

THE INFLUENCE OF EXPERIENTIAL MARKETING ON TOURISM VISITOR SATISFACTION IN TANJUNG SAKTI (SINDANG PANJANG AGROTOURISM AND WARM WATER)

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Abstract: This study aims to determine whether there is an influence of Experiential Marketing on Visitor Satisfaction and to find out how much the Experiential Marketing Variable has on Visitor Satisfaction in Tanjung Sakti Tourism in Sindang Panjang and Air Warm Agrotourism. This study uses an associative research method with a quantitative approach. There are two variables used in this study, namely Experiential Marketing (X) and Visitor Satisfaction (Y). This data collection was obtained by distributing questionnaires to Tanjung Sakti Tourism Visitors at Sindang Panjang and Air Warm Agrotourism. The sample used in this study was 100 respondents using Simple Linear Statistical Analysis and Sampling techniques. The results of the Simple Linear Regression Analysis Test in this study indicate that Experiential Marketing has a positive effect on visitor satisfaction. It can be seen from the Simple Regression Analysis, namely: $Y = 0.798 + 0.475X$. Which is a constant value of 0.798, the regression coefficient value of Experiential Marketing has a positive effect, which means that if the Experiential Marketing Strategy increases by one unit, visitor satisfaction will increase by 0.475 units. The Experiential Marketing Strategy has a significant effect on Visitor Satisfaction which can be seen from the results of the t-test where the significant value is 0.000, which means it is smaller than 0.05 so the hypothesis is accepted.

Keywords: Experiential Marketing; Satisfaction.

INTRODUCTION

With regional autonomy, each region will try to develop its potential to stabilize its finances so that they have a good impact on its communities. One sector that gets more attention in regional development is tourism, the tourism industry has become one of the industries that can be relied upon to generate foreign exchange in various countries (Kurnianto et al 2013).

Due to the phenomenon of the world of tourism which has developed into a worldwide industry and also a growing business industry. Innovations are the main factor in winning a business competition, especially tourism destinations. Destinations that are fully packaged such as unique attractions and the best service will have a competitive advantage and are widely chosen by tourists. Indonesia has great potential for tourism development because of the diversity of culture, language, customs, and natural conditions it has to be used as a tourist attraction.

One of the marketing concepts that can be used to influence consumer emotions when visiting tourist attractions is Experiential Marketing, which is a marketing concept that not only provides information and opportunities for customers to gain experience for the benefits gained but also evokes the emotions and feelings they experience. impact on marketing, especially sales. Experiential Marketing is an unforgettable experience or an experience that makes a deep impression on the minds of consumers (Lee et al 2011).

It can be said that experiential marketing is a strategy or effort carried out

by business people to consumers so that consumers get unforgettable real experiences and give a deep impression of the activities and stimuli provided by business people to consumers who hope to be able to increase sales and brand. image/awareness.

There are many tourist objects in Pagar Alam and Tanjung Sakti with all their strengths and weaknesses, but the author chose the research object at Sindang Panjang Agrotourism and Tanjung Sakti Warm Water for research.

LITERATURE REVIEW

Definition of Experiential Marketing

Experiential Marketing is marketing that offers products or services by stimulating consumer emotional elements that produce various experiences for consumers (Schmitt in Kusumawati 2011). One of the main essences of experiential marketing is the creation of different types of experiences for customers.

This experiential marketing is a strategy or effort carried out by business people for consumers so that consumers get unforgettable real experiences and give a deep impression of the activities and stimuli provided by business people to consumers who hope to be able to increase sales and brand image/awareness.

In this stage of experiential marketing, producers see the customer as a customer who has emotional value, namely a view that emphasizes the relationship between the producer and the customer to the point where the customer is not forgotten by the customer. The higher the quality of service

products provided, the higher the satisfaction received by customers, it will be able to generate profits for the company.

These types of experience consist of sensory experiences (sense), effective experiences (feel), cognitive (think), physical and lifestyle experiences (act), and experiences of social identity resulting from reference groups or culture (relate) (Schmitt in Dewi, 2013).

Experiential Marketing is marketing that is carried out by creating experiences for consumers, this marketing strategy is based on the two-way nature between brands and consumers, where consumers are involved because they actively participate in the experiences that companies do for consumers. Experiential Marketing allows consumers to play a role in the success of experiential marketing, so this type of marketing is also often known as engagement marketing. This marketing strategy can also be said to be almost the same as the term event marketing, but it must be understood that not all event marketing can be considered as providing a full experience to consumers.

Some of the advantages of experiential marketing are:

1. Build authentic relationships with customers
2. Increase brand loyalty
3. Obtain data about customers
4. Social impact and word-of-mouth
5. Active understanding of products/services

At this stage of experiential marketing, producers see consumers as people who have emotional value, namely a view that emphasizes the relationship between producers and consumers up to the stage

of receiving unforgettable experiences by consumers.

Experiential Marketing Dimensions and Indicators

Modules that can be used to create various types of experiences, (Schmitt, 2017) Strategy Experiential Modules (SEMs) include:

1. Sense

Sense marketing focuses on feelings to create experiences through the five senses of the customer. Since marketing can be used to increase product value, the indicators used in senses are sight, taste, smell, and touch.

2. Feel

Fell is a strategy and implementation to give brand influence to consumers through communication (advertising), products (packaging and contents), product identity (co-branding), environment, websites, and people who offer products. The goal is to be able to influence the emotions and moods of consumers, feelings are formed by emotions, feelings, and moods.

3. Think

The goal of think marketing is to encourage consumers to be interested and think creatively so that they may be able to re-evaluate the company and brand. Think has indicators: convergent, divergent, surprise, intrigue, and provocation.

4. Act

It is a marketing technique for creating consumer experiences related to the physical body, long-term behavior and lifestyle, and experiences that occur from interactions with other people. Indicators of act interaction, action, and lifestyle.

5. Relate

Relate is a combination of the four aspects

of experiential marketing, namely sense, feel, think, and act. In general, related experience shows relationships with other people, and other groups (eg countries, societies, and cultures).

Consumer Satisfaction

Definition of Consumer Satisfaction

Consumer satisfaction can be felt after consumers compare their experiences in purchasing goods/services from sellers or providers of goods/services with the expectations of the buyers themselves. These expectations are formed through their first experience in buying an item/service, comments from friends and acquaintances, as well as promises and information from marketers and competitors. Marketers who want to excel in competition must pay attention to consumer expectations and consumer satisfaction. Satisfaction is when consumers meet their needs, it is a consumer assessing a product or service feature. This is a decision that is obtained by consumers related to fulfilling needs.

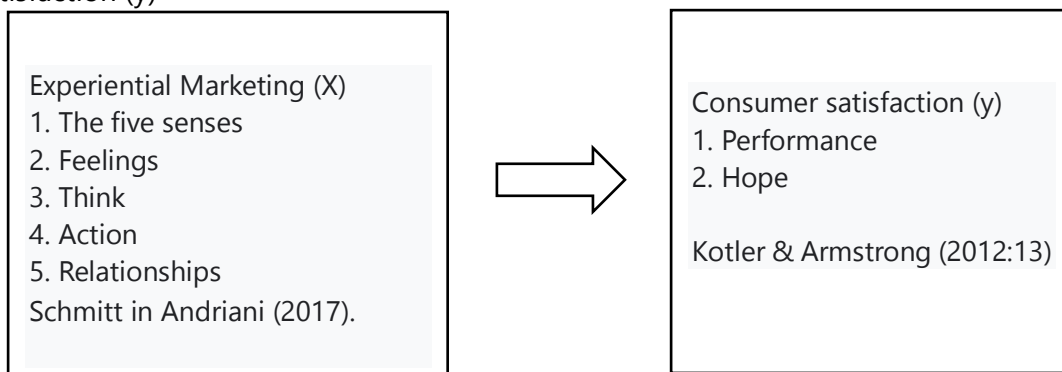
Satisfaction is the level of one's feelings after comparing the perceived performance/results with Oliver's

expectations. Customer satisfaction is something that is the hope of companies, especially in the hospitality sector. Satisfaction is obtained when the needs and desires of customers are met, while human wants and needs are always changing and have no limits. According to Mill and Morrison (2019), tourism destinations are described as a mix of various items, which is abbreviated as AFITH. These elements are 1) attraction, 2) facilities, 3) infrastructure, 4) transportation, and 5) hospitality.

Customer satisfaction is an individual's perception of product or service performance about the customer's expectations. Each individual will have different expectations. To achieve an advantage in the tourism industry is to get a lot of visitors and be able to outperform competitors. For this reason, everyone involved in it is required to be able to do a better job, which fulfills and satisfies the needs of tourists to the fullest. According to Wyckoff, (in Tjiptono 2014: 268), service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires.

Conceptual Framework for Thinking

The conceptual framework in this study is the Effect of Experiential Marketing (x) on Visitor Satisfaction (y)



Source: Data processed by the author, 2022

MATERIALS AND METHODS

The method used in this research is associative research, according to Sugiyono (2012: 36), associative research is research that aims to determine the relationship

between two or more variables, this research has a high level compared to descriptive and normative.

RESULTS AND DISCUSSION

Validity test

Validity test to measure the extent to which a tool can measure what it measures. Testing is the correlation value (r) of all variables and items. Validity testing is carried out using the correlation coefficient indicated by $r\text{-count} > r\text{ table}$, where the r-

table value is 0.195, it is said to be valid. In this study, validity testing was carried out on the independent variables and the dependent variable. After further data processing, the results are obtained as in the following table:

Table 1. Experiential Marketing Variable Instrument Item Validity Test Results

Variabel	Butir	r-hitung	r-tabel	Keterangan
	X1	0,852	0,195	Valid
	X2	0,831	0,195	Valid
	X3	0,805	0,195	Valid
Experiential	X4	0,788	0,195	Valid
Marketing	X5	0,839	0,195	Valid
(X1)	X6	0,848	0,195	Valid
	X7	0,785	0,195	Valid
	X8	0,816	0,195	Valid
	X9	0,798	0,195	Valid

Based on the statement indicators on Experiential Marketing (x) with 9 question items, after the results of the validity test it appears that all question items are valid,

they are said to be valid because they have a correlation value above 0.195. So after testing the results of the validity it appears that all question items are said to be valid.

Table 2. Satisfaction Variable Instrument Item Validity Test Results

Variabel	Butir	r-hitung	r-tabel	Keterangan
Kepuasan Pengunjung	Y1	0,906	0,195	Valid
	Y2	0,888	0,195	Valid
	Y3	0,832	0,195	Valid
(Y)	Y4	0,867	0,195	Valid

Based on the statement indicator table on Visitor Satisfaction (y) with 4 question items, after conducting the validity test results it appears that all question items are valid, said to be valid because they have a correlation value above 0.195. So after testing the results of the validity it appears that all question items are said to be valid.

Reliability Test

Reliability is a measuring tool to show the extent to which measurement results can be trusted. The measurement results can be trusted if several times measurement of the same group of subjects obtains the same results. As long as the aspects of the subject being measured have not changed. The criterion is that the instrument has a high level of reliability if the coefficient value is ≥ 0.60 .

Table 3. Experiential Marketing Variable Reliability Test Results

Source: Processed by the Author, SPSS 0.18

Cronbach's Alpha	N of Items
,937	9

In the table, the results of the reliability test on the Experiential Marketing (X) variable have a value of 0.937, so it can be

concluded that each statement item is reliable, because it has Cronbach's alpha if the item deletes value above 0.60.

Table 4. Visitor Satisfaction Variable Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,895	4

Source: Processed by the Author, SPSS 0.18

In the table, the results of the reliability test on the Visitor Satisfaction variable (Y) have a value of 0.895, so it can be

concluded that each statement item is reliable, because it has a Cronbach's alpha if the item delete value above 0.

Simple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,798	,868		-,919	,360
	TotalX	,457	,021	,913	22,113	,000

a. Dependent Variable: totally

Source of Primary Data Processing Results Using SPSS 0.18 May 2022

Based on the equation in table 4 above, a simple linear regression equation is obtained as follows: $Y = -0.798 + 0.457X$. Therefore it can be explained that Experiential Marketing has a significant value of $0.000 < 0.05$, so Experiential Marketing has a significant positive influence on Visitor Satisfaction.

T-test

The t-test is used to determine whether the independent variables partially have a significant or not significant effect on the dependent variable. The degree of significance used is 0.5 if the significant value is smaller than the degree of significance, the alternative hypothesis is accepted, which states:

HO accepted $t\text{-count} < t\text{-table}$ at $\alpha = 5\%$

HO rejected $t\text{-count} > t\text{-table}$ at $\alpha = 5\%$

Coefficients^a

Model		T	Sig.
(Constant)		-,919	,360
TotalX		22,113	,000

a. Dependent Variable: TotalY

Based on the table above, it is explained that the t-value is 22.113 and the sig value is 0.000 or < 0.05 . So it can be concluded based on the submission of the hypothesis if the sig value < 0.05 then the submission of the hypothesis is accepted. Thus the t-test hypothesis of the marketing variable Experiential Marketing has a significant positive effect and can be accepted the direction of the positive

regression coefficient means that Experiential Marketing has a partially significant effect on Visitor Satisfaction.

Discussion

The results of this study indicate that the results of each independent variable (Experiential Marketing) can be explained based on the results of the Validity Test in table 4 where all r-count statements are

greater than the r-table value (0.195) with the lowest value 0.785 and the r-count value the highest is 0.852 thus all statements are said to be valid and meet the requirements as a measuring tool for Experiential Marketing Strategy. While the statement of the dependent variable (Visitor Satisfaction) shows that the r-count value is greater than the r-table (0.195) with the lowest r-count value of 0.832 and the highest r-count value of 0.906. Thus the entire variable statement is declared valid and meets the requirements as a measuring tool for the Visitor Satisfaction variable.

Based on the reliability test, it is known that the Cronbach'S Alpha value is > 0.06 in the Experiential Marketing (X) variable, and the Cronbach'S Alpha value is $0.973 > 0.60$, so the statement items that measure the Experiential Marketing variable are declared reliable. As for the variable Visitor Satisfaction (Y), the Cronbach'S Alpha value is $0.895 > 0.60$ so that the statement items that measure the research variables are declared reliable.

The beta coefficient value (B) of the Experiential Marketing Variable is 0.475 and the constant value (a) is 798. This indicates that the effect of the Experiential Marketing variable on Visitor Satisfaction is 22.113 between Experiential Marketing on Visitor Satisfaction so the regression model equation obtained by the promotion strategy $Y = -798 + 0.475X$. The test results of the Effect of Experiential Marketing on Visitor Satisfaction show a Value (Sig) of 0.000. There is a positive effect between Experiential Marketing on Visitor satisfaction. The effect is significant ($0.000 < 0.05$).

From the results of the studies above, it means that the Experiential Marketing Strategy is very important in marketing, and can increase visitor satisfaction with the products/services it sells in the process of delivering products to consumers/visitors and achieve company goals in the form of optimal product/service sales, then marketing activities used as a benchmark for each company. A business that does not have the ability or has a weak ability to introduce products through a promotional strategy with experiential marketing, the business can be left behind and a more effective experiential marketing promotion strategy may be carried out by competitors. A business that does a good experiential marketing promotion strategy can increase consumer interest in visiting tourist attractions.

Then this research is also the same as research conducted by (Rosita et al., 2015). The results of the research on the simultaneous effect of experiential marketing on customer satisfaction at Sinar Rahayu Negara supermarkets in 2014. Show that experiential marketing has a significant effect simultaneously on Sinar Rahayu Negara supermarkets in 2014. This can be seen from the results of $t\text{-count} > t\text{-table}$ or $88,933 > 2.47$ with a significant level of $0.000 < 0.05$. The magnitude of the effect of simultaneous experiential marketing on customer satisfaction at Sinar Rahayu Negara supermarkets in 2014 was 0.816 or 81.6%. Experiential Marketing has a significant effect on customer satisfaction at Sinar Rahayu Supermarkets in terms of the sensory dimension. This is indicated by the value of $t\text{-count} = 2.534 > t\text{-table}$

1.98525 or $p\text{-value} = 0.0013 < \alpha = 0.05$.

This is both partially and simultaneously by the theory put forward by Garbarino & Johnson (2002), overall satisfaction is based on the purchase and experience of consuming goods and services. A good and memorable experience will create positive feelings or feelings of satisfaction and emotion towards the brand.

CONCLUSIONS

Based on the results of data analysis in this study, it can be concluded as follows:

1. There is a positive and significant influence from the Experiential Marketing strategy on Visitor Satisfaction in Tanjung Sakti tourism so that it can influence visitor perceptions as indicated by the validity test with $t\text{-count} > t\text{-table}$ with the lowest $t\text{-count}$ (0.785) and the highest $t\text{-count}$ (0.906) $> t\text{-table}$ (0.195).
2. From the results of the reliability test of the Experiential Marketing (X) variable as shown in the table, the Experiential Marketing variable shows a Cronbach's alpha value of 0.937, the Cronbach alpha value of the Visitor Satisfaction variable (Y) is 0.895 where the values of these two variables show results that are Reliability Coefficient with Cronbach values alpha is greater than 0.6 (> 0.6) respectively.
3. It was found that there was a good effect of the Experiential Marketing Strategy variable on visitor satisfaction. An effort that carried out a Promotional Strategy with Experiential Marketing well could increase visitor interest in traveling in Tanjung Sakti. Based on partial testing (t-test) the results of the study prove that the

Experiential Marketing Strategy has a positive effect and has a significant value (sig) of 0.000 in the coefficient table with a value of α (significant degree) 0.05 means 0.000 or there is a significant influence of Experiential Marketing on Satisfaction Visitors. Simple linear regression test results from 0.000. With a significant value of 0.000 < 0.05 with a constant value of $Y = 798 + 0.457X$, that visitor satisfaction has a significant influence on Experiential Marketing.

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