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The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction, and Customer Loyalty

Puti Ara Zena* and Aswin Dewanto Hadisumarto**

Experiential marketing is one of the marketing approaches that gives a great framework to combine experience and entertainment elements into a product or service. Some of businesses in Indonesia have already used this approach and one of them is Strawberry Cafe which provides many kinds of free-board games for the customer. The purpose of this research is to know the impact of experiential marketing used by Strawberry Cafe related to customer satisfaction and loyalty. The collected data came from 142 respondents but only 80 that met the requirements and could be analyzed. Structural Equation Modeling (SEM) is used as the analyzing tool with Lisrel. This research found that it is true that experiential marketing used by Strawberry Cafe can affect the customer loyalty.

Keywords: Experiential Marketing, loyalty, customer satisfaction, service quality

Experiential marketing merupakan pendekatan pemasaran yang memberikan suatu *framework* yang luar biasa untuk memadukan elemen *experience* (pengalaman) dan *entertainment* (hiburan) ke dalam produk/jasa. Beberapa pebisnis di Indonesia sudah menggunakan pendekatan pemasaran ini, salah satunya adalah Strawberry Cafe dengan tawaran memainkan berbagai macam *free-board game*. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana dampak kegiatan *experiential marketing* yang diterapkan oleh Strawberry Cafe terhadap kepuasan pelanggan dan loyalitas pelanggan. Data yang berhasil dikumpulkan sebanyak 142 data, namun yang bisa diolah dan dianalisa lebih lanjut hanya 80 data. Alat analisa yang digunakan dalam penelitian ini adalah *Structural Equation Modeling* (SEM) dengan menggunakan Lisrel. Penelitian ini menemukan bahwa memang kegiatan *experiential marketing* yang dilakukan Strawberry Cafe dapat mempengaruhi loyalitas pelanggan.

Kata kunci: Experiential Marketing, kesetiaan, kepuasan pelanggan, kualitas pelayanan

Introduction

Food and drink are primary needs for each person. Thus, many people like to start business in the food and beverage area, either as product or service. Based on data provided by the DKI Jakarta government, there are 5.561 restaurants operating in the province in 2008.

As many people start to run restaurants, it is no wonder that there are some restaurants operating with a similar concept. Therefore, sometimes it makes customers fail to differentiate between one restaurant to the other so they can go to many restaurants without having loyalty to one of them. To make a strong position in their customer mind, they must have a right and effective strategy.

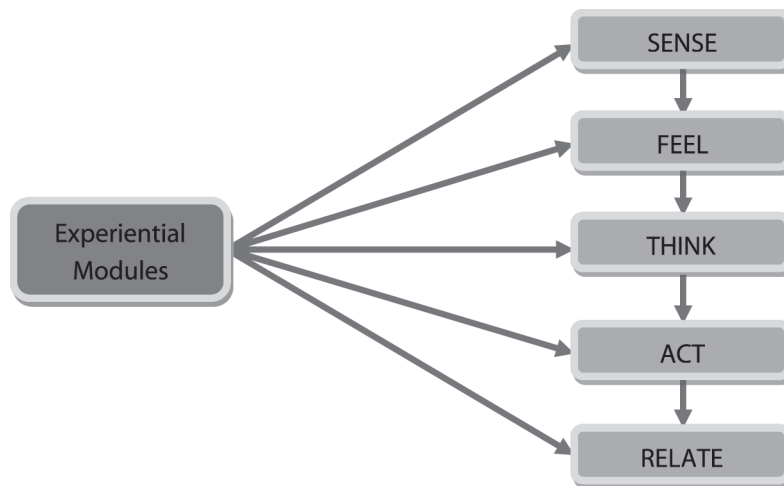
One of the marketing strategies that can be used by a marketer is to use experiential mar-

keting. This marketing technique is not only about how to sell our product to our customers but also about how to give experiential sensation to them. By doing experiential marketing, the producer or owner can maintain their relationship with the existing customers, attract potential customers, and finally have many loyal customers. These loyal customers are important in a business as it will not only create profit but also promote our business for free or we can call it as word of mouth (WOM).

One restaurant that has used this strategy is Strawberry Cafe which is located in the Radio Dalam area. This restaurant has a concept of

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Source : Schmitt, 1999, *Experiential Marketing*

Figure 1. Experiential Modules Elements

full entertainment. Strawberry Cafe serves a variety of food and beverages that are all based on strawberries. Its main segment is families and young people. Currently, Strawberry Cafe can be said as a major player in the cafe with the youth segment and has strong brand awareness with a variety of achievements including those recorded in the Indonesia record books.

Literature Review

Experiential Marketing

According to his view about experiential marketing, Bernd Schmitt, 1999, said:

To define the purpose of marketing in terms of need satisfaction, problem solution or benefit delivery is too narrow. The ultimate goal of marketing is providing customer with valuable experiences.

According to Schmitt, the purpose of marketing, in terms of customer satisfaction, is not just to provide solutions to customer problems or to provide needed benefits. The primary objective is to provide a holistic experience (valuable experience) to consumers. Experiential marketing gives an exceptional framework to integrate elements of experience and entertainment into the product/service. Nowadays, consumers do not only judge a product / service based on quality, functionality, and benefits, but more than that. They want products, communications, and marketing activities that provide sensation, touch their hearts, stimulate their intellect, and suit their lifestyle. In other words,

consumers want products that its presence can provide experience.

There are five types of experience which Bernd Schmitt called as the Strategic Experience Modules (SEMs), namely :

1. Sensory experience / sense
2. Affective experience / feel
3. Creative cognitive experience / think
4. Physical experience / act
5. Social identity experience / relate

Service Quality

Service quality is the basis of marketing services because the core of the marketed service is its performance. Performance is the product itself, so it is actually purchased by consumers is the performance (quality) of the service (Berry and Parasuraman, 1991, Q6). Although many researchers have studied about the service over the past few decades, there is no consensus regarding the conceptualization of service quality. Different researchers focused on other aspects of service quality. Reeves and Bednar (1994) said that “there is no universal, parsimonious, or all-encompassing definition or model of quality” (p.436). Moreover, Bitner and Hubbert (1994) defined quality as the consumer’s overall impression of the relative inferiority / superiority of the organization and its services (p.77). The traditional approach to define service quality emphasized that service quality perception is the ratio between consumer expectations with actual perceived performance (Gronroos, 1984; Lewis and booms,

1983; Parasuraman, Zeithmal, and Berry, 1985; Parasuraman, Zeithmal, and Berry, 1990)

A model proposed by Gronroos (1984, 1990) emphasized the role of the technical (output) quality and functional (process) quality, together form an outcome quality. This model also said that consumers have a kind of picture/image of the company in their mind, which has an impact on the company quality and also has a function as filters. Consumers perceived quality is the result of their evaluation of what they expect and what they truly feel by including the influence of corporate image.

Zeithmal, Berry, and Parasuraman, in their study of service quality, have identified ten (10) general criteria or dimensions that can be used. The ten dimensions are not truly independent from one another, so there may be two or more dimensions that are overlapping. In the end, it boils down ten dimensions into five dimensions as follows:

- Tangibility : The appearance of physical facilities, equipment, employees, and communication materials
- Reliability : The ability to deliver services reliably and accurately
- Responsiveness : The willingness to help customers and to provide adequate services
- Assurance : The knowledge and courtesy of employees and their ability to create confidence and trust for customers
- Empathy : Care and provide individualized attention to customers

Customer Satisfaction

Some experts gave different definitions about customer satisfaction. Among them, Chen and Tsai (2007) defined customer satisfaction in two ways which are the satisfaction of certain transactions and the general or overall satisfaction. Satisfaction in certain transactions is intended to be an assessment made after the consumer purchases at a certain time, while overall satisfaction is intended as a judgment given by the whole experience of their customers during transactions with service providers. Irawan (2003, p.2) argued that product that can give satisfaction is a product that can give you something that is sought after by consumers to a reasonably level.

Basically, customer satisfaction is a form of affective and emotional responses resulting from the evaluation of consumers, such as like/dislike feeling about a product. However, customer satisfaction may also contain cognitive elements when consumers try to understand why they like a particular product (Peter and Olson, 1999). Customer satisfaction is an important element in the evaluation phase. According to Loudon (1988, p.669) satisfaction is a form of a statement from the consumer that s/he has received enough reward in a buying situation for the sacrifices/costs that s/he gave. This understanding is in line with Kotler (2003) which stated that consumers are usually faced with a number of products that may be able to satisfy their needs. The decision to choose from a number of alternatives satisfying those requirements is the result of consumer perception comparison about value given by product at a cost that he must sacrifice.

According to Kotler (2003), customer satisfaction is a must requirement for the realization of customer loyalty to the company. However, in some cases, a condition in which customer satisfaction cannot guarantee the realization of customer loyalty may occur. First, this condition can occur when the consumer visits are not routine. Second, consumers are the type of individuals who love new experiences. Third, the low level of loyalty can be caused by consumers' sensitivity to price. Finally, the low level of loyalty that can be caused by the difference among numbers of available brand is not too far away so there is no risk for the consumer to switch brands or there is a competitor's bid to attract more customers (Maulana, 2005). Considering these conditions, to achieve customer satisfaction is actually not enough. Satisfied customers who return to transact with the company are much more important. Moreover, in Kotler (2003, P.6), a manager of a flight services provider said that thing that should be an asset in the balance sheet of the company is the customers who are pleased with service of the company and willing to come back and buy again to the company.

Based on the dimensional measurements of customer satisfaction conducted by the Office of Economic and Commerce Ministry (2004), its elements include:

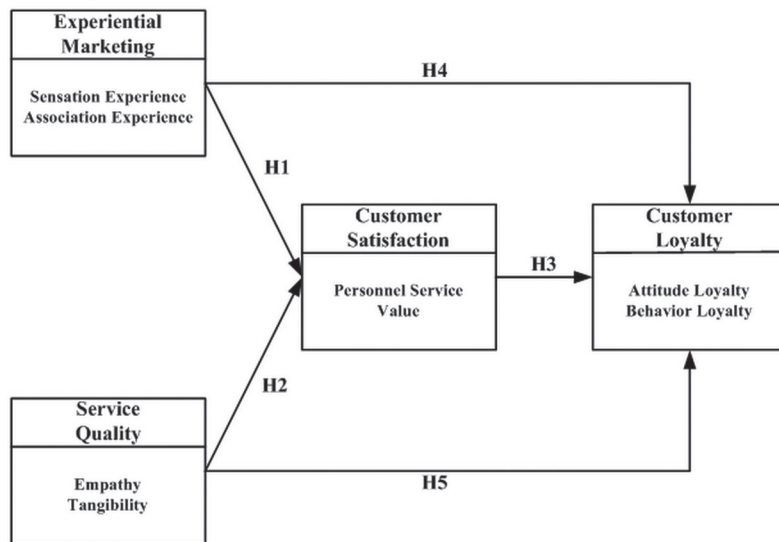


Figure 2. Research Model

- The environment (such as environment and a comfortable shopping atmosphere, convenient parking for motorcycles and other vehicles)
- Personnel service (such as good stewards attitude, quick service)
- Service (such as play areas, attractive product packaging)
- Tangible products (such as a clear price tag, compatibility of the promotional products with advertising information)
- Value (such as quality compared to the price, appropriate quality and price)

Customer Loyalty

Piotr (2004) indicates that loyal customers showed the following three characteristics:

- They spend more money to buy company's products or services
- They encourage people to buy products or services of a company
- They believe that it is important to purchase products or services of a company

Consumers showed a behavioral intention which is willing to continue their relationship with a particular brand or a company. According to previous studies made by several researchers, we already know a lot about the definition of customer satisfaction. Chaudhuri and Holbrook (2001) said that loyalty was formed by attitude loyalty and behavior loyalty.

- Attitude loyalty means loyalty in attitude and tolerance for the price

- Behavior loyalty means sustainable purchasing and recommendation behavior.

Gronholdt et al. (2000) indicated that customer loyalty consists of four indicators, namely customer repurchase intention, price tolerance, willingness to recommend a brand or company, and willingness to do cross purchase. In addition, those indicators can be used as indicators to measure customer loyalty. To summarize what has been mentioned above, the indicators can be seen when people want to measure customer loyalty. Measurements can be made and considered approximately in five steps:

- re-purchase willing
- derivatively positive oral administration
- recommendation willing
- tolerance to price adjustment
- consumption frequency

Based on the above literature review, so the researchers formulate hypotheses as follows:

- H1*: Experiential marketing has a significant positive impact on customer satisfaction
- H2*: Service quality has a significant positive impact on customer satisfaction.
- H3*: Customer satisfaction has a significant positive impact on customer loyalty
- H4*: Experiential marketing has a significant positive impact on customer loyalty.
- H5*: Service quality has a significant positive impact on customer loyalty

The model for this research can be drawn as seen in Figure 2.

This research model is taken from a journal entitled *The Study of Relationship Among Expe-*

Tabel 1. Variable Operationalization

Question/ Variable Operationalization	Scale
Experiential Marketing (Wan-Chi Yang, 2011)	
Sensation Experience	
Strawberry Cafe layout is very interesting and attractive	Likert 1-5
The concept of the restaurant is very special	Likert 1-5
Emotion Experience	
Purchasing at Strawberry Cafe can make me feel happy and attracted	Likert 1-5
A lot of games that can be played make me feel happy	Likert1-5
Thinking Experience	
Food and drinks offered make me think about the uniqueness of their making process	Likert 1-5
The number of games on offer makes me interested in how to play the game	Likert1-5
Action Experience	
Souvenir at Strawberry Cafe makes me want to buy more	Likert 1-5
The website and social network make me interested in coming to Strawberry Cafe	Likert 1-5
Association Experience	
I can hang out with my friends at Strawberry Cafe	Likert 1-5
I can meet new people at Strawberry Cafe	Likert 1-5
Service Quality (Parasuraman et al, 1988)	
Tangibility	
Strawberry Cafe room is clean and cozy	Likert 1-5
Interior and exterior designs of Strawberry Cafe are already interesting	Likert 1-5
Strawberry Cafe rest rooms are already hygienic	Likert 1-5
Reliability	
The waiters already give an appropriate service	Likert 1-5
Strawberry Cafe serves exactly with promised time	Likert 1-5
Strawberry Cafe employees are already trained	Likert 1-5
Responsiveness	
Strawberry Cafe employees provide fast service	Likert 1-5
The Strawberry Cafe waiters are ready to help me	Likert 1-5
The number of waiters who stand by to help you is sufficient	Likert 1-5
Assurance	
Strawberry Cafe employees are polite	Likert 1-5
Strawberry Cafe employees are friendly	Likert 1-5
Strawberry Cafe employees can generate my reliance on them	Likert 1-5
Empathy	
Strawberry Cafe is willing to listen to a special request from me	Likert 1-5
Strawberry Cafe is willing to meet the specific demands of mine	Likert 1-5
Strawberry Cafe listens to my complaints properly	Likert 1-5
Customer Satisfaction (Office of Economic and Commerce Ministry, 2004)	
Environment	
Strawberry Cafe atmosphere and environment provide me with comfort	Likert 1-5
There are convenient parking lots and they do not bother me	Likert 1-5
Personnel Service	
The employee of Strawberry Cafe have good manners	Likert 1-5
The staff provides fast service	Likert 1-5
Service	
The service is well packed and exciting	Likert 1-5
The provided services have already satisfied you	Likert 1-5
Tangible Products	
Promotion by Strawberry Cafe is suitable with the information	Likert 1-5
List of products and prices is clearly printed	Likert 1-5
Value	
Quality of service is suitable with the price given	Likert 1-5
Prices set by Strawberry Cafe is worthy	Likert 1-5
Customer Loyalty (Chaudhuri and Holbrook, 2001)	
Attitude Loyalty	
I am not interested in coming to other similar places	Likert 1-5
I will not move to another place even when Strawberry Cafe raises prices	Likert 1-5
Behavior Loyalty	
I will come back to Strawberry Cafe	Likert 1-5
I will recommend Strawberry Cafe to others	Likert 1-5

ritional Marketing, Service Quality, Customer Satisfaction and Customer Loyalty written by Lee, Ming-Shing et al. in 2010.

Methods

Research Design

This research process used the conclusive-descriptive research design. Conclusive research is research that is designed to assist decision makers in determining, evaluating, and selecting the best alternative in problem solving (Malhotra, 2010). Meanwhile, descriptive research is a type of conclusive research whose primary purpose is to describe something, usually about market characteristics or functions (Malhotra, 2010). The research was done once in a period (cross-sectional design). Data collected through a survey technique using a questionnaire to the respondents. The data was then processed using statistical methods which is the Structural Equation Modeling (SEM) using LISREL 8.5 software. SEM is used for testing and estimating causal relationships using a combination of statistical data and qualitative causal assumptions (Pearl, 2000).

Data Collecting and Sampling

In this study, researcher used quantitative data to obtain primary data. Quantitative data was obtained through field research (surveys) using a questionnaire filled out by the respondents. Quantitative data is structured or patterned so that the various data obtained from its sources (respondents were questioned or observed objects) tend to have a much more readable pattern. Quantitative data obtained further was processed by using statistical analysis. The sample of this research is consumer Strawberry Cafe at Blok M.

The selection of respondents was using the non-probability sampling technique where every element in the population does not have the same opportunity to be selected as sample. The non-probability sampling technique used by the researcher is convenience sampling. The convenience sampling technique is sampling in which the researcher selects a sample of population members that is easily accessible by re-

searchers; in other words, respondents were chosen by the researcher because they are at the right place and time appropriate with this study area (Malhotra, 2010). In this study, the researcher used convenience sampling to get the respondents.

In practice, the researcher distributed questionnaires online and offline. The online questionnaire was created using Google Docs and spread through social networking sites such as Facebook and Twitter. The offline questionnaires were distributed directly in physical form at the UI Depok campus and also at Strawberry Cafe.

Result and Discussion

The researcher managed to collect 142 data, but the amount of data that meets the requirements in this study is only 80 data. Therefore, the researcher used a method of analysis by calculating the value of the latent variable (latent variable score). The function of the latent variable score is to simplify the model (Setyo, 2008). From these data, 35% of respondents aged 21 years, 59% of respondents had a high school education level and equivalent, 79% of respondents were students, and 49% of respondents had income of less than Rp1,000,000, 35% of respondents had a monthly expenditure between Rp 500,000 - Rp 999,000. Besides, the researcher also wanted to know the consumer purchasing purpose. Apparently, 68% of respondents made a purchase at Strawberry Cafe due to the interest in the number of free games (free-board game) offered.

Measurement Model

The first step in the SEM method is to conduct the Confirmatory Factor Analysis of the measurement model. The final result of CFA is obtained through analysis of the validity of the measurement model, goodness of fit, and reliability analysis (Wijanto, 2008). After doing the CFA, the researchers concluded that there are several indicators of the latent variables that must be eliminated. The indicators of the latent variables that can be used for analysis of the structural model can be seen in Table 2.

Table 2. Result of The Valid Measurement Model

No	Latent Variable	Indicator	Validity		Reliability	
			SLF	T-Value	Construct Reliability	Variance Extracted
1.	Experiential Marketing	Sense	0.82	5.03	0.88296	0.79146
		Emotion	0.96	3.82		
2.	Service Quality	Tangible	0.95	4.95	0.97657	0.89368
		Reliable	0.95	11.59		
		Response	1.07	13.28		
		Assurance	0.8	9.05		
		Empathy	0.93	8.55		
3.	Customer Satisfaction	Environment	0.86	0.00	0.78997	0.49192
		Personnel	0.59	5.56		
		Service	0.57	5.38		
		Value	0.75	7.82		
4.	Customer Loyalty	Loyalty	0.97	0.00	0.94005	0.94005

Table 3. Analysis of Causal Relationship

No	Path	Estimates	t-value	Conclusion
1	Experience --> Satisfaction	0.47	4.38	Significant
2	Experience --> Loyalty	0.5	4.38	Significant
3	Servqual --> Satisfaction	0.36	4.88	Significant
4	Servqual --> Loyalty	0.09	1.38	Not significant
5	Satisfaction --> Loyalty	0.33	2.75	Significant

Structural Model

After doing the CFA, the researcher then analyzed the structural model. In this analysis, the researcher did two things which are goodness of fit analysis and causal relationships analysis. Initially, in goodness of fit test, the overall model is still not fit. It can be seen from the value of RMSEA of 0.162 and a lot of Goodness of Fit indicators showed that the model was not fit yet. Finally, the researcher must conduct respecification. After the respecification, the model was still not fit, but more acceptable than before.

The next step, the researcher conducted an analysis of causal relationships among latent variables. There are two things that must be considered in the analysis of causal relationships. First, look at the t-value where it will indicate the influence of one latent variable to other latent variables. If the t-value in the structural equation is equal or more than 1.96, coefficient of structural function is significant and the hypothesis can be accepted. Second, the researcher looked at the coefficient of determination or R² that shows how much variation of the dependent variable that can be explained by the independent variables (Wijanto, 2008). Joreskog (1999) stated that R² in structural equation does not have a clear interpretation and to interpret R² just like the same as the regression

equation, we have to take it from the structural equation

Based on Table 3, the researcher concluded that from the five causal relationships that exist in the model, only one relationship was not significant which is the relationship between service quality and customer loyalty. Then, look at the determination coefficient of structural equation, there are two things that researcher can conclude:

- Experiential marketing and service quality can explain 31% of the variance of customer satisfaction. While the remaining 69% is explained by other factors.
- Experiential marketing and service quality can explain 33% of the variance of customer loyalty. While the remaining 67% is explained by other factors

Conclusion

Based on data analysis that has been conducted before, the researcher concludes that H1-H4 could be accepted because of having causal relationship significantly. Otherwise, hypothesis 5 could not be accepted because the relationship between service quality and customer loyalty was not significant. This research can also show that customer is loyal to Strawberry Cafe because of the experiential marketing activity, not because of service quality.

The results also showed that the theory presented by Kotler (2003), “customer satisfaction cannot be denied the realization of customer loyalty is a condition of the company,” has been proven on a case study of this research. Loyalty of Strawberry Café consumers could be realized due to the influence of customer satisfaction.

Besides that, the researcher also found that one of the factors that make consumers satisfied with Strawberry Café is the quality of service of this restaurant. The service quality of this restaurant includes how its staff provides services in terms of making, preparing, and serving food and beverages to customers. Therefore, the researcher can say that customer satisfaction is affected by the food and beverages in the Strawberry Café. However, the drinks and the food on offer can still be replaced by another restaurant because it has not quite differently than the other restaurants. This causes consumers not to be loyal. Thus, the researcher was able to conclude that service quality can affect customer satisfaction but do not affect the level of their loyalty.

In addition, the researcher also learned that other factors that make consumers satisfied

with Strawberry Café is experiential marketing activity there. Experiential marketing activity includes a wide variety of games offered by this restaurant. Unlike the service quality variable, experiential marketing activities undertaken by this restaurant drive the consumer not to move to another restaurant. They love to play a variety of games on offer and not get bored with the game. Thus, experiential marketing variable can affect the level of customer satisfaction and loyalty.

Advice from the researcher is that if Strawberry Café would like to get more loyal customers, it should continue to focus on providing the games. Consumers are loyal to this restaurant because of the many games on offer. Strawberry Café can take the game cafe theme if it wants to get more loyal customers.

Limitation of this study is that the researcher spread questionnaires in a limited area coverage so the study was not sufficiently rich in terms of the data obtained. Therefore, for further research, it can be expected to collect more data by distributing questionnaires in a wider region with more varied respondents to find a more comprehensive result.

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Appendix

Appendix 1. Goodness of Fit-Structural Model before Respesification

No.	Goodness of Fit Measurement	Score	Description
1.	Chi-square	308.27	Poor Fit
2.	P-value	0	Poor Fit
4.	Root Mean Square Error of Approximation (RMSEA)	0.162	Poor Fit
5.	Expected Cross-Validation Index (ECVI)	4.81	
	ECVI for Saturated Model	3.44	Good Fit
	ECVI for Independence Model	14.27	
6.	Independence AIC	1127.3	
	Model AIC	380.27	Good Fit
	Saturated AIC	272	
7.	Independence CAIC	1181.41	
	Model CAIC	502.02	Good Fit
	Saturated CAIC	731.96	
8.	Normed Fit Index (NFI)	0.62	Poor Fit
9.	Non-Normed Fit Index (NNFI)	0.61	Poor Fit
10.	Comparative Fit Index (CFI)	0.68	Poor Fit
11.	Incremental Fit Index (IFI)	0.68	Poor Fit
12.	Relative Fit Index (RFI)	0.54	Poor Fit
13.	Critical 'N'	26.82	Poor Fit
14.	Standardized Root Mean Square Residual (RMR)	0.16	Poor Fit
15.	Goodness of Fit Index (GFI)	0.66	Poor Fit
16.	Adjusted Goodness of Fit Index (AGFI)	0.53	Poor Fit

Appendix 2. Goodness of Fit – Structural Model after Respesification

No.	Goodness of Fit Measurement	Score	Description
1.	<i>Chi-square</i>	117.2	Poor Fit
2.	<i>P-value</i>	0	Poor Fit
4.	<i>Root Mean Square Error of Approximation (RMSEA)</i>	0.128	Poor Fit
5.	<i>Expected Cross-Validation Index (ECVI)</i>	2.17	
	<i>ECVI for Saturated Model</i>	1.97	<i>Good Fit</i>
	<i>ECVI for Independence Model</i>	12.95	
6.	<i>Independence AIC</i>	1023.1	
	<i>Model AIC</i>	171.2	<i>Good Fit</i>
	<i>Saturated AIC</i>	156	
7.	<i>Independence CAIC</i>	1063.7	
	<i>Model CAIC</i>	262.52	<i>Good Fit</i>
	<i>Saturated CAIC</i>	419.8	
8.	<i>Normed Fit Index (NFI)</i>	0.77	Marginal Fit
9.	<i>Non-Normed Fit Index (NNFI)</i>	0.75	Marginal Fit
10.	<i>Comparative Fit Index (CFI)</i>	0.8	Marginal Fit
11.	<i>Incremental Fit Index (IFI)</i>	0.81	Marginal Fit
12.	<i>Relative Fit Index (RFI)</i>	0.7	Poor Fit
13.	<i>Critical 'N'</i>	27.23	Poor Fit
14.	<i>Standardized Root Mean Square Residual (RMR)</i>	0.17	Poor Fit
15.	<i>Goodness of Fit Index (GFI)</i>	0.72	Poor Fit
16.	<i>Adjusted Goodness of Fit Index (AGFI)</i>	0.57	Poor Fit