Experiential Marketing as a Means to Build Customer Loyalty in Traditional Concept Restaurants in Sleman Regency, Indonesia

Purwani Retno Andalas; Lucia Nurbani Kartika

Business Faculty, Duta Wacana Christian University, Yogyakarta, Indonesia

Abstract

This study aimed to analyze the effect of experiential marketing on customer satisfaction and loyalty of traditional concept restaurants in Sleman Regency. The variables of this study included free variables or independent variables which consisted of sense experience, feel experience, think experience, act experience and relate experience; and the dependent variables namely satisfaction and loyalty. This research was a survey research that used questionnaires to collect primary data of 261 respondents. The respondents' determination as the research samples was carried out by using a non-probability method with a convenience sampling technique. The data analysis used the Structural Equation Modeling (SEM) method which aimed to examine the relationships between variables in the research model. The results of the data analysis had shown that the variables of feel experience and think experience have a significant effect on the customer satisfaction, while the variables of sense experience, act experience and relate experience had no significant effect on customer satisfaction. Furthermore, the analysis proved that the customer satisfaction had a significant effect on the customer loyalty.

Keywords: Experiential Marketing; Satisfaction; Loyalty

Introduction

The Special Region of Yogyakarta (DIY) is one of the cities in Indonesia that has many charming tourism spots that attract a large number of visitors. The city itself is relatively safe and comfortable to be visited. It is related to its people's hospitality that is supported by many destination places that are rich in historical value, uniqueness, and each characteristic that makes Yogyakarta a tourists magnet for having a vacation. It is not surprising that the number of tourists in Yogyakarta continues to increase. According to the Central Bureau of Statistics of the Special Region of Yogyakarta Province; in February 2019, the number of foreign tourist visits to the Special Region of Yogyakarta through the Adi Sutjipto entrance in February 2019 increased by 19.00 percent compared to the number of visits in January 2019, namely from 8,093 *) visits to 9,631 visits. Based on the source of the 2018 Special Region of Yogyakarta Tourism Statistics Book, Sleman Regency has also become the main target invasion for the tourists due to its variety of tourism destinations. The amount itself has exceeded the number of tourists that have been set.

The increasing number of tourist visits has provided opportunities for the culinary industry. A tourism spot is considered incomplete without supporting facilities; such as: a restaurant to stop by to fill our stomach while having a rest. People's fondness for eating outside the home has become a lifestyle trend. The results of Nielsen Indonesia's research on www.viva.co.id April 3, 2009, stated that 44 percent of consumers go out to eat between one and three times a week.

Since a long time ago, the business in the culinary field has developed and never ends. All levels of society with small or large capital can run this business. Based on the survey, the culinary business has a fast potential to develop by not only serving food, but also a variety of facilities and services offered.

The spread of the culinary business requires companies to continuously innovate in order not to lose to competitors. Besides, they also have to be able to provide products based on the customer's desires. Further, lifestyle changes when eating food. It is no longer seen as the need of filling the stomach only but has turned it into a culinary tour. Moreover, the food taste is no longer the only consideration for customers in deciding a purchase; the packaging form, presentation, or the typical atmosphere of the place are the ones that the customers are looking for. Nowadays, it is not only about a full stomach but also the experience that is felt after eating a meal that has become the main concern of the customers.

A traditional restaurant is one of the restaurants that carries a unique theme with a sensation of going back to the ancient times. The concept of ancient designs for its building, plus traditional music and natural views are very interesting and comfortable to be enjoyed by the customers. Besides, the menu is served with simple Javanese specialties. In addition, the use of old cutlery creates its own uniqueness. Even, there is a restaurant that allows guests to take food in a buffet; so that the customers feel like being at home. The concept selection itself is able to influence the company's existence level. It is common for culinary businessmen to end up going out of business because they are unable to face stiff competition among them. The customers want products that really make them happy and fulfill or in accordance with their life style, and provide valuable experiences in their life (Alma, 2011: 265).

According to Andreani (2007: 20), *Experiential Marketing* is a marketing approach that has been practiced since a long time by marketing agents. This approach is very effective because in line with the times and technology, marketing agents emphasize on the product differentiation in order to differentiate their products from other competitors' products. The success of *Experiential Marketing* is based on five approaches, namely*: sense, feel, think, act,* and *relate*. *Experiential Marketing* not only emphasizes on the features and benefits like in *traditional marketing*, but a form of strategy that provides a unique sensation and experience so that it becomes the basis for customer satisfaction and ultimately makes the customers become loyal.

According to Kotler, who is quoted again by Tjiptono, 2012: 312; customer satisfaction is the level of a person's feelings after comparing the performance (or results) that he / she perceives compared to his/her expectations.

Schmitt argues that experiential marketing is the product's ability in offering emotional experiences which touch the customers' hearts and feelings (Schmitt, 1999: 33-34). *Experiential marketing* is a marketing concept that aims to form loyal customers by touching their emotions; which is done by creating positive experiences and providing a positive feeling for their services and products (Kertajaya, 2010: 23).

Based on the background described, the researchers are interested in conducting research related to *experiential marketing*, customer satisfaction and loyalty. Therefore, this research will take the title "*Experiential Marketing* as a Means to Build Customer Loyalty in Traditional Concept Restaurants in Sleman.

Literature Review

Customer Satisfaction

According to Kotler and Keller (2009: 138), the company will act wisely by measuring customer satisfaction regularly because one of the keys in maintaining customers is customer satisfaction. Retaining customers is more important than attracting consumers. According to Mowen and Minor (2005, p.419), customer satisfaction is the customer's overall attitude after obtaining and using goods or services; therefore, a company must be able to meet the customers' needs and desires in order to achieve the customer satisfaction and further create customer loyalty. According to J. Paul Peter, Jerry C. Olson (1999) quoted by Harjati 2003: 38, satisfaction or dissatisfaction is a comparison between performance expectations before buying and performance perceptions received by customers after buying. If the performance expectation before buying is greater than the performance received after buying, it is said that the customers are dissatisfied. Conversely, if the performance expectation before buying is smaller than the perceived performance received after buying, the customers are satisfied.

Customer loyalty

Griffin (2005: 5) states that loyal customers are customers who make repeated purchases regularly, buy between product lines, recommend products voluntarily to potential customers and show disinterest in competitor product offerings. Based on this opinion, it means that customer loyalty is the customers loyalty to a product or service because it has provided a positive and valuable experience for themselves. This loyalty can provide special services either through the products provided or superior services. According to Chu (2009), loyalty is a positive behavior and is related to the repurchase level made by the customers for a product or service on a regular basis. Another aspect of customer loyalty is the customers' willingness to recommend the company to their friends, family members and colleagues. This loyalty leads to repeat purchases, the economy and an increasing proportion of spending. According to Kartajaya (2005; 26), loyalty is considered as the company's backbone in dealing with the customers. Good choices and regular purchases of a particular brand at one time will repeat itself because of good experiences on previous actions (Griffin, Jill, 2005; 26). By meeting the needs of each of these stages, the company has a greater opportunity to shape the potential buyers to become their loyal customers and corporate clients (Griffin, Jill 2005; 27).

Experiential Marketing

Experiential Marketing consists of 2 words, namely *experience* and *marketing*. *Experience* is defined as a subjective part of the construction or transformation of the individual, in the emphasis on emotions and senses directly during immersion at the expense of the cognitive dimension (Grundey 2008, p.138). Meanwhile, *marketing* is "A social and managerial process that allows individuals and groups to get what they need and want through the creation and exchange of products and values with others" (Kotler and Keller 2006, p. 6). The creation of *Experiential Marketing* will provide several benefits, including a more harmonious relationship between the company and the customers; which can be used as a basis for the customers to repeat their purchases, and create customer loyalty. Product purchases that are made repeatedly will form an emotional bond between the customers and the company.

Strategic Experiential Modules (SEMs)

It is a module that can be used to create different types of experiences for customers. *Strategic Experiental Modules* (SEMs) include: *(1) Sense*, *Sense Marketing* is a way to touch customers' emotions through experiences that can be obtained by customers by using the five senses (eyes, ears, tongue, skin, and nose) that they have through products and *service* (Kartajaya in Amir Hamzah, 2007: 24). *(2) Feel*, *Feel Marketing* is aimed at customers' feelings and emotions with the aim of influencing experiences

through gentle moods to strong emotions towards pleasure and pride (Schmitt in Amir Hamzah, 2007: 23). *Feel Marketing* is a very important part of the *experiential marketing* strategy. *Feel* can be done with good service, as well as friendly service. *(3) Think*, is a type of experience that aims to create cognitive, problem solving that invites customers to think creatively (Schmitt in Hamzah, 2007: 23). The purpose of *think marketing* is to influence customers to engage 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*, is a type of *experience* that aims to influence behavior, lifestyle and interactions with customers (Schmitt in Amir Hamzah, 2007: 23). *Act marketing* is designed to create a customer experience in relation to the *physical body, lifestyle*, and *interactions* with other people. *(5) Relate*, *Relate marketing* combines aspects of *sense, feel, think,* and *act* with the intention of connecting individuals with things outside themselves and implementing relationships between *other people* and *other social groups* so that they can feel proud and accepted in their community.
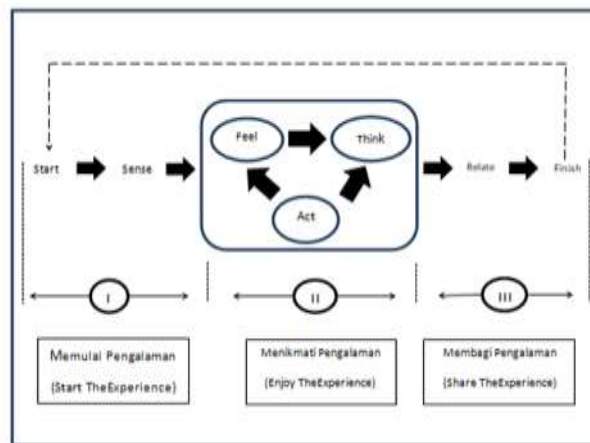

Figure 1. Experiential Marketing
Source: Bernd Smith, Customer Experience Management,
FT Publishing, 2002 in Kartajaya, 2006: 95

Hypothesis

H1: The experience of the five senses *(Sense experience)* which obtained has a significant effect on customer satisfaction and loyalty of traditional restaurants in Sleman Regency.

H2: *(Feel experience)* which obtained has a significant effect on the customer satisfaction and loyalty in traditional restaurants in Sleman Regency.

H3: (*Think experience)* which obtained has a significant effect on the customer satisfaction and loyalty in traditional restaurants in Sleman Regency.

H4*: (Act experience*) which obtained has a significant effect on the customer satisfaction and loyalty in traditional restaurants in Sleman Regency.

H5*: (Relate experience)* which obtained has a significant effect on the customer satisfaction and loyalty in traditional restaurants in Sleman Regency.
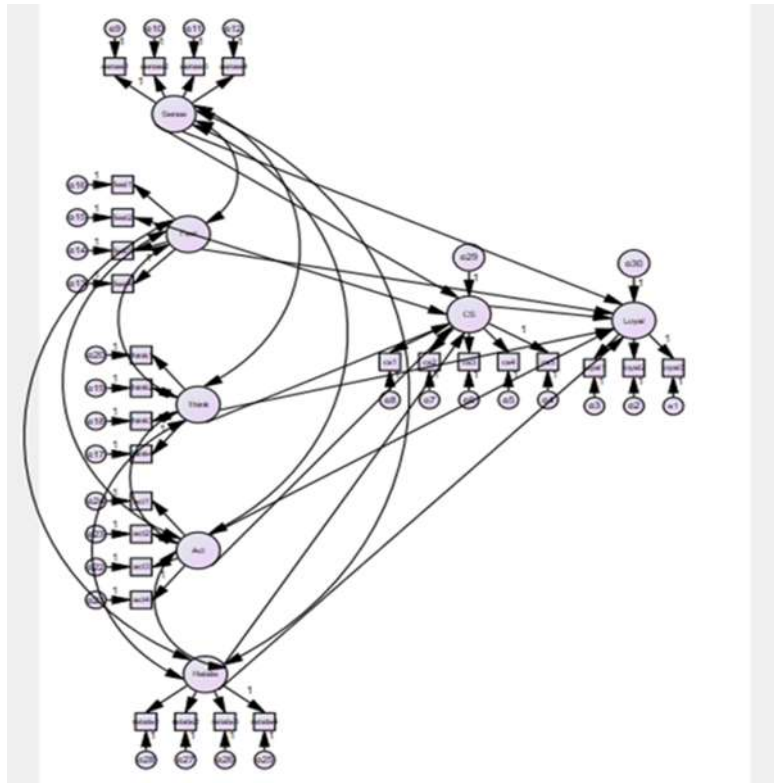
Conceptual Framework

Figure 2. Conceptual Framework

Research Method

The type of research in this research is quantitative with descriptive format and causality. Data sources was divided into two; namely, primary data and secondary data. The primary data of this study were obtained directly from the customers of traditional concept restaurants in the Sleman Regency area, who were the research respondents, through filling out a questionnaire. Secondary data of this research were obtained from related literature, magazines, internet, information or other publications. The data collection methods used in this study were questionnaires, literature study, and interviews. The population in this study were customers who were visiting or had visited and made repeat purchases within the previous 3-6 months. The sampling technique in this study used *non-probability sampling* techniques, where all populations did not have the same opportunity to be the respondents and the sample taking was based on the researcher's considerations.

The variables in this study were: *Experiential Marketing*, Customer Satisfaction and Loyalty. The variables were then grouped into independent and dependent variables. The independent variable is a variable that affects other variables. The independent variables in this study were: *Sense experience* (X1), *Feel experience* (X2), *Think experience* (X3), *Act experience* (X4), *Relate experience* (X5). While the dependent variable is a variable that is influenced by other variables. In this study, the dependent variables were Customer Satisfaction (Y1) and Customer Loyalty (Y2).

The variable measurement method used is a Likert scale. In order to obtain the required data directly, questionnaires were distributed to the respondents. The Likert scale used includes the scores for each research variable which can be seen in table 1 below:

Table 1: Likert Scale

Notes	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Data Analysis Method

The data analysis used the *Structural Equation Modeling* (SEM) method; a multi-variation statistical technique which is a combination of factor analysis and regression analysis (correlation). SEM aims to examine the relationships between variables in a model. The equation model that shows the relationship is as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + ... + \beta_i X_i + \varepsilon$$

Figure 3. Equation Model

Notes:
Y   : Endogenous Variables
X_i : The i-th variable which affecting Y
β_i : Regression Value for the i-th variable
ε : Error

Operational Variables Definition

In this study, the operational limits used can be seen in table 2 below:

Table 2: Operational Procedure Definition

Variable	Dimension	Indicator	Scale
Experiential Marketing is one of the marketing activities that is usually carried out by business people to attract consumers through their emotional side (Christian and Dhamayanti, 2013)	*Sense Marketing* is shown for taste by creating experiences through the senses of the eyes, ears, tongue, skin, and nose (Christian and Dhamayanti, 2013)	1. Design and Layout 2. Coolness and Environment Cleanliness 3. Food and drink taste according to personal preference 4. Room Lightning	Likert
	Feel Marketing is focused on the feelings and emotions of consumers with the aim of influencing experiences through gentle moods to strong emotions about pleasure and pride	1. Employees' Hospitality and Politeness 2. Employees' trust in serving the customers 3. Employees are willing to listen to the customers' complaints 4. Employees are able to respond to the customers' needs	Likert

Variable	Dimension	Indicator	Scale
	(Christian and Dhamayanti, 2013)		
	Think Marketing is focused on intellectuality which aims to create an awareness or cognitive (Christian and Dhamayanti, 2013)	1. Customers believe that the product is guaranteed safety for consumption 2. The menu offered is varied 3. There is a match between the price offered and the quality of the products and services provided 4. Food products and beverages that served are Halal	Likert
	Act Marketing is aimed at influencing physical experiences, lifestyle, and interactions (Christian and Dhamayanti, 2013)	1. Image 2. Extra Service 3. Employees interaction with customers 4. Offered attractive types of menus	Likert
	Relate Marketing contains aspects of the four things above *(sense, feel, think, act, and relate)* (Christian and Dhamayanti, 2013)	1. Communication with customers 2. Close relationship among owners, employees and customers 3. Special Treatment 4. Caring	Likert
Customer Satisfaction	Customer Satisfaction is the level of a person's feelings after comparing the performance or results he / she perceives compared to his / her expectations (Tjiotono and Chandra, 2012).	1. Acquainting, employees know customers well 2. Acknowledge, employees quickly respond to complaints or customer needs 3. Appreciating, appreciate consumers 4. Analyzing, employees are able to analyze criticism and suggestions given by customers 5. Acting, restaurant employees follow up on criticism and suggestions given by consumers	Likert
Customer Loyalty	Loyal consumers are not measured by how much they buy, but by how often these consumers make repeat purchases, including here recommending other people to buy (Robert, Varki and Bordie, 2003).	1. *Say positive things*, is saying positive things about the products that have been consumed. 2. *Recommend friend*, is recommending products that have been consumed to friends. 3. *Continue purchasing*, is continuous purchasing for products that have been consumed.	Likert

Results and Analysis

The field survey results that have been carried out for approximately 2 months at 3 traditional restaurants in Sleman Regency, obtained 261 respondents, with the following profiles:

Table 3 Respondent Profile

Respondent 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%
	Student / College Student	36	13.8%
	Others	41	15.7%
Expenses per month	<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%
	>3 times	17	6.4%
Companions	Family	65	24.9%
	Friends	80	30.7%
	Business Relations	84	32.2%
	Colleagues	32	12.3%
Purpose of Visit	Culinary Tour	113	43.3%
	Business Meeting	82	31.4%
	Gathering	16	6.1%
	Others	50	19.2%

Source: Survey Data, 2020 (processed)

Validity Test

The validity test is a test to determine whether the items in the research instrument can measure the variables under study. From the results of the validity test that was carried out; all statement items were declared valid because they had a significant correlation. The results of the validity test can be seen in table 4 below:

Table 4 Validity Test

Variable	Item	Correlation Value	Notes
Sense	Sense1	0.786 **	Valid
	Sense2	0.778 **	Valid
	Sense3	0.732 **	Valid
	Sense4	0.652 **	Valid
Feel	Feel1	0.787 **	Valid
	Feel2	0.772 **	Valid
	Feel3	0.873 **	Valid
	Feel4	0.831 **	Valid
Think	Think1	0.678 **	Valid
	Think2	0.618 **	Valid
	Think3	0.626 **	Valid
	Think4	0.482 **	Valid
Act	Act1	0.63 **	Valid
	Act2	0.857 **	Valid
	Act3	0.861 **	Valid
	Act4	0.616 **	Valid
Relate	Relate1	0.791 **	Valid
	Relate2	0.778 **	Valid
	Relate3	0.816 **	Valid
	Relate4	0.9 **	Valid
CS	Cs1	0.728 **	Valid
(Customer Satisfaction)	Cs2	0.68 **	Valid
	Cs3	0.676 **	Valid
	Cs4	0.688 **	Valid
	Cs5	0.826 **	Valid
Loyality	Loyal1	0.865 **	Valid
	Loyal2	0.917 **	Valid
	Loyal3	0.891 **	Valid

Source: Survey Data, 2020 (processed)

Reliability Test

Reliability test is used to prove the consistency and stability of a questionnaire. The higher the reliability level of a measuring instrument, the more stable the tool is in measuring a symptom. In other words, the questionnaire will produce stable or consistent answers between yesterday, now, or the day after tomorrow for the same respondents. An instrument or variable is declared *reliable* if the calculated *Cronbach's Alpha* value has the value greater than the required minimum value of 0.6 (Hair, 2007). The reliability test results conducted on the questionnaire used in this study are as follows:

Table 5 Reliability Test

Variable	*Cronbach Apha*	*Cut off Value*	Notes
Sense	0.708	0.6	Reliable
Feel	0.833	0.6	Reliable
Think	0.615	0.6	Reliable
Act	0.838	0.6	Reliable
Relate	0.739	0.6	Reliable
CS	0.767	0.6	Reliable
	0.861	0.6	Reliable

Source: Survey Data, 2020 (processed)

Model Feasibility Test

The feasibility test of the structural equation model uses chi square, RMSEA, chi sqaure / df, GFI, AGFI, TLI and CFI. The feasibility test results are presented in table 5 below. The chi square value of 890.52 with a significant 0.00 indicates that the model used is less perfect or good (in other words, marginal). This is also based on the criteria for a significant value smaller than 0.05. In addition, the CFI and AGFI measurement indices are in the range of values not as required. It can be concluded that the SEM test is not perfect to form a study, but that does not mean it cannot be used in the analysis.

Table 6 Model Feasibility Test

Goodness of Fit Index	Cut-off Value	Result	Model Evaluation
Chi-Square	Kecil	890.52	Marginal
Probability	> 0.05	0.000	Marginal
RMSEA	< 0.08	0.08	Good
Chi-Square/df	< 1.20	2.7	Marginal
GFI	> 0.90	0.797	Marginal
AGFI	> 0.90	0.750	Marginal
TLI	> 0.95	0.775	Marginal
CFI	> 0.95	0.804	Marginal

Source: Survey Data, 2020 (processed)

Regression Test Results

Regression analysis is a statistical tool used to determine the effect of the independent variable on the dependent variable. The regression test results can be seen in the following table:

Table 7 Regression Test Results

	Estimate	SE	CR	Prob	Notes
CS <------ Sense	-0.26	0.067	-0.38	0.7	Not Significant
CS<------ Feel	0.37	0.082	4.59	***	Significant
CS <------ Think	0.23	0.093	2.48	0.01	Significant
CS <------ Act	-3.27	13.12	-2.50	0.803	Not Significant
CS <------ Relate	-0.05	0.22	-2.49	0.804	Not Significant
Loyal <----- CS	0.84	0.16	5.07	***	Significant

Source: Survey Data, 2020 (processed)

Discussion

The results of the regression test in table 7 mentioned earlier will be presented as follows:

1. The *sense experience* variable to build the consumer satisfaction can be presented through the five senses that they have, such as when the consumers come to a restaurant, the eyes see an attractive layout design, the nose smells of aromatherapy, the ears hear the music and the skin feels the coolness of the air conditioner. The five senses that are felt can be obtained during the experience phase, both pre-purchase, purchase and after purchase phases. In this study, it was found out that *sense experience* **variable did not have a significant effect on the** *customer satisfaction*. This was indicated by a probability value of 0.7 in which the value was greater 0.05 percent than the required value. This means that in this study, the consumer satisfaction in traditional concept restaurant was not determined by the five senses experience when they visited

the restaurant. The room layout in the restaurant, the aroma in the restaurant, the coolness and the overall physical atmosphere did not determine customer satisfaction or were not the factors that affected their satisfaction.

2. The *feel experience* includes the service of services attribute that are full of friendliness, responsiveness, dexterity, and listening to every customer complaint. The effect of *feel experience* on the satisfaction can be presented through satisfying services, and this is needed by the consumers, including friendliness, employee courtesy, effective service, and a sympathetic attitude that make the customers feel satisfied because their needs are met. In this study, it was found out that *feel experience* **variable had a significant effect on the** *customer satisfaction*. This was indicated by a probability value of 0.00 in which the value was smaller 0.05 percent than the required value. *Feel experience* includes the service of services attribute that are full of hospitality, responsiveness, dexterity, and listening to every customer complaint. The service that is full of hospitality, responsiveness, dexterity, and listening to every customer complaint determines the customers' satisfaction level of the traditional concept restaurant.

3. The effect of *think experience* on the consumer satisfaction can be presented through the cleanliness of the place,the healthy and *halal* food, the suitability of the price offered together with the quality, and the menu variations that can encourage the consumers to give positive evaluations, which lead to the customer satisfaction.**The** *think experience* **variable had a significant effect on the** *customer satisfaction*. This was indicated by a probability value of 0.01 in which the value was smaller less 0.05 percent than the required value. *Think experience* aims to encourage the consumers to be interested and think creatively; so that, it may result in a re-evaluation of the restaurants and their concepts. *Think experience* refers more to the *future, focused, value, quality* and *growth* and can be presented through *inspirational, high technology* and *surprise*. In this study, this variable was measured by 4 indicators; namely: the food health safety, variety of choices, food quality, and *halal* level. The results of this study indicated that the *think experience* variable had a significant effect on customer satisfaction. This means that the place cleanliness, the healthy and *halal* food, the offered price suitability with the quality, as well as the variety on the menu become the determinant factors for the customer satisfaction in traditional concept restaurants in Sleman Regency. The results of this analysis also supported previous research conducted by Reymond Setiabudi Hadiwidjaja and Diah Dharmayanti, entitled "The Analysis of The Correlations of *Experiential Marketing,* Customer Satisfaction, and Customer Loyalty at Starbucks Coffee in Surabaya Town Square" which stated that the *think experience* variable had a significant effect on the customer satisfaction.

4. The effect of *act experience* on the consumer satisfaction can be presented by providing satisfaction to the consumers through products or services that are related with their lifestyle, such as someone who likes a traditional lifestyle will feel more suitable when he/she meets with traditional food than fast food. The results of this study indicated that **the** *act experience* **variable had no significant effect on** *customer satisfaction*. This was indicated by a probability value of 0.803 in which the value was greater 0.05 percent than the required value. The results of the analysis of this study showed that the act experience variable had no effect on the customer satisfaction. It means that the suitability of the traditional concept of the place, the food menu and the service with the customer's lifestyle didn't determine the customer satisfaction. The traditional concept presented by the restaurants is a new trend that makes people want to try new experiences, so that many consumers with various lifestyles will buy the food at restaurants which applied this concept.

5. The effect of *relate experience* on the consumer satisfaction can be presented through the implementation of a relationship, such as a shop owner who directly intervenes in serving his/her

customers so that the consumers can feel proud and accepted. The results of the analysis of this study indicated that **the *relate experience* variable had no significant effect on the *customer satisfaction***. This was shown by a probability value of 0.804 in which the value is greater 0.05 percent than the required value. The purpose of the *relate experience* was to connect these customers with the culture and the social environment that was reflected by the product brands, in this case, the traditional service concept was highlighted by the restaurants. The effect of the *relate experience* on the consumer satisfaction can be presented through the implementation of relationships, such as: a shop owner who directly intervenes in serving his customers; so that, the customers can feel proud and accepted. The analysis results of this study indicated that the *relate experience* variable had no effect on customer satisfaction, meanig that the customers did not consider the need to *relate experience* to get satisfaction on the traditional concept restaurants' services in Sleman Regency. This was supported by a pandemic condition, the customers limited their various actions to build physical relationships with other people.

6. The *customer satisfaction* variable had a significant effect on the *loyalty*. This was indicated by a probability value of 0.00 in which the value was smaller 0.05 percent than the required value. The research results related to the satisfaction effect on the customer loyalty showed that the customer satisfaction had a significant effect on loyalty. It meant that the satisfaction felt through *feel experience* and *think experience* had an effect on customer loyalty at traditional concept restaurants in Sleman Regency.

Conclusions and Suggestions

Conclusions

The conclusions of this study were presented as follows:

1. The *sense experience* variable did not have a significant effect on the *customer satisfaction*.
2. The *feel experience* variable had a significant effect on the customer satisfaction.
3. The *think experience* variable had a significant effect on the customer satisfaction.
4. The *act experience* variable had no significant effect on the customer satisfaction.
5. The *relate experience* variable had no significant effect on the customer satisfaction.
6. The *customer satisfaction* variables had a significant effect on the *loyalty*.

Suggestions

Based on the analysis results that the researchers have mentioned in the previous chapter, the following suggestions can be made.

1. The *feel experience* variable had a significant effect on the *customer satisfaction*. Therefore, the restaurant managers must pay attention to and improve various indicators of these variables; namely: full service of hospitality, responsiveness to customers, dexterous employees, and listening to every customer complaint. This will increase customer satisfaction and later loyalty can be maintained.

2. The *think experience* variable had a significant effect on the *customer satisfaction*. This requires restaurant managers to maintain and increase customer satisfaction through the attributes of the place cleanliness, health and halal food, the offered price suitability with the quality; as well as menu variations, so that customer loyalty can be maintained.

References

Amir, Hamzah. 2007, "Analisis Experiental Marketing, Emotional Branding, dan Brand Trust terhadap Loyalitas Merek Mentari". Manajemen Usahawan Indonesia (MUI): No.06 / Th.36 / Juni 2007, Hal.22-28

Alma, Buchari. 2011. *Manajemen Pemasaran dan Pemasaran Jasa.* Bandung: Alfabeta.

Andreani, F. 2007. *Experiential Marketing (Sebuah Pendekatan Pemasaran),* (Online),Vol.2, No.1, (http://ced.petra.ac.id/index.php/mar/article/viewFile/17009/16987, Diakses 19 September 2017).

Christian Albertus, dan Dharmayanti Diah. 2013, Pengaruh *Experiential Marketing* Terhadap *Customer Satisfaction* Dan *Customer Loyalty The Light Cup* Di Surabaya Town Square, Jurnal Manajemen Pemasaran Petra, Volume 1 Nomer 2, Jurusan Manajemen Pemasaran, Universitas Kristen Petra, Surabaya.

Chu Y, et al. (2009) Structure-function analysis of human protein Ero1-Lalpha. Biochem Biophys Res Commun 389(4):645-50

Dinas Pariwisata Daerah Istimewa Yogyakarta. 2015. Statistik Kepariwisataan 2015. Dinas Pariwisata Daerah Istimewa Yogyakarta.

Griffin, Jill. 2005. Customer Loyalty, Edisi Revisi, Jakarta : Erlangga.

Grundey,Dainora.(2008).Experiental Marketing vs Traditional Marketing.The Romanian Economic Journal Year XI no.29

Hair, Anderson, R.E, Tatham, R.L. & Black, W.C. 2006. Multi Variate Data Analysis. Fifth Edition. Jakarta: PT. Gramedia Pustaka Utama.

Harjati, Lily. 2003. Tidak Cukup Hanya Kepuasan Pelanggan Diperlukan Nilai Pelangan untuk Survival, Vol.10, No. 1.

Kartajaya, Hermawan. 2010. Marketing Management. Jakarta: PT. Gramedia Pustaka Utama.

Kartajaya, Hermawan. 2006. Boosting Field Marketing Performance From Strategy to Execution Meningkatkan Penjualan dengan Branding, Service, dan Field Operations. Jakarta: MarkPlus&Co.

Kartajaya, Hermawan. 2005, Marketing in Venus. Jakarta: Mark Plus & Co.

Kotler, Phillip dan Keller, Kevin Lanne. 2009. Manajemen Pemasaran. Jilid I. Edisi Ketiga Belas. Jakarta: Erlangga.

Kotler, P., & Keller, K.L. (2006). Marketing management (12th ed.). New Jersey: Pearson Education, Inc.

Mowen, J.C. and M. Minor (2005), Consumer Behavior, Boston: Irwin.

Schmitt, Bernd H. 1999. Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands. New York: The Free Press.

Tjiptono, Fandy & Gregorius Chandra. 2012. Pemasaran Strategi: Edisi Kedua. Yogyakarta: Andi.

Viva, Website https://www.viva.co.id/arsip/46282-orang-indonesia-lebih-suka-restoran-lokal (Diakses pada Januari 2021)

Copyrights