

Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable: Case Study on Go-Jek Makassar Consumers

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Abstract: The Effect of Customer Value and Experiential Marketing on Customer's Loyalty with Customer's Satisfaction as Intervening Variable: A Case Study on GO-JEK Consumers in Makassar. The research aimed to examine and analyze the effect of customer value and experiential marketing on consumer's loyalty with consumer's satisfaction as intervening variable. The analysis units were the users of GO-JEK transportation service in Makassar City. The sample consisted of 172 respondents selected using accidental sampling method. The data were obtained using questionnaires. They were analyzed using Structural Equation Modeling (SEM) processed with AMOS version 22 program. The results of the research indicate that customer value significantly affects customer's satisfaction and loyalty. Experiential marketing significantly affects customer's satisfaction and loyalty. Customer's satisfaction significantly affects customer's loyalty. Customer value and experiential marketing significantly affects customer's loyalty through customer's satisfaction. Customer's satisfaction and loyalty is more influenced by experiential marketing compared to customer value.

1 INTRODUCTION

The rapid development of technology has created a new digital era. The rapid growth in computer technology, telecommunications, information, transportation and other technologies has had a major impact on how companies deliver value to customers (Kotler and Armstrong, 2008: 28). The presence of online application technology on smartphones based on Android, iOS, or Windows has brought significant changes in various aspects, both in terms of aspects of life, social, economic, and not least in the aspect of transportation.

PT. GO-JEK Indonesia is a transportation service company that use a motorbike and car almost all of Indonesia's coverage areas. GO-JEK is one of the transportation providers that presents solutions for the society, because GO-JEK has an application system that is easy to use because in one application there are various services in it. The main services of GO-JEK include, Go-Ride, Go-Car, Go-Mart, Go-Send, Go-Clean, Go-Massage, and Go-Tix, etc. Now, GO-JEK has been operating in the areas of big

cities such as Jakarta, Bandung, Surabaya, Bali, Makassar, etc.

Targeting, acquiring, and retaining the customers is the core of many successful companies. The importance of carefully focusing on loyal and desirable customers in selected segments and how to build and maintain their loyalty through a relationship marketing strategy. The aim is to build relationships and bring loyal customers who will continue to use company services in the future (Lovelock et al., 2010: 76).

Transportation industry depend on services such as GO-JEK, it is very likely that consumers will move to other service providers for certain reasons. These reasons need to be anticipated by the company to determine the strategy, because the key to the company still exist in the competitive competition to maintain the customers. Therefore, companies need to create value and experience when customers use these products and services.

The progress of online transportation in particular GO-JEK is not on one's own, now there are competitors who are trying to providing service

using different marketing techniques to be able to reach the hearts of consumers, now present in Makassar, that is GRAB and UBER.

Companies are competing to provide excellent service for consumers, because then consumers will feel satisfaction and can encourage these customers to be loyal. However, in reality there are only shortcomings that arise regarding the online-based transportation system. Complaints also vary, ranging from the application system itself, as well as from partners (drivers).

In business, loving customers means achieving their loyalty by high values and touching their feelings and souls. Moreover, consumers want products that can really make them happy and be suited their lifestyle, and provide great experience. In intense competition, the service business must begin to look at the application of experiential marketing, which provides emotional experiences that are unique, positive, and impressive to customers (Alma, 2007: 265).

However, customers are not just loyal to the companies. We need to create value for them to be faithful. Research has proven that relationships can produce value for individuals through factors such as providing greater confidence, offering benefits, and special treatment (Lovell et al., 2010: 78).

2 THEORETICAL FRAMEWORK

Zeithaml (1988) says that customer value is an evaluation of the benefits of a product or service perceived by customers compared to what the customer has issued to obtain the product or service. The customer value concept gives consumers an idea about the company, considers what they want, and believes that they get benefits from a product (Woodruff, 1997).

The customer estimates which offer will deliver the highest value and act on that estimate. Whether or not an offer is expected to affect customer satisfaction and the dimensions of the probability that the customer will use or buy another product or service (Kotler and Keller, 2009: 136). Customer value refers to a company's ability to create and add value to goods and services, especially for the services they offer to customers or aspects of their business services (Johnson and Weinstein in McFarlane, 2013). Basically customer value consists of 4 parts, namely: (1) service, (2) quality, (3) image, and (4) price.

Experiential marketing can be useful for a company that wants to improve a brand to improve brands that are in a decline, differentiate their products from competing products, create an image

and identity for a company, increase innovation and persuade customers to try and buy the products (Maghnati et al, 2012). According of experiential marketing, Bernd Schmitt in Zena and Hadisumarto (2012), said: to determine marketing of satisfaction, delivery of solutions, problems, or benefits is still too narrow. The higher perceived experiential marketing, the higher customer satisfaction is felt (Lee et al., 2011).

Gentile et al. (2007) differentiate six experiential components, such as the following: (1) sensory, (2) emotional, (3) cognitive, (4) pragmatic, (5) lifestyle, and (6) relational. According to Schmitt in Alkilani et al. (2013), Experiential Modules (SEMs) describe five types of customer experience that are the basis of experiential marketing, the five types are sense, feel, think, act, and relate.

Customer satisfaction depends on performance of the product's assumptions to the buyer's expectations. If product performance does not meet expectations, customers are disappointed. If product performance is due with expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied (Kotler and Armstrong, 2008: 16). There are many benefits to the company from a high level of customer satisfaction. This can increase customer loyalty and churn customer move, reduce customer price sensitivity, reduce failed marketing costs and create new customers, reduce operating costs due to an increase in the number of customers, increase advertising effectiveness, and improve business reputation (Kim et al., 2004).

The parameters of customer satisfaction indicators in this study were measured using the indicator by Azizah (2012) which was adjusted to the object of research, namely: (1) pleasure, showing the extent to which the customers were happy with the experience of using services (2) the right choice, measured from feelings that arise in choosing a company as a partner, whether it is right or not, and (3) suitability of expectations, which is measured by the feeling of happy customers arising from the company's ability to meet all expectations.

Creating strong relationships with customers is a dream of all marketers and this is often the key to long-term marketing success (Kotler & Keller, 2009: 153). Once we get to know customers, we must maintain good relationships with them. We must know the customer personally, one by one, so that we can have a description of their needs, desires, preferences and behavior (Kotler et al., 2010: 186).

Rewards from loyalty are long-term and cumulative. The longer the loyalty of a customer, the greater of profit the company receives from one of these customers. According to Griffin (2003: 11) increased loyalty can save costs in at least 6 fields: 1) marketing costs are reduced (customer takeover

costs are higher than the cost of maintaining customers; 2) transaction costs are lower; 3) customer turnover costs are reduced (fewer missing customers must be replaced; 4) the success of cross-selling has increased, causing a greater share of customers; 5) word of mouth reporting becomes more positive, assuming loyal customers also feel satisfied; 6) the cost of failure decreases (reduction in rework, warranty claims, etc.).

The variable customer loyalty in this study was measured by three indicators, Zeithaml et al. (1996), namely: (1) Telling positive things about products, (2) Recommending someone to product has been consumed to a friend (recommending products to others), and (3) Repurchase intention to product that has been consumed (re-purchase).

3 RESEARCH METHOD

This research was conducted on consumers using a questionnaire to users who had used GO-JEK online service transportation located in the city of Makassar. In this study, the population used was consumers of GO-JEK online transportation services in the last 4 months, namely the period January-April 2018. In determining the sample size, this study is based on the calculations put forward by Slovin as follows:

$$n = \frac{N}{1 + Ne^2}$$

Based on the formula, samples taken in this study are:

$$n = \frac{1.439.696}{1 + 1.439.696(5\%)^2} = 399,91 = 400 \text{ responden}$$

From the calculation above, it can be seen that the number of samples used in this study were 400 people.

Data collection by field research, which is a study conducted directly into the field, in this study conducted by interviewing users of GO-JEK online transportation services in Makassar as well as providing a list of questions in the form of a questionnaire.

This study uses a quantitative approach in data analysis, the analytical method used in analyzing empirical data collected by researchers includes (1) descriptive statistical analysis intended to determine the frequency distribution of questionnaire, and (2) inferential statistical analysis used to test the research hypothesis is Structural Equation Modeling (SEM).

4 ANALYSIS

In this study 400 questionnaires were distributed, which were disseminated through offline and online. The questionnaire returned only as many as 200, this was due to the limitations of the research time, for one month. In addition, after verification, 28 questionnaires were aborted because they did not complete the data on the questions and statements in the questionnaire, so that overall there were 172 questionnaires that were feasible to analyze.

4.1 Measurement Model

Table 1 below presents the results of the mean and loading factors of each indicator in study variable.

Table 1: Loading Factor

Variabel	Indikator	Mean	Loading Faktor	P-value
Customer Value	CVS1	4,13	0,777	Fix
	CVS2	3,86	0,720	0,000
	CVQ1	3,85	0,710	0,000
	CVQ2	4,05	0,788	0,000
	CVI1	3,86	0,597	0,000
	CVI2	4,18	0,679	0,000
	CVP1	3,57	0,905	0,000
	CVP2	3,63	0,817	0,000
	CVP3	3,22	0,767	0,000
Experiential Marketing	EMS1	4,19	0,793	Fix
	EMS2	4,20	0,789	0,000
	EMF1	4,16	0,794	0,000
	EMF2	4,20	0,702	0,000
	EMT1	4,38	0,638	0,000
	EMT2	4,03	0,733	0,000
	EMA1	4,27	0,705	0,000
	EMA2	4,07	0,847	0,000
	EMR1	3,71	0,792	0,000
EMR2	4,05	0,886	0,000	
Customer satisfaction	KPS1	3,97	0,767	Fix
	KPP1	4,05	0,768	0,000
	KPH1	4,12	0,733	0,000
	KPH2	4,01	0,795	0,000
Customer loyalty	LPT1	4,25	0,679	Fix
	LPT2	4,20	0,756	0,000
	LPF1	4,11	0,777	0,000
	LPR1	4,08	0,803	0,000

Source: Primary Data Processed, 2018

Based on Table 1, that all indicators significantly measure their respective variables. The results of

this analysis also show that the strongest Customer Value measure is CVP 1 (factor loading 0.905 and mean 3.57). Thus, it can be seen that Customer Value is mainly influenced by lower prices than similar competitors. Experiential Marketing is known that the most powerful indicator as a measure is EMA 1 (loading factor 0.886 and mean 4.05). Thus it can be seen that Experiential Marketing is primarily influenced by getting attractive rewards after using the GO-JEK application. Customer satisfaction is known that the most powerful indicator as a measure is KPH 2 (loading factor 0.795 and mean 4.01). Thus it can be seen that Customer Satisfaction is primarily influenced by satisfying experience after using GO-JEK services. Customer loyalty is known that the strongest indicator as a measure is KPH 2 (factor loading 0.803 and mean 4.08). Thus it can be seen that Customer Satisfaction is primarily influenced by the delivery of the latest information about GO-JEK.

4.2 SEM Assumption

Before SEM analysis, the assumptions that underlie the SEM model are tested, namely, normality, outliers and linearity. Testing whether or not there are univariate outliers is done by analyzing the Zscore value from the research data used. If there is a greater Zscore value ± 3.0 , it will be categorized as an outlier. This univariate outlier test uses the SPSS program assistance. Based on the results of data processing for testing the presence or absence of outliers, it can be shown that the data does not occur univariate outlier problems. The proof is marked by a Zscore value below 3 or not in the range of 3 to 4. If in the data there is a univariate outlier it will not be removed from the analysis because the data describes the real situation and there is no specific reason for the profile of the respondent (Ferdinand, 2002).

To test the presence or absence of outliers, can be seen with mahalanobis distance (Md). Mahalanobis distance is evaluated using the value of 56,892. From the distance of Mahalanobis with the most distant observation point is the respondent to 104 with an Md value = 55,483. When compared with the value of 56,892, then the value of Md 86th point <56,892, it is concluded that all observation points are not outliers.

Testing the linearity assumption is done by the Curve Fit method. The results of linearity testing show that all linear models are significant because the Sig value is <0.05 so it is concluded that the linearity assumptions have been fulfilled.

4.3 Goodness of Fit

The results of testing the overall goodness of fit model, according to the results of SEM analysis, to find out whether the hypothetical model is supported by empirical data, are given in Table 2 below.

Table 2: Goodness of Fit Overall Model

Criteria	Cut of value	Result	Conclusion
Chi-square	389,313	529,498	Marjinal
Probability	$\geq 0,05$	0,000	Marjinal
RMSEA	$\leq 0,08$	0,056	Baik
GFI	$\geq 0,90$	0,833	Marjinal
AGFI	$\geq 0,90$	0,804	Marjinal
CMIN/DF	≤ 2	1,535	Baik
TLI	$\geq 0,95$	0,942	Marjinal
CFI	$\geq 0,95$	0,947	Marjinal

Source: Primary Data Processed, 2018

The results of the Goodness of Fit Overall test based on Table 2 show that 6 of 9 Goodness of fit which shows good models, namely CMIN / DF, GFI, CFI, RMSEA. According to Arbuckle and Wothke, in Solimun (2009), the best criteria used as an indication of the goodness of the model is the value of Chi Square / DF which is less than 2, and RMSEA which is below 0.08. In this study, the values of CMIN / DF and RMSEA have met the cut-off value. Therefore the SEM model in this study is suitable and feasible to use, so that interpretation can be carried out for further discussion.

4.4 SEM Analysis Structural

In this structural model, 5 hypotheses of relationships between variables (direct effect) are tested. The following is presented in full the results of testing the relationship between research variables as follows:

Table 3: Structural Modeling of SEM: Direct Effect

	Corelation between variables	Coeff.	P-value	Conclusion
H1	Customer Value (CV) towards Customer Satisfaction (KP)	0,232	0,000	Significant
H2	Experiential Marketing (EM) towards Customer Satisfaction (KP)	0,837	0,000	Significant

H3	Customer Value (CV) towards Customer Loyalty (LP)	0,121	0,029	Significant
H4	Experiential Marketing (EM) towards Customer Loyalty (LP)	0,434	0,000	Significant
H5	Customer Satisfaction (KP) towards Customer Loyalty (LP)	0,570	0,000	Significant

Source: Primary Data Processed, 2018

Graphically presented as follows:

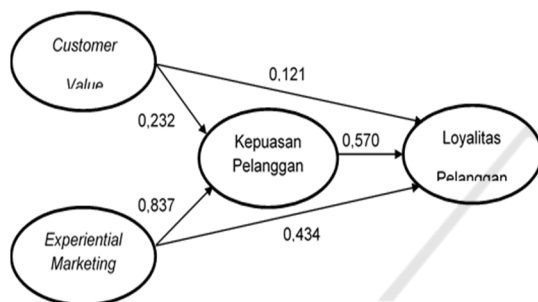


Figure 1: Structural Modeling of SEM: Direct Effect

In Table 3 it can be seen that the greatest weight for total effect is the effect of Relationship Marketing (RM) on Customer Satisfaction (KN) with a weight of 0.527. Besides testing the direct effect, SEM is also known as indirect effect. Indirect influence is the result of multiplying 2 (two) direct influences. Indirect influence is significant if the two direct influences that make it up are significant. The following is presented the results of indirect influence.

Table 4: Structural Modeling of SEM: Indirect Effect

Indirect Effect	Coeff. Direct Effect	Coeff. Indirect Effect	Z _{score} (P-Value)	Con.

H6	Customer Value (CV) towards Customer Loyalty (LP) through Customer Satisfaction (KP)	CV → KP = 0,232	KP → LP = 0,570	0,132	0,000	Significant
H7	Experiential Marketing (EM) towards Customer Loyalty (LP) through Customer Satisfaction (KP)	EM → KP = 0,837	KP → LP = 0,570	0,477	0,000	Significant

Source: Primary Data Processed, 2018

5 RESULTS

5.1 Direct Effect between Customer Value and Customer Satisfaction

The results of the analysis of customer value found that customer value has a significant influence on customer satisfaction, which means that the higher the customer value, the higher customer satisfaction. Based on the results of data processing it is known that the value of Critical Ratio (CR) influence between customer value variables on customer satisfaction is equal to 3.388 with a Probability (P) of 0.000. The results of these two values provide information that the effect of customer value variables on customer satisfaction can be accepted, because it meets the requirements above 1.96 for Critical Ratio (CR) and below 0.05 for Probability (P), thus it can be said that these findings can be accepted.

This research also supports previous studies conducted by Vedadi et al. (2013) The Effect of Customer Value and Satisfaction on Customer Loyalty: The Moderating Role of Ethical Reputation to visitors to the Tehran Heart Center hospital in Iran. The results of the study show that customer value significantly influences customer satisfaction.

5.2 Direct Effect between Experiential Marketing and Customer Satisfaction

The results of the analysis of experiential marketing found that experiential marketing has a significant influence on customer satisfaction, which means that the higher the experiential marketing, the higher customer satisfaction. Based on the results of data processing it is known that the value of Critical Ratio (CR) influence between experiential marketing variables on customer satisfaction is 9,157 with a Probability (P) value of 0,000. The results of these two values provide information that the influence of experiential marketing variables on customer satisfaction can be accepted, because it meets the requirements above 1.96 for Critical Ratio (CR) and below 0.05 for Probability (P), thus it can be said that the findings of this study acceptable.

This research also supports previous studies conducted by Kusumawati (2011) about analyzing the influence of experiential marketing on customer satisfaction and loyalty: the case of Hypermart Malang Town Square (MATOS). Ekoputra et al. (2015) conducted a study of The Effect of Experimental Marketing on Customer Satisfaction and Loyalty Restaurant 150 Eatery in Bogor, the results showed that experiential marketing had a significant effect on customer satisfaction.

5.3 Direct Effect between Customer Value and Customer Loyalty

The results of the analysis of customer value found that customer value findings have a significant effect on customer loyalty, which means that the higher the customer value, the higher customer loyalty. Based on the results of data processing it is known that the value of Critical Ratio (CR) influence between customer value variables on customer loyalty is equal to 2.189 with a Probability (P) value of 0.029. The results of these two values provide information that the effect of customer value variables on customer loyalty can be accepted, because it meets the requirements above 1.96 for Critical Ratio (CR) and below 0.05 for Probability (P), thus it can be said that the findings of this study acceptable.

This study also supports previous studies conducted by Lai et al. (2008) conducted a study of How Quality, Value, Image, and Satisfaction Create Loyalty at a Chinese Telecom. The results show that value has a positive and significant effect on loyalty. The research conducted by Vedadi et al. (2013) The Effect of Customer Value and Satisfaction on Customer Loyalty: The Moderating Role of Ethical

Reputation to visitors to the Tehran Heart Center hospital in Iran. The results show that customer value has a positive effect on loyalty.

5.4 Direct Effect between Experiential Marketing and Customer Loyalty

The results of this analysis of experiential marketing found that experiential marketing has a significant influence on customer loyalty, which means that the higher the experiential marketing, the higher customer loyalty. Based on the results of data processing it is known that the value of Critical Ratio (CR) influence between experiential marketing variables on customer loyalty is 3.861 with a Probability (P) value of 0.000. The results of these two values provide information that the influence of experiential marketing variables on customer loyalty is acceptable, because it meets the requirements above 1.96 for Critical Ratio (CR) and below 0.05 for Probability (P), thus it can be said that the findings of this study acceptable.

Pham and Huang (2017) conducted a study of The Impact of Experiential Marketing on Customers's Experiential Value and Satisfaction: An Empirical Study in Vietnam Hotel Sector, the results showed that experiential marketing had a significant effect on loyalty. Wu and Tseng (2015) conducted a study of Customer Satisfaction and Loyalty in Online Shop: An Experiential Marketing Perspective result showed that experiential marketing had a positive effect on customer loyalty.

5.5 Direct Effect between Customer Satisfaction and Customer Loyalty

The results of the analysis of customer satisfaction found that customer satisfaction has a significant influence on customer loyalty, which means that the higher customer satisfaction, the higher customer loyalty. Based on the results of data processing it is known that the value of Critical Ratio (CR) influence between customer loyalty variables on customer loyalty is equal to 4.645 with a Probability (P) of 0.000. The results of these two values provide information that the influence of customer loyalty variables on customer loyalty can be accepted, because it meets the requirements above 1.96 for Critical Ratio (CR) and below 0.05 for Probability (P), thus it can be said that the findings of this study acceptable.

Munizu and Hamid (2015) conducted a study of the Satisfaction and Loyalty Improvement Model on the Quality of Higher Education Services, the results

showed that satisfaction had a significant effect on student loyalty.

5.6 Indirect Effects of Customer Value on Customer Loyalty through Customer Satisfaction

If seen from the indirect influence of customer value on customer satisfaction through customer loyalty, the indirect influence between customer value and customer loyalty is 0.232. Given that this indirect influence is formed by two direct influences, namely the direct influence of customer value and customer satisfaction, and the direct effect of customer satisfaction and customer loyalty, where both influences are significant, it can also be explained that the indirect influence is significant. This indicates the indirect influence of customer value and customer loyalty through customer satisfaction.

The research conducted by Vedadi et al. (2013) *The Effect of Customer Value and Satisfaction on Customer Loyalty: The Moderating Role of Ethical Reputation to visitors to the Tehran Heart Center hospital in Iran*. The results show that customer value has a positive effect on customer satisfaction and loyalty. The meaning of this finding is that customer value indirectly has an influence on customer loyalty through customer satisfaction in GO-JEK online service users.

5.7 Indirect Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction

When viewed from the indirect influence of experiential marketing on customer loyalty through customer satisfaction, there is an indirect influence between experiential marketing on customer loyalty of 0.363. Since these indirect effects are formed by two direct influences, namely the direct influence of experiential marketing on customer satisfaction, and the direct influence of customer satisfaction and customer loyalty, where both direct effects are significant, it can also be explained that the indirect influence is significant.

Kusumawati (2011) conducted a study of the effect of the analysis of the effect of Experiential Marketing on customer satisfaction and loyalty: the case of Hypermart Malang Town Square (MATOS). The results showed that experiential marketing had a positive and significant effect on customer loyalty. The meaning of these findings is that indirectly experiential marketing has an influence on customer loyalty through customer satisfaction on GO-JEK online service users.

6 CONCLUSIONS

6.1 Finding

Based on the background, formulation of the problem, the purpose of research, theoretical studies, empirical studies, hypotheses, and test results, it can be summarized as follows:

- 1) Customer value has a significant effect on customer satisfaction. Where the better customer value provided by GO-JEK online transportation service providers will increase customer satisfaction
- 2) Experiential marketing has a significant effect on customer satisfaction. Where the better experiential marketing provided by GO-JEK online transportation service providers will increase customer satisfaction
- 3) Customer value has a significant effect on customer loyalty. Where the higher customer value provided by GO-JEK online transportation service providers will increase loyalty so that it will have an impact on the low level of customer turnover (churn) to other brands or competitors.
- 4) Experiential marketing has a significant effect on customer loyalty. Where the higher experiential marketing provided by GO-JEK online transportation service providers will increase loyalty so that it will have an impact on the low level of customer turnover (churn) to other brands or competitors.
- 5) Customer satisfaction has a significant effect on customer loyalty, which means, if the level of customer satisfaction is high it will have an impact on loyalty. Likewise, vice versa, if the satisfaction level is low, it will result in a low customer turnover (churn) to another brand or competitor.
- 6) Customer value has a significant effect on customer loyalty through customer satisfaction, which means that the higher customer value, will affect the high customer loyalty through customer satisfaction. This finding is in accordance with the customer value concept.
- 7) Experiential marketing has a significant effect on customer loyalty through customer satisfaction, which means that the higher experiential marketing will affect the high customer loyalty through customer satisfaction. This finding is in accordance with the concept of experiential marketing.

6.2 Recommendation

This research still has limitations so it still needs to be improved. Suggestions that can be submitted for further research, as follows:

- 1) GO-JEK online transportation service providers in Makassar should maintain customer value and experiential marketing that exist today and need to be upgraded to the latest features of the application, innovate, provide attractive promos to customers, and improve service systems to make customers more satisfied and not move to competing brands.
- 2) The GO-JEK online transportation service provider in Makassar city should give special awards to customers who have long used transportation facilities so that they are more loyal and recommend to those around them to become customers of this transportation service provider.
- 3) For the future, it would be better if research was conducted on other variables that were thought to have an influence on customer satisfaction and customer loyalty in GO-JEK transport users in Makassar so that companies could make improvements to further increase customer satisfaction and loyalty.

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