

The Effect of Experiential Marketing and Emotional Marketing on Customer Loyalty in “LGS” Showroom

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ABSTRAK

Seiring dengan perkembangan transportasi yang semakin pesat, persaingan yang semakin ketat juga mendorong para pelaku bisnis untuk terus berinovasi dalam membuat strategi pemasaran guna menarik perhatian pelanggan dan menjaga loyalitas pelanggan. Pelanggan tidak hanya menilai produk dan layanan berdasarkan kualitasnya, tetapi juga melalui strategi pemasaran. Strategi pemasaran dapat dilakukan secara agresif melalui pendekatan experiential dan pendekatan emosional kepada pelanggan. Penelitian ini bertujuan untuk menguji pengaruh experiential marketing dan emotional marketing terhadap loyalitas pelanggan showroom LGS. Metode pengambilan sampel yang digunakan adalah non-probability sampling dengan tipe purposive sampling. Populasi dalam penelitian ini adalah 230 pelanggan showroom LGS dalam tiga tahun terakhir. Sedangkan sampel dalam penelitian ini adalah 70 pelanggan showroom LGS yang pernah melakukan pembelian berulang. Pengumpulan data dilakukan dengan menyebarkan kuesioner. Penelitian ini menggunakan pengolahan data regresi linier berganda yang telah memenuhi syarat validitas, reliabilitas, dan uji hipotesis parsial uji-t, dengan program Statistical Product and Service Solution (SPSS versi 24). Hasil penelitian ini menemukan bahwa experiential marketing dan emotional marketing berpengaruh signifikan terhadap loyalitas pelanggan di showroom LGS.

ABSTRACT

Along with rapid development of transportation, increasingly fierce competition also encourages business people to continue to innovate in making marketing strategies in order to attract customers attention and maintain customers loyalty. Customers not only appraise product and service based on its quality, but also through marketing strategies. Marketing strategies can be carried out aggressively through experiential approach and emotional approach to customers. This study aims to examine the effect of experiential marketing and emotional marketing on loyalty of LGS showroom customers. The sampling method used was non-probability sampling with purposive sampling type. The population in this study was 230 LGS showroom customers in the last three years. Meanwhile, the sample in this study was 70 LGS showroom customers who had made repeated purchases. The data collection conducted by distributing questionnaires. This study employed multiple linear regression data processing that had met the requirements of validity, reliability, and partial hypothesis testing t-test, with the Statistical Product and Service Solution program (SPSS version 24). This result found that experiential marketing and emotional marketing significantly affect customer loyalty in “LGS” showroom.

1. INTRODUCTION

In the era of globalization, all sectors are now faced with very dynamic competition (Dobrea et al., 2021; Karuniatama et al., 2020). The development of business competition in Indonesia is an exciting phenomenon to observe. The progress in the economic sector has increasingly opened up opportunities for entrepreneurs to compete in order to attract customers (Katrine & Harini, 2018; Lange, 2012). The rapid development of transportation cannot be separated from competition. The development of transportation is a vital thing in all activities. The result of motor vehicle sales activities in Indonesia has created intense business competition. Competitors will continue to emerge the strategies to win the match. Every businessperson has various methods to compete in selling their goods and attracting the

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customers. Customers do not only favor products or services based on quality, benefits, and functions, but also the marketing activities that thrill and touch their sense. Consumers want products whose the presence can provide an experience (Bleier et al., 2019; Soliha et al., 2021). The changes in customers' mindset offset differences in the world of marketing and competitive conditions among companies. The views of customers in the present are different from consumers in the past. Traditional marketing describes customers as decision-makers who only think about benefits and functionality features (Liu et al., 2019; Untari & Fajariana, 2018).

The more intense competition makes showroom business people continue to strive to grab customers attention and maintain customer loyalty. How to get customers to be willing to use the company product for a long time and recommend them to their relations are the strategies which must be considered by business people. To develop customer loyalty, companies use experiential marketing strategies that emphasize the visitor experience and create good experiences (Sachro & Pudjiastuti, 2013; Widowati & Tsabita, 2017). The showroom employees can wear neat uniforms to create a deep emotional bond with the visitors. The experiential marketing approach can also evoke sensations and experiences to become loyal. Companies must develop a special strategy to provide the best service so that consumers will come back to make repeat purchases of the products being promoted (Iisnawati et al., 2020; Liu et al., 2019). The fast-developing business of purchasing and selling vehicles creates intense rivalry, demanding the adoption of the suitable marketing strategy by business actors in order to maintain market share. Experiential marketing is a marketing strategy that companies employ to build relationships with their customers (Batat, 2019; Mukiira et al., 2017). Customer loyalty to the company can be increased through other marketing strategies, such as through emotional marketing. Emotional marketing delivers value to customers to build customer loyalty through the emotional side of customers (Kusumadewi, 2013). Customers favor products that can provide them with an experience and touch their emotional side. Different views have made marketing practices and theories shift from focusing on goods and services to consumer experiences and emotions. Trends that have recently emerged in the marketing world are experiential marketing and emotional marketing (Gunawan, Abdillah, & Devita, 2018). The company's marketing plan can help them develop strong ties with customers in order to make long-term (Laksono et al., 2020).

One crucial aspect of customer loyalty often overlooked or rarely measured, is the emotional relationship between the customer and the company (Amon & Bustami, 2021). Until now, what is often measured is the rational side of how the product is and at what price. Meanwhile, the emotional side is put aside. The number of buyers in the LGS showroom has fluctuated. The number of buyers increased from 2018 to 2019 by ten people, then experienced a significant decrease from 2019 to 2020 by 15 people. These data indicate that the increase in the number of consumers is still feeble. To find out the causes of the decline in the number of buyers, researchers surveyed by distributing questionnaires to 70 LGS showroom customers. The survey results regarding customer loyalty in the LGS showroom showed that 38 people made a one-time visit. There is still a gap where consumers are less likely to repurchase. Experimental marketing and emotional marketing which were expected to provide a pleasant experience for consumers, have not increased consumer loyalty.

2. METHODS

This study employed the characteristics of a cause and effect between two or more variables. The approach used was quantitative using two types of primary data, data or information obtained directly from the first source through observation on the object of the research or respondent. This study also employed survey to collect data or information by distributing questionnaires to LGS showroom customers. There are two variables in this study, 1). Independent variables consisting of experiential marketing (X1) and emotional marketing (X2), and 2). Dependent variable, consisting of customer loyalty (Y). The population in this study was customers who had come to the LGS showroom and made purchases, totalling 230 people. The number of samples was determined using a non-probability sampling method with a purposive sampling type. Data in this study were collected through a survey by distributing questionnaires directly to respondents who had come to the LGS showroom. The questionnaire contains 17 questions derived from experiential marketing (X1), emotional marketing (X2), and customer loyalty (Y) variables.

3. RESULTS AND DISCUSSIONS

Results

Characteristics of Respondents

Respondents and the characteristics of respondents in this study is presented in [Table 1](#).

Table 1. Characteristics of Respondents Based on Gender

No	Aspect	Total	Percentage (%)	
1	Gender	Male	33	47.1%
		Female	37	52.9%
		Total	70	100%
2	Age	15-20	15	21.4%
		21-30	42	60%
		31-40	6	8.6%
		41-50	7	10%
		Total	70	100%
3	Occupation	Civil Servant	1	1.4%
		Private Employee	32	45.7%
		Entrepreneur	20	28.6%
		Student	17	24.3%
		Total	70	100%
4	Income	>Rp. 5.000.000	13	18.6%
		Rp.3.000.000 – Rp.5.000.000	36	51.4%
		Rp.1.000.000 – Rp. 3.000.000	15	21.4%
		<Rp. 1.000.000	6	8.6%
		Total	70	100%
5	The number of times they made purchases	Once	38	54.3%
		Twice	20	28.5%
		Three times	8	11.5%
		Four times	4	5.7%
		Total	70	100%

Variable descriptive analysis

This section provides a general overview of the respondents' responses to each variable. Testing the data in this study using SPSS version 24. As mentioned earlier, this study consists of experiential marketing variable (X1), emotional marketing variable (X2), and customer loyalty variable (Y), with the results shown in Table 2.

Table 2. The Results of Descriptive Analysis of Statistical Variables

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std Deviation
Experiential marketing	70	11	20	17.21	2.226
Emotional marketing	70	30	50	43.91	5.269
Loyalty	70	10	15	14.54	1.471
Valid N (listwise)	70				

From Table 2, descriptive analysis on experiential marketing, emotional marketing, and customer loyalty in the mean and Std Deviation columns are used to calculate the upper and lower limits.

Descriptive Variable Experiential Marketing

Table 3. The Descriptive Results of the Experiential Marketing Variable (X1)

Experiential Marketing Question	Total respondent					N	SCORE	TCR	Category
	D	FD	N	A	SA				
X1_1	0	1	7	31	31	302	4.314286	86.28571	Very strong
X1_2	0	1	6	29	34	306	4.371429	87.42857	Very strong
X1_3	0	3	9	31	27	292	4.171429	83.42857	Very strong
X1_4	0	0	9	27	34	305	4.357143	87.14286	Very strong
Total						1205	4.303571	86.07143	Very strong

Notes: D: Disagree; FD: Fairly Disagree; N: Neutral; A: Agree; SA: Strongly Agree

From Table 3, the descriptive results of the experiential marketing variable (X1) are obtained. The average value of the questions on the experiential marketing variable was 4.303, with the respondents' achievements at 86.071. The results of the calculation of experiential marketing variables are categorized as very strong.

Descriptive Variable of Emotional Marketing

Table 4. Descriptive Results of Emotional Marketing Variables (X2)

Emotional marketing variable						N	SCORE	MEAN	TCR	Category
Product	D	FD	N	A	SA					
X2_1	0	1	5	23	41	70	314	4.485714	89.71429	Very strong
X2_2	0	1	3	34	32	70	307	4.385714	87.71429	Very strong
Equity										
X2_3	0	1	4	29	36	70	310	4.428571	88.57143	Very strong
X2_4	1	2	5	30	32	70	300	4.285714	85.71429	Very strong
Money										
X2_5	0	0	6	26	38	70	312	4.457143	89.14286	Very strong
X2_6	0	1	14	24	31	70	295	4.214286	84.28571	Very strong
Experience										
X2_7	0	1	5	25	39	70	312	4.457143	89.14286	Very strong
X2_8	0	1	8	29	32	70	302	4.314286	86.28571	Very strong
Energy										
X2_9	0	0	4	25	41	70	317	4.528571	90.57143	Very strong
X2_10	0	2	2	30	36	70	310	4.428571	88.57143	Very strong
Total							3079	4.398571	87.97143	Very strong

Table 4 shows that the emotional marketing variable (X2) has an average value for emotional marketing questions of 4.398 with achievement of 87.971. It can be said that emotional marketing variables are in the very strong category.

Descriptive Variable of Customer Loyalty

Table 5. Descriptive Results of Customer Loyalty Variable (Y)

Loyalty	D	FD	N	A	SA	SCORE	MEAN	TCR	Category
Y_1	0	0	3	31	36	70	313	4.471429	89.42857
Y_2	0	0	1	28	41	70	320	4.571429	91.42857
Y_3	0	0	5	25	40	70	315	4.5	90
Total						948	4.514286	90.28571	Very strong

Based on Table 5, it is known that the customer loyalty variable (Y) has an average question value of 4.514 with the respondent's achievement level of 90.285. This figure implies that the customer loyalty variable is very strong.

Table 6. Experiential Marketing Validity Test Results (X1)

Question item number	Experiential Marketing		
	r count	r table	Mark
X1_1	0.733	0.2352	VALID
X1_2	0.752	0.2352	VALID
X1_3	0.770	0.2352	VALID
X1_4	0.775	0.2352	VALID

Table 6 with the experiential marketing variable (X1) shows that the validity test data results show that all question indicators are declared valid. This result can be seen from the calculated r value > r table (0.2352).

Table 7. Emotional Marketing Validity Test Results (X2)

Question item number	Emotional Marketing		
	r count	r table	Mark
X2_1	0.706	0.2352	VALID
X2_2	0.711	0.2352	VALID
X2_3	0.776	0.2352	VALID
X2_4	0.706	0.2352	VALID
X2_5	0.787	0.2352	VALID
X2_6	0.798	0.2352	VALID
X2_7	0.711	0.2352	VALID
X2_8	0.735	0.2352	VALID
X2_9	0.748	0.2352	VALID
X2_10	0.729	0.2352	VALID

Table 7 with the emotional marketing variable (X2) shows that all indicators for question X2 are declared valid. This result is evidenced by the r-count, which is greater than the r-table (0.2352).

Table 8. Customer Loyalty Validity Test Results (Y)

Question item number	Loyalty P		
	r count	r table	Mark
Y_1	0.846	0.2352	VALID
Y_2	0.847	0.2352	VALID
Y_3	0.843	0.2352	VALID

Table 8 with the customer loyalty variable (Y) shows that all indicators of question Y are declared valid. The details can be seen from the calculated r-value greater than the r-table value (0.2352).

Table 9. Results of multiple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std Error	Beta		
		1	(constant)	2.964		
	Experiential_Marketing	0.299	0.066	0.453	4.507	0.000
	Emotional_Marketing	0.124	0.028	0.442	4.403	0.000

Based on Table 9, the results of the SPSS output are obtained through the regression equation as:

$$Y = 2.964 + 0,299X1 + 0,124x1$$

The explanation of the equation: (1) The constant has a value of 2.964, meaning that if the price of experiential marketing (X1) and emotional marketing (X2) is equal to 0, then customer loyalty (Y) is worth 2.964; (2) The experiential marketing variable regression coefficient has a value of 0.299. It means that if experiential marketing has increased by one unit, then the customer loyalty variable has increased by 0.299; (3) The regression coefficient for emotional marketing variables has a value of 0.124. It means that if emotional marketing has increased by one unit, then the customer loyalty variable has increased by 0.124. Then, the results of t-test/partial testing is presented in Table 10.

Table 10. Results of Hypothesis Testing of T-Test/Partial

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std Error	Beta		
		1	(constant)	2.964		
	Experiential_Marketing	0.299	0.066	0.453	4.507	0.000
	Emotional_Marketing	0.124	0.028	0.442	4.403	0.000

Based on the results of data analysis, it is known that the Adjusted R Square value is 0.718. These results indicate that 71.8% of the independent variables, consisting of experiential marketing and

emotional marketing, affect the dependent variable, namely customer loyalty in the LGS showroom. At the same time, the remaining 27.2% is influenced by other variables which are not examined.

Discussion

Based on the validity test conducted, it was revealed that 17 questions represented valid variables. This statement can be proven by the r -count of the corrected item-correlation, which is greater than the r -table. Thus, the 17 questions could be used in the study. The reliability test conducted in this study obtained a *Cronbach's alpha* value of 0.750 for experiential marketing variables, 0.916 for emotional marketing variables, and 0.796 for customer loyalty. A variable is declared reliable if it provides a *Cronbach's alpha* value greater than 0.60 (Sujarweni, 2015). Guided by this theory, it can be stated that all the questions used in this study are reliable. Based on the Normality Test, it can be seen that the significance level (Sig.) of *Kolmogorov-Smirnov* has a value of 0.200. Because of the significance value is more than 0.05, it can be concluded that the data has been normally distributed. Also, on the Normal P-P Plot chart, it can be seen that the dots spread out and follow a diagonal line. This condition states that the residual data is normally distributed. The multicollinearity test conducted showed that the tolerance value of the two variables was more than 0.01 and a VIF value <10 . In contrast, the experiential marketing variable had a Tolerance value of 0.444 (more than 0.01) and a VIF value of 2.252 (less than 10). Meanwhile, the emotional marketing variable has a Tolerance value of 0.444 (more than 0.01) and a VIF value of 2.252 (less than 10).

Thus, it can be concluded that the regression equation is free of multicollinearity. The heteroscedasticity test shows that the dots are spread out randomly and are below the 0 on the y -axis. Hence, it can be stated that there is no heteroscedasticity. For the multiple linear regression test, the equation is: (1) The constant has a value of 2.964. It means that if experiential marketing (X1) and emotional marketing (X2) have a profit value of 0, then customer loyalty (Y) also has a value of 2.964; (2) The experiential marketing variable regression coefficient has a value of 0.299. It means that if experiential marketing has increased by one unit, then customer loyalty will also increase by 0.299; (3) The regression coefficient for emotional marketing variables has a value of 0.124. It means that if emotional marketing has increased by one unit, then customer loyalty will also increase by 0.124. Based on the determined r^2 test results, it can be seen that the Adjusted R Square value is 0.718. These results indicate that 71.8% of the independent variables, experiential marketing and emotional marketing, affect the dependent variable, namely customer loyalty in the LGS showroom. Meanwhile, 27.2% was influenced by other variables which were not researched. From the results of the research conducted by the author, experiential marketing and emotional marketing variables have a positive and significant effect on customer loyalty.

The results showed that the experiential marketing variable had a positive and significant effect on customer loyalty in the LGS showroom. This result can be seen from the t -count value (4.507) $>$ t -table (1.667), and the significance value (0.000) $<$ (0.05). This value implies that customers will have a repeat order in the LGS showroom due to experiential marketing. Hence, this research is in line with the research which shows that experiential marketing has a positive and significant effect on customer loyalty (Chang, 2021). Experiential marketing is a marketing concept that focuses on the emotional and psychological responses of customers to the products or services offered by marketers. Experiential marketing may be defined as a lucrative method of discovering and addressing consumer requirements and ambitions through the use of two-way communication in order to offer brand personality and add value to customers (Amon & Bustami, 2021). Experiential marketing is a way to create experiences felt by customers when using products or services, It also includes sensing, feeling, thinking, acting and relating (Karuniatama et al., 2020).

This study indicates that partially emotional marketing has a positive and significant effect on customer loyalty. These results can be seen from the t -count value (4.403) $>$ t -table (1.667), and the significance value (0.000) $<$ (0.05). This value means that customers will choose to repeat orders at "LGS" showroom with attention to emotional marketing. Thus, the current study is in line with the research which shows that emotional marketing has a positive and significant effect on customer loyalty (Khuong & Tram, 2015). Emotional marketing is a new concept in marketing, which aims to give an impression to touch the emotional side of customers (Wahyuningtyas et al., 2017). The results showed that emotional marketing had a positive and most significant effect on customer loyalty. Another research which showed that emotional marketing positively and significantly affects customer loyalty (Khuong & Tram, 2015). This hypothesis is supported by research which stated that emotional marketing of products, equity, money, experience, and energy have a positive and significant effect on loyalty (Kalsum & Munawaroh, 2017).

4. CONCLUSION

The increase of competition among businesses in the market has triggered the majority of businessmen and businesswomen to improve the quality of their marketing strategies to attract customers' attention and maintain their customer loyalty. Since customers do not only see the quality of products, businessmen and businesswomen need to think more creatively about attracting customers' attention. Therefore, this research suggested seeing customer loyalty in the "LGS" showroom through the experiential and emotional approach. Out of 70 loyal customers in the "LGS" showroom becoming the participants in this study, the result found that experiential marketing and emotional marketing significantly affect customer loyalty in the "LGS" showroom.

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