaction

#### b. The Role of Customer Satisfaction on Behavior Intention

Consumers who are satisfied with a product or service will become loyal to the company. This bond allows companies to understand customer expectations to increase their satisfaction. Companies that do not satisfy their customers will face complex problems. Research by [15]; [16]; [17], shows that customer satisfaction and perceived value have a positive influence on customer behavioral intentions. It can be explained that customer satisfaction affects behaviors such as loyalty, repurchase intentions, and recommendations. When satisfied with a product or service, customers tend to show a positive response.

H6 : Customer satisfaction has a significant positive effect on behavior intention

## 3. RESEARCH METHOD

Quantitative approach a type of explanatory research is used by researchers, to determine the causal relationship between independent variables (experiential marketing: sense, feel, think, act and relate) and dependent variables (customers satisfaction and behavior intention).

In the study, the population of all customers who had transacted to buy products at the Dapur Wieda bakery located in the city of Salatiga, Indonesia. Where the population is considered to be unknown in exact number, therefore, the population is categorized as infinity[29]. *Research Methods For Business* (1982) cited [30], a minimum sample size of 30 to 500 samples is a feasible sample size for quantitative research. The method of collecting accidental sampling type samples with the following criteria: (1) the respondent has made a purchase transaction at least 3 times. (2) the respondent's age is at least 17 years and over, where objectively the respondent is considered capable of answering and understanding the questionnaire. From the

sample, there were 70 valid respondents and returned for the research instrument test. Primary and secondary types of data researchers use, primary data is obtained through the results of filling out individual questionnaires. Meanwhile, secondary data is obtained through literature sources of books and journals related to research. Data collection techniques through surveys with questionnaire instruments are categorized on a Likert scale [30]. Multiple linear regression model analysis processed with SEM- Partial Least Square 3.0, for research tests including convergent validity and discriminant validity. Structure evaluation model using path coefficient [31].

**Tabel 1. Operational Definitions of Variable**

Variable Concept definitions	Dimensions	Items
<b>Experiential marketing:</b>  Experiential marketing is a method of creating customer experiences through sense, feel, creative thinking (think), physical behavior (act), and social interaction (relate). [5]	Sense	(1) Shop decoration design, (2) Scenery inside and outside the store. Schmitt dalam [28]
	Feel	(1) Cakes and drinks in the store, (2) The comfort of the store atmosphere. Schmitt in [28]
	Think	(1) Overcoming problems or complaints experienced by consumers, (2) A store atmosphere that provides motivation or creative ideas. Schmitt in [28]
	Act	(1) the activities offered by the store have a high appeal, (2) Increased interaction or social involvement of consumers. Schmitt in [28]
	Relate	(1) Store selection reflects preferences or selves, (2) Strengthen or expand the network of social relationships. Schmitt in [28]
Consumer satisfaction is a judgment in which the perceived experience at least matches or exceeds expectations. Schmitt dalam tjiptono in [28]		(1) conformity to expectations (2) interest in visiting again (re-purchase) (3) willingness to recommend [23]
Consumer behavior is the dynamic interaction between emotions, cognition, actions, and the environment during the exchange process in life. In short, it involves thoughts, feelings, and actions during consumption. Utomo (2021) in [24].		(1) willingness to pay more (2) service complaints outside the company (3) service complaints within the company (4) consumer knowledge and habits. [22]

#### 4. RESULT AND DISCUSSION

The study aims to find strategic results of experiential marketing's influence on customers satisfaction in increasing behavior intention towards products and services.

The data obtained from 70 respondents studied were female gender 65.7% and 34.3% male with an average age of  $\leq 20$  years as many as 9 respondents, age 20 to  $\leq 30$  years there were 34 respondents and the remaining age  $> 30$  years as many as 27 respondents. Info about cake shops through friends 18.6%, family 10%, social media 62.9% and others 8.6%. then for purchase intensity data  $< 5$  purchases 22.9% (16 people) while  $> 5$  purchases 77.1% (54 people).

#### 4.1 Research Statistics Test

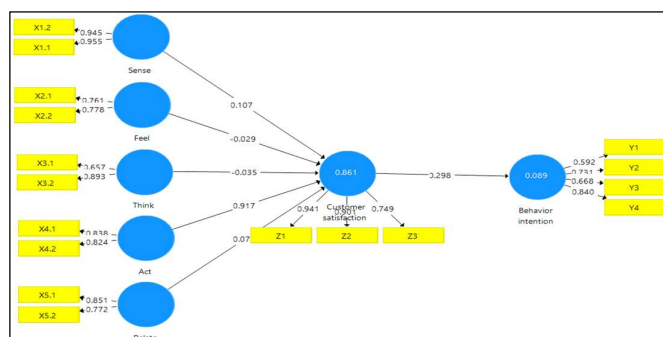


Figure.1 Conceptual Framework Diagram

##### 4.1.1 Convergent Validity

Validity test are used to measure the validity of each questionnaire. A loading value of  $\geq 0.50 - 0.60$  is considered sufficiently necessary for the convergent validity of latent variables (Ghozali & Latan, 2015: 74) in [32].

Table 2. Data Validity Test

Models	Indicator Item	Outer Loading
Sense	P1	0.945
	P2	0.956
Feel	P3	0.758
	P4	0.781
Think	P5	0.655
	P6	0.895
Act	P7	0.836
	P8	0.827
Relate	P9	0.853
	P10	0.769
Customer satisfaction	P11	0.938
	P12	0.897
	P13	0.757
Behavior intention	P14	0.591
	P15	0.723
	P16	0.683
	P17	0.839

Source: SEM-PLS 3.0 Output

##### 4.1.2 Reliability Test

If the average variance extracted (AVE) instrument  $> 0.5$ , composite reliability  $> 0.7$  then the instrument is considered reliable variables (Ghozali & Latan, 2015: 74) in [32]. Based on table 4 below, it shows that the variables sense (X1), feel (X2), think (X3), act (X4) and relate (X5), customer satisfaction and behavior intention have good performance in evaluating the measurement model, because all values meet the requirements Average Variance Extracted (AVE)  $> 0.5$ .

Table 3. Data Reliability Test

Models	Composite reliability	AVE
Sense	0.817	0.791
Feel	0.803	0.609
Think	0.901	0.853
Act	0.844	0.692
Relate	0.949	0.903
Customer satisfaction	0.875	0.714
Behavior intention	0.895	0.760

Source: SEM-PLS 3.0 Output

#### 4.1.3 Regression Analysis

Equation 1

Hypothesis testing to determine the effect between the independent and dependent variables used is the t test (partial test), by comparing tcount with ttable (sig level. 0.05). Decision: t-count > t table and p-value < 0.05 then the hypothesis is accepted and significant, t-count < t table and p-value > 0.05 then the hypothesis is rejected and not significant [31]. T-count resulting from the bootstrapping test > one tailed t-table, namely 1.667.

Table 4. Hypothesis Test Equation 1

Model	t-statistic	P-Value
H1 Sense → Customer Satisfaction	3,166	0,002
H2 Feel → Customer Satisfaction	2,084	0,041
H3 Think → Customer Satisfaction	1,181	0,242
H4 Act → Customer Satisfaction	3,904	0,000
H5 Relate → Customer Satisfaction	1,248	0,217

Source: SEM-PLS 3.0 Output

Equation 2

Based on the Rsquare value explained, which is 10%, customer satisfaction affects behavior intention.

Table 5. Hypothesis Test Equation 2

Model	t-statistic	P-Value
H6 Customer Satisfaction → Behavior Intention	2,446	0,007

Source: SEM-PLS 3.0 Output

#### 4.1.4 Adjusted Rsquare Test

The Rsquare value is explained to be 85%, experiential marketing has an effect on Customer Satisfaction. Meanwhile, 15% was influenced by other factors. Then, the Rsquare Customer Satisfaction Value to Behavior Intention is only 8%, the rest is influenced by other factors.

Table 6. Rsquare test

Model	Rsquare	Adjusted Rsquare
Experiential marketing → Customer Satisfaction	0,861	0,852
Customer Satisfaction → Behavior Intention	0,089	0,077

Source: SEM-PLS 3.0 Output

## 5. DISCUSSION

### a. The Role of Experiential Marketing on Customer Satisfaction

Based on table 3, the results of experiential marketing with indicators of sense (t-count = 3.166 and sig. 0.002), feel (t-count = 2.084 and sig. 0.041), act (t-count = 3.904 and sig. 0.000) obtained a t-count value

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> t-table 1.667 and sig.calculate value < 0.05. These results are explained for sense, feel, act significantly positively affect customer satisfaction, meaning H1, H2 and H3 are accepted. The research is in accordance with the findings of [27]; [10]; [2] and [28]. It can be explained that the results of experiential marketing are getting better through the sense, feel, act created by the company and felt by customers, so customers feel they have high trust. The better the implementation of experiential marketing both sense, feel and act, the higher the level of customer satisfaction created.

Similar to the research of [10] and [8], for think (t-count = 1.181 and sig. 0.242) and relate (t-count = 1.284 and sig. 0.217) there is no effect on the level of trust shown t-count < t-table 1.667 and sig.calculate < 0.05, H3 and H4 are rejected. It is explained that think and relate created by the company have no effect on the level of customer trust.

#### **b. The Role of Customer Satisfaction on Behavior Intention**

The results found the tcount value of 2.446 > t-table 1.667 and the sig. value calculated 0.007 < 0.05, meaning that there is a significant positive effect of Customer Satisfaction on behavior intention. So that H6 is accepted. The research is supported by research by [15]; [16]; [33]; [34]; [2]. The findings explained, the stronger the customer's trust, the more it will directly increase the customer's behavior intention to take repurchase actions and even recommend it to friends and others. Trust is important in marketing and influences customer purchasing decisions in the public sector. Trust is necessary for customer knowledge and conclusions, as well as the success of the relationship.

### **6. CONCLUSION AND RECOMMENDATION**

#### **Conclusion**

The findings of experiential marketing researchers can explain 86% simultaneously influence the level of trust. Experiential marketing through sense, feel and act directly has a significant effect on customer satisfaction. Meanwhile, think and relate have no influence. For customer satisfaction, the results have a significant effect on behavior intention by 10%.

Research limitations, focusing on consumers who have made purchases only 70 questionnaires were filled out and valid. The urgency to increase customer satisfaction and increase positive behavioral intentions, owners need to create marketing and operational strategies that focus on experiential marketing. Future research needs to examine other service categories.

#### **Recommendation**

The research results can be a theoretical reference to utilize the business strategy model in the field of marketing as a stage of sustainable business. Future research needs to expand certain geographic areas and demographic groups, so as not to limit its generalizability to other regions or populations. In addition, it is necessary to consider exploring other factors such as the use of digital technology that can affect the variables of customer satisfaction and behavior intention in adjusting the appropriate marketing strategy. Further research may use a variety of methodologies, such as focus groups and interviews.

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