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Business and Economics Research
as a
SPEAKER
of the paper:

The Influence of Experiental Marketing on Customer Satisfaction based
on Relationship Quality

(Paper ID: k18-174)

February 22-23, 2018
Seoul, S. Korea

Organized by
Society of Interdisciplinary Business Research
in collaboration with
Nakhon Ratchasima Rajabhat University

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THE INFLUENCE OF EXPERIENTAL MARKETING ON CUSTOMER SATISFACTION BASED ON RELATIONSHIP QUALITY. A CASE STUDY OF TRAVELOKA.COM

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Abstract

This study aims to explain the influence of experiential marketing on customer satisfaction based on relationship quality. The population in this study was the user of traveloka.com in Indonesia. This research used quantitative method through survey method. The data were collected using questionnaires based on Likert scale 1-6. The sample used 166 respondents. The data were analyzed using descriptive analysis method and statistical analysis method with SPSS version 23. The result revealed that simple linear regression on equation of first model showed positive influence between experiential marketing on customers satisfaction, relationship quality to experiential marketing and relationship quality on customers satisfaction. Thus, the result of regression testing with moderator variable in the second equation showed negative and significant result between relationship quality on experiential marketing and customers satisfaction.

Keywords: Experiential Marketing, Relationship Quality, Customers Satisfaction

INTRODUCTION

The use of transportation in Indonesia continues to increase every year, especially in the aviation industry, it is due to the development of aviation industry with the support of information technology advances. The development of information technology has an effect on consumer behavior to have fast and accurate information. The Internet is a service product that is very easy to operate and can be used by all circles and can also be used all the time (Sastika, 2016). It is certainly a great opportunity for business people to use the information technology as one of the supporting technological advances by providing convenience facilities in accordance with the needs of consumers.

Traveloka is the airline ticket search website from various airlines which is the most trusted by consumers based on Traveloka awarded Top Brand 2016 as an online booking site of plane and hotel (Dinisari, 2016). Besides that, it is certainly easier for people in searching, comparing, and ordering airline tickets online. Surely, this auxiliary application is a definite alternative to get a positive response for consumers. The application can reduce the consumer's problems when using it. The consumer product knowledge of the website and how it works is needed to be able to use this application.

In this era of increasingly fierce competition, success creates positive perception in the minds of consumers. One of the marketing concepts that can be used to influence consumer emotions is through experiential marketing, which is the marketing concept that evokes emotions and feelings that has an impact on marketing, as well as providing information and opportunities to consumers to gain experience on the profits (Noegroho et al., 2013). Experiential marketing is a type of communication method that rises the physical and emotional feelings of the customer (Oeyono et al., 2013). One of the efforts that can be done by PT.Traveloka Indonesia is creating a marketing strategy through a website that emphasizes the satisfaction of needs and desires of consumers through experiential marketing with a positive response. Thus, the company can increase customers satisfaction.

LITERATURE REVIEW

The relationship between experiential marketing and customers satisfaction

Five strategic experiential models are experiential marketing architectures that aim to create different forms of experience for each customer. These experiential marketing are sensory, emotion, thought, action and relevance strategic models (Sun, C. L., 2010).

Satisfaction is important when consumers prefer their online experience compared to their experience with traditional service providers (offline) or retail stores (Chung & Shin, 2010). In a study conducted by Yuan and Wu (2008) about experiential marketing, experiential value and customers satisfaction toward three companies Eslite Bookstore, Starbucks Coffee and IKEA, the results showed that these three companies used emotional value with sensory emotional methods to influence customers satisfaction, service quality with emotional value method, these value affects customers satisfaction, service quality with function value method to influence customers satisfaction and emotional value and function value to influence customers satisfaction. The study shows that experiential marketing affects customer satisfaction. If experiential marketing increases, it will have a positive impact on customers satisfaction. Thus, with the above combinations, the research will assume the following:

H_1: *Experiential marketing has positive and significant influence on customers satisfaction.*

The relationship between relationship quality and experiential marketing

Rachjaibun & Bachelor (2007) defined that relationship quality consists of 3 dimensions namely belief dimension, commitment dimension and dimension of satisfaction. Thurau and Klee (1997) argued that relationship quality is a service provider of trust, satisfaction and emotional commitment. If good relationship quality can reduce uncertainty and affect future expectations (Ming, 2010). Thus, it is known that strong and weak relationship quality will affect the customer ratings.

Aaker and Joachimsthaler (2000) assumed that relationship quality is helpful for the creation and improvement of experiential marketing. Yi (2004) conducted a study of the relationship between experiential marketing and relationship quality, the results show that there is a clear positive relationship between experiential marketing dimensions (sensory, emotion, thought, action and relevance) and relationship quality. Wang Fang-cen (2003) found that positive sensory experiences were related to customer trust. Ho Yung-ching, etc. (2004) argued that sensory experiences, emotional experiences, thought experiences, action experiences, customer relevance experiences and beliefs, emotional commitment are positively related. Thus, with the above combinations, this study has the following assumption:

H_2: *Relationship quality has a positive and significant influence on experiential marketing.*

The relationship between relationship quality and customers satisfaction

Zena & Hadisumarto (2012) defined that customers satisfaction depends on the level of realization of product excellence expected. Both expectations and perceptions are the standards used to assess actual product performance levels that lead to discontent and dissatisfaction (Lokito, 2013). Further discussion, satisfaction is an emotional statement or customer response on products and services (Gallarza, Saura, & Moreno, 2013).

Ming (2010) in his article entitled "Relationship Quality in Services Selling: An Interpersonal Influence Perspective" showed that relationship quality has a clear effect on the expectations of future interactions. This concept implies that good relationship quality can reduce conflict between customers and companies, increase customer confidence and commitment to the company and increase the desire for sustainable purchases and investments.

In the dimension of customers satisfaction, continuous purchasing is an act of satisfaction. Zhuang (2003) made research and adopted four dimensions of relationship quality that influence factors including professional knowledge, sales behavior relationships, quality and recovery services. If further discusses the influence of relationship quality and customers satisfaction. The results show that relationship quality seems to be positively related to customers satisfaction. Zena & Hadisumarto (2012) argue that satisfied buyers will have a high quality relationship with the company. Conversely, customers who are not satisfied with service providers can not expect to have more relationship with the company. Ming (2010) considers customers satisfaction to be the key to relationship quality. Thus, with the above combinations, the study received the following assumption:

H_3: Relationship quality has positive and significant influence on customers satisfaction

Does relationship quality have false impairment on experiential marketing and customers satisfaction?

Giovanis et al. (2015) stated that relationship quality on customer perceptions can be achieved by firms that have the ability to work consistently to satisfy their customers. Companies that have a relationship quality that consists of commitment and gain trust from consumers, will be trying move aggresively to influence the perception consumer through experiential marketing by promoting its products to provide more value for customers satisfaction. The purpose of this study is to understand the experiential effect on customers satisfaction and whether the relationship quality is the cause of it. Thus, the research assumption is as follows:

H_4: Relationship quality has a moderate influence on experiential marketing of customers satisfaction.

Figure 1
Framework Model
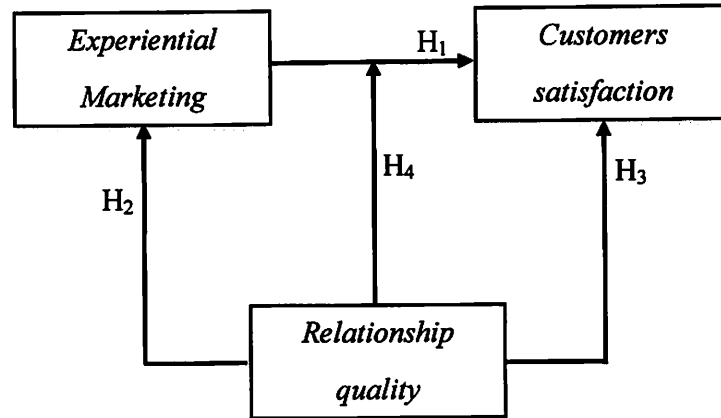
Source: Ming, C. Y. Model (2010)

RESEARCH METHDOLOGY

The population in this study were all respondents who had made an online ticket booking at traveloka.com. There were 166 samples.

The data used primary data with survey. The survey was conducted by distributing online questionnaires. The questionnaire was divided into six parts of the question according to the number of variables in this study and using the Linkert scale with 6 score answers from strongly disagree to strongly agree. Questionnaires were distributed online through google form links.

The operational definitions of each variable are as follows:

Experiential marketing is a marketing strategy concept that refers to the customer's actual experience of the brand, products and services used. With the existence of experiential marketing, customers will be able to distinguish products and services with one another. Relationship quality consists of dimensions of satisfaction, trust and commitment. Strong and weak relationship quality has an influence on attitudes adopted by customers. Customers satisfaction is a feeling that arises from an impression comparison after using the product and expectations before using the product (Kotler, 2002).

Data analysis is done through two stages: descriptive and statistical analysis. In descriptive analysis used to measure the average assessment of respondents on each variable in this study which is then presented in tabular form. While in statistical analysis using simple linear regression equation in Model I for testing of hypothesis 1, hypothesis 2 and hypothesis 3, while regression analysis with moderator variable in Model II for hypothesis testing 4. Then proceed with classical assumption test consisting of heteroscedasticity test, normality test and linearity test.

Validity and Reliability of Research Instrumens

In this research, validity and reliability test was done using Coefficient Corelation Person in SPSS version 23. The validity test was done by comparing the r value with the r table value. If the value of r count is greater than the value of r table, the question is valid (Ghozali, 2013). To determine the r value determine the degree of significance degree of freedom (df) that is n-2 = 166-2 = 164. Afterwards, using the significance level of 5% and df of 164, then r table value was obtained (0.128). The test results showed that all indicators on each variable produce r count was smaller than r table. Thus, it is said to be valid. As for the reliability test using the formula of Crobach Alpha. Research instruments can be expressed reliably if the value of crobach alpha > 0.60 (Ghozali, 2013). Reliability test results show that all variables produce crobach alpha value lower than the critical value of 0.60. Thus, it is said to be reliable.

Tabel 1

Validity and Reliability Test

Variable	Indicator	Corrected item to total Correlation	Coefisien Crobach Alpha
Experiential marketing			0.879
EM1	The website design of Traveloka is interesting	0.658	
EM2	Website of Traveloka is appropiate as needed	0.694	
EM3	The ads about Traveloka website are interesting	0.700	
EM4	The feeling of pleasure in the product	0.693	
EM5	There is curiosity toward the company and brand of Traveloka	0.749	
EM6	The existence of giving more information than what is needed	0.751	
EM7	A good experience after using the website Traveloka	0.767	
EM8	There is improvement in social interaction	0.704	
EM9	The existence of intention to invite family and friends use website of Traveloka	0.740	
Relationship quality			0.892
RQ1	There is trust in the ability of Traveloka staff to fulfill the promise	0.709	
RQ2	The existence of appointment agreement given from Traveloka website	0.692	
RQ3	The experience gained after using the Traveloka website	0.805	
RQ4	The existence of personal data security belief	0.588	
RQ5	There is a concern for the wishes and needs of customers	0.769	
RQ6	The existence of the intention of using services again	0.789	
RQ7	The attractiveness of discounted prices	0.662	
RQ8	The appeal of the prize program	0.645	

RQ9	The likes of making transactions	0.745	
RQ10	There is time efficiency in using website www.traveloka.com	0.639	
RQ11	The perceived benefits are higher than those of competitors	0.670	
Customers satisfaction			0.831
CS1	Satisfied with the quality of website services	0.830	
CS2	Satisfied with the quality of product	0.785	
CS3	Satisfied with the set price	0.830	
CS4	Satisfied with the additional costs incurred	0.771	
CS5	Satisfied with the social value gained	0.722	

Source: Data Processed 2017

RESULT AND DISCUSSION

The sample in this study was traveloka.com website users who live in Indonesia with the number of 166 respondents. Characteristics of respondents were gender, age, level of education, occupation, income, and frequency of using traveloka.com website.

Table 2

Descriptive Analysis

Characteristic	(%)
Gender	
Man	52%
Woman	48%
Age	
< 20 years	10%
21-30 years	84%
31-40 years	2%
41-50 years	2%
51-60 years	2%
Level of Education	
High School	57%
Undergraduate	43%
Occupation	
Student	74%
Employee	12%
Civil Servants	1%
Businessman	8%
Housewife	1%
Lainnya	4%
Income Level	
< Rp 1,000,000	28%
> Rp 1,000,000 s/d Rp 2,000,000	36%
> Rp 2,000,000 s/d Rp 3,000,000	14%
> Rp 3,000,000 s/d Rp 4,000,000	4%
> Rp 4,000,000 s/d Rp 5,000,000	7%
> Rp 5,000,000	11%

Frequent of Access	
1-5 times	54%
6-10 times	25%
> 10 times	21%

Source: Data Processed 2017

Linear Regression Analysis

Simple linear regression analysis was used for the equation of model I to test hypothesis 1, hypothesis 2 and hypothesis 3 which yield the following calculation:

Tabel 3

Simple Linier Analysis Model I

Variable	Coef. Beta	Sig.t	Sig.F	Adj. R square
Experiential Quality (EM)	0.374	0.000	0.000	0.498
Relationship Quality (RQ)	0.655	0.000	0.000	0.499
Customer Satisfaction (CS)	0.400	0.000	0.000	0.668

Source: Data Processed 2017

Classic assumption test

This test consisted of heteroskedastisitas test which was done by looking at the scatterplot graph. The results show that the graph does not form a clear pattern and point dots spread above and below the number 0 on the Y-axis to avoid heteroscedasticity. Then the normality test was obtained by looking at the probability plot. The results show that the normal distributed data follows the diagonal line.

Testing for a Moderating Variable

Hypothesis 4 (H4) was tested with residual test model to determine whether the quality variable was a moderator variable. The variable was said to be moderator if the regression coefficient was negative and p value was big from alfa 5% (0.05). Based on the results, it shows Relationship quality contribute as moderator variable with negative parameter coefficient equal to (-0.175) <0 and had significant p value (0.024) <α 0.05. It means that relationship quality as a moderator variable influence on experiential marketing towards customers satisfaction.

DISCUSSION

Experiential marketing variables had positive influence on customers satisfaction which was shown with beta coefficient of 0.708 and p value or Sig. = 0.000 which was smaller than the significance level of 5% or 0.05. The results of this study were supported by previous research from Yuan Yi-hua (2003) and Chung and Shin (2010). Experiental marketing was very influential on customers satisfaction. Emotional value with sensory emotion method and service quality by functional value method had influence on customers satisfaction. Satisfaction is important when consumers prefer online transactions and experience their online experience compared to their experience with traditional service providers (offline) or retail stores. It showed that experiential marketing felt interesting by website user of traveloka.com. It will

increase customers satisfaction to always use online ticket service from the website of traveloka.com. While the results of descriptive analysis on experiential marketing variables that resulted assessment of the respondents of 4.51 are categorized as agreed. The highest rating was located on the website indicator of traveloka.com has helped meet the needs of its users and the lowest rating lies in the website indicator of traveloka.com can increase social interaction of 3.68 which is quite agree.

Relationship quality variable had positively influence on customers satisfaction which was indicated by beta coefficient of equal to 0.708 and p value or Sig. = 0.000 which was smaller than the significance level of 5% or 0.05. The results of this study were supported by previous research from Ming (2010) which assumed that relationship quality was helpful in the creation and improvement of experiential marketing. Experiential marketing can be seen from the interaction of customer behavior. Meanwhile, relationship quality will improve experiential marketing. This indicates that well built relationship quality between Traveloka and its customers will enhance the pleasant experience of always use online ticket products or services on the website of traveloka.com and prioritizing websites in transaction activities. While based on descriptive analysis on the variable of relationship quality of respondents gave the assessment agreed with an average of 4.81. The highest rating lies in the indicators of time efficiency in using the website traveloka.com that has been able to create quality relationships with customers. While the lowest rating lies in the social value indicator obtained after using the website traveloka.com.

The variable of quality quality have positive influence to customers satisfaction which is shown with beta coefficient of 0.819 and p value or Sig. = 0,000 which is smaller than the significance level of 5% or 0.05. The results of this study are supported by previous studies from Ming (2010) that showed the effect of relationship quality where good relationship quality is likely to reduce conflicts between customers and companies, increase customer confidence and commitment to the company and increase willingness to make transactions and continuous invertation. In the dimension of customers satisfaction, a continuous purchase is called a sort of action of satisfaction. This indicates that well built relationship quality between Traveloka and its customers will enhance the pleasant experience to do always transaction using the products or services on the website of traveloka.com and prioritize the website in the transaction activity. While the results of descriptive analysis on customer satisfaction variables that resulted assessment of respondents amounted to 4.71 are classified as satisfied. The highest rating lies in the indicator of website user of traveloka.com was satisfied with the quality of website services.

Based on regression analysis of model II, it shown that in table 4, relationship quality contributed as moderator variable with negative parameter of coefficient equal to (-0.175) and had significant which was p value (0.024) <α 0.05. Thus, there was lack of fit of the result means relationship quality as a moderator variable influence experiential marketing on customers satisfaction. The result shown that the variable of relationship quality had higher influence to experiential marketing which was 0.655 while the influence of relationship quality on customers satifaction is only 0.400.

The results of this study were supported by previous research Giovanis et al., (2015) Relationship quality from a customer perspective is achieved through the company's ability to work consistently to satisfy its customers. Companies that have a relationship quality consists of commitment and gain trust from consumers, will try more aggressively to influence the consumer perception through experiential marketing by promoting its products to provide more value for customers satisfaction. Thus, in the online ticket purchase transaction, variable of quality can be used as a moderation variable with the aim to strenghten the influence between experiential marketing and customers satisfaction.

CONCLUSION

Based on regression test , there was simultaneous and positive influence of experiential marketing variable to customers satisfaction, positive influence of relationship quality variable on experiential marketing and positive influence of relationship quality variable on customers satisfaction. While, Based on the results of regression analysis, relationship quality variable acts as a moderator variable that had the effect of strengthening the relationship between experiential marketing variables and customers satisfaction. However, this research has a limitation due to only on one case of the subject research- Traveloka.com. Future research can be used more subjects or wider case to strengthen the model.

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