

The Effect of Experiential Marketing on Customer Satisfaction (Tokopedia)

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ABSTRACT

This study aims to analyze the effect of Experiential Marketing on Tokopedia consumer satisfaction. The technique used in this research is non-probability sampling with the purposive sampling method. The data collection technique used in this study was a questionnaire distributed to 104 respondents. The data analysis technique used was the f test, t-test, and multiple linear regression analysis using the SPSS 21.00 program. The results obtained indicated that Experiential Marketing had a positive and significant effect on the satisfaction variable. This shows that the greater the experiential marketing, the greater the consumer satisfaction with a particular product or brand.

Keywords: *Experiential Marketing, Consumer Satisfaction.*

1. INTRODUCTION

Experiential marketing is an approach in marketing that has been done from the past until now by marketers. This concept seeks to bring consumers a unique, positive, and memorable experience. According to [1] stated that experiential marketing could have advantages in several situations, including preventing brand decline, differentiating products from competitors' products, creating an image and identity for the company, promoting innovation, and leading to the trial, purchase. The experiential marketing concept is carried out by marketers to offer their products and services by stimulating consumer emotions that produce various consumer experiences. Stimulating the elements of sense, feel, think, act, relate is used to attract consumers to feel satisfied. Thus, this is a crucial success factor. According to [2], consumer satisfaction is the level of feeling after comparing the performance he feels with his expectations. The level of satisfaction is the difference between perceived performance and expectations. If performance is below expectations, consumers are assumed to be dissatisfied. If performance matches expectations, consumers are satisfied. In general, this study aims to analyze the effect of experiential marketing on Tokopedia's consumer satisfaction. According to [3] conducted a study to determine the effect of experiential marketing (which includes sense, feel, think, act, and relate) on customer satisfaction at The Plaza Semanggi.

The results showed that the five independent variables positively and significantly affected consumer satisfaction.

Customer satisfaction with services helps develop the behavioral side of the customer in terms of the intention to carry out repeated electronic transactions and the emotional side in terms of giving positive words of mouth to customers to other people [4].

Experiential marketing is a marketing concept by offering products and services by cultivating an emotional element to consumers resulting from the situations experienced by consumers [5]. According to [1] divides the experience of the marketing approach to marketing or strategic experience modules consisting of 5 types (sense, feel, think, act, relate). According to [6], customer satisfaction is the level of one's feelings after comparing the performance or results perceived to his expectations. Customers' satisfaction with service companies is defined as a situation where customer expectations for service follow the reality received about the services provided to customers. If the company's service is far below customer expectations, the customer will be disappointed.

Conversely, if the services provided meet consumer expectations, consumers will be happy. According to [7] proposed attributes for satisfaction with the indicators consist of the suitability of expectations, interest in

revisiting, and willingness to recommend. According to [8] state that overall satisfaction is based on the purchase and experience of consuming goods and services. Experience can be created by creating a brand that provides an unforgettable experience to customers with the support of a good marketing program. A good and memorable experience will create positive feelings or satisfaction with the brand

2. METHODS

2.1. Research Methodology

This research was conducted at Tokopedia. This research focused on the effect of experiential marketing on customer satisfaction. This research was included in causal research. Causal research is a research design that aims to determine the relationship and influence of one variable on other variables. This study aimed to analyze and find the effect of experiential marketing on consumer satisfaction.

2.2. Population and Reasearch Sample

The population in this study were all users of the Tokopedia application. The sample was as many as 104 respondents and filled in entirely by the respondents and therefore could be analyzed. According to [9] stated that a sample size greater than 30 and less than 500 was an appropriate and reasonable amount for research in general [9]. Thus, it can be said that the answers collected can be analyzed further. The sampling technique of this research is using google forms or filling out online.

2.3 Data Analysis Method

Quantitative Analysis Method is a data analysis that uses data in numbers obtained as a result of measurement or summation with the SPSS 21.00 for the windows program.

2.4. Hypothesis

H1: Experiential Marketing affects Tokopedia consumer satisfaction.

3. RESULTS AND DISCUSSION

3.1. Result

Based on the results of Table 1, it can be explained that the independent variable indicators, namely sense, feel, think, act, relate, and customer satisfaction, have a significant value of $0.000 < 0.05$ in this case, it is declared valid. If the p-value was less than alpha ($p < \alpha$), the null hypothesis was rejected, meaning that the result was statistically significant.

Table 1. Independent variable

Variable	Indicator	Statistic Test	Result
Experiential Marketing	Q1	Valid	.000
	Q2	Valid	.000
	Q3	Valid	.000
	Q4	Valid	.000
	Q5	Valid	.000
	Q6	Valid	.000
	Q7	Valid	.000
	Q8	Valid	.000
	Q9	Valid	.000
	Q10	Valid	.000
	Q11	Valid	.000
	Q12	Valid	.000
	Q13	Valid	.000
	Q14	Valid	.000
	Q14	Valid	.000
	Q15	Valid	.000
	Q16	Valid	.000
	Q16	Valid	.000
	Q17	Valid	.000
Q18	Valid	.000	
Q19	Valid	.000	

Table 2. explained that the research data has a Cronbach's Alpha value of $0.871 > 0.06$, meaning that the data tested is reliable

Table 2. Reability

Cronbach's Alpha	N of item
.871	19

Table 3 show the results of the calculation of the F test, it was found that Fcount was 67.812 and a significant 0.000. Meaning that the experiential marketing variable simultaneously affected the consumer satisfaction variable at Tokopedia. The influence of experiential marketing is the most dominant in consumer satisfaction because it has the largest beta and t-count coefficient values.

Table 3. Anova

Anova ^a						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	8.566	1	8.566	67.812	.000 ^b
	Residual	12.885	102	.126		
	Total	21.451	103			

The regression coefficient value of the experiential marketing variable (b1) is positive with a score of 0.840. This means that every 1 unit increase in price will

increase consumer satisfaction by 0.840 units assuming the other independent variables have a fixed value. Coefficient show by Table 4.

Table 4. Coefficient

Coefficients ^a						
		Unstandardized coefficients		Standardized Coefficient		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.466	.239		1.950	.054
	Mean_x	.840	.102	.632	8.235	.000

Figure 1 show Normal regression.

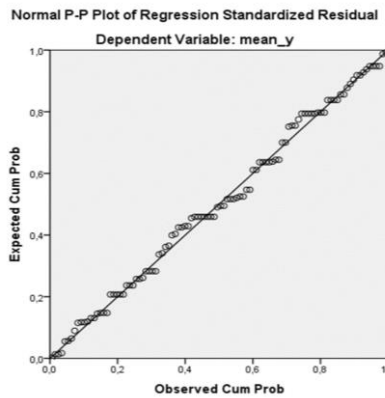


Figure 1. Normally distributed

Based on Figure. 1 above, the data being tested was normally distributed and met the assumption of normality since the data is spread across the diagonal line and spreads around the link.

Figure 2 show heterocedasticity

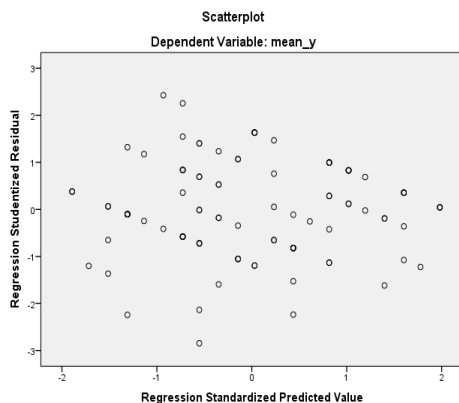


Figure 2. Heterocedasticity

Based on Figure 2 above, there is no heteroscedasticity in the data tested because the data has been scattered. There is no clear pattern and points in the SPSPREADage above and below the number 0 on the Y-axis.

4. CONCLUSIONS

This means that customer satisfaction was influenced by the experiential marketing variable of 39.3%. This study supports previous research from [10 ,11], which states that experiential marketing positively affected customer satisfaction.

Based on the results of the t-test, it can be seen that t_{count} is on the Experiential Marketing variable. $8.235 > t_{table}$ 1,983 with probability t is $sig < 0.05$ for the satisfaction variable. Based on the results of the F test, the value of $F_{(count>)} F_{table}$ is $67.812 > 3.93$, showing that Experiential Marketing has a positive and significant effect on the satisfaction variable.

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