Mediated Effect of Consumer Satisfaction on the Influences of Experiential Marketing and Product Quality on Customer Loyalty of Maybelline Cosmetic Products in Banda Aceh, Indonesia

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Abstract—**This study aims to measure the influence of experiential marketing and product quality to customer loyalty with customer satisfaction as a mediating variable on customers of cosmetic products Maybelline in Banda Aceh. The sample used in this study is the customers that used products Maybelline amounting to 235 respondents. Data collection equipment used in this research is questionnaire. The sampling technique used is Proportionate Stratified Sampling, which each strata is precisely display by the sample taken is proportional to the total population share of the strata. Based on the results of analysis, it indicates that Experiential Marketing affects Loyalty, Product Quality affect Loyalty, Experiential marketing has an effect on Customer Satisfaction, Product Quality affects customer satisfaction, Customer Satisfaction Influence to Loyalty, Customer satisfaction mediate relationship between Experiential marketing with Loyalty, also Customer satisfaction mediate relationship between quality products with customer loyalty.**

Keywords—**Experiential Marketing, Product Quality, Customer Satisfaction, Customer Loyalty, Cosmetic product**

I. BACKGROUND

Indonesia is a potential market for various products as well as very tight competitive places. Facing increasingly hard competition, companies are required to create unique products accompanied by building a positive image and the best service in order to be superior among competitors. This fierce competition makes it difficult for companies to gain market share. With conditions like this, the task of the marketer is very heavy because changes can occur at any time, both changes to the customer's tastes, as well as psychological and social aspects. The large number of requests for cosmetics, especially in Indonesia has resulted in all players entering the Indonesian cosmetics market. According to data from the National Statistics Agency, the number of cosmetic sales for March 2016 reached 1 trillion, 730 billion million won, an increase of 12.9% compared to the same month last year. Cosmetics manufacturers strive to attract customers' attention by experiential marketing.

Experiential marketing is a way to create experiences that are felt by customers when using products or services through senses, feel, experience of creative thinking (think), customer experiences related to the body physically, with behavior and lifestyle and experience as a result of interaction with others (act), and create experiences that are connected with social conditions, lifestyle and culture that reflect the brand which is a development of sense, feel, think, act and relate (Schimtt, 2011). Content experience is of course product quality along with durability, reliability, accuracy, ease of use, and product attributes from the customer's perspective. Good product quality can influence customer satisfaction, namely by looking at the benefits provided by the product compared to the sacrifices needed to obtain the product, for example the uniqueness of the product provides added value to the owner (Zeithaml, 2013).

Kotler (2012) states that satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the results thought with the results obtained. So, satisfaction is a function of the perception or impression of performance and expectations, if the performance is below expectations then the customer is not satisfied, so too if the performance exceeds expectations then the customer is satisfied. If the customer is satisfied, he will make a repurchase so that he does not switch competitor products. Griffin (2005) revealed that loyal customers will repurchase regularly, buy other products offered by the same manufacturer or company and recommend these products and services to others. The company certainly wants to retain its customers in the long run, even if possible forever.

Based on the description above, the researchers put forward the research objectives, namely: 1) To analyze the influence of experiential marketing on Maybelline cosmetic customer loyalty in Banda Aceh City, 2) To analyze the effect of product quality

on Maybelline cosmetic customer loyalty in Banda Aceh City, 3) To analyze the influence experiential marketing to the satisfaction of Maybelline cosmetics customers in Banda Aceh, 4) To analyze the effect of product quality on the satisfaction of Maybelline cosmetics customers in Banda Aceh, 5) To analyze the effect of customer satisfaction on Maybelline cosmetic customer loyalty in Banda Aceh City, 6) To analyze the influence of experiential marketing on customer loyalty is mediated by the satisfaction of Maybelline cosmetics customers in Banda Aceh, 7) To analyze the effect of product quality on customer loyalty mediated by the satisfaction of Maybelline cosmetics customers in Banda Aceh.

II. LITERATURE REVIEW

Griffin (2005) explains customer loyalty is a commitment to persist in depth, and re-purchase or re-subscribe to selected products or services consistently in the future, indicators that measure customer loyalty include: 1) Make regular repurchases, both in-purchase goods and services, 2) Make purchases outside the line of products / services produced by the company, 3) Recommend products / services and convey positive things about products or services, 4) Demonstrate immunity from attractiveness of similar products / services from competitors. Loyalty is formed because consumers feel satisfied with the products and services they obtain.

According to Kotler (2012), satisfaction is a feeling of pleasure or disappointment that arises after comparing the product results that are thought of the perceived results. So, satisfaction is a function of the perception or impression of performance and expectations, if the performance is below expectations then the customer is not satisfied, and vice versa. Customer satisfaction indicators: 1) Stay loyal to the company, consumers will continue to buy products offered by the company, 2) Buy back products offered by the company on an ongoing basis, 3) Willing to pay more when buying, especially when the company promotes these products, 4) Provide feedback to the company. Consumers feel satisfied if their perceptions on the quality of products and services obtained are higher when compared to the sacrifice to obtain these products.

Schmitt (2011, Wang and Lin 2012) argues that experience is the event of the occurrence of individual feedback in some stimuli or stimuli, which affects the feelings, thoughts, and behavior of individual consumers after experiencing a certain event. Measuring indicators of experiential marketing include: 1) Experience through the five senses, 2) Affective experience, 3) Creative cognitive experience, 4) Experience acting, 5) Relationship experience. This research, examines the variables of loyalty, satisfaction, product quality and experiential marketing. And guess the variable has a relationship. Therefore it will be tested whether the variables influence each other?

H1: Experiential marketing has an effect on customer loyalty.

H2: Product quality influences customer loyalty.

H3: Experiential marketing has an effect on customer satisfaction.

H4: Product quality has an effect on customer satisfaction.

H5: Customer satisfaction has an effect on customer loyalty.

H6: Experiential marketing has an effect on customer loyalty which is mediated by customer satisfaction.

H7: Product quality has an effect on customer loyalty which is mediated by customer satisfaction.

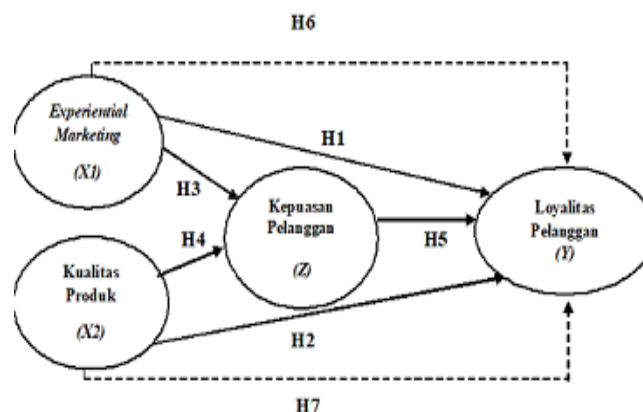Figure I is the theoretical framework to be tested in the study as below:

FIGURE I.   THEORETICAL FRAMEWORK

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III. METHOD

A. Location and Object of Study

The study location is Banda Aceh City. The object of this research is experiential marketing, product quality, customer satisfaction and customer loyalty.

B. Population and Samples

The population in this study were Maybelline cosmetics customers. The sampling technique of this study is probability sampling. The sampling method used is the Proprietary stratified sampling method. Sampling of respondents in this study uses criteria, namely respondents who use Maybelline cosmetic products.

C. Data Collecting Method

In this study, researchers distributed questionnaires manually and electronically, which in this case used electronic equipment, namely Google form. Therefore researchers spread Google form links to respondents through chat room media and social media to Maybelline cosmetic customers in Banda Aceh City.

D. Operationalized Variables

The operational variables in this study were divided into Experiential marketing (X1), Product Quality (X2), as independent variables, Customer Loyalty (Y) as the dependent variable, and Customer Satisfaction (Z) as mediating variables.

E. Data Analysis

Data analysis equipment used SEM (Structural Equation Modeling) with research tools / software in the form of PLS (Partial Least Square) (Ghozali and Latan, 2012).

IV. RESULTS AND DISCUSSION

A. Characteristics of Respondents

Based on age, it can be seen that out of 235 respondents, the age between 22-25 years is 124 people (52.8%) of the total respondents, followed by ages between 18-21 years, as many as 85 people (36.2%) , then at the age of 30-33 years as many as 4 people (1.7%), and at the age of 34-36 years and at the age of> 37 years have the same value that is as much as each person (0.4%).

Based on income, it can be seen that 42% of respondents earn Rp. 1,000,000 - Rp. 1,500,000 per month, followed by income between Rp. 500,000 - Rp. 1,000,000 by 20.4% Furthermore income between Rp. 1,500,000 - Rp. 2,000,000 of 16.6%, then there is income <Rp. 500,000 for 9.8% of income between Rp. 2,000,000 - Rp. 2,500,000 for 6.4% of the people, while the lowest value was in income> Rp. 2,500,000 at 4.3%.

Based on the frequency of product usage, usage for between 6 -12 months amounted to 58.7% of product usage for between 13-18 months amounting to 22.5% of product usage for> 6 months at 11.9%, the lowest usage for> 18 months for 6,9%.

B. Validity and Reliability Test

To test the validity of the construct, convergent validity was tested with the provision of loading factors above 0.7 and AVE with the loading factor requirement above 0.7 and the AVE value of 0.5 (Hair et al, 2014). But because this research is developmental, the value of the loading factor above 0.5 is acceptable, and the AVE value is above 0.50 (Abdillah and Jogiyanto, 2015).

Reliability test in this study uses two measures of reliability, namely composite reliability and cronbach's alpha. Composite reliability must be above 0.7 and cronbach's alpha is above 0.6 (Abdillah and Jogiyanto, 2015). This test is carried out on each variable. If the degree of data reliability is greater than the alpha coefficient (α), then the measurement results can be considered as a measurement tool with a level of accuracy and consistency of good thinking.
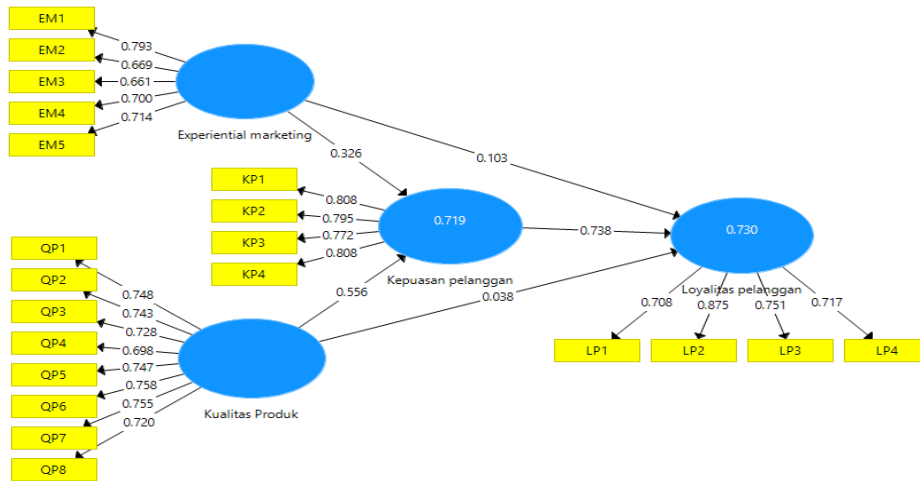
FIGURE II.   OUTPUT INDICATOR LOADING

TABLE 1. OUTPUT INDICATOR LOADING

	EM	KP	LP	QP
EM-1	0,793			
EM-2	0,669			
EM-3	0,661			
EM-4	0,700			
EM-5	0,714			
KP-1		0,808		
KP-2		0,795		
KP-3		0,772		
KP-4		0,808		
LP-1			0,708	
LP-2			0,875	
LP-3			0,751	
LP-4			0,717	
QP-1				0,748
QP-2				0,743
QP-3				0,728
QP-4				0,698
QP-5				0,747
QP-6				0,758
QP-7				0,755
QP-8				0,720

Source: O*utput SmartPLS* 3,0, 2018.

Table I above explains that the output indicator loading of each indicator for each variable has met the convergent validity requirements for reflective constructs with a factor loading above 0.5.

TABLE II. AVE RESULTS

Indicator	Average Variance Extracted (AVE)
Experiential marketing	0,503
Customer satisfaction	0,633
Product quality	0,544
Customer Loyalty	0,586

The score of AVE has met the requirements, which is above 0.5, indicating that the constructs explain more than half of the variants of the indicators (Hair et al, 2014).

TABLE III. CROSS LOADING RESULT

Indicator	Experiential marketing	Product quality	Customer Loyalty	Customer Satisfaction
EM-1	0,793	0,669	0,605	0,784
EM-2	0,669	0,513	0,486	0,468
EM-3	0,661	0,528	0,411	0,473
EM-4	0,700	0,580	0,511	0,522
EM-5	0,714	0,667	0,511	0,484
KP-1	0,576	0,617	0,805	0,808
KP-2	0,573	0,743	0,602	0,795
KP-3	0,591	0,601	0,574	0,772
KP-4	0,781	0,682	0,626	0,808
LP-1	0,484	0,463	0,708	0,575
LP-2	0,576	0,617	0,875	0,808
LP-3	0,590	0,634	0,751	0,609
LP-4	0,559	0,535	0,717	0,584
QP-1	0,579	0,748	0,601	0,791
QP-2	0,619	0,743	0,529	0,576
QP-3	0,591	0,728	0,486	0,546
QP-4	0,719	0,698	0,558	0,537
QP-5	0,601	0,747	0,567	0,635
QP-6	0,603	0,758	0,556	0,585
QP-7	0,645	0,755	0,507	0,583
QP-8	0,600	0,720	0,520	0,588

The criteria in cross loading is that each indicator that measures its construct must be correlated higher with its construct compared to other constructs (Yamin and Kurniawan, 2011). Based on the results of the cross loading table above, it can be seen that the loading factor for the EM indicator or the construct is greater than for other indicators such as QP, KP and LP, as well as for the next variables. So that the four variables in this study can be said to have good discriminant validity.

TABLE IV. RELIABILITY TEST RESULT

Variable	Composite Reliability	Cronbach's Alpha	Remark
Experiential Marketing	0,834	0,754	Reliable
Satisfaction	0,873	0,807	Reliable
Quality product	0,905	0,880	Reliable
Loyalty	0,849	0,762	Reliable

Based on table 4.4, it can be seen that the composite reliability of the experiential marketing variable has met the requirements above 0.70 which is equal to 0.834. Likewise, Cronbach's alpha value is in accordance with the criteria above 0.60 which is equal to 0.754, product quality variable has composite reliability value of 0.905 and Cronbach's alpha value of 0.880, and customer satisfaction variable has composite reliability value of 0.873 and Cronbach's alpha value of 0.807, Customer loyalty variable has a composite reliability value of 0.849 and cronbach's alpha value of 0.762. Thus all questions used in this research variable can be said to be reliable because they have fulfilled the credibility of the reliability composite standard above 0.70 and cronbach's alpha with alpha values of more than 0.60.

Table V reported the result of hypothesis testing using the method of SEM (Structural Equation Modeling), analyzed using software in the form of PLS (Partial Least Square).

TABLE V. TOTAL EFFECTS, DIRECT EFFECTS AND INDIRECT EFFECTS

	Total effect	Direct Effect	Indirect Effect	STDEV	P-value
Experiential marketing → customer loyalty	0,343	0,103		0,113	0,002
Product quality → customer loyalty	0,479	0,038		0,119	0,000
Experiential marketing → customer satisfaction		0,326		0,096	0,001
Product quality → customer satisfaction		0,556		0,097	0,000
Customer satisfaction → customer loyalty		0,738		0,075	0,000
Experiential marketing → customer satisfaction → customer loyalty			0,240	0,071	0,001
Product quality → customer satisfaction → customer loyalty			0,441	0,088	0,000

Hypothesis 1, namely experiential marketing has an effect on customer loyalty. The first step, to test the direct influence of experiential marketing on customer loyalty. In table 4.5 above the experiential marketing variable on customer loyalty has a coefficient of 0.103, the T-statistic value is 3.379 and is greater than t-table which is 1.97 and the p-value of 0.001 is smaller than

0.05. Then there is a significant direct effect between experiential marketing on customer loyalty. Therefore, H1 which states that experiential marketing has an effect on customer loyalty is accepted.

Hypothesis 2 is that product quality has an effect on customer loyalty. From table 4.5 above, it can be seen that the effect of product quality variables on customer loyalty has a coefficient of 0.038, the T-statistic value is 3.776 and greater than t-table which is 1.97 and the p-value is 0.000 which means less than 0, 05. Then there is a significant direct effect between product quality on customer loyalty. Therefore, H2 states that product quality has an effect on customer loyalty.

Hypothesis 3 is from table 4.5 above, it can be seen that the effect of experiential marketing variables on customer satisfaction is 0.326 with a T-statistic value of 3.379 and greater t-table value is 1.97 while the p-value is 0.001 which means smaller than 0 , 05. Thus hypothesis 3 can be proven; the value of the inner weigh coefficient marked positive indicates that the relationship between the two is positive.

Hypothesis 4 is from table 4.5 above, it can be seen that the effect of product quality variables on customer satisfaction is 0.556, the T-statistic value is 5.760 and is greater than the t-table value which is 1.97, the p-value is 0.000, less than 0 , 05. Thus hypothesis 4 can be proven; the value of the inner weigh coefficient marked positive indicates that the relationship between the two is positive.

Hypothesis 5, namely from table 4.5 above, it can be seen that the effect of the variable customer satisfaction on customer loyalty is 0.738, the T-statistic value is 9.886 and is greater than the t-table value of 1.97 and the p-value is 0.000 which means smaller than 0.05. Thus hypothesis 5 can be proven; the value of the inner weigh coefficient marked positive indicates that the relationship between the two is positive.

Hypothesis 6, namely from table 5 can be seen in testing the direct effect of experiential marketing on customer loyalty by involving customer satisfaction showing a positive influence with beta coefficient value of 0.240 with a T-statistic value of 3.372 greater than the t-table value of 1.97 and p value -value of 0.001, which means smaller than 0.05 (table 4.14). Furthermore, in testing the direct effect of experiential marketing on customer loyalty without involving customer satisfaction shows a positive influence with beta coefficient value of 0.103 with a T-statistic value of 3.379 and smaller than t-table which is 1.97, p-value of 0.001 is smaller from 0.05. this causes the mediation conditions to be fulfilled so that hypothesis 6 is supported and accepted.

Hypothesis 7, which is from table 4.5, can test the direct effect of product quality on customer loyalty by involving customer satisfaction showing a positive influence with beta coefficient value of 0.441 with a T-statistic value of 4.682 greater than the t-table value of 1.97 and p value -value of 0,000, which means less than 0.05 (table 4.14). Furthermore, in testing the direct effect of product quality on customer loyalty without involving customer satisfaction variables shows a positive influence with beta coefficient value of 0.038 and T-statistic value of 3.776 greater than t-table value which is 1.97 and p-value of 0.000 meaning greater than 0.05. This causes the mediation requirements to be fulfilled so that hypothesis 7 is supported and accepted.

V. CONCLUSION

The study found that experiential marketing has a significant effect on customer loyalty, product quality has a significant positive effect on customer loyalty, experiential marketing has a significant effect on customer satisfaction, product quality has a significant positive effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, customer satisfaction partially mediates the relationship between experiential marketing to customer loyalty, customer satisfaction partially mediates the relationship between product quality and customer loyalty. On the basis of these findings, the study forward some suggestions, as follows:
1. Based on the results of descriptive research on Experiential marketing, the question item "When I use Maybelline cosmetic products, it affects my lifestyle" becomes the question with the lowest mean value of 4.017. And from the results of this study experiential marketing affects customer loyalty. So, it is expected for companies to improve and grow customer experience related to physical, long-term behavior and lifestyle of customers, so that it can influence the behavior and lifestyle of customers so that customers feel satisfied and loyal to the product.
2. Based on the results of research on descriptive Product Quality, the question "Maybelline cosmetic products have a durability of more than 6 hours during use" becomes a question with the lowest mean value of 4.017. To improve the quality of Maybelline products, the authors suggest companies and product manufacturers to be able to improve the quality of the product, both before and after use and so that customers feel satisfied and able to be loyal to the product.
3. Based on the results of research on descriptive customer satisfaction, the question item "I want to pay more to buy Maybelline cosmetic products" becomes the question with the lowest mean value of 3.952. From the results of the above

research, it is expected that the company will be better able to satisfy customers by offering attractive offers to be able to attract customers to buy the product. Because customers are still reluctant to spend more on product purchases.

4. Based on the results of research on descriptive customer loyalty, the question item "I will continue to repurchase Maybelline cosmetic products" becomes the question with the lowest mean value of 3.880. It is expected from the results of the above research to be able to increase the sense of customer loyalty, because with the presence of a sense of loyalty to customers, companies will feel superior to competing companies. Loyalty can be achieved by providing satisfaction to customers when customers try and after customers buy the product.

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