



## The Effect of Experiential Marketing on Customer Loyalty with Satisfaction as an Intervening Variables

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### ABSTRACT

The diversity of transportation means today requires people to be more selective in choosing a means of transportation that can meet their needs and provide many benefits in their use. This is the reason that transportation service companies are competing to attract customers to choose the means of transportation they offer by providing services that are more satisfying than competitors. The urgency of the research is that Siantar Ekspres customers are still not satisfied with the services of PT. Kereta Api Indonesia (Persero) Medan and determine the factors that cause it. The research method uses path analysis. The results showed that experiential marketing (feel and think) has a positive and significant effect on satisfaction, while relate has a negative and insignificant effect on customer satisfaction of Siantar Ekspres PT. KAI (Persero) Medan. Satisfaction, feel, and relate have a positive and significant effect on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan, while Think has no positive and insignificant effect on customer loyalty of Siantar Ekspres PT. KAI (Persero) Medan. Satisfaction mediates in full mediation the influence of feel and thinks on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan. While satisfaction does not mediate the effect of relate to customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.

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### 1. Introduction

The diversity of transportation means today requires people to be more selective in choosing a means of transportation that can meet their needs and provide many benefits in their use. This is the reason that transportation service companies are competing to attract customers to choose the means of transportation they offer by providing services that are more satisfying than competitors. Over time, the tastes or expectations of customers for a product and service are always changing so that the quality of products and services must also change or be adjusted. Service quality of service companies is the key to the company's success. Loyalty is a liking attitude towards a brand that is represented in a consistent purchase of that brand over time. Consumer loyalty is formed because customers have a sense of satisfaction with a product which in turn forms an experience that later becomes a reference for using or using the products offered in the future. However, the services provided by PT KAI have not been able to provide satisfaction to its customers so this has an impact on customer loyalty using PT KAI's services. This can be proven by the decrease in the number of passengers.

According to Rangkuti (2014), "consumer loyalty is consumer loyalty to companies, brands, and products. (Sharokh, et al., 2012). defines loyalty as a liking attitude towards a brand that is presented in a consistent purchase of that brand over time. According to Salam et al. (2013), "consumer loyalty is a customer commitment to a brand, store or supplier based on very positive traits in long-term purchases. Furthermore, customer satisfaction according to Gerson (2015) is "the customer's perception that their expectations have been met or exceeded. Meanwhile, according to Kotler and Armstrong, customer satisfaction is the "level at which the perceived performance of the product is in accordance with buyer expectations." Meanwhile, the definition of experiential marketing itself according to Andriani (2015) is a marketing approach that involves emotions and feelings of consumers by creating unforgettable positive experiences so that consumers consume and are fanatical about certain products. According to Manap (2016), there are several types of experiences in providing information and opportunities to customers, arousing emotions and feelings of customers, namely: Sense, Feel, think, act, and relate. There are 3 (three) elements that influence this research, namely feel, think, and relate. so that researchers only discuss 3 (three) of the 5 (five) elements above.

Experiential marketing is an event that is personal in response to the stimulation provided by the seller/producer. This strategy calls for emotional benefits such as memorable experiences, unique positive experiences, and holistic experiences through all the five senses. Based on the above opinion, it can be concluded that the recognition and impression of a product can be a person's choice in making decisions in the future. However, these advantages include the punctuality of departure and arrival times, the time taken is faster than other land transportation, and the security offered by PT. KAI (Persero) Medan, as well as the ability to transport passengers and goods in large quantities or in bulk. In fact, these advantages cannot always fulfill all the needs and desires of the customer and make a good impression on the customer. This can lead to reduced customer loyalty Siantar Ekspres in using PT. KAI (Persero) Medan.



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## 2. Methods

The type of research that the author uses in this research is quantitative research with an associative approach which aims to determine the effect or relationship of an independent variable on the dependent or dependent variable so that it can be seen the magnitude of the influence and its close relationship (Anwar, 2014). The population in this study were 3000 customers who have used the services of PT. Kereta Api Indonesia (Persero) in Medan City more than once. Taking the research sample using the Slovin formula, in order to obtain a sample of 97 samples. The data collection technique used a questionnaire with a Likert scale of 5-1. Methods of data analysis with path analysis with data processing using Amos.

The research model used can be seen in the following figure:

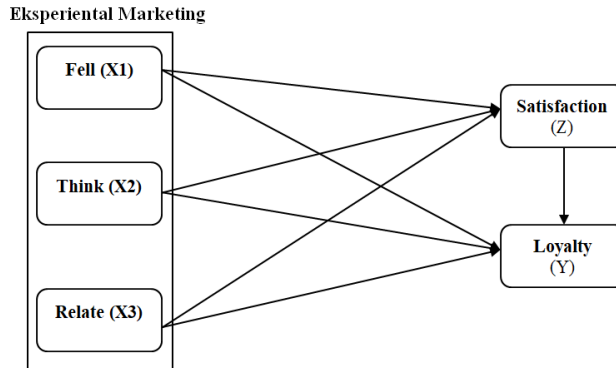


Fig 1. Research Model

## 3. Results and Analysis

The following will describe the results of the analysis of this study:

### A. Confirmatory Factor Analysis

An indicator is said to be valid if the loading factor value for each item or indicator is greater than 0.60 (Ghozali, 2013). The validity test in this study was carried out on exogenous constructs and endogenous constructs. The results of the CFA test for each variable can be seen in Table 1 below:

Table 1  
CFA Test Result

Indicator	Estimate	Cut Of Value	Conclusion
X1.1 <--- Feel	,741	0,60	Valid
X1.2 <--- Feel	,730	0,60	Valid
X1.3 <--- Feel	,762	0,60	Valid
X2.1 <--- Think	,795	0,60	Valid
X2.2 <--- Think	,740	0,60	Valid
X2.3 <--- Think	,820	0,60	Valid
X3.1 <--- Relate	,785	0,60	Valid
X3.2 <--- Relate	,766	0,60	Valid
X3.3 <--- Relate	,687	0,60	Valid
Z1 <--- Satisfaction	,741	0,60	Valid
Z2 <--- Satisfaction	,752	0,60	Valid
Z3 <--- Satisfaction	,745	0,60	Valid
Z4 <--- Satisfaction	,754	0,60	Valid
Y1 <--- Loyalty	,771	0,60	Valid
Y2 <--- Loyalty	,749	0,60	Valid
Y3 <--- Loyalty	,746	0,60	Valid
Y4 <--- Loyalty	,761	0,60	Valid
Y5 <--- Loyalty	,737	0,60	Valid

Based on Table 1, it can be explained that all indicators of the data variables are valid. It is known from the loading factor value of all indicators, none of which is below 0.60. If all of the variables constructing indicators are significant, it can be used to represent data analysis.

### B. Normality Test

The data is said to have a normal distribution if the critical ratio skewness or critical ratio kurtosis has an absolute value between -2.58 to +2.58. The results of the normality test can be seen in Table 2 below:

Table 2  
Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
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Variable	min	max	skew	c.r.	kurtosis	c.r.
Y5	2,000	5,000	-,125	-,601	-,399	-,963
Y4	2,000	5,000	-,149	-,719	-,352	-,851
Y3	2,000	5,000	,245	1,183	-,388	-,937
Y2	2,000	5,000	,506	2,445	-,148	-,359
Y1	2,000	5,000	-,016	-,079	-,604	-,1460
Z4	2,000	5,000	,150	,724	-,325	-,785
Z3	2,000	5,000	-,082	-,394	-,376	-,908
Z2	2,000	5,000	-,034	-,164	-,481	-,1162
Z1	2,000	5,000	,223	1,076	-,442	-,1068
X3.3	2,000	5,000	-,068	-,327	-,262	-,633
X3.2	2,000	5,000	,303	1,465	-,336	-,812
X3.1	2,000	5,000	,328	1,584	-,408	-,986
X2.3	2,000	5,000	,091	,441	-,526	-,1270
X2.2	2,000	5,000	,128	,618	-,475	-,1147
X2.1	2,000	5,000	-,008	-,039	-,563	-,1360
X1.3	2,000	5,000	,037	,179	-,564	-,1361
X1.2	2,000	5,000	,132	,637	-,429	-,1036
X1.1	2,000	5,000	,025	,119	-,360	-,870
Multivariate					-,2934	-,647

From Table 2 it is known that the univariate and multivariate c.r values are not outside the  $\pm 2.58$  value range, so it can be concluded that the data in this study are normally distributed.

### C. Model Fit Test

The model suitability test is carried out through a flowchart in the full model equation, which is a test carried out on all exogenous and endogenous variables that have been combined into one complete (path) diagram through a variant or covariance matrix, and the full model is called a research model. The full model test is carried out in two stages, namely full model SEM before modification and full model SEM after modification.

The full model test before modification is presented to see how far the initial model formed meets the Goodness of Fit (GOF) criteria before the model is modified. The full model image will be presented before modification:

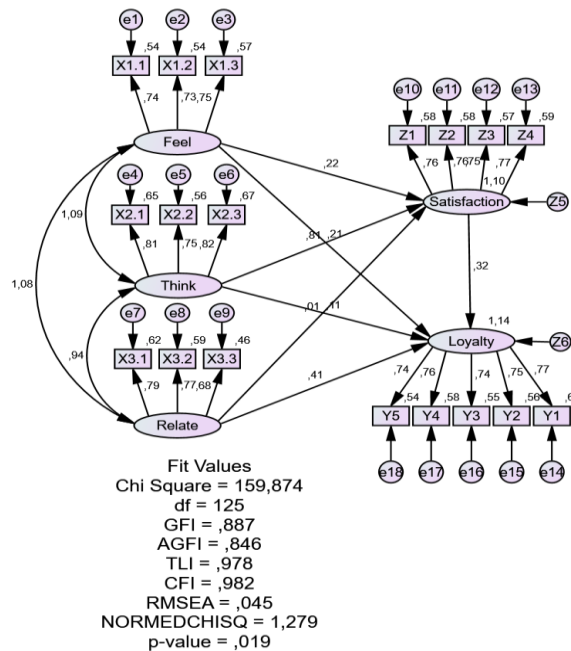


Fig 2. Full Research Model Before Modification

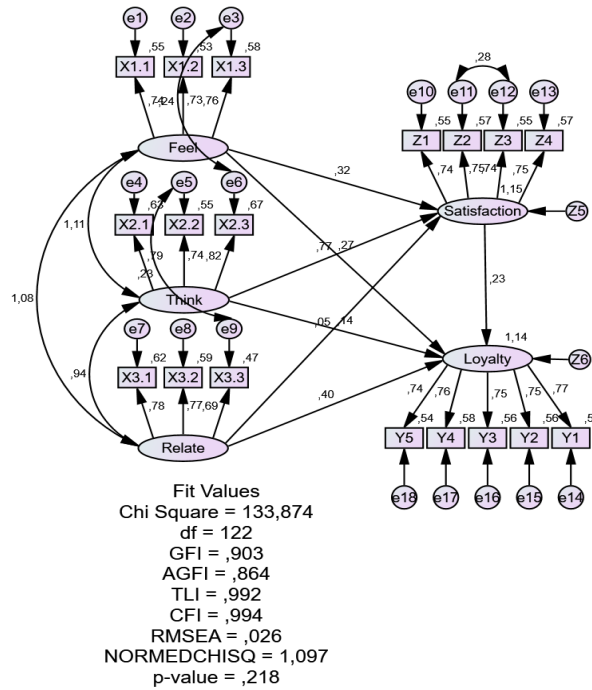
Based on Figure 2, it is clear that not all Goodness of Fit (GOF) values have met the required criteria. So that the model needs to be modified.

The full model test after modification is intended so that the form model can meet the GOF requirements. Modifications are made by connecting each error term suggested by the system, with the aim of increasing the GOF value that does not meet the criteria. The following will present a full model image after modification:



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Based on Figure 3, it is clear that all the constructs used to form this research model have met the GOF criteria. Such as the chi-square, TLI, CFI, RMSEA, CMIN / DF values that have met the required criteria. Only GFI and AGFI scores are still marginal but are getting closer to good. It is further emphasized that a p-value of 0.060 which is greater than 0.05 indicates that the model formed is very significant. For more details regarding the value of Goodness of Fit, it can be seen in Table 3 below:

**Table 3**  
The Goodness of Fit Full Model Criteria After Modification

Goodness Of Fit Index	Nilai Diharapkan	Nilai Hasil	Kesimpulan
$\chi^2$ C-square Statistics	Small expected	133,874	Good
GFI	$\geq 0,90$	0,903	Good
AGFI	$\geq 0,90$	0,864	Marginal
TLI	$\geq 0,95$	0,992	Good
CFI	$\geq 0,95$	0,994	Good
RMSEA	$\leq 0,08$	0,026	Good
CMIN/DF	$\leq 2,00$	1,097	Good
P-Value	$\geq 0,05$	0,218	Good

**D. Hypothesis Test**

To see how much influence the independent has on the dependent variable is shown in Table 4 below:

**Table 4**  
The Effect of Independent Variables on Dependent Variables

Influence Between Variables	Std. Estimate	Estimate	S.E.	C.R.	P
Satisfaction <--- Feel	,319	,327	,104	3,130	,002
Satisfaction <--- Think	,770	,672	,235	2,860	,004
Satisfaction <--- Relate	-,046	-,044	,290	-,153	,878
Loyalty <--- Think	,143	,139	,163	,852	,394
Loyalty <--- Satisfaction	,229	,254	,102	2,486	,013
Loyalty <--- Feel	,270	,307	,073	4,219	***
Loyalty <--- Relate	,404	,429	,210	2,044	,041

Based on Table 4, the structural equation can be described as follows:

The structural equation I :

$$Z = \beta_1 X_1 + \beta_2 X_2 + 0,517 X_3 + e_{24}$$

$$Z = 0,319 X_1 + 0,770 X_2 - 0,046 X_3$$

The structural equation II :

$$Y = \beta_1 X_1 + \beta_2 X_2 + 0,517 X_3 + \beta_3 Z + e_{25}$$

$$Y = 0,270 X_1 + 0,143 X_2 + 0,404 X_3 + 0,229 Z$$



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Based on Table 4, it will be described in detail to be able to more clearly answer the hypothesis of this study as follows:

**1) The effect of Feel on Satisfaction**

Based on the results of the analysis, it was found that feel has a positive and significant effect on customer satisfaction. Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.319 (31.9%), a critical ratio value of 3.130, and a probability value of 0.002 which means it is very significant.

**2) The effect of Think on Satisfaction**

Based on the results of the analysis, it was found that think had a positive and significant effect on customer satisfaction. Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.770 (77%), a critical ratio value of 2.860, and a probability value of 0.004 which means it is very significant.

**3) The Effect of Relate on Satisfaction**

Based on the results of the analysis found that the relate has a negative and insignificant effect on customer satisfaction Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of -0.046 (-4.6%), a critical ratio value of -0.153, and a probability value of 0.878.

**4) The effect of Feel on Loyalty**

Based on the results of the analysis, it was found that feel has a positive and significant effect on customer loyalty of Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.270 (27%), a critical ratio value of 4.219, and a probability value of 0.0001 which means it is very significant.

**5) The effect of Think on Loyalty**

Based on the analysis, it is found that think has no positive and insignificant effect on customer loyalty of Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.143 (14.3%), a critical ratio value of 0.852, and a probability value of 0.394 which means it is very significant.

**6) The Effect of Relate on Loyalty**

Based on the results of the analysis, it was found that the relate had a positive and significant effect on customer loyalty of Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.404 (40.4%), a critical ratio value of 2.044, and a probability value of 0.041.

**7) The Effect of Satisfaction on Loyalty**

Based on the results of the analysis, it was found that satisfaction has a positive and significant effect on customer loyalty at Siantar Ekspres PT. KAI (Persero) Medan with a standardized regression weight estimate value of 0.229 (22.9%), a critical ratio value of 2.486, and a probability value of 0.013.

Furthermore, to find out the amount of indirect influence of feel, think, and relate to loyalty mediated by satisfaction, it can be seen in the following table:

**Table 5**  
Indirect Influence

	Relate	Think	Feel	Satisfaction	Loyalty
Satisfaction	,000	,000	,000	,000	,000
Loyalty	-,011	,176	,073	,000	,000

**8) Satisfaction Mediates Effect of Fell on Loyalty**

To determine whether or not satisfaction is mediated or not, the influence between feel and loyalty can be seen in the following Sobel test results:

Input:	Test statistic:	Std. Error:	p-value:
a 0.319	Sobel test: 1.81165767	0.04032274	0.07003911
b 0.229	Aroian test: 1.75204273	0.04169476	0.07976646
s <sub>a</sub> 0.104	Goodman test: 1.8778038	0.03890236	0.06040801
s <sub>b</sub> 0.102	Reset all	Calculate	

**Fig 4. First Sobel Test**

It can be seen that the significance of path-a (0.002) and path-b (0.013), while the path-c (0.0001) and path-c'(0.07). So it can be concluded that satisfaction mediates in full mediation of the influence of feel on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.

**9) Satisfaction Mediates Effect of Think on Loyalty**

To determine whether or not satisfaction is mediated or not, the influence between think and loyalty can be seen in the following Sobel test results:

Input:	Test statistic:	Std. Error:	p-value:
a 0.770	Sobel test: 1.85204794	0.09520812	0.06401894
b 0.229	Aroian test: 1.7960024	0.09817916	0.07249414
s <sub>a</sub> 0.235	Goodman test: 1.91369061	0.09214133	0.0556597
s <sub>b</sub> 0.102	Reset all	Calculate	

**Fig 5. Second Sobel Test**

It was found that the significance of path-a (0.004) and path-b (0.013), while the path-c (0.394) and path-c '(0.064). So it can be concluded that trust mediates in full mediation the influence of think on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.

**10) Satisfaction Mediates Effect of Relate on Loyalty**

To determine whether or not satisfaction is mediated or not, the influence between relate and loyalty can be seen in the following Sobel test results:



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Input:		Test statistic:	Std. Error:	p-value:
a	-0.046	Sobel test: -0.15822627	0.06657554	0.8742785
b	0.229	Aroian test: -0.14459635	0.07285108	0.88502958
s <sub>a</sub>	0.290	Goodman test: -0.17661657	0.05964333	0.85980958
s <sub>b</sub>	0.102	Reset all	Calculate	

**Fig 6. Third Sobel Test**

It was found that the significance of path-a (0.878) and path-b (0.013), while path-c (0.041) and path-c '(0.874). So it can be concluded that satisfaction does not mediate the effect of relate to customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.

#### 4. Conclusion

Based on the results of the research and discussion that has been done, the following conclusions can be drawn:

- A. There is a positive and significant effect of feel and think on customer satisfaction. Siantar Ekspres PT. KAI (Persero) Medan. While the relate variable has a negative and insignificant effect on customer satisfaction Siantar Ekspres PT. KAI (Persero) Medan.
- B. There is a positive and significant effect of feel, relate and satisfaction on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan. Meanwhile, relate has no positive and insignificant effect on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.
- C. Full mediation satisfaction with the influence of feel and think on customer loyalty Siantar Ekspres PT. KAI (Persero) Medan. While satisfaction does not mediate the effect of relate to customer loyalty Siantar Ekspres PT. KAI (Persero) Medan.

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