

The Influence of Experiential Marketing on Customer Loyalty at “Suban” Hot Spring Swimming Pool, Rejang Lebong

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ABSTRACT

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The purpose of this research is to determine how experiential advertising impacts customer loyalty at the Suban Hot Spring Swimming Pool in Rejang Lebong. The sample surveyed consisted of 96 people. Probability sampling method was used. In this study, a simple linear regression method was used to analyze the data; a t-test was used with the regression equation $Lp = 2.276 + 0.513Em$. The regression coefficient of the experiential marketing variable positively impacts students' academic performance. In this study, the coefficient of determination (R^2) is 0.451, or 45.1%. Based on the t-test, it can be concluded that experiential marketing significantly affects customer loyalty at the swimming pool

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Introduction

The Indonesian business world is currently developing very rapidly. This can be seen from the better economic growth in all sectors. With economic growth, many new and old companies are motivated to compete with each other to sell their goods in the market. This has a significant impact on the level of competition. A unique challenge for business actors is the increasingly tight competition. The competitive conditions can pose a threat to companies in addition to being a challenge. Therefore, companies must be more careful in developing various strategies to win the competition. Choosing the right and targeted strategy is one way. The chosen strategy must be able to provide added value and advantages compared to competitors.

In every marketing activity, companies must use strategies. Companies must tap into the emotional side of consumers when delivering their goods or services. The strategies created by the company must be able to leave a positive impression on consumers. This positive impression is an important part of the business's sales success. This positive impression must also provide a unique experience for consumers.

Experiential marketing is one of the marketing ideas that can influence customer feelings. One of the marketing approaches commonly used by businesses is experiential marketing to attract consumers from their emotional side. For years, marketers have been using a marketing approach known as experiential marketing. This method is considered very appropriate because it aligns with advancements in science and technology. Because a business must have the ability to create experiences for its consumers, the main focus of experiential marketing is on sensory responses, influence, actions, and relationships. In this case, experiential marketing can only succeed in certain contexts. Creating loyal customers is an important aspect of using experiential marketing.

Customer loyalty can generally be defined as a person's loyalty to a product, whether goods or services. Additionally, customers with a high commitment to their loyalty will not be influenced by the marketing forms of products or services offered by other companies and will continue to choose the products and services they previously selected. Customer loyalty will be very important for success, not only in the short term but also for sustainable competitive advantage. To understand loyalty attitudes, companies must be able to explain to customers the actual information or beliefs about the product, so that customers can understand the product and feel confident in it.

The swimming pool or water tourism business is one type of business that is very interesting and promises a lot of profit for those who work in it. Therefore, the competition in this industry is very fierce. Water tourism or swimming pool businesses basically fall into the category of property rental businesses (in the form of swimming pools). Swimming pool or water tourism businesses that are always supervised by the owner or their employees will remain intact. The operational costs of this business are relatively low, resulting in significant profits for the owner. Compared to other businesses, this business does not face problems finding customers. In addition, pool or water recreation facility owners can manage side businesses such as food and beverage restaurants, and can also oversee parking revenue.

One of the goals of the experiential marketing concept of Suban Hot Spring Pool is to provide a unique and engaging experience for its visitors. Visitors can enjoy various facilities at Suban Hot Spring Pool while relaxing with their families.

However, behind the success of Kolam Renang Suban Air Panas in implementing the experiential marketing concept, it has not fully met expectations, even though all supporting facilities have been provided. Visitors to the Suban Hot Spring Pool still complain about various issues, including the unattractive layout design of the Suban Hot Spring Pool, the subpar service provided by the staff, the staff's lack of responsiveness to visitors' requests for assistance, the unsatisfactory quality of service, the limited parking area, and the discomfort and lack of tranquility felt by customers due to the absence of staff monitoring the area around the Suban Hot Spring Pool.

1. The Concept of Experiential Marketing

According to Schmitt in Kustini (2007), experiential marketing is a way to make customers create experiences through the senses (sense), create affective experiences (feel), create experiences that involve creative thinking (think), create customer experiences related to the body physically, with behaviors and lifestyles, and with experiences resulting from interactions with others (act), as well as create experiences connected to social conditions, lifestyles, and cultures that can be reflected by the brand, which is an extension of sensations, feelings, cognitions, and actions (relate). However, according to Kartajaya (2010), experiential marketing is a type of marketing that aims to create loyal customers by touching their emotions through creating good experiences and giving them a positive feeling about their goods and services.

According to Schmitt in Novia (2012), experiential marketing is a marketing approach where marketers leverage consumer emotions to offer their products and services, resulting in unforgettable and enjoyable experiences that encourage consumers to purchase and become fanatical about certain products. According to Schmitt in Rini (2009), this approach is known as experiential marketing, where marketers engage consumer emotions and feelings to create various experiences for consumers

Characteristics of Experiential Marketing: According to Schmitt in Kustini (2007), the experiential marketing approach attempts to replace the conventional marketing approach. This approach has four characteristics, namely:

1. Focus on the first experience : Unlike traditional marketing, experiential marketing focuses on customer experiences. The experiences generated from meeting, undergoing, or passing through certain situations provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values.
2. Testing consumption situations: Experimental marketers seek ways to enhance the consumption experience through synergy. Customers prefer products that align with their

situations and experiences while using them, not just because of their appearance and functionality.

3. Recognizing rational and emotional aspects as triggers of consumption
Don't treat customers merely as rational decision-makers; they want to be entertained, stimulated, emotionally influenced, and creatively challenged.
4. Eclectic methods and devices
The methods and devices for measuring someone's experience are eclectic, meaning they are not limited to just one method, but rather choose methods and devices that are appropriate depending on the object being measured. Therefore, it is better to adapt to each situation rather than follow the same standard.

Strategic Experiential Modules (SEMs)

Modules that can be used to create various types of experiences. Schmitt in Kartajaya (2010) Strategic Experiential Modules (SEMs) include :

1. Sense marketing

The type of experience that emerges to create a sensory experience through the eyes, ears, skin, tongue, and nose (Schmitt in Hamzah, 2007). Sense marketing is one way to touch consumers' emotions through experiences that consumers can obtain through their senses (eyes, ears, tongue, skin, and nose) that they possess through products and services (Kartajaya, 2010). When consumers come to a restaurant, their eyes see an attractive layout design, their noses smell the aroma therapy, their ears hear the music, and their skin feels the coolness of the air conditioning. Essentially, the sense marketing created by business operators can have both positive and negative effects on loyalty. It is possible that a product and service offered by the producer do not match consumer preferences, or consumers may become very loyal, and eventually, the price offered by the producer does not become an issue for consumers.

2. Feel marketing

Feel marketing is aimed at feelings and emotions with the goal of influencing experiences that range from a gentle mood to strong emotions of pleasure and pride (Schmitt in Hamzah, 2007). Feel is a small attention shown to consumers with the aim of extraordinarily touching their emotions (Kartajaya, 2010). Feel marketing is a very important part of the experiential marketing strategy. Feel can be achieved through good service and hospitality, as well as the friendliness of the staff. In order for consumers to get a strong feel from a product or service, producers must be able to consider the consumer's condition in terms of the mood felt by the consumer. Most consumers become customers when they feel a connection with the offered product or service, so the right timing is necessary, specifically when the consumer is in a good mood, so that the product and service can truly provide a memorable experience, positively impacting customer loyalty.

Satisfactory service is essential, including the friendliness and politeness of employees, timely service, and a sympathetic attitude that encourages customers to make repeat purchases

3. Feel marketing

Type of experience aimed at creating cognitive, problem-solving that invites consumers to think creatively (Schmitt in Hamzah, 2007). Think marketing is a method employed by companies to transform commodities into experiences through continuous customization (Kartajaya, 2010). The goal of think marketing is to influence customers to engage in creative thinking and create awareness through a thought process that impacts the reevaluation of the company, its products, and services. The company must be quick to respond to consumer complaints. The company is required to think creatively. One way is by organizing programs that involve customers.

4. Act Marketing

Type of experience aimed at influencing behavior, lifestyle, and interaction with consumers (Schmitt in Hamzah, 2007). Act Marketing is a way to shape customer perceptions of the relevant products and services (Kartajaya, 2010). Act marketing is designed to create consumer experiences in relation to physical body, lifestyle, and interactions with others. This act of marketing positively influences one part of the group or becoming a member, making consumers happy or willing to return. On the contrary, if this does not happen, meaning the consumers feel neglected, they will think twice about coming back.

Loyalty

According to Tjiptono (2008), customer loyalty is the commitment of customers to a brand, store, or supplier based on a very positive attitude in long-term purchases. Meanwhile, Hurriyati (2010) also stated that consumer loyalty is a deep commitment of consumers to continue subscribing or consistently repurchasing products/services in the future. Furthermore, according to Usmara (2008), loyalty is defined as: a deep commitment to repurchase or continue subscribing to a chosen product or service in the future, by repeatedly buying the same brand, despite situational influences and marketing efforts that potentially cause a shift in behavior. Then Hasan (2008) also stated that customer loyalty is a behavior related to a product's brand, including the possibility of renewing the brand contract in the future and the potential desire of customers to enhance the positive image of a product

Types of Loyalty According to Griffin (2007), loyalty is divided into four types:

1. Without loyalty means that some consumers do not develop loyalty towards certain products or services because they believe there is no difference between the providers of those products or services.

2. Weak loyalty is characterized by low attachment combined with high repeat purchases, resulting in weak loyalty.
3. Hidden loyalty is a relatively high level of preference combined towards customer loyalty. When marketing actions can influence behavior and lifestyle, it will have a positive impact on loyalty because customers feel that the product or service aligns with their lifestyle. Conversely, when consumers do not feel that the product or service aligns with their lifestyle, it will have a negative impact on customer loyalty.

Relate Marketing

The type of experience used to influence customers and combine all aspects—sense, feel, think, and act—while emphasizing the creation of a positive perception in the eyes of customers (Schmitt in Amir Hamzah, 2007). Relate Marketing is a way to form or create a customer community through communication (Kartajaya, 2010). Relate marketing combines the aspects of sense, feel, think, and act with the intention of connecting individuals with what is outside themselves and implementing relationships between other people and other social groups so that they can feel proud and accepted, with a low level of repeat purchases indicating hidden loyalty. Premium loyalty occurs when there is a high level of attachment and a high level of repeat purchases.

Factors Affecting Loyalty

According to Supranto (2011), the factors that drive or influence consumer loyalty towards a product or service are as follows:

1. Product Quality, Products that meet consumer specifications/standards/requirements
2. Competitive prices, With efficiency (both in production and management), we can set fair and competitive prices.
3. Maximum service and information Providing the service and information needed by consumers fully
4. Company Image, The image of the company is well-maintained.
5. New and increasingly new products (research and development). Presentation of products that keep up with developments, supported by reliable personnel and adequate research and development facilities.
6. Sudden needs, Adequate inventory preparation supported by facilities and personnel who are always ready to anticipate sudden consumer demand.

Loyalty Indicators

According to the research by Kotler and Keller (2008), the indicators of customer loyalty are:

Repeat Purchase means that when consumers need a product or service, they will buy that product from the company.

2. Retention means that consumers will not be influenced by the services offered by other parties.

Referrals mean that if the product is good, consumers will promote it to others, and if it is bad, consumers will remain silent in their community. Relate marketing can have both positive and negative effects on customer loyalty, but when relate marketing fails to connect the individual with what is outside of themselves, that consumer is unlikely to be loyal and will have a negative impact. The company can create a connection between its customers through direct contact, whether by phone or physical contact, being accepted and informing the company.

Method

The population in this study consists of tourists who have previously visited and are currently visiting the Suban Hot Spring Swimming Pool. Because the exact number of the population is not known, the sample size is determined using the unknown population formula. According to Ginting and Situmorang (2008), the sample size for an unidentified population is 96 respondents.

In this study, to analyze data using quantitative methods, simple linear regression analysis is used. The calculations will be carried out with the help of the SPSS version 20 for Windows program.

For the purposes of the research, the regression equation will be modified as follows:

$$LP = a + b EM$$

Where:

LP = Customer Loyalty

a = Constant

b = Regression Coefficient

EM = Experiential Marketing

Result and Discussion

This research uses simple linear regression analysis to determine the effect of Experiential Marketing on Customer Loyalty at Suban Hot Spring Swimming Pool in Rejang Lebong, calculated using SPSS version 20. the following. Based on Table 1, the results of the simple linear regression, the simple regression equation obtained in this study is: $LP = 2.276 + 0.513 EM$. This equation means that the Constant Value of 2.276 is the customer loyalty value without being influenced by the Experiential Marketing variable. The Experiential Marketing (EM) variable positively affects customer loyalty

by 0.513. This explains that if Experiential Marketing increases by one unit, customer loyalty will increase by 0.513 units

Based on Table 1, which shows the results of the simple regression, the partial test results in this study can be explained as follows: The Experiential Marketing variable has a t-value of 5.670 and a t-table value at a 5% significance level of 1.985. Since the t-value > t-table (5.670 > 1.985) with a significance of 0.000 < 0.05, it means that the Experiential Marketing variable has a positive and significant effect on Customer Loyalty, thus the hypothesis in this study is accepted.

Based on the research and discussion that have been conducted, it shows that experiential marketing has an influence on customer loyalty. Thus, it can be said that with changes in experiential marketing, there will naturally be changes in customer loyalty. The existence of customer loyalty related to the repeated use of services indicates that there has been a relationship between customers and the company in using the services. By providing customers with an unforgettable experience, you can cultivate customer loyalty.

Tabel 1. Hasil Analisis Statistik

Variabel	B	t	Sig. T
Konstanta	2,276	7,676	0,000
Experiential Marketing	0,513	5,670	0,000
R. Square	=	0,451	

Source :data processed

So, to gain customer loyalty, experience is also important. Experiential marketing is a way to gain marketing experience. The experiential marketing variable has a positive and significant impact on customer loyalty at the Suban Air Panas Rejang Lebong swimming pool. This partial influence indicates that efforts to create customer loyalty have been greatly determined by the experiential marketing factor. The impact of experiential marketing on customer loyalty at the Suban Air Panas Rejang Lebong swimming pool is demonstrated by the interior design and the sensation of natural coolness, which customers find quite appealing.

Management can also make customers happy and satisfied. On weekends, visitors to the Suban Hot Springs Pool can enjoy music chosen by the customers. Even the customers are given the opportunity to sing and be creative on stage with all the musical instruments provided by the management.

Various facilities and attractions provided by the Suban Hot Spring Swimming Pool can create enjoyable experience memories for customers, encouraging them to have a greater desire to use the services of the Suban Hot Spring Swimming Pool again. With the implementation of

experiential marketing established by the management, it has been able to create loyal customers, thereby indirectly allowing the Suban Hot Spring Swimming Pool to reduce advertising costs, as loyal customers will share positive experiences with potential customers. Consequently, potential customers assume that the Suban Hot Spring Swimming Pool is very suitable as a gathering place for families, acquaintances, and other communities.

Conclusion

The results of the first study indicate that the experiential advertising variable has a positive and significant impact on customer loyalty at the Suban Hot Spring Pool in Rejang Lebong. This is because the complete pool facilities and good experiential advertising will make customers feel more loyal to the pool.

The results of the second study indicate that the Experiential Marketing variable can account for 45.1% of the variation in customer loyalty, with a coefficient of determination of 0.451, and other variables not examined in this study can account for 54.9% of the variation in customer loyalty.

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