



The Effect of Experiential Marketing on Word of Mouth Using Satisfaction as an Intervening Variable (Study of Visitors to Trans Studio Mini Rungkut)

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<http://dx.doi.org/10.18415/ijmmu.v10i8.4887>

Abstract

Various entertainment venues continue to emerge every year, ranging from entertainment venues such as playgrounds, zoos, cinemas and others. This causes visitors to move between places of entertainment which results in a low level of loyalty. In order to have high competitiveness and to make consumers loyal, it is necessary to create the right marketing strategy and be able to evoke the emotions of visitors, through experiential marketing. The purpose of this research is to analyze and discuss the effect of experiential marketing on word of mouth with satisfaction as an intervening variable. This type of research is a type of conclusive research, totaling 220 respondents and then analyzed quantitatively and sampling using non-probability sampling technique of purposive sampling. The measurement scale in this study uses a Likert scale. The statistical analysis used is path analysis (Path Analysis) using AMOS 20 software. The results of this study indicate that there is a significant influence of experiential marketing variables on satisfaction variables. The results of this study also indicate that there is a significant influence of the satisfaction variable on word of mouth (WOM) variables. In addition, it was also found that there was a direct influence of experiential marketing variables on word of mouth (WOM) variables. The results of this study also indicate that there is a significant influence of the satisfaction variable on word of mouth (WOM) variables. In addition, it was also found that there was a direct influence of experiential marketing variables on word of mouth (WOM) variables. The results of this study also indicate that there is a significant influence of the satisfaction variable on word of mouth (WOM) variables. In addition, it was also found that there was a direct influence of experiential marketing variables on word of mouth (WOM) variables.

Keywords: *Experiential Marketing; Satisfaction and Word of mouth (WOM)*

Introduction

Competition in today's business world is very tight, many companies are competing to win the competition to win the hearts of consumers/customers. According to Rosenberg and Czepiel (1984, in Lupiyoadi 2008:196) the cost of acquiring new customers, companies need about five times the cost of maintaining existing customers. So that companies can save costs if they retain customers, one way to retain old customers is to make them always feel satisfied so that they become loyal. According to Lovelock (2007: 133) loyalty is the willingness of customers to continue to support the company in the

long term, buying and using its products and services on the basis of exclusive liking and voluntarily recommending the company's products to relatives or better known as WOM.

Based on the theory in the paragraph above, it can be concluded that loyalty can lead to word of mouth. Based on WOMMA (2007: 1-6), organic word of mouth is word of mouth that occurs naturally, people who are satisfied with a product will share their enthusiasm. Therefore, to get positive word of mouth, companies must always maintain quality and service aimed at customer satisfaction. Satisfaction can arise due to several factors. According to Irawan (2009:37-39) there are five factors that drive satisfaction, including: Product quality, Price, Service Quality, Emotional factor, Convenience. Of the five factors driving satisfaction, the author wants to examine point 4, namely the emotional factor. Emotional factors will be easy to obtain if the management of a company can impress its customers. So that consumers are difficult to forget the product or service.

According to Gentile et al (2007: 5), in (dharmawansyah, 2013), at this time where contact between companies and consumers is increasing, focus on consumers can be done by monitoring the experiences or experiences felt from these contacts. The theory of experiential marketing emerged in 1999 on the idea of Schmitt (1999), where Schmitt (1999) stated that he disagreed with the traditional marketing concept which only considered consumers to make rational decisions. Experiential marketing is very useful for increasing customer satisfaction. According to Kotler Keller (2009: 138), customer satisfaction is the level of one's feelings after comparing the performance he feels/experiences against his expectations. Customer satisfaction has a positive impact on the availability of consumers to recommend products or companies to others. According to Tjiptono (2008: 23), the creation of customer satisfaction can provide several benefits including the relationship between the company and its customers to be harmonious, provide a good basis for repeat purchases and create customer loyalty, and form a word of mouth recommendation that benefits the company.

According to Sutisna (2003: 184), word of mouth, such as making references, is something that often happens in society. According to Kartajaya (2010: 169), if marketers can create experiences around the products or services they offer, then consumers will always remember, make return visits based on that experience, and will spread the story to friends.-their friends. According to Rotinsulu's research (2013), companies engaged in the entertainment business are growing rapidly, causing increasingly fierce competition. In the service sector, especially in the tourism sector, it is quite attractive to many people. The development of Indonesian tourism over the past few years has shown a very significant increase compared to the early 2000 decade (Kemenpar.go.id, 2016).

According to research from Kunto (2014), busy activities and high work demands have increased the need for big city people for entertainment venues. In addition, entertainment venues can be used as moments to spend time with family, friends, partners and business partners. Various entertainment venues continue to emerge every year, ranging from entertainment venues such as playgrounds, zoos, cinemas and others. This causes consumers to move around entertainment venues which results in a low level of loyalty. According to the trinitar.com website (2017), The World Travel & Tourism Council (WTTC) (2016), estimates that Indonesia has the opportunity to achieve a growth in foreign tourist visits of 14.2% and domestic tourists (wisnus) of around 6.3%. This number has increased from previous years. In 2016, WTTC reviewed the active development of the tourism sector in several cities in Indonesia, including Surabaya. Around 8.1% of the tourism growth monitored by WTTC came from Surabaya as well as Sidoarjo.

Surabaya is the second largest city in Indonesia. As the capital city of East Java province, Surabaya is growing as a city with rapid development as a center for business, industry, and education, especially for the East Java region (Surabaya.go.id, 2015). As a densely populated and busy city, the people of Surabaya certainly need a place for recreation/tourism to be used as a place for weekends and vacations amid their daily activities. According to Pandit (1994), tourism can be distinguished according

to tourists' motives for visiting a place. According to research from Umilia (2013), most of the tourism in Surabaya is artificial tourism. Many artificial tours continue to be built in Surabaya, and one of the most interesting artificial tours to visit is Trans Studio Mini Rungkut. According to the Suwoncity.Net website (2017), Trans Studio Mini is a tour with the most complete and largest facilities in Surabaya. This makes Trans Studio Mini Rungkut very interesting to be visited by tourists visiting Surabaya.

Trans Studio Mini Rungkut is an entertainment and shopping place for residents of the city of Surabaya and its surroundings. At night, there are various kinds of rides and culinary bazaars that can attract visitors who come. Visitors will also be spoiled with a very beautiful view at night. To maximize revenue, Trans Studio Mini Rungkut extends opening hours from 09.30 – 24.00 on weekends and is valid from 16-26 July 2015, this has paid off with an increase in the number of visitors on weekdays. fold on weekends (Surabaya.tribunnews.com, 2016). However, behind the hectic Trans Studio Mini Rungkut there are many complaints from visitors who have come to Trans Studio Mini, many negative comments were made by visitors who were disappointed with the service, security and facilities. The existence of these negative comments also had an impact on a decrease in the number of visitors at Trans Studio Mini Rungkut, along with data on the decline in the number of visitors at Trans Studio Mini Rungkut:

Table 1.Number of Visitors at Trans Studio Mini Rungkut

Year	Number of visitors
2017	126,234
2018	252,136
2019	180,045

Source: primary data

Based on the table above the number of visitors at Trans Studio Mini Rungkut in 2017 was quite high, namely, from the beginning of opening in July to December there were 126,234 visitors, in 2018 it was stable at 252,136 visitors. But in 2019 the number of visitors decreased to 180,045 visitors. Currently, many companies are starting to use experiential marketing in providing services to customers. The impressive experience that customers get will make customers feel comfortable. Based on a pre-survey of 30 visitors, the Crazy Cab Coaster ride is the most favorite ride. There are 6 of the most favorite rides at Trans Studio Mini Rungkut and the Crazy Cab Coaster ride is the most favorite ride among the other 5 rides, which is 23.3%. To maximize research.

Literature Review and Hypothesis Formulation

Experiential Marketing

According to Schmitt (1999:64), explains "Experiential marketing is how to get customers to sense, feel, think and relate to your company and brands". Experiential marketing is a way to make customers create experiences through sense, think, act and relate to a brand and company.

According to (Kotler, L, & Keller, 2009: 563) put forward the definition of "experiential marketing: a large part of local, grassroots marketing is experiential marketing which not only communicates features and benefits but also connects a product or service with a unique and interesting experience". The meaning of this statement is that experiential marketing is not just communicating the features and benefits of a product, but also combining a product and service with a unique and interesting experience.

Satisfaction

According to (Engel, Blackwell, & Miniard, 1995:273) defines satisfaction as a post-consumption evaluation that an alternative chosen at least meets or exceeds expectations.

According to Kotler and Keller (2009: 139) that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought of against the expected performance or results. If performance falls below expectations, the consumer is dissatisfied. If performance exceeds expectations, consumers will be very happy or satisfied.

Word of Mouth

According to Prasetijo and Ihalauw (2005: 210), WOM is a process in which information obtained by someone about a product, either from the mass media, from social interaction or from consumption experience, is passed on to other people and in that process the information spreads everywhere. .

According to Hasan (2008: 32), WOM is part of a promotional strategy in marketing activities by using satisfied people to stimulate others to increase product awareness and generate a certain level of sales.

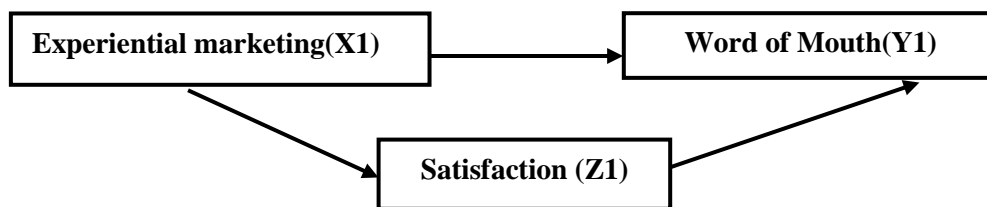


Figure 1.Source: Data Processed By Researchers

H1: There is a significant influence between experiential marketing and visitor satisfaction at Trans Studio Mini Rungkut.

H2: There is a significant relationship between satisfaction and word of mouth visitors to Trans Studio Mini Rungkut.

H3: There is a significant influence between experiential marketing and word of mouth visitors to Trans Studio Mini Rungkut.

Research Methods

The type of research used in this research is to use a conclusive research design with a descriptive research type, this research will be analyzed quantitatively, the determination of the sample in this study is non-probability sampling and the sampling is done by judgmental sampling, this research is located at Trans Studio Mini Rungkut namely on Jl. Ahmad Yani No. 333 Surabaya. The population referred to in this study is visitors to Trans Studio Mini Rungkut with an infinite population. The population in this study were visitors who had just visited Trans Studio Mini Rungkut. The characteristics of the population in this study are at least 16 years old with a total of 220 respondents.

Analysis and Discussion

This study shows that the respondents who dominated the Crazy Cab Coaster ride were women (58.2%) with an average student status (72.7%), an average age of 16-25 (61.4%) and on average they

tried the Crazy Cab Coaster ride 2 times (42.3%). The stages carried out in path analysis through the AMOS program are a series of classic assumption tests consisting of a normality test, linearity test, outlier test, then model feasibility test and hypothesis testing (Setiawan and Ritonga, 2011:71).

The normality test in this study shows that the critical skewness ratio and critical kurtosis ratio for each variable show a normal distribution because they are in the range of -2.58 to 2.58. While the multivariate normality test is 0.070, which means it is in the range -2.58 to 2.58, so it can be concluded that the multivariate normality assumption has been met so that the data is feasible to use in the next estimation.

The linearity test in this study has a significance value of experiential marketing, satisfaction, and word of mouth which is equal to 0.000 where the significance value is <0.05 . This means that the relationship between variables meets the requirements and is linear with the information that the more positive experiential marketing that is formed, the satisfaction will also be higher, the formation of high satisfaction will make word of mouth also higher.

The outlier test in this study used the results of an examination with the mahalanobis distance which showed that statistically there were no observations detected as outliers. This is because the value of the mahalanobis distance is less than 40.289 or there is no data for the mahalanobis d-square which exceeds 40.289.

The feasibility test of the model in this study was seen from the coefficient of determination of experiential marketing on satisfaction (R^2) which was obtained at 0.497. both equations. The accuracy of the model is 68.8% explaining that the contribution of the model to explain the structural relationship of the three variables studied is 0.688 (68.8%) and the remaining 31.2% is explained by other variables not involved in the model. The following is a picture of the path coefficient from the path analysis:

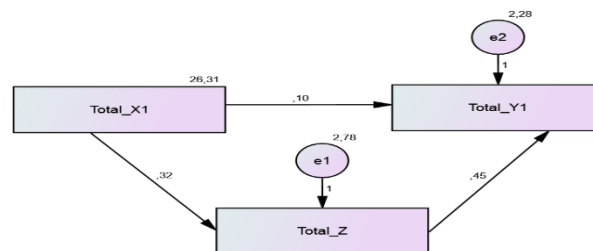


Figure 2. Path Diagram
Source: Amos output

Based on the picture above it can be converted into a structural model equation. So the structural model equation in this study is as follows:

$$e1 = \sqrt{1-r^2} \rightarrow \sqrt{1-0.497} = \sqrt{0.503} = 0.709$$

$$e2 = \sqrt{1-r^2} \rightarrow \sqrt{1-0.380} = \sqrt{0.620} = 0.787$$

$$Z = b1X + e1 \rightarrow Z = 0.320 X + 0.709$$

$$Y = b2Z + b3X + e2 \rightarrow Y = 0.450 Z + 0.110 X + 0.787$$

In this study, it can be concluded that mediation is proven partially (partially mediating). It can be proven that the experiential marketing variable (X) has a significant effect on the word of mouth variable (Y) directly which is equal to 0.246 while the experiential marketing variable (X) has a significant effect on the word of mouth variable (Y) indirectly and must go through satisfaction variable (Z) as a mediation that is equal to 0.353. This shows that by adding the satisfaction variable as an intervening variable it has a significant effect. The hypothesis test in this study is as follows:

Table 2. Hypothesis Test Results

hypothesis	estimate	SE	CR	P
H1: Satisfaction Experiential Marketing →	0.324	0.022	14,720	0.000
H2: Word of Mouth Satisfaction →	0.448	0.061	7,328	0.000
H3: Experiential Marketing Word of Mouth →	0.101	0.028	3,593	0.000

Source: AMOS Output (2017)

Based on the above, the results of the hypothesis test can be explained as follows:

a.H1: The Effect of Experiential Marketing on Satisfaction

In the first hypothesis, there is a calculated CR value between the experiential marketing variable and satisfaction, which is $14.720 > 2.00$ with a significant probability value of 0.000 ($p \leq 0.05$). There is a positive influence of experiential marketing variables on satisfaction variables.

b.H2: The Effect of Experiential Marketing on Word of Mouth

In the second hypothesis, the calculated CR value between experiential marketing variables and customer word of mouth is $7.328 > 2.00$, the significance probability value is 0.000 ($p \leq 0.05$). There is a positive influence of experiential marketing variables on word of mouth variables.

c.H3: The Effect of Satisfaction on Word Mouth

In the third hypothesis, there is a calculated CR value between the variables of satisfaction with word of mouth which is $3.593 > 2.00$ with a significant probability value of 0.000 ($p \leq 0.05$). There is a positive effect of the satisfaction variable on the word of mouth variable.

1. Effect of Experiential Marketing on Satisfaction

The results of the study show that experiential marketing has a positive effect on direct satisfaction. This can be seen from the value of the path coefficient. The one-way sign on the path coefficient shows a positive effect, which means that if respondents feel high experiential marketing, it will indirectly increase their positive satisfaction with the Trans Studio Mini Rungkut service, especially the Crazy Cab Coaster ride.

The results of this study indicate that respondents enjoy the Crazy Cab Coaster ride because the ride is very interesting. Most of the respondents felt happy while enjoying the Crazy Cab Coaster ride and not a few of them felt comfortable while on the Crazy Cab Coaster ride. Respondents who had just arrived at Trans Studio Mini Rungkut were curious to try it when they saw the vehicle. On average, the respondents who came to Trans Studio Mini Rungkut took pictures while inside or in front of the Crazy Cab Coaster ride, because the respondents felt satisfied they shared their experiences with their friends and relatives.

The results of this study are in accordance with the theory explained by Irawan (2009: 38) that in determining the level of customer satisfaction, there are five drivers of customer satisfaction, one of which is emotion, in this case experiential marketing is one of the drivers driving satisfaction, namely the underlying emotions. customer satisfaction that is able to produce sensations and unforgettable experiences.

Research conducted by (Ronald et al., 2014) states that experiential marketing has a positive effect on customer satisfaction, while according to (Artanti, 2016) in his research which states that experiential marketing has a positive influence in creating customer satisfaction. It is supported by (Kumala, L., Arifin, Z., 2013) states that experiential marketing simultaneously influences customer satisfaction.

2. The Effect of Satisfaction on Word of Mouth (WOM)

The results showed that satisfaction has a positive effect on word of mouth (WOM) directly. This can be seen from the value of the path coefficient. The one-way sign on the path coefficient shows a positive effect, which means that if the respondent feels high satisfaction, it will indirectly increase positive word of mouth (WOM) to other people about the services and facilities provided by the Crazy Cab Coaster ride.

This study shows that respondents feel happy when trying the Crazy Cab Coaster ride because they are satisfied with the quality and service when trying the Crazy Cab Coaster ride. In addition, many respondents felt comfortable trying the Crazy Cab Coaster ride, the excitement and comfort of trying the ride cannot be found in other rides at Trans Studio Mini Rungkut.

The results of this study are in accordance with the theory explained that satisfied customers usually stay loyal for a longer time, buy again when the company introduces new products and renews old products, talks good things about the company and its products or services to others (Kotler and Keller, 2009:140). Satisfied customers also tend to provide good references to products or services to others (Lupiyoadi and Hamdani, 2013: 231). So it can be said that word of mouth is influenced by customer satisfaction. Customers will do word of mouth if they are satisfied.

The results of this study are supported by research from (Rahmawati, 2014) states that satisfaction has a positive and significant effect on WOM. As well as the results of research by (Xuecheng et al., 2008) and (Surya Wijaya, Said, & Landra, 2016) shows that satisfaction has a positive effect on WOM.

3. The Influence of Experiential Marketing on Word of Mouth

The results of the study show that experiential marketing has a direct positive effect on word of mouth. This can be seen from the value of the path coefficient. The one-way sign on the path coefficient shows a positive effect, which means that if the respondent feels high experiential marketing, it will indirectly increase positive word of mouth to other people about the services offered by the Crazy Cab Coaster vehicle.

Based on this research, it shows that the respondents after trying the Crazy Cab Coaster ride, many said or spoke positively, in fact most of the respondents recommended the Crazy Cab Coaster ride to their friends. Many respondents were satisfied that many promoted Crazy Cab Coaster rides when they were outside Trans Studio Mini Rungkut.

The results of this study are in accordance with the theory described by Schmitt (1999, in Saputra, 2010), experiential marketing can create experiences among consumers which eventually become something that can be remembered and told to those closest to them. Whereas. According to Ma'ruf (2005: 203) to win and retain the target market (mind share and heart share) from consumers, long-term marketing is needed in the form of emotions and experiences so that they can generate long-term benefits including positive word of mouth. According to Smilansky (2009: 90) experiential marketing has several benefits for companies including driving word of mouth.

The results of this study are in accordance with research by (Nabila, Wahyuni, & Nugroho, 2015), (Mismiwati, 2016) and (Artanti, 2016) states that experiential marketing has a positive effect on word of mouth (wom).

Conclusions

Based on the discussion of the results of data analysis in chapter IV, it can be concluded that there is a significant influence between experiential marketing on visitor satisfaction at Trans Studio Mini Rungkut. There is a significant relationship between satisfaction and word of mouth visitors to Trans Studio Mini Rungkut. There is a significant influence between experiential marketing and word of mouth among visitors to Trans Studio Mini Rungkut. There is a significant effect of experiential marketing on word of mouth with satisfaction as an intervening variable for Trans Studio Mini Rungkut visitors.

Based on the discussion of the results of data analysis there are several limitations in this study, so it can be suggested to future researchers are expected to examine other variables that are not used in this study in influencing satisfaction and word of mouth Trans Studio Mini Rungkut. One of the shortcomings of this study is the lack of precision in identifying experiential marketing variables so that the statement items from experiential marketing become less specific, so it is suggested for further research to be more careful in identifying experiential marketing variables.

It is expected that future researchers will add theory from journals and other literature to facilitate understanding and enrich the results of research and be able to correct errors in this study.

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