Customers Loyalty Through Experiential Marketing on The Salon Crisni in Singaraja

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A R T I C L E   I N F O

A B S T R A C T

Business development is currently growing rapidly, one of which is a business engaged in services. In running a beauty salon service business, it is very important to make customers loyal or what is called Customer Loyalty. Customer loyalty is customer commitment to a store brand or supplier based on a very positive attitude in long-term purchases, it is easier to develop and succeed if the company can make customers loyal. The purpose of this study was to determine sense, feel, think, act, relate to customer loyalty at Krisni salon. The analysis technique used in this research is validity and reliability test, multiple regression analysis, multiple correlation analysis, classical assumption test, determination test, t-test and hypothesis test with t-test. The results showed that experiential marketing which consists of sense, feel, think, act, relate has a positive and significant effect on customer loyalty at Krisni salon in Singaraja. These results are proven by testing the hypothesis with the t-test which shows that $t_{count} > t_{table}$ and the results of model testing with t-test which show that $t_{count} > t_{table}$. This result means that in creating customer loyalty, Krisni salon must pay attention to the strategies used, one of which is experiential marketing.

1. INTRODUCTION

Business development is currently growing rapidly, one of which is a business engaged in services (Tjiptono, 2008; Usmara, 2008). In line with economic, technological and cultural developments in this modern era (Soliha et al., 2021; Wahyuningtyas et al., 2017; Widowati & Tsabita, 2017). A rapidly growing service business is a business engaged in salon and body care services, which includes hair, facial and body beauty treatments (Bisnarti, 2015; Ekasari, 2015). Beauty care has become a necessity that is considered important by some people, especially for women. Beauty salon as a service facility to improve appearance through make-up and skin and hair beauty treatments using manual, preparative and decorative cosmetics by beauticians according to their competence. In running a beauty salon service business, it is very important to make customers loyal or what is called Customer Loyalty because business competition is getting out of control (Lispentia & Trijumansyah, 2017). Using customer loyalty as a step in running a business, it is easier to develop and succeed if the company can retain loyal customers (Tantowi & Pratomo, 2020; Yustica, 2021).

In running a beauty salon service business, it is very important to make customers loyal or what is called Customer Loyalty because the competition in the service business is getting out of control (Jasfar, 2005; Kertajaya, 2010). The essence of Experiential Marketing is to give a memory or impression to customers through their services. So it can be concluded that experiential marketing is an approach in marketing that has actually been done since ancient times until now by marketers. This approach is considered very effective because in line with the times and technology, marketers place more emphasis on product differentiation to differentiate their products from competitor products (Hasan, 2009; Panjaitan, 2017). There are five dimensions of Experiential Marketing, namely: Sense, Feel, Think, Act, Relate (Andriani & Fatimah, 2018; Oeyono, 2013). Sense is a type of experience that appears to create a sensory experience through the eyes, ears, skin, tongue and nose. Sense marketing is one way to touch consumer emotions through experiences that can be obtained by consumers through the five senses (eyes, ears, tongue, skin, and nose) (Rizal, 2016; Saraswati, 2013). Feel Marketing is a type of experience that appears to touch the deepest and emotional feelings of customers with the aim of creating an effective experience. Think Marketing to influence customers to engage in creative thinking and create awareness through thought processes that have an impact on the re-evaluation of the company, its products and

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services. Act Marketing is a type of experience that aims to influence behavior, lifestyle and interaction with consumers (Sasongko, 2011; Smilansky, 2017). Act is one way to shape consumer perceptions of the products and services concerned. Relate Marketing is a type of experience that is used to influence customers and combines all aspects, sense, feel, think, and act (Prasetyo & Wasis, 2019; Wahyuningsih et al., 2021).

Sense is a method used by companies in applying a product or service through sense senses received by consumers so that consumers can buy a product or service offered by the company. Sense is a type of experience where the creation of experiences through the five senses, including sight, smell, taste, sound and touch (Putri, 2018; Schmitt & Rogers, 2008). Sense experiences can be stimulated by providing excitement, pleasure and satisfaction to consumers. Sense deals with verbal and visual symbols such as interior design, room decoration and music that can create positive experiences for consumers Feel is a form of service provided by the company by touching consumer emotions such as hospitality, politeness and good attitude so that consumer comfort is created and will provide a positive experience. Feel is a small attention shown to consumers with the aim of touching the customer's emotions in an extraordinary way (Kertajaya, 2010; Yuliawan & Ginting, 2016).

Think experience includes creative and cognitive, which means in marketing products and services, think requires intelligence which aims to create cognitive experiences and problem solving that involve consumers creatively. The principle of applying think, namely by creating a surprise to consumers visually, verbally and conceptually. Furthermore, it is added with a little intrigue as an attraction and finally by doing provocation to perfect it. Think is to encourage consumers to be interested and think creatively so that they may be able to produce a re-evaluation of the company and the brand (Andriani & Fatimah, 2018; Oeyono, 2013). Relate is a type of experience that is used to influence customers and combines all aspects of sense, feel, think, and act and focuses on creating positive perceptions in the eyes of customers. Relate is a combination of four aspects of experiential marketing, namely sense, feel, think, and act (Putri, 2018; Schmitt & Rogers, 2008; Smith & Hanover, 2016). Relate is shown through relationships with other people, other groups (work and lifestyle) or a broader and abstract social community such as country, society and culture. The purpose of relate is to create a social identity experience by connecting consumers and the culture and social environment that the product or service reflects. From the description above, it is very important to build good relationships with customers so that they can always be loyal customers in the long term. As a reference for conducting research, the following graph of the data on the number of customers during the 2016-2019 period is as presented in Figure 1.
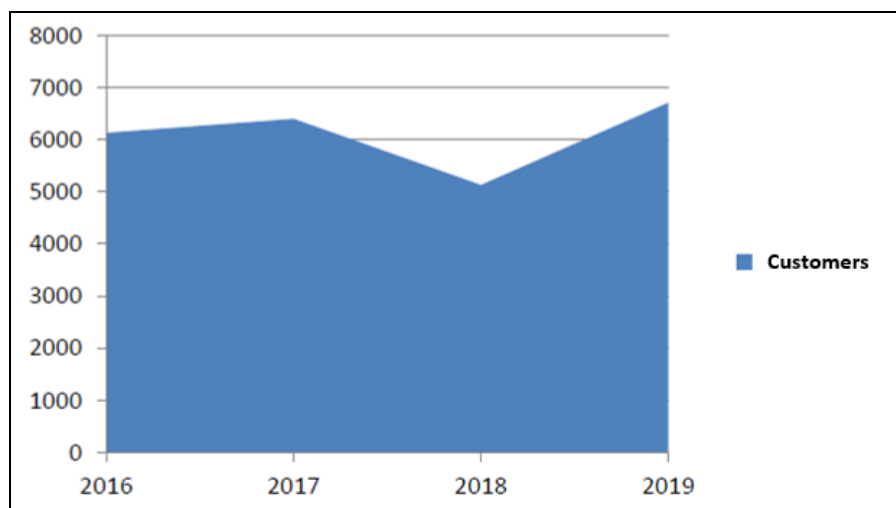

Figure 1. Consumers on Crisni Salon and Spa during 2016-2019 Period

Based on the data obtained from Crisni Salon and Spa (Solus Per Aqua) Singaraja which is shown in graph 1 above, it can be explained that in 2016 the number of customers reached 6130 and in 2017 there was an increase in the number of customers, which was above 6400 customers. In 2018 there was a decrease in the number of subscribers by 5130 and in 2019 there was an increase in the number of subscribers by 6710. When viewed in graphical form, the increase was not significant, which means that the trend of increase was not always up but decreased. The problem that occurs is the decrease in the number of customers in 2017. This is due to the salon's lack of attention to its customers in treating or serving its customers well and not touching the feelings of customers, other than those resulting from

increasingly rapid business competition. Based on this background, to achieve the company's goals in order to create long-term relationships with customers, one strategy is needed to maintain relationships so that customers remain loyal customers in the long term and one of them is to use the Experiential Marketing strategy. It is hoped that this research can provide an overview of how experiential marketing strategies can form customer loyalty.

2. METHODS

The types of data used in this study include quantitative and qualitative data, while the data sources used in research are primary and secondary data (Ferdinand, 2006). The purpose of this study was to determine sense, feel, think, act, relate to customer loyalty at Krisni salon in Singaraja. The research design in this study are presented in Figure 2.
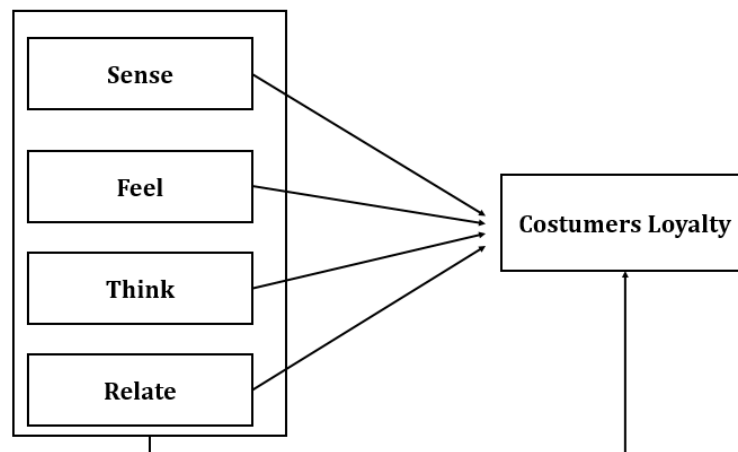

Figure 2. Research Framework

The population in this study were 90 customers at Krisni Salon in Singaraja. The data collection technique in this study is to use a questionnaire technique. The research and testing instruments in this study used the Validity and Reliability Test. The data analysis technique in this study uses Multiple Linear Regression Analysis, Multiple Correlation Analysis, Classical Assumption Test Analysis, Model Feasibility Test (Goodness of Fit), and T-Test Analysis (Ghozali, 2018; Santoso, 2019). Stages of data analysis namely: The first stage is to evaluate the measurement model (outer model). Test validity and reliability by performing Convergent Validity, Discriminant Validity Composite Reliability, Cronbach's Alpha and AVE. Formative indicators are tested with weight significance and multicolonrity. The second stage is to evaluate the structural model (inner model). The evaluation in this model will be seen from the coefficient of determination (R2), predictive relevance (Q2), goodness of git index (GoF). Hypothesis testing is seen from t-statistical values and probability values. Hypothesis testing uses statistical values.

3. RESULTS AND DISCUSSIONS

Results

The results of data analysis in this study are presented in Table 1.

Table 1. The Results of Data Analysis

No.	Variable	Regression Coefficient	Determination Coefficient	Correlation	t-count	t-table
1	Sense	0.177	28.1%	0.588	2.680	
2	Feel	0.070	14.9%	0.502	1.779	1.663
3	Think	0.265	30.4%	0.542	2.297	
4	Relate	0.055	8.5%	0.400	1.783	

Discussion

The Influence of Sense on Customer Loyalty at Krisni Salon in Singaraja

Based on the research results, it is found that Sense has a positive effect on Customer Loyalty at Krisni Salon in Singaraja with a regression coefficient of 0.177 and a determination coefficient of 28.1% with a correlation result of 0.588 which means that there is a moderate correlation between the independent variable Sense and the dependent variable. Customer loyalty. Then the results of hypothesis testing with the T-test showed that the value of t-count> t-table (2,680> 1,663) so that the hypothesis is accepted. This result is supported by the theory presented by several studies that stated sense is a type of experience where the creation of experiences through the five senses, including sight, smell, taste, sound and touch (Iisnawati et al., 2020; Katrine, D., & Harini, 2018; Rianti & Oetomo, 2017; Rozaqie & Kusumawati, 2016).

The Influence of Feel on Customer Loyalty at Krisni Salon in Singaraja

Based on the research results, it is found that Feel has a positive effect on Customer Loyalty at Krisni Salon in Singaraja with a regression coefficient of 0.070 and a determination coefficient of 14.9% with a correlation result of 0.502 which means that there is a moderate proportional relationship between the independent variable Feel and the variable. tied to Customer Loyalty. Then the results of hypothesis testing with the T-test showed that the value of t-count> t-table (1.779> 1.663) so that the hypothesis is accepted. This result is supported by the theory presented in previous studies that feel is a small concern shown to consumers with the aim of touching the customer's emotions in an extraordinary way (Akbar, 2017; Devindiani & Wibowo, 2016; Febrini et al., 2019; Jatmiko & Andharini, 2012).

The Influence of Think on Customer Loyalty at Krisni Salon in Singaraja

Based on the results of the study, it was found that Think had a positive effect on Customer Loyalty at Krisni Salon in Singaraja with a regression coefficient of 0.265 and a determination coefficient of 30.4% with a correlation result of 0.542, which means that there is a moderate correlation between Think's independent variables and the variable. tied to Customer Loyalty. Then the results of hypothesis testing with the T-test showed that the value of t_{count}> t_{table} (2.297> 1.663) so that the hypothesis is accepted. This result is supported by the theory presented in previous studies (Chang, 2021; Kertajaya, 2010; Mukiira et al., 2017; Skandalis et al., 2019). Think (way of thinking) is one of the ways companies do to bring commodities into experience by continuously customizing.

The Influence of Relate on Customer Loyalty at Krisni Salon in Singaraja

Based on the research results, it is found that Realte has a positive effect on Customer Loyalty at Krisni Salon in Singaraja with a regression coefficient of 0.055 and a determination coefficient of 8.5% with a correlation result of 0.400 which means that there is a moderate correlation between independent variables. with the dependent variable Customer Loyalty. Then the results of hypothesis testing with the T-test showed that the value of t-count> t-table (1.783> 1.663) so that the hypothesis is accepted. This result is supported by several previous study (Ihtiyar et al., 2019; Österle et al., 2018; Wiedmann et al., 2018; Yuliawan & Ginting, 2016). Relate is a type of experience used to influence customers and combines all aspects of sense, feel, think, and act and focuses on creating positive perceptions in the eyes of customers.

4. CONCLUSION

From several existing indicators in the experimental marketing dimension approach, think indicators have a significant and dominant influence in forming a strong emotional bond with customers so as to form customer loyalty.

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