

## **The influence of Experiential Marketing and Brand Trust on Customer Satisfaction and Customer Loyalty Hotel Aryaduta Pekanbaru**

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**Abstract:** This study aims to analyze the influence of Experiential Marketing and Brand Trust variables on Customer Satisfaction and Customer Loyalty. This research was conducted on the customers of Hotel Aryaduta Pekanbaru. Where these customers have to more than 1 times stay at Hotel Aryaduta Pekanbaru. In this study consists of four variables, namely one dependent variable, one intervening variable and two independent variables. The variables are Customer Loyalty (Y2), Customer Satisfaction (Y1), Brand Trust (X2), and Experiential Marketing (X1). This study was conducted using a sample of 100 people. This research uses simple random sampling technique that is taking the sample member from the population is done randomly without considering the strata in the population. This is done when members of the population are considered homogeneous. While in terms of data analysis, this study uses Path Analysis method with the help of SPSS (Statistical Package of Social Science) version 20. Based on Hypothesis test conducted, The results showed that Experiential Marketing and Brand Trust have positive and significant impact on Customer Satisfaction and Customer Loyalty .

**Keywords:** Experiential Marketing, Brand Trust, Customer Satisfaction, Customer Loyalty.

### **1. INTRODUCTION**

In the modern era today the business world is always creating a variety of products that make consumers competing to buy the product, but with the many rivalitas existing business makes the company officials think hard to create a strategy that can differentiate their products from other products .

In the past, business people only thought about how the product was sold without thinking of other factors, but the longer the marketing strategy developed, to be able to get more customers. In order for the company to develop in the long term, it is necessary to study the behavior of consumers and also the character of the consumers themselves.

It affects consumer mindset owned by consumers who have their own characteristics, psychological patterns of consumers is a target for business people to influence it.

In humans there are senses that can determine whether the product is good or not good. According Tjiptono in Princess, Rahayu and Astuti (2010) in a service-based company should prioritize facilities above all for the sake of customer satisfaction. Facilities are all things that facilitate consumers in the field of services. At the service company, the facilities offered by the company that will be assessed by consumers. Perceptions obtained from the facility and customer interaction

affect the quality of services in the eyes of customers.

From the experience of the consumer will create a memorable experience that can affect the consumer psychological, according to Kertajaya in Putri, Rahayu and Astuti (2010) there are five levels of marketing, namely commodity marketing, goods marketing, service marketing, experiential marketing and transformation marketing.

With the marketing approach through Experiential Marketing, the company is not just looking for profit but also demanded to make consumers satisfied with all aspects that can affect consumer psychology.

If Experiential Marketing supported by Brand Trust will be very likely to make consumers to be very satisfied because the experience they get emotionally positive on the product and beliefs on the brand that consumers choose will lead to loyalty.

The creation of customer satisfaction can provide multiple benefits of relationships between the company and the customer into a harmonious basis providing a good basis for repeat purchase and the creation of customer loyalty and form a mouth-to-mouth recommendation for the service provider.

According to Kotler and Armstrong (2008) quality service products have an important role to form customer satisfaction. The more qualified the service product is, the more satisfaction the customer will feel, the profit will be for the company. Satisfied customers will continue to make purchases on the business entity.

According Tjiptono (2002) the creation of satisfaction can provide several benefits such as the relationship

between the company and the customer become harmonious, the basis for re-purchase and create customer loyalty and recommendations from mouth to mouth that benefit the company.

With the development of this Pekanbaru city and also support the activities of the hospitality industry that we currently see is moldy in Pekanbaru with hotel hotels that provide the best facilities they offer to consumers. The increasingly rampant hospitality business in Pekanbaru currently makes the business people think of the right strategy to attract its customers. In order to get the attention of the consumer business people continue to try to enter the positive emotions for consumers by way of facilities, services and things that have never occurred to consumers.

From the above data we can see that the growth of hotels in Pekanbaru fast enough, as evidenced from 2013 to 2015 has increased the number of hotels. And also supported by various events in Pekanbaru such as PON 12 held in Riau, PARALIMPIC in 2012, PAPERNAS and there are still many events that make the hotel businessman in droves to build hotels in Pekanbaru.

Aryaduta Hotel is always a target object for customers due to facilities that can support events such as business activities, weddings, gatherings and events that are entertainment. Hotel Aryaduta itself is located at No. Diponegoro street. 34 Pekanbaru which is a strategic area in Pekanbaru. According to the website [www.aryadutahotel.com](http://www.aryadutahotel.com) Hotel Aryaduta is a leading hospitality group since 1974. Located in the main city of Indonesia and preferred resort destinations, each hotel and resort provides an exceptional experience with a high level of service,

attention to detail and cuisine very good. Hotel Aryaduta Pekanbaru has several room types namely Superior, Deluxe, Business.

Based on the description above, the researcher proposed the title "The Effect of Experiential Marketing And Brand Trust Against Customer Satisfaction And Customer Loyalty Hotel Aryaduta In Pekanbaru"

## **2. THEORITICAL LITERATUR REVIEW**

### **2.1 Definition of Services**

If we consider that the smoothness and development of a company in attracting its customers can not be separated from the services offered or marketed by a company. Marketing is a link between the organization and its customers. This liaison role will work when all marketing efforts are customer oriented. Good service marketing must be supported by the aspects that create service marketing, and the strategic issues that service providers need to address. Because basically marketing is not apart from situation and condition of company management. Therefore service (service) is an activity, benefits, or satisfaction offered for sale

### **2.2 Experiential Marketing**

In experiential marketing approach products and services should be able to evoke the sensation and experience that will be the basis of satisfaction and loyalty, and this strategy aims to touch the psychological and emotional

positive of the customer. Basically the concept of Experiential Marketing, according to Schmitt in Princess and Astuti (2010) is divided into two major parts, namely: Strategic Experiential Marketing

### **2.3 Brand Trust**

According to Lau and Lee in Tjahyadi (2006) Brand trust is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results. According to Morgan and Hunt in Tjahyadi (2006) conceptualize trust when one group has a belief that exchange partners have reliability and integrity. Trust as a state that involves positive expectations about the motives of others that relate to a person in a risky situation.

### **2.4 Customer Satisfaction**

Kotler (2003) states consumer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the perception or the impression to the performance or the results of a product and expectations. Meanwhile, according to Lupiyoadi (2001) pointed out that consumer satisfaction is the level of feeling where a person declares the results of comparisons of the performance of products or services received and expected.

### **2.5 Strategies for Increasing Satisfaction**

In practice, a complicated problem that is commonly encountered is to translate the

concept of customer satisfaction into a business strategy that is ready to be implemented. At the level of strategy, the effort to realize customer satisfaction requires commitment, both in terms of funds and human resources. This effort is not a temporary short-term trick, but rather a consistent, integrated, and continuous long-term strategy. This is what distinguishes between a true customer satisfaction strategy and a lip service.

## 2.6 Customer Loyalty

Customer loyalty lately more and more discussed and researched as a variable that has a strong and significant relationship associated with customer loyalty, have a loyal customer is an end goal of a company to ensure the survival of the company, loyal customers obtained through the process **satisfaction of a product, strategic steps** undertaken by the company to create loyal customers is not an easy job and is done through long-term stages.

### Hypothesis

Based on the above review, the hypothesis to be tested in this study are:

- H1: Experiential Marketing has a significant effect on Customer Satisfaction.
- H2: Brand Trust has a significant effect on Customer Satisfaction.
- H3: Experiential Marketing has a significant effect on Customer Loyalty.

H4: Brand Trust has a significant effect on Customer Loyalty.

H5: Customer Satisfaction has a significant effect on Customer Loyalty.

H6: Experiential Marketing has a significant effect on Customer Loyalty through Customer Satisfaction.

H7: Brand Trust has a significant effect on Customer Loyalty through Customer Satisfaction.

## 3. RESEARCH METHODS

### 3.1 Research Sites

The location of this research is conducted in five-star hotel in Pekanbaru namely Hotel Aryaduta Pekanbaru, Riau Province, Indonesia.

### 3.2 Data Collection Method

#### a. Questionnaire

Questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondent to be answered. Questionnaires are suitable if the number of respondents is large enough and spread. The questionnaire used is an open question where the likert scale (1 to 5).

#### b. Library Studies

Data collection through literature study aims to explore as much information as possible about the object and related elements in this research.

### 3.3 Population and Sample

#### a. Population

According to Sugiyono (2014) population is a generalization region consisting of: objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study are all customers of Hotel Aryaduta in Pekanbaru who stay at Hotel Aryaduta Pekanbaru more than 1 times.

#### b. Sample

Selection of sample using Probability Sampling, that is sampling technique where every member of population have equal chance chosen to be sample. In the division of probability sampling there are several techniques, one of which is used for this research is Simple Random Sampling, To facilitate the research, the sample calculation is rounded to 100.

### 3.4 Research Variables

Variables used by the authors in this study, are:

#### a. Exogenous Variables

Namely, Variables that are not predicted by other Variables in the model. Exogenous variables are also known as independent variables. In this case the

exogenous variables are Experiential Marketing (X1) and Brand Trust (X2).

#### b. Endogen Variables

That is, the Variables predicted by one or more of the other variables in the model. Endogenous variables are also known as dependent variables influenced / determined by other variables in the model. The endogenous variable is Customer Satisfaction (Y1) and Customer Loyalty (Y2).

### 3.5 Path Analysis

According to Ghozali (2007), Path Analysis model (path analysis) is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causal relationship between variables (causal model) predetermined by theory. Path analysis is used to analyze patterns of relationships between variables with the aim to determine the influence of direct or indirect set of independent variables (exogenous) to the dependent variable (endogenous).

## 4. RESEARCH RESULT AND DISCUSSION

### 4.1 Profile of Respondents

Respondents in this study are all customers of Hotel Aryaduta in Pekanbaru who stay at Hotel Aryaduta Pekanbaru more than 1 times. The questionnaire as the primary data (primary) in this study has been disseminated to the

sample that has been determined by the criteria. Here are the characteristics of respondents who numbered 100 people.

#### **4.2 Descriptive Analysis of Variables**

The variables to be analyzed are Experiential Marketing (X1), Brand Trust (X2), Customer Satisfaction (Y1), and Customer Loyalty (Y2). In this study, Experiential Marketing, Brand Trust, Customer Satisfaction and Customer Loyalty Hotel Aryaduta Pekanbaru can be determined by each indicator to be analyzed.

##### **Experiential Marketing Variable Analysis (X1)**

Based on the recapitulation, it can be seen that the responses of respondents to the statements summarized as indicators in Experiential Marketing variables to 100 people as selected respondents have an average score of 399 with a range scale of 341-420, meaning that respondents' answers to the statements contained in the indicator Experiential Marketing is Good. This proves that the Experiential Marketing Hotel Aryaduta Pekanbaru has been well targeted, and attract the attention of consumers so that it can improve the consumer's knowledge and positive impression on Hotel Aryaduta in Pekanbaru.

##### **Analysis of Brand Trust Variables (X2)**

Based on the recapitulation, it can be seen that the responses of respondents to the statements

summarized as indicators in Brand Trust variables to 100 people as selected respondents have an average score of 397 where in the range scale of 341-420 This means that respondents' answers to the statements contained in the indicator Brand Trust is High. This proves that Hotel Aryaduta Pekanbaru has been able to get a good Brand Trust so as to provide good trust from customers.

##### **Customer Satisfaction Variable Analysis (Y1)**

Based on the recapitulation, it can be seen that the responses of respondents to the statements summarized as indicators in Customer Satisfaction variables to 100 people as selected respondents have an average score of 389 where in the range scale of 341-420 means that respondents' answers to the statements contained in the indicator Satisfaction Customer is Satisfied. Viewed from the most highly valued indicator is Liked Services offered, it can be concluded that the Aryaduta Hotel customers are satisfied with the services obtained from Hotel Aryaduta.

##### **Variable Analysis of Customer Loyalty (Y2)**

Based on the recapitulation, it can be seen that the responses of respondents to the statements summarized as indicators in the variable Customer Loyalty to 100 people as selected respondents have an average score of 393 with a range scale of 341-420 means that respondents' answers to the statements contained in the indicator

Customer Loyalty is High. The highest value is obtained by the indicator Keep picking the brand, it proves that Hotel Aryaduta is the main choice for the customers. It is also supported by the location of Hotel Aryaduta strategic.

### 4.3 Path Analysis Testing Results

#### Structural Equations

Based on the results of the analysis of the research instrument (questionnaire) and subsequent scaling analysis, then the data obtained will be used to analyze and test the formulation of research hypotheses that have not been able to explain the correlation relationship and influence relationship. Therefore, aid is needed in the form of theoretical tools and concepts to create structures and sub-structures to position and position between the concepts, so as to reveal the relationship of variables, also reveal the causal relationship between variables. The study of the relationships between concepts suitable for the analysis of causality relationships is described in the form of path analysis using SPSS 20 software.

The effect of Experiential Marketing and Brand Trust on Customer Satisfaction simultaneously is 71.3%. Meanwhile, the remaining 28.7% (100-71.3%) was influenced by other factors. The magnitude of the path coefficient for other variables outside the study can be calculated by the following formula.

$$\rho_y \varepsilon_y = \sqrt{1 - R^2}$$

$$= \sqrt{1 - 0,713}$$

$$= 0,535$$

The result of significance test show sig. of 0,000 where 0.000 < 0.05. This means that the regression coefficient is significant. The conclusion shows that the variables of Experiential Marketing and Brand Trust influence simultaneously and significantly to Customer Satisfaction variable.

#### Individual Influence

The magnitude of individual influence of Experiential Marketing and Brand Trust variables on Customer Satisfaction, Individual testing of Experiential Marketing variables and Customer Satisfaction Variables.

##### a. Test t

The t table value is seen at the 0.05 significance level where df = the number of samples - the number of variables = 100 - 2 = 98. Therefore, the ttable value at df = 98 is 1.661. The tcount is obtained in table is 5,458. That is, thitung > ttable (5,458 > 1,661). Thus obtained the conclusion that the variables Experiential Marketing affect individual to variable Customer Satisfaction.

##### b. Individual significance test

Experiential Marketing variable has Sig value. of 0,000. When compared with  $\alpha = 0.05$ , the value of Sig. smaller than the value of  $\alpha$  (0,000 < 0.05). That is, Experiential Marketing variables contribute significantly to Customer Satisfaction variables. And the

amount of Beta (Path Coefficient) Experiential Marketing variable to Customer Satisfaction variable is 0,418 ( $\rho_{Y1X1}$ ).

### **Individual testing of Brand Trust variables and Customer Satisfaction Variables.**

#### **a. Test t**

The t table value is seen at the 0.05 significance level where  $df =$  the number of samples - the number of variables =  $100 - 2 = 98$ . Therefore, the ttable value at  $df = 98$  is 1.661. The tcount is obtained in table 5.17. is 6,477. That is,  $t_{hitung} > t_{table}$  ( $6,477 > 1,661$ ). Thus it is concluded that Brand Trust variables influence individual to Customer Satisfaction variable.

#### **b. Individual significance test**

Brand Trust variables have a Sig value. of 0,000. When compared with  $\alpha = 0.05$ , the value of Sig. smaller than the value of  $\alpha$  ( $0,000 < 0.05$ ). That is, Brand Trust variables contribute significantly to Customer Satisfaction variables. And the amount of Beta (Path Coefficient) Brand Trust variable to Customer Satisfaction variable is 0,496 ( $\rho_{Y1X2}$ ).

From the result of hypothesis testing that has been done concluded that there is a significant influence between Experiential Marketing variables with customer loyalty variable Aryaduta Hotel in Pekanbaru. Therefore it is expected that Hotel Aryaduta to maintain it so that it refers in the customer to stay loyal to Hotel Aryaduta.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusions**

From the results of research and data analysis conducted, it can be concluded as follows:

- a. Based on the results of research, show that Experiential Marketing has a positive and significant impact on Consumer Satisfaction. This proves that Experiential Marketing can improve or build a good Customer Satisfaction.
- b. Based on the results of research, indicates that Experiential Marketing has a positive and significant influence on Customer Loyalty. This proves that Experiential Marketing will establish Loyalty for customers.
- c. Based on the results of research, indicate that Brand Trust has a positive and significant impact on Customer Satisfaction. The results of this study indicate that Brand Trust is able to improve good Customer Satisfaction.
- d. Based on research results, indicate that Brand Trust has a positive and significant influence on Customer Loyalty. This means that the Brand Trust value will provide a good Loyalty value to the customers.
- e. Based on the results of research, indicating that Customer Satisfaction has a positive and significant influence on Customer Loyalty.



Customer Satisfaction also has a great influence on Customer Loyalty. The results of this study indicate that customers who are satisfied with the automatic will generate loyalty.

- f. Based on the results of research, show that Experiential Marketing has a positive and significant influence on Customer Loyalty through Customer Satisfaction. This means that the Experiential Marketing factor through Customer Satisfaction succeeds in creating high Customer Loyalty.
- g. Based on the results obtained that Brand Trust has a positive and significant influence on Customer Loyalty through Customer Satisfaction. This proves that Brand Trust is better at creating Customer Loyalty through Customer Satisfaction.

## 5.2 Recommendations

Based on the above conclusions, the researchers can present some of the following:

- a. The company immediately improves the member card system, with the member card, the hotel will also be more structured to form a discount program, and will make customers become loyal to the company.
- b. Cooperation with Travel Agent and City Check-in which will facilitate customers in accessing airline tickets, and also with the City Check-in businessmen no

longer think of luggage because it has been coordinated by the travel, for business time is money so they just bring the equipment themselves without having to wait in the room.

- c. Offer tour package is very good if the hotel execute it like a tour to the Palace Siak, Ombak Bono, Muara Takus etc. because we realize that Pekanbaru is not a tourist city compared with other cities, so with this it makes the visitors from other areas to know the interesting attractions in Riau, very rarely tourist information in Pekanbaru. When there is a tour package to make the hotel customers know the direction of the destination for refreshing for a moment in Pekanbaru or Riau.
- d. Customer Loyalty indicates that Hotel Aryaduta is well received by the customer. Therefore, the company must remain responsible for quality and quality to maintain customer loyalty by way of the company further improve the quality of its services and also increase its promotion to build customer satisfaction.
- e. Companies should increase Experiential Marketing and Brand Trust to make customers more loyal to the services provided.
- f. Information known to customers should be improved even more to make customers more aware about the advantages of Hotel Aryaduta.

- g. Suggestions for further research is to increase the level of accuracy and the amount or type of data in conducting research and identification considering this research is still far from perfect and not escape from various errors that may occur. It can also be done by adding variables such as brand association, product quality, purchasing decisions, and various other variables that can relate to customer satisfaction and customer loyalty.

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