

The Effect Of Experiential Marketing On Customer Satisfaction At CGV Cinema In Palembang

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Abstract- The purpose of this study was to determine and analyze the impact of experiential marketing on customer satisfaction at CGV Cinema in Palembang. The used data are primary data obtained from a survey of 150 customers CGV Cinema in the city of Palembang, which were selected randomly. This study used Multiple Linear Regression analysis technique and the results showed that experiential marketing has a positive and significant impact on customer satisfaction.

Index Terms- experiential marketing and customer satisfaction.

I. INTRODUCTION

In modern times the public interest regarding the higher business and is increasing every year. The increasing number of new businesses are popping up, then increasingly fierce business competition, especially for those businesses that have a similar category. Corporate leaders must always strive to be the company stay ahead and be able to continue to compete with a competitor business. In the face of competition, companies must have a competitive advantage in order to survive, one of the most important thing is to focus on the consumer. Focus on consumers could be done by providing experience or experience that is perceived by the consumer.

To influence the emotions of the consumers, the marketing concept that can be used either by the approach Experiential Marketing is an ability of providers of goods and services within product offering emotional experience to touch the hearts and minds of consumers (Schmitt, 2011). At this stage of experiential marketing, customer saw manufacturer as someone who has an emotional value that is a view that emphasizes the relationship between producers and customers to stage unforgettable experiences receipt by the customer, because the customer is the center of all marketing efforts.

Schmitt (2011) explains that in order to create a unique experience to the consumer, there are two aspects that constitute

the framework of marketing experiential namely Strategic Experiential Modules (SEMS), which became a sponsor for the marketing experiential and Experience Providers (Ex Pros) who became a tactical tool in marketing experiential. Through these two, a customer experience that can not be forgotten (memorable experience) can be created. The steps in creating that experience is through Sense Marketing, Marketing Feel, Think Marketing, Marketing Act, and Relate Marketing which will be formed on each consumer to make them satisfied with a particular brand.

The increasing purchase power of Indonesian society and the public's demand for entertainment or recreational (leisure) is now growing optimism in the business sector in Indonesia, one of them is cinema business. These business players are not only located in major cities in Java only, but has penetrated all the major cities in Indonesia, such as Palembang in South Sumatera. The big players of Cinema Businesses in Indonesia consists of PT. Graha Layar Prima (CGV Cinema), PT. Cinemaxx Global Pacific (Cinemaxx), PT. Nusantara Sejahtera Raya (Cineplex 21), Platinum Cineplex, and many local player of cinema business are popping in this time.

South Sumatra province is one of the areas with high cinema enthusiasts. Cinema business growth in the last 3 years in South Sumatra reached 100%, which contained of 6 theaters in 2016 and becomes 12 in 2018. In Palembang city, there were also 3 new cinema opened during 2016 to 2018, and all of them is CGV Cinema.

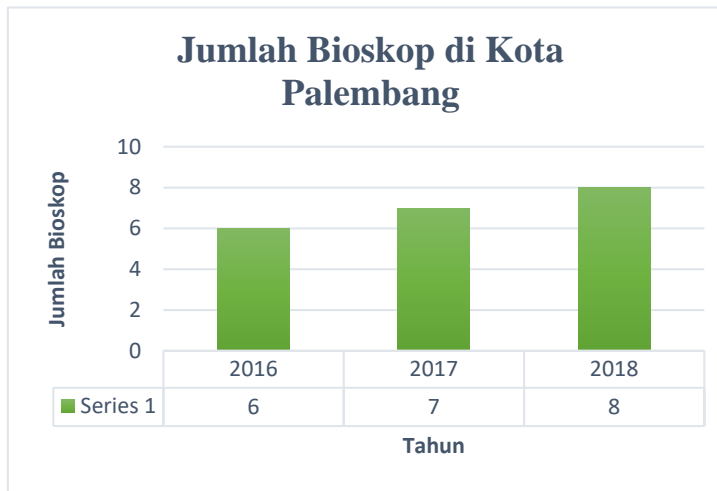


Figure 1. Business Growth Theaters in Palembang Year 2016-2018

Based on Figure 1, we could notice that in Palembang city there was one new cinema appeared every year. The growth of cinema in the city of Palembang is dominated by PT. Graha Layar Prima (CGV Cinema), which in 2016 opened the first cinema at Social Market, second CGV Cinema in 2017 located at Transmart Palembang, and third cinema in 2018 opened at PTC Mall Palembang. In the Cinema business, competition is unavoidable between one Cinema with the other Cinema. In terms of movie type, all cinemas get the same film, then to be able to attract customers, cinema player should have the advantage in other factors, for example in terms of comfort, cleanliness of the cinema, the price offered to customers, food and beverage options, and also with facilities at the cinema.

The interview result with one of Manager On Duty at the CGV Cinema PTC, Mr. Aminullah, there are still some complains from customers of CGV Cinema leading to customer dissatisfaction. Complaints by CGV Cinema customers are contained of cleanliness and service from staff, which are part of the Feel Marketing. Other example of customers' complains of hygiene is the cleanliness of the restroom, the restroom are not always maintained because not all customers use the restroom cleanly, but according to Mr. Aminullah, the hygiene team of CGV clean the restroom every 1 hour. Other examples of complains coming from the service staff, not every staff could control the tone and vocabulary to the customer, so that there are customers who still feel offended by the services of the staff CGV Cinema.

In this research, there were information obtained from the interviews with several customers of CGV Cinema. According to one customer named Rico, CGV has an alternative of purchasing the movie ticket (part of the Act Marketing), online ticket purchasing and also CGV has ticket machines that prints paid ticket automatically, unfortunately there are only two automatic ticket machines that still could not overcome the long queue during weekends because the number of visitors is prodigious. According to other sources, named Tania, all facilities and service of CGV has been very good, but the CGV theater seats in the Social Market is less convenient because it still uses the hand pads

with plastic material, which makes our hand less comfortable (part of the Marketing Sense).

Based on the information gathered from CGV Cinema Staff and customers, there are problems that are part of the Strategic Experiential Modules (SEMS), and as the previous studies have different results from one to each other, so researcher is interested to conduct research with the title: "The Effect of Experiential Marketing on Customer Satisfaction at CGV Cinema in Palembang".

II. IDENTIFY, RESEARCH AND COLLECT IDEA

Experiential Marketing

experiential marketing is the concept of offering products and services by growing emotional element to consumers resulting from the situation experienced by consumers (Schmitt, 2014).

According to Schmitt, 2011, dividing the experiential marketing approach or Strategic Experiential modules consists of five types:

1) Sense (The five senses)

Sense is something that is tangible and also the taste of a product that can be detected by the five senses which includes sound, smell, sight, taste, and touch. Sense has a function to distinguish one product from another product to convince consumers to grow the value to the product or service.

2) Feel (Feelings)

Feel is associated with emotions and feelings innermost of consumers. Feel campaign is often used to build consumer emotions slowly. When consumers feel good about the product and the company, the consumer will be happy to use the product, otherwise if consumers are not happy with a product, the consumer will not use the product and then will choose another product.

3) Think (Way of Thinking)

One method that is commonly used by the company is Think marketing, where this is the way taken by the company to make the commodity as an experience (experience) to perform continuous costumization.

4) Act (Actions)

Marketing Act is the type of experience that aims to influence behavior, lifestyle and interaction with consumers. Act of marketing designed to create consumer experiences in relation to the physical body, lifestyle and interaction with others.

5) Relate (linkage)

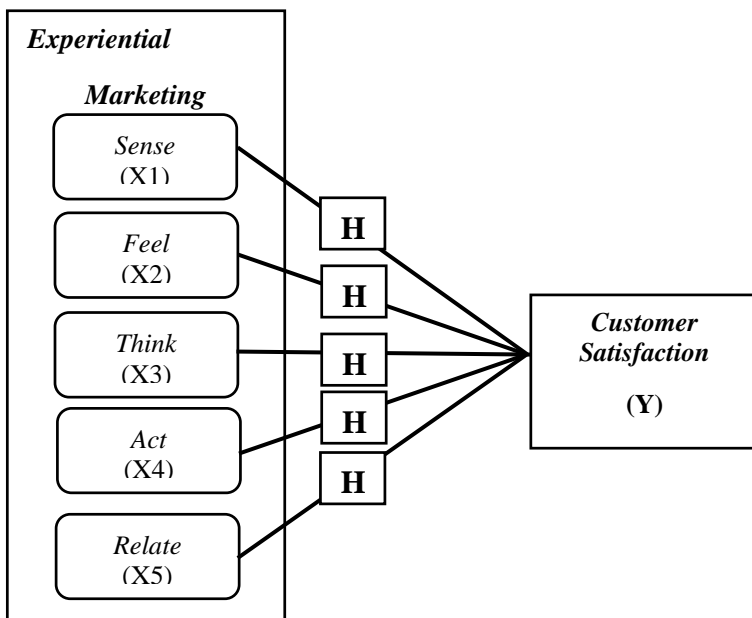
relate connect individual customers with society or culture. Relate the main attraction deepest desire for customers to the establishment of self-improvement, socio-economic status and image. Relate campaign shows a group of people who are the target customers where a customer can interact, connect and share the same pleasure.

Customer Satisfaction

The success of a company can be seen from the level of satisfaction felt by consumers about the products offered. Companies can know that their performance has been good and in line with expectations with a view from the side of customer satisfaction itself. According Sunyoto (2013: 35), consumer satisfaction can be defined as the level of consumer feelings after seeing the benefits of a product or a company's performance compared with expectations of consumers themselves

III. RESEARCH ELABORATIONS

Research Conceptual



Research hypothesis

Once we go into the background, knowing the formulation of the problem, determine research objectives, seeking a theoretical basis, and establish a theoretical framework, the hypothesis in this study are as follows:

H1 : *Sense* positive and significant impact on Customer Satisfaction

H2 : *Feel* positive and significant impact on Customer Satisfaction

H3 : *think* positive and significant impact on Customer Satisfaction

H4 : *Act* positive and significant impact on Customer Satisfaction

H5 : *relate* positive and significant impact on Customer Satisfaction

Research Methods

A. Types and Sources of Data

Data used in this study is qualitative data in the form of a questionnaire in kuantitatifkan statements by the use of a Likert scale. Sources of data in this study is the primary data, ie data collected by researchers obtained directly from observations and the results of questionnaires completed by respondents,

B. Population and Sample Research

The population in this study are all customers CGV Cinema Theaters Palembang from year 2017 to 2018. According Hair (2015) who argued that the appropriate number of samples is 100 to 200 respondents, where there are 30 questions in the questionnaire in this study, so the sample size is five times the number of questions or as many as 150 respondents.

C. Data analysis method

Methods of data analysis used in this study is qualitative data obtained from questionnaires were quantified so that it can be processed by breaking into the composition of categories, which are then analyzed using multiple linear regression analysis.

IV. RESULT AND FINDING

Validity of Test Results

Below are the results of testing the validity of this research:

Table 1. Results of Test Validity

Indicator	product Moment Pearson's	Sig.	α	Information
X1.1	0,531	0,000	< 0.05	valid
X1.2	.652	0,000	< 0.05	valid
X1.3	0.578	0,000	< 0.05	valid
X1.4	0.508	0,000	< 0.05	valid
X1.5	0,496	0,000	< 0.05	valid
X2.1	0.498	0,000	< 0.05	valid
X2.2	0.615	0,000	< 0.05	valid
X2.3	0,548	0,000	< 0.05	valid
X2.4	0.538	0,000	< 0.05	valid
X2.5	0.649	0,000	< 0.05	valid
X3.1	0.614	0,000	< 0.05	valid
X3.2	0,556	0,000	< 0.05	valid
X3.3	0.718	0,000	< 0.05	valid
X3.4	0.507	0,000	< 0.05	valid
X3.5	0.541	0,000	< 0.05	valid
X4.1	0.511	0,000	< 0.05	valid
X4.2	0.589	0,000	< 0.05	valid
X4.3	0.446	0,000	< 0.05	valid
X4.4	0,523	0,000	< 0.05	valid
X4.5	0,646	0,000	< 0.05	valid
X5.1	0.582	0,000	< 0.05	valid
X5.2	0.573	0,000	< 0.05	valid
X5.3	0.677	0,000	< 0.05	valid
X5.4	0.479	0,000	< 0.05	valid
X5.5	0.430	0,000	< 0.05	valid
Y.1	0.539	0,000	< 0.05	valid
Y.2	0.437	0,000	< 0.05	valid
Y.3	0.573	0,000	< 0.05	valid
Y.4	0.529	0,000	< 0.05	valid
Y.5	0.413	0,000	< 0.05	valid

Source: Adapted from Questionnaire, 2019

Based on the results of Table 1 explained that the indicators of each independent variable that sense, feel, think, act and relate and the dependent variable that customer satisfaction has a significant value $0.000 < 0.05$, so that the indicators in this study variables declared invalid.

Reliability Test Results

Here are the results of reliability testing in this study:

Table 2. Results of Test Reliability

variables	Cronbach's Alpha	Cut t Off	N of Items	Information
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Sense (X ₁)	0.704	>	5	reliable
Feel (X ₂)	0.715	>	5	reliable
think (X ₃)	0.727	>	5	reliable
Act (X ₄)	0.696	>	5	reliable
relate (X ₅)	0,703	>	5	reliable
Customer Satisfactio n (Y)	0.647	>	5	reliable

Source: Adapted from Questionnaire, 2019

Based on the results of Table 2 above, the reliability test results variables sense, feel, think, act and relate (X) and variable customer satisfaction (Y) showing values above 0.6, which means that the data that have been tested are reliable.

Normality Test Results

The test results can be presented as follows:

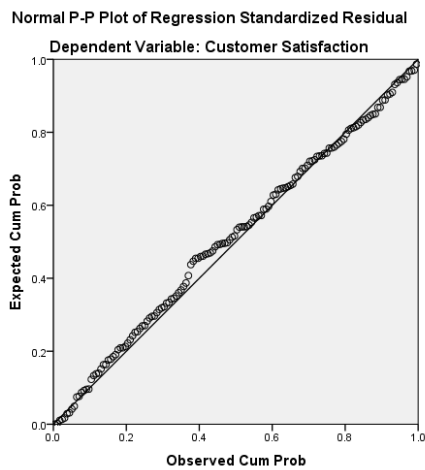
Table 3. Test of Normality

Below are the results of the tests for normality in this study:

One-Sample Kolmogorov-Smirnov Test		unstandardized residual
N		150
normal Parameters	mean	.0000000
	Std. deviation	1.79854855
Most Extreme Difference	Absolute	.067
	positive	.032
	negative	-.067
Kolmogorov-Smirnov Z		.067
Asymp. Sig. (2-tailed)		.198

Source: Adapted from Questionnaire, 2019

It was concluded from the results of Table 3 above that value or significance probability for each variable is greater than 0.05, so it can be stated that the data in this study normal distribution.



Source: Adapted from Questionnaire, 2019

Figure 2. Normality Test Results

Seen from Figure 2 above that the data tested had normal distribution and satisfy the assumptions of normality, because the data is scattered in the direction diagonal line and just spread around that line.

Test Results Multicollinearity

Here are the results of testing multikolinieritas in this study:

Table 4. Test Results Multicollinearity

<i>Test of Multikolinierity</i>	VIF	Cutt Off	Information
Sense(X1)	1,125 < 10		Not Happen Multicollinearity
Feel (X2)	1,290 < 10		Not Happen Multicollinearity
Think (X3)	1220 < 10		Not Happen Multicollinearity
Act (X4)	1,342 < 10		Not Happen Multicollinearity
Relate (X5)	1,257 < 10		Not Happen Multicollinearity

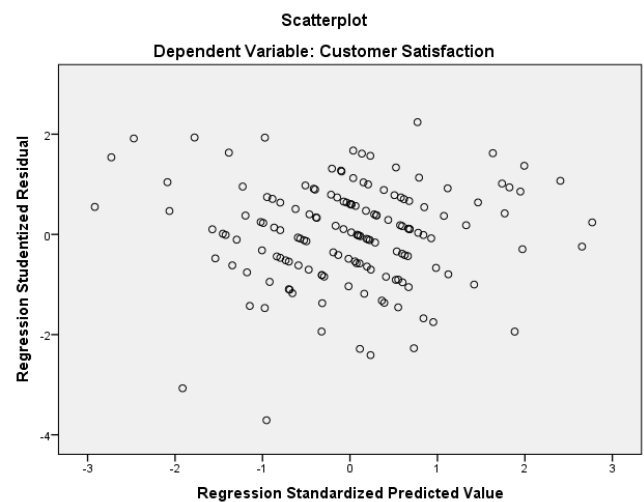
Think (X3)	1220 < 10	Not Happen Multicollinearity
Act (X4)	1,342 < 10	Not Happen Multicollinearity
Relate (X5)	1,257 < 10	Not Happen Multicollinearity

Source: Adapted from Questionnaire, 2019

Based on the results of Table 4 shows that there is no multicollinear

Test Results heterokedastisitas

Here are the results of testing heteroscedasticity in this study:



Source: Adapted from Questionnaire, 2019

Figure 3. Test Results Heteroskidastity

See from Figure 3. On top of that not happening heteroscedasticity in the data tested, because the scattered data has no clear patterns and dots on the image spread above and below the number 0 on the Y axis

Results of Multiple Linear Regression Analysis

In this study it has been found the results of the regression calculation as below.

$$Y = 4.819 + 0,200X_1 + 0,165X_2 + 0,159X_3 + 0,164X_4 + 0,143X_5 + 1.719e$$

Based on the above results, it can be seen a positive constant value of 4819 explains that there is a positive influence between independent variables sense (X1) Of 0.200, feel variables (X2) Amounted to 0.165, think variables (X3) Amounted to 0.159, act variable (X4) Amounted to 0.164, relate variables (X5) Amounted to 0.143 customer satisfaction on the dependent variable (Y).

Test Results Correlation Coefficient (R) and the coefficient of determination (R²)

Below are the results of testing of correlation (R) and the coefficient of determination (R²) in this research:

Table 5. Test Results Correlation Coefficient (R) and the coefficient of determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.594	0.353	.330	1,830

Source: Adapted from Questionnaire, 2019

Based on the results in Table 5, the results of the correlation coefficient test (R) of 0.594 or 59.4% and the number of R square (R²) is 0.353 or 35.3%, this figure shows how *sense, feel, think, act and relate* jointly influence on customer satisfaction in the cinema CGV Cinema in the city of Palembang.

The above figures also show how the variables, *sense, feel, think, act and relate* provide information needed to explain customer satisfaction and together amounting to 35.3% while the remaining 64.7% is influenced by other factors.

Hypothesis Test Results

Model Eligibility Test Result (Test F)

The following are the results of the calculation of the variable F test *sense, feel, think, act and relate*(X) on customer satisfaction (Y).

Table 6. Results of Feasibility Model (Test F)

ANNOVA ^b					
Model	Sum of Squares	Df	mean Square	F	Sig.
1					

1	Regression	262 712	5	52 542	15 698	.000 a
	residual	4581.982	144	3,347		
	Total	744 693	149			

Source: Adapted from Questionnaire, 2019

Judging from Table 6 above, the test results together, obtained a value of 15 698 is greater than the value at the 94% confidence level. Then didapatlah result of that is 144. So from the results that have been obtained, it can be concluded that *F_{hitung} > F_{tabel}* *sense, feel, think, act and relate*(X) together have an influence on customer satisfaction (Y),

Individual Test Results Parameter Significance (t test)

Below are the results of test calculations T.

Table 7. Test Results Individual Parameter Significance (t test)

Model	coefficients			t	Sig.
	unstandardized coefficients	Std. Error	standardized coefficients		
1	B		beta		
	(Constant)	4819	1,719	1,803	0,000
	<i>Sense</i>	.200	0.057	0,249	0,001
	<i>Feel</i>	0.165	0.068	0.185	0,016
	<i>think</i>	.159	0.065	.180	0,016
	<i>Act</i>	0.164	0.075	.170	0,030
	<i>relate</i>	0.143	0.069	.157	0,039

Source: Adapted from Questionnaire

T test results in Table 7 above, the variable sense (X1) Has a beta value of 0.249 with a significant value of 0.001, feel variables (X2) Has a beta value of 0.185 with a significant value of 0,016, think variables (X3) Has a beta value of 0.180 with a significant value of 0,016, act variable (X4), Has a beta value of 0.170 with a significant value of 0,030, relate variables (X5) Has a beta value of 0.157 with a significant value of 0.039.

Thus the results of the t test showed that the variables *sense, feel, think, act, and relate* has a positive and significant impact on customer satisfaction.

V. CONCLUSIONS AND SUGGESTION

Conclusion

Results of testing with multiple linear regression analysis with five independent variables that *sense, feel, think, act and relate* and one dependent variable has the result that the customer satisfaction:

1. *Sense* positive and significant impact on customer satisfaction at the CGV Cinema theaters in the city of Palembang.
2. *Feel* positive and significant impact on customer satisfaction at the CGV Cinema theaters in the city of Palembang.

3. *think* positive and significant impact on customer satisfaction at the CGV Cinema theaters in the city of Palembang.
4. *Act* positive and significant impact on customer satisfaction at the CGV Cinema theaters in the city of Palembang.
5. *relate* positive and significant impact on customer satisfaction at the CGV Cinema theaters in the city of Palembang.

Suggestion

Based on the results that have been obtained, the advice of researchers are as follows:

1. Share CGV Cinema Party

The results of this research must come from respondents associated with a variable number of experiential marketing, the variable sense, feel, think, act, and relate, in which the results of this study reveal the responses of respondents who thought to boost customer satisfaction on the CGV Cinema ,

In the sense variables, the respondents argued that the quality of the room at the CGV Cinema aroma can be improved by adding perfume fragrance and calming room. At the feel of variables, the respondents provided suggestions to improve comfort by replacing the seat in the waiting room and also add automatic ticket printing machines. Think of the variable, the respondents provided suggestions for CGV Cinema in order to add a promo to its members, for example, offers discount tickets on certain days or even a special promo price for food and drinks. In the variable act, the advice of the respondents were CGV retained and can improve the quality of social media and websites already owned today. In Variable relate,

In this study, a regression model showed that the variable sense had the highest scores among the five variables experiential marketing, which means that if the CGV Cinema improve aspects of sense then that will impact most significantly to the increase in customer satisfaction at the CGV Cinema compared to other aspects of experiential marketing.

2. For Further Research

For further researchers who are interested in researching this study should examine beliefs about corporate image, customer loyalty, etc., and can expand the sample to amplify and produce good research.

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