



## The Experiential Marketing Forming Factors of Customers of the Traditional Concept Restaurants in Sleman Regency Special Region of Yogyakarta, Indonesia

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### **Abstract**

The research objective was to identify and explain the forming factors of *Experiential Marketing*. This study used *Experiential Marketing* variables which were divided into *Sense, Feel, Think, Act, and Relate*. The research respondents were the customers of traditional concept restaurants in Sleman Regency, Special Region of Yogyakarta. The sampling technique used *purposive random sampling* method with data collection method by using a questionnaire that was distributed to 261 respondents. The research data were processed by using the Factor Analysis method. Then, *exploratory factor analysis* (EFA) was used because the formed factors were not determined in advance. Based on the factor analysis results, it could be concluded that there are four factors that influence and shape *experiential marketing*, namely the factors of Empathy, Atmosphere, Responsiveness, and Product Quality.

**Keywords:** *Experimental Marketing*

### **Introduction**

The development of the culinary business is currently increasing rapidly. It is due to the potential for this culinary business' development that is quite large. One of those causes is the increasing of the community mobility; so that, they do not have much time to provide their own food or drinks. Culinary tourism also has the potential to be a tourism promotion tool for certain areas and to become a culinary symbol for certain regions. Nowadays, restaurants are a means for socializing and self-actualizing. Therefore, there are restaurants that offer a unique and comfortable place to socialize. It is hoped that by providing a consumption experience through presenting unique products and services that are suitable for the customers' lifestyle and hobbies; an unforgettable experience will be created in the customers' mind. The pleasant experience obtained during the consumption process will make the customers satisfied. The satisfaction obtained by the customers will make the customers return and recommend the place to others. By seeing the customers' current behaviors that tend to add extra value when consuming a food product, entrepreneurs have to carry out strategies that cultivate the customer experience (Zahrina, Srikandi, Andriani 2012).

In terms of the culinary business, things that need to be considered by entrepreneurs are returns or benefits; both *functional benefits* and *emotional benefits*. The *functional benefit* value in a culinary

business is the customer satisfaction value towards the products quality offered by the business. Meanwhile, *emotional benefits* value in a franchise can be measured by the consumer satisfaction level with existing services and facilities; such as: providing excellent, friendly, fast service and a comfortable atmosphere for customers. In general, customers want to get both of these values; both the *functional benefit* value and the *emotional benefit* value. If they can be provided, a good experience will be created on the *emotional benefit* side of the customer. The customers will get the products and services experience. Further; in order to create this experience, the entrepreneurs must be able to create unforgettable sensations and experiences; which then lead to customer satisfaction. In general, the companies do *experiential marketing* to give an impression of high *emotional benefit* value. When customers buy an experience, the customers pay to spend time on an experience. The customers pay to spend time on an unforgettable experience and opportunity; and later they make the company to be known in different ways. (Nemehia HS, 2011).

Lifestyle changes when eating food is no longer a matter of filling the stomach, but has turned into a culinary tour necessity. The food taste is no longer the only thing that the customers consider when making a purchase decision. The food's form served and the place's unique atmosphere are among the things that the customers are currently looking for. Not just a full stomach, but there is an experience that is felt after eating a meal. Some of the restaurants have unique themes with the sensation of going back to antiquity, buildings with ancient designs resembling Javanese Joglo houses added with keroncong music and have views of a stretch of rice fields; will provide a separate experience to be enjoyed. The menu that is served is typical of simple Javanese cuisine, old and unique tableware, kitchen layouts that can be seen directly by the customers; from the manufacturing process to the food served on the table, self-taking food in a buffet that makes it feels like at home. (Hadiwidjaja Reymond and Dharmayanti Diah, 2014).

*Experiential Marketing* is a strategy or way to manage customers experience when using the products and services offered. When customers get a unique and memorable positive experience because they are happy with the experience they get; it shows that the performance of the products and services provided is in accordance with and even exceeds the customer expectations. Furthermore, it means that the customers are satisfied with the product or service. Today's customers not only want something more than just a product or service, but also a pleasant experience for expected maximum satisfaction. *Experiential Marketing* is also an important aspect in the consumption process and its impact on satisfaction (Bassi, 2010). In this study, the authors want to know the forming factors of *experiential marketing* which include *sense, feel, think, act* and *relate* to the customers of traditional concept restaurants in Sleman Regency, Special Region of Yogyakarta.

## **Literature Review**

### **Experiential Marketing**

#### **Experiential Marketing Definition**

Experience is the presence of individual feedback events in some stimulations. Meanwhile, the definition of *marketing* is the values exchange between companies and customers, including social and managerial processes carried out by individuals and companies to get what customers want and need through creation and value exchange (Kotler and Armstrong, 2010, p. 29). *Experiential marketing* is an activity to anticipate, manage and achieve customer satisfaction through an exchange process which is personal events that occur as a response or some stimulus.

According to Andreani (2007) *experiential marketing* is an approach in marketing that has actually been done since the ancient times until now by marketing agents. This approach is considered very effective because it is aligned with the times and technology. The marketing agents emphasize more

on the product differentiation to differentiate their products from competitors' products. With the presence of *experiential marketing*, customers will be able to distinguish products and services from one another because customers can experience and gain experience directly through several approaches (*sense, feel, think, act, relate*), both before and when customers consume a product or service.

*Experiential marketing* is very effective for marketing agents in building *brand awareness, brand perception, brand equity, and brand loyalty* up to customers' *purchasing decisions*. *Experiential marketing* refers to customers' real experiences of *brand / product / service* to increase *sales and brand image / awareness*. *Experiential marketing* is more than just providing information and opportunities for customers to experience the benefits of the product or service itself; but also evokes emotions and feelings that affected on marketing, especially sales. Therefore, marketing agents must also be careful in choosing the right facilities media in order to achieve the expected marketing goals (Andreani, 2007). *Experiential Marketing* does not only offer the product's features and benefits to win the customers' hearts, but also involves the customers' emotions and feelings by creating unforgettable positive experiences; so that the customers consume and are becoming fanatical about certain products or services. (Kustini, 2007).

### ***Experiential Marketing Character***

*Experiential marketing* differs from traditional marketing which focuses on the features and the benefits in four main ways. These differences include: (1) Focus on first experience. In contrast to traditional marketing, experiential marketing focuses on the customer experience. Experiences that occur as a result of meeting, undergoing, or going through particular situations. Experience provides sensory, emotional, cognitive, behavioral and relational values that replace functional values. (2) Testing the consumption situation. Experimental marketing agents create synergies to enhance the consumption experience. Customers not only evaluate a product as a stand-alone product; and also not only analyze its appearance and function; but customers prefer a product that is aligned with the situation and experience when consuming the product. (3) Recognizing rational and emotional aspects as consumption triggers. Don't treat customers as merely rational decision makers since the customers also want to be entertained, stimulated, influenced emotionally and challenged creatively. (4) Methods and devices are electrical. Methods and tools for measuring a person's experience are not electric. It means that they are not limited to one method only; but rather choose the appropriate method and device depending on the object that is being measured. Hence, it is more of a customization for each situation rather than using the same standard.

### ***Experiential Marketing Benefits***

The main focus of *experiential marketing* is on sensory responses, influence, *cognitive experience*, actions and relationships. Therefore, marketing agents of business entities must be able to create experiential brands that can connect with real-life customers. *Experiential marketing* can be used effectively when it is applied to certain situations. Some of the benefits can be received and felt when business entities apply experiential marketing. These benefits include: a) To revive a declining brand, b) To differentiate one product from competitors' products, c) To create the image and identity of a business entity, d) To promote innovation, and e) To introduce trial, purchase, and the most important thing is loyal consumption.

*Experiential marketing* is a marketing concept that involves customers' emotions and feelings by creating positive and unforgettable experiences. *Experiential marketing* is very useful for a company that wants to differentiate their product from competitors' products, increase innovation and persuade

customers to try and buy products. In order to face the intense competition where there are so many similar products with slightly different specifications from each other, the creation of a positive and unforgettable experience that is formed from the application of the *experiential marketing* concept will create a satisfaction feeling and desire to repeat the gained experience.

### ***Strategic Experiential Modules (SEMs)***

It is a module that can be used to create different types of experiences for consumers. *Strategic Experiential Modules* (SEMs) include: **(1) Marketing Sense**; a type of *experience* that appears to create sensory experiences through the eyes, ears, skin, tongue and nose (Schmitt in Amir Hamzah, 2007: 23). When customers come to a restaurant; their eyes see an attractive layout design, their nose smells the aromatherapy, their ears hear the music, and their skin feels the coolness of the air conditioner. **(2) Feel Marketing**, *Feel Marketing* is aimed at customers' feelings and emotions with the purpose of influencing experiences starting from a gentle mood to strong emotions towards pleasure and pride (Schmitt in Amir Hamzah, 2007: 23). *Feel* is a small concern shown to customers with the aim of touching the customer's emotions in an extraordinary way (Kartajaya, 2004: 164). *Feel marketing* is a very important part of the *experiential marketing* strategy. *Feel* can be done with good service, as well as the waiters' hospitality. In order to make the customers have a strong feeling towards a product or service; producers must be able to calculate the customers' condition in the sense of calculating the mood felt by the customers. **(3) Think Marketing**, aims to create cognitive, problem solving that invites customers to think creatively (Schmitt in Amir Hamzah, 2007: 23). *Think marketing* is one of many ways that is done by companies to bring commodities into experience by continuously doing *customization* (Kartajaya, 2004: 164). The purpose of *think marketing* is to influence customers to be involved in creative thinking and create awareness through a thought process that has an impact on re-evaluation of the company, its products and services. **(4) Act Marketing**, *Act Marketing* is one of many ways that is used to form customer perceptions of the products and services concerned (Kartajaya, 2004: 164). *Act Marketing* is one way to form customer perceptions of related products and services (Kartajaya, 2004: 164). *Act marketing* is designed to create customer experience in its relation to the *physical body*, *lifestyle*, and *interactions* with other people. **(5) Relate Marketing**, is a type of *experience* that is used to influence customers and combines all aspects, *sense*, *feel*, *think*, and *act* and focuses on creating positive perceptions in the customers' eyes (Schmitt in Amir Hamzah, 2007: 23). *Relate Marketing* is one way of forming or creating a customer community with communication (Kartajaya, 2004: 175). *Relate marketing* combines aspects of *sense*, *feel*, *think* and *act* with the intention to connect individuals with things outside themselves and implement the relationship between *other people* and *other social groups*; so that they can feel proud and accepted in their community.

### ***Research Method***

This research used a survey method with a questionnaire. The questionnaires were distributed to 261 respondents who visited tourist attractions in Yogyakarta by using *purposive random sampling* method. The contents of the questionnaire were divided into two stages. The first part was knowing the profile of the respondent, while the second part contained questions to determine the factors that influence tourist motivation. The research locations were *Klotok Pakem Coffee Restaurant*, *Kopi Bukan Luwak Pakem Restaurant*, *Konco Ndeso Restaurant*, *Mlati and Kampung Jawa Restaurant*, *Sariharjo*, *Ngaglik* in Sleman Regency, *Special Region of Yogyakarta*. The research data were processed by using the *Factor Analysis* method. *Factor analysis* is a multivariate statistical analysis that aimed to summarize or reduce a number of observed variables as a whole into new variables or dimensions (called factors); as long as the new variables or dimensions formed are still able to represent the main variables. In this study, *exploratory factor analysis* (EFA) was used (Ghozali, 2016). According to Ghozali (2016), the main

purpose of factor analysis is to define the structure of a data matrix and analyze the structure of the relationship (correlation) between a large number of variables (test scores, test items, questionnaire answers) by defining a set of similarities in variables or dimensions and often be called as factor or component. By using factor or component analysis, the researcher identified the structure dimensions and then determined to what extent each variable could be explained by each dimension. Once the dimensions and explanation of each variable were known, the two main objectives of factor analysis could be carried out; namely data summarization and data reduction. Therefore, factor or component analysis wanted to find a way to summarize the information contained in the original variable into a new set of dimensions or variates (*factor or component*). It was done by determining the structure through data summarization or through data reduction. Factor analysis identified the relationship structure between variables or respondents by looking at the correlation between variables or the correlation between respondents.

## ***Results and Analysis***

### ***Respondents Profile***

The field survey results that had been carried out for approximately 2 months at 4 traditional restaurants in Sleman Regency obtained 261 respondents. The respondent's profile can be seen in table 1 about the respondents' profile.

### ***Factor Analysis Results***

The following is the factor analysis that was carried out by using the *Exploratory Factor Analysis* method. It used the rotation method in which the varimax and the correlation number between a factor and its group that did not exceed 0.5 would be eliminated. The method used for rotation was the Varimax procedure, which minimized the number of variables with the highest loading on the factors, hence it increased the ability to interpret the existing factors. A correlation number below 0.5 indicates a weak correlation, while above 0.5 indicates a strong correlation. Table 2 is the result of the first process, factor analysis obtained the results in Table 1.

Table 1 Respondents profile

Respondents Profile		Frequency	Percentage
Gender	Male	156	59.4%
	Female	105	40.5%
Age	<20 y.o	14	5.4%
	20–30 y.o	113	43.3%
	30–40 y.o	80	30.7%
	40–50 y.o	45	17.2%
	>50 y.o	9	3.4%
Occupation	Private employees	72	27.6%
	Civil Servants	50	19.2%
	Entrepreneur	54	20.7%
	Professional	8	3.1%
	Students	36	13.8%
	Others	41	15.7%
Monthly Expenses	<Rp 1.000.000	18	6.9%
	Rp1.000.000-Rp2.000.000	76	29.1%
	>Rp2.000.000-Rp3.000.000	89	34.1%
	>Rp 3.000.000	78	29.9%
Visit Frequency	Once	5	2%
	Twice	186	71.3%
	Three Times	53	20.3%
	>Three Times	17	6.4%
Companions	Family Relatives	65	24.9%
	Friends	80	30.7%
	Business Partners	84	32.2%
	Colleague	32	12.3%
Visit Purpose	Culinary Tour	113	43.3%
	Business Meeting	82	31.4%
	Gathering	16	6.1%
	Others	50	19.2%

Source: Survey Data, 2020 (processed)

After seeing the results of Table 2, the next process was to eliminate Relate 2, Sense 4 and Think 1 because the values were below 0.5.

With the results of Table 1, 2 and 3, the next process included: **First**, Think2 and Act4 went an elimination process because there were undesirable factors. **Second**, Think3, Think4 and Act 1 were combined, because there was one factor. The following are the final results of the factor analysis, which can be seen in Table 4 of the factor analysis results.

Table 2 Matrix components before rotation

	Component					
	1	2	3	4	5	6
Relate1		0,690				
Relate2						
Relate3		0,787				
Relate4		0,757				
Sense1			0,793			
Sense2			0,784			
Sense3			0,673			
Sense4					0,556	
Feel1	0,770					
Feel2	0,777					
Feel3	0,797					
Feel4	0,802					
Think1						
Think2						0,834
Think3				0,635		
Think4				0,834		
Act1				0,559		
Act2					0,694	
Act3					0,624	
Act4						0,688

Source: Survey Data, 2020 (processed)

Table 3 Matrix Components After Rotation

	Component				
	1	2	3	4	5
Relate1		0,711			
Relate3		0,831			
Relate4		0,804			
Sense1				0,812	
Sense2				0,827	
Sense3				0,653	
Feel1	0,766				
Feel2	0,764				
Feel3	0,805				
Feel4	0,804				
Think2					0,864
Think3				0,640	
Think4				0,690	
Act1				0,710	
Act2					
Act3					
Act4					0,652

Source: Survey Data, 2020 (processed)

Table 4 Factor analysis results

	Component			
	1	2	3	4
Relate1		0,709		
Relate3		0,827		
Relate4		0,812		
Sense1				0,818
Sense2				0,813
Sense3				0,669
Feel1	0,766			
Feel2	0,766			
Feel3	0,810			
Feel4	0,805			
Think3			0,697	
Think4			0,746	
Act1			0,711	
Act2				
Act3				

Source: Survey Data, 2020 (processed)

Based on the table above, the results obtained from the last process are 4 (four) constructs or factors, including: (1) Relate, (2) Sense, (3) Feel, (4) Think and Act. From the factor analysis, the results of 4 (four) factors are as shown in the table above as follows:

### **1<sup>st</sup> Factor**

The first factor contains variables with questions or statements as follows:

1. There is good communication between the customers and the employees in traditional concepts restaurants
2. The employees treat customers well in restaurants
3. The employees pay special attention to the customers in the restaurant

From the grouping results above, it can be seen that the first factor is dominated by variables which reflect that *experiential marketing* is influenced by factors that reflect the customers' desire and experience to establish communication and get attention from the employees and the restaurants. The 1<sup>st</sup> (first) factor can be called EMPHATY.

### **2<sup>nd</sup> Factor**

The second factor contains variables with questions or statements as follows:

1. The restaurant has a unique and interesting decoration
2. The restaurant's environment is beautiful and comfortable



### 3. The music played in the restaurant adds the customers' comfort

From the grouping results above, it can be seen that the second factor is dominated by variables which reflect that *experiential marketing* that is influenced by factors which reflect the customers' desire and experience to get a comfortable, attractive and unique atmosphere, such as ornaments and traditional concept restaurant equipments. The 2<sup>nd</sup> (second) factor can be called ATMOSPHERE.

### **3<sup>rd</sup> Factor**

The third factor contains variables with questions or statements as follows:

1. The employees in the restaurant serve politely and friendly
2. The employees in restaurants respond the customers needs well
3. The employees in the restaurant serve the customers skillfully
4. The employees in the restaurants want to hear the customers complaints

From the grouping results above, it can be seen that the third factor is dominated by variables which reflect that *experiential marketing* is influenced by factors which reflect the the customers' desire and experience to have fast and precise service. The 3<sup>rd</sup> (third) factor can be called RESPONSIVE.

### **4<sup>th</sup> Factor**

The fourth factor contains variables with questions or statements as follows:

1. The price offered at the restaurant is aligned with the food and service quality
2. Food and beverages served in the restaurants are halal
3. The restaurant has a good image

From the results of the grouping above, it can be seen that the fourth factor is dominated by variables which reflect that *experiential marketing* is influenced by factors that reflect the customers' desire and experience to get food and drinks that are aligned with prices and halal. The name of the 4<sup>th</sup> (fourth) can be called PRODUCT QUALITY.

From the grouping results above, it can be seen that the 4 (four) factors contain variables that reflect the customers' desire and experience to enjoy traditional concept restaurants in Sleman. The summary of the 4 factors is as follows: (1) EMPATHY, (2) ATMOSPHERE, (3) REPONSIVE, (4) PRODUCT QUALITY.

### **Conclusion**

From the analysis of the respondents' profile, it can be seen that the customers who visit traditional concept restaurants are the productive age between 20 to 30 years; in which these ages most like doing culinary tours and the respondents' occupations are dominated by private employees and

entrepreneurs who want to have experience enjoying food and beverages in restaurants with traditional concept with expenses mostly above 2-3 million rupiah. Related to the visit frequency, the respondents who had visited more than twice as much as 71.3%, then visiting with business colleagues and friends was the highest aligned with the customers occupations as entrepreneurs and private employees. The purpose of the respondents' visit was for a culinary tour and then it was followed by reasons of doing business or entertaining business colleagues.

From the factor analysis results, there are four factors that influence and shape *experiential marketing*. The first is the factor related to **empathy** in which the customers of traditional restaurants want communication experience and attention for the customers. The second is the factor related to the restaurant **atmosphere** in which the customers want a unique atmosphere and experience; such as: ornaments and traditional restaurant furnishings. Furthermore, the third factor is the factor related to the employees' way in serving the customers quickly and precisely; in which this factor is called **responsiveness**. The last factor is the factor called **product quality**; in which the customers experience varied and qualified food with delicious halal taste that is aligned with customers expectations. This fourth factor is the form or combination of thinking and taking action variables in which in the culinary tourism industry; both *think* and *act* are two variables that can be done at the same time. Hence, the thinking factor of this study results is united with taking action factor; in which when thinking, it immediately is taking action at the same time.

### **Suggestions**

From the above results, it can be seen that there are needs that is not only about eating in the context of a culinary tour. Yet, there is a feeling factor that becomes the strongest factor among others. This is aligned with the experiential marketing theory that the feeling factor will be the strongest factor among others. Besides, this is aligned with the way the customers want to get experience from culinary tours. Therefore, a restaurant with traditional concept which emphasizes on the experiences; such as: ethnic nuances, interior and exterior, music playing, eating and drinking utensils, types and kinds of food and drinks offered will give customers emotional impression and message. Hence, things need to be maintained and improved more because the customers want to remember their past memories in the traditional concept restaurants through its atmosphere, music, eating and drinking utensils and the food types they eat.

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