



## THE INFLUENCE OF EXPERIENTIAL MARKETING, EXPERIENTIAL VALUE AND BRAND TRUST ON CUSTOMER SATISFACTION TELKOMSEL SIMPATI CARD IN THE CITY OF LHOKSEUMAWE

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### Abstract

*This study aims to see the effect of Experiential Marketing, Experiential Value and Brand Trust on Customer Satisfaction with Telkomsel Simpati Card in Lhokseumawe City. The data used in this study is primary data, the sample in this study was 97 sympathy card customers. The sampling technique used is the purposive sampling. The method used to analyze the relationship between the independent variable and the dependent variable is the multiple linear regression method. The results of the study partially experiential marketing variables affect customer satisfaction at Telkomsel in Lhokseumawe City. The experiential value variable has an effect on satisfaction Customers on Telkomsel in Lhokseumawe City. Brand trust variable has an effect on customer satisfaction at Telkomsel in Lhokseumawe City. And simultaneously experiential marketing, experiential value, brand trust variables have an effect on customer satisfaction at Telkomsel in Lhokseumawe City.*

*Keywords: Experiential Marketing, Experiential Value, Brand Trust and Customer Satisfaction*

### 1. INTRODUCTION

In this era of increasingly fierce competition, the success of creating a positive perception in the minds of consumers is an important factor in the success of selling a product, therefore companies need to convey or communicate a product by touching the emotional side of consumers. One effort that can be done is to create a consumer-oriented marketing strategy.

Customer satisfaction is basically the result of customer evaluation after making a purchase. Customer satisfaction refers to the customer's assessment of his entire experience during a purchase. Through quality service, the company can achieve customer satisfaction. The company's success in realizing customer satisfaction will certainly make a positive contribution both in the short and long term for the company.

One of the marketing concepts that can be used to influence consumer emotions is through experiential marketing, which is a marketing concept that not only provides information and opportunities for consumers to gain experience with the benefits gained but also evokes emotions and feelings that have an impact on marketing, especially sales. (Andreani, 2013).

Experiential Marketing is a way to promote new products by telling consumers about the brands and products being sold. This strategy is closely related to the customer experience and is different from the traditional profit-focused marketing system. Experiential value is the opinion of consumers from the initial purchase to use, then the benefits of the product purchased by consumers are obtained. Consumer knowledge in the use of the product will provide an overview of satisfaction.

According to Costabile in Ferinnadewi (2009) brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on sequences of transactions or

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interactions characterized by the fulfillment of expectations for product performance and satisfaction. Trust is built because of the expectation that the other party will act in accordance with the needs and desires of consumers. Brand trust is a marketing activity in achieving customer satisfaction by building and maintaining customer trust to continue to rely on a brand by providing positive values. Customer confidence that is maintained by the industry to continue to believe that the brand can meet customer needs.

Telkomsel is one of the State-Owned Enterprises (BUMN) which is engaged in telecommunications services. The telecommunications industry, especially in Indonesia, has very tight competition. This can be seen from the competition between telecommunications companies that compete with each other to win the competition. PT. Telkomsel as one of the largest cellular operators in Indonesia, which occupies the top rank with 48% market share and has 51 million customers, selling several very varied products such as postpaid and prepaid services, namely Kartu Halo (prepaid card), Simpati Card (postpaid card), Kartu Simpati (postpaid card), As (postpaid card). In following technological developments PT. Telkomsel also sells products such as Telkomsel Flash (starter card for internet on computers and iPads),

Experiential Marketing strategy is used by Telkomsel in various ways and efforts to increase customer loyalty. This is evidenced by the achievement of The Best Experiential Marketing and customer experience award in a row from 2007 to 2015 version of the Marketing Award. Telkomsel applies the SiReM (Simple, Reliable and Memorable) concept, meaning that the company provides uncomplicated, reliable and trusted services so that customers have an impressive experience in meeting their communication needs (Okayzone, 2017). A company is said to be successful in developing an experiential marketing strategy if it is able to build five elements namely, sense, feel, act, think, relate in its marketing activities. The five elements were successfully carried out by the company which ultimately made customers unable to switch (Okayzone,

## **2. IMPLEMENTATION METHOD**

This research was conducted in Lhokseumawe City. The subject of this research is Telkomsel's customers in Lhokseumawe City with the object being studied is the influence of Experiential Marketing, Experiential Value and Brand Trust on Customer Satisfaction.

The population in this study were all Telkomsel Simpati Card customers in Lhokseumawe City which were unlimited in number. Due to the unknown population, the sampling technique was carried out using Non Probability Sampling and Purposive Sampling techniques. Purposive Sampling is a sampling technique carried out by taking samples from the population based on certain criteria based on the research objectives, namely Telkomsel customers in Lhokseumawe City. The sample in this study are consumers who use Telkomsel sympathy cards in Lhokseumawe City which are less than the total population. From the results of the calculation of the sample obtained a sample size of 97 sympathy card customers.



No	Variable Name	Definition	Indicator	Scale
1	Customer Satisfaction (Y)	Customer satisfaction is perceptionCustomers that the hope has been met or exceeded.	1. Conformity of Expectations 2. Interested back 3. Willingness to Recommend 4. Lots of choices 5. Comfort Tjiptono (2014)	Likert
2	Experiential Marketing(X <sub>1</sub> )	<i>Experiential marketing</i> is an activity typical of the task of promoting goods and services to consumers and businesses. (Kotlern(2012)	1. The five senses (sense) 2. feeling (feel) 3. way of thinking 4. habit (act) 5. relationship or relationship Schmitt & Rogers, (2010)	Likert
3	Experiential Value(X <sub>2</sub> )	<i>Experiential Value</i> define consumer value as the relative preference characterizes the consumer experience in interacting with a particular object such as a product, service, place, event, or idea. Holbrook (Kim, 2002:597)	1. Extrinsic versus intrinsic value 2. Orientation self/orientation to others 3. Active versus reactive value  Gallarza and Gill (2008:11)	Likert
4	Brand Trust (X <sub>3</sub> )	<i>Brand trust is described as the willingness of individuals to trust the brand's ability to satisfy their needs.</i>	1. Stability 2. Innovation 3. Relationships. 4. Practical value 5. Visions. 6. Competence. Berman and Evan (2011:545-550)	Likert

### 3. RESULTS AND DISCUSSION

#### Experiential Variable Value

Items Variable	Answer	STS	TS	N	S	SS	Amount
1	The five senses	3	1	5	58	30	97
	Percentage	3.1	1	5.2	59.8	30.9	
2	Feeling	3	1	3	54	36	97
	Percentage	3.1	1.0	3.1	55.7	37.1	

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3	The way of thinking	4	1	6	48	38	97
	Percentage	4.1	1.0	6.2	49.5	39.2	
4	Habit	6	0	10	43	38	97
	Percentage	6.2	0	10.3	44.3	39.2	
5	Relationship or relationship	6	1	1	46	43	97
	Percentage	6.2	1	1	47.4	44.3	

**Experiential Variable Value**

Variable Items	Answer	STS	TS	N	S	SS	Amount
1	Extrinsic value versus intrinsic	2	0	18	30	47	97
	Percentage	2.1	0	18.6	30.9	48.5	
2	Self-orientation/orientation on other people	2	4	11	37	43	97
	Percentage	2.1	4.1	11.3	38.1	44.3	
3	Active versus reactive value	2	4	15	39	37	97
	Percentage	2.1	4.1	15.5	40.2	38.1	

**Brand Trust Variables**

Variable Items	Answer	STS	TS	N	S	SS	Amount
1	<i>Stability</i>	0	3	12	54	28	97
	Percentage	0	3.1	12.4	55.7	28.9	
2	<i>Innovation</i>	0	2	13	36	46	97
	Percentage	0	2.1	13.4	37.1	47.4	
3	<i>Relationship.</i>	0	3	8	41	45	97
	Percentage	0	3.1	8.2	42.3	46.4	
4	<i>Practical value</i>	0	1	9	52	35	97
	Percentage	0	1	9.3	53.6	36.1	
5	<i>Vision.</i>	1	2	9	58	27	97
	Percentage	1	2.1	9.3	59.8	27.8	

**Customer Satisfaction Variable**

Variable Items	Answer	STS	TS	N	S	SS	Mean
1	Satisfaction	0	4	10	27	56	97
	Percentage	0	4.1	10.3	27.8	57.7	
2	Varies	0	2	11	36	48	97
	Percentage	0	2.1	11.3	37.1	49.5	
3	Satisfaction	1	3	13	32	48	97
	Percentage	1	3.1	13.4	33	49.5	
4	Choice	0	0	12	44	41	97
	Percentage	0	0	12.4	45.4	42.3	
5	Convenience	1	2	9	58	27	97
	Percentage	1	2.1	9.3	59.8	27.8	



## Data Quality Test Results

### 1. Validity test

No	Indicator Variables	RResults	Rtable	Information
1	<b>Experiential Marketing</b>			
	Statement 1	0.784	0.199	Valid
	Statement 2	0.741	0.199	Valid
	Statement 3	0.797	0.199	Valid
	Statement 4	0.750	0.199	Valid
	Question 5	0.740	0.199	Valid
2	<b>Experiential Value</b>			
	Statement 1	0.854	0.199	Valid
	Statement 2	0.936	0.199	Valid
	Statement 3	0.892	0.199	Valid
3	<b>Brand Trust (X3)</b>			
	Statement 1	0.754	0.199	Valid
	Statement 2	0.742	0.199	Valid
	Statement 3	0.773	0.199	Valid
	Statement 4	0.666	0.199	Valid
	Statement 5	0.645	0.199	Valid
4	<b>Customer satisfaction</b>			
	Statement 1	0.707	0.199	Valid
	Statement 2	0.805	0.199	Valid
	Statement 3	0.760	0.199	Valid
	Statement 4	0.573	0.199	Valid
	Statement 5	0.740	0.199	Valid

Based on the results in Table 4.10 above, we can see that  $r$  results  $>$   $r$  table with a significance level of 5%. This shows that each of the questionnaire questions is valid and can be trusted to collect research data.

### 2. Reliability Test

Variable	Alpha	Limitation	Information
<i>Experiential Marketing</i> (X1)	0.796	0.60	Reliable
<i>Experiential Value</i> (X2)	0.861	0.60	Reliable
<i>Brand Trust</i> (X3)	0.784	0.60	Reliable
Customer Satisfaction (Y)	0.784	0.60	Reliable

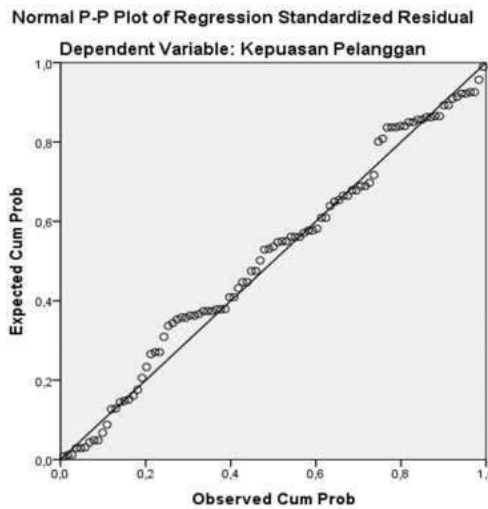
Based on Table 4.11 above, it can be concluded that the Cronbach alpha value of each variable consisting of experiential marketing, experiential value, brand trust and customer satisfaction is greater than 0.60 which means that the data obtained from the questionnaire

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answers for the price variable, television advertising , service quality and purchasing decisions are reliable or reliable and trustworthy.

Normality test



The picture above shows that the data spreads around the diagonal line, so it can be concluded that the data in the regression model of this study is normally distributed.

Multicollinearity Test

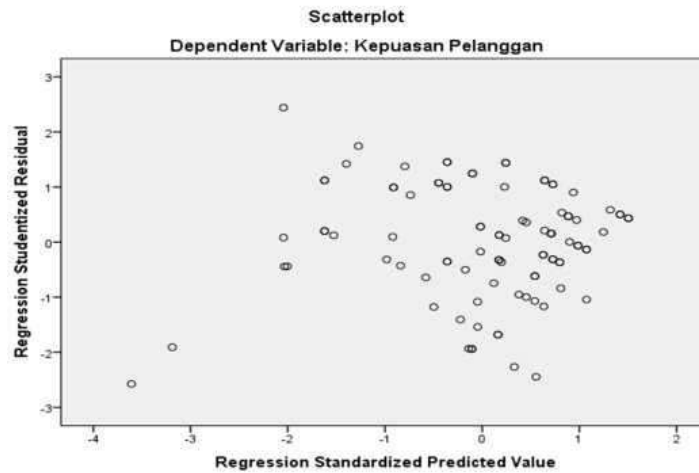
Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>Experiential Marketing</i>	,846	1,182
	<i>Experiential Value</i>	,562	1,781
	<i>Brand Trust</i>	,544	1,837

a. Dependent Variable: Customer Satisfaction

The results of the calculation of the tolerance value show the tolerance value is greater than 0.10 which means there is no correlation between the independent variables. The results of the calculation of the value of the variance inflation factor (VIF) also show the VIF value is less than 10.

Heteroscedasticity Test





This is based on a graphic image where the points in the graph do not form a certain clear pattern and the points are spread over the number 0 on the Y axis.

#### Multiple Linear Regression Analysis

Coefficients <sup>a</sup>				
Model	B	t <sub>Count</sub>	t <sub>table</sub>	Sig
(Constant)	1.541	3,894	1,660	,000
<i>Experiential Marketing</i>	,150	2,121		0.037
<i>Experiential Value</i>	,199	2,714		,008
<i>Brand Trust</i>	,305	2,613		,010

From the results of the multiple linear regression equation, it can be interpreted that the constant of 1.541 means that if the independent variable is considered constant, the customer's decision has a value of 1.541.

The regression coefficient for the experiential marketing variable is positive at 0.150, indicating a positive relationship which means that every increase in experiential marketing by one Likert scale unit causes customer satisfaction to increase by 0.150.

The regression coefficient of the experiential value variable is positive at 0.199 indicating a positive relationship (unidirectional) which means that every increase in the experiential value of one Likert scale unit causes customer satisfaction to increase by 0.199.

The regression coefficient for the brand trust variable is positive at 0.305, indicating a positive relationship (unidirectional) which means that every increase in brand trust by one Likert scale unit causes customer satisfaction to increase by 0.305.

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**4. CONCLUSION**

**Simultaneous Test Results (F Test)**

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,820	3	3,940	19,829	,000b
	Residual	18,480	93	,199		
	Total	30,300	96			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Brand Trust, Experiential Marketing, Experiential Value						

From the table above, it can also be seen that the Fcount value is 19.829 with a significant value of 0.000 at the 95% confidence level. While Ftable obtained a value of 2.469 at = 0.05. Thus, Fcount > Ftable is 19,829 > 2,469 and a significant value of 0.000 < 0.05. From the results of the F test, it means accepting H1. Thus, experiential marketing, exsperiential value and brand trust affect the satisfaction of Telkomsel Simpati card customers in Lhokseumawe City.

**Partial Test Results (t test)**

Coefficientsa				
Model	B	t <sub>count</sub>	t <sub>table</sub>	Sig
(Constant)	1.541	3,894	1,661	,000
<i>Experiential Marketing</i>	,150	2,121		0,037
<i>Experiential Value</i>	,199	2,714		,008
<i>Brand Trust</i>	,305	2,613		,010

From the results of SPSS data processing which is also used to see the t table value obtained from the degree of freedom (df) for a 2-way partial test on a sample of 100 df = N – k-1, namely 97-3 -1 = 94 for the hypothesis with a t value of significance of 5% or 0.05, then the value of t table obtained is 1.661.

1. Partially, experimental marketing has a significant effect on customer satisfaction with Telkomsel Simpati Card in Lhokseumawe City.
2. partially experiential value has a significant effect on customer satisfaction Telkomsel Simpati Card in Lhokseumawe City.
3. partially brand trust has a significant effect on customer satisfaction Telkomsel Simpati Card in Lhokseumawe City.

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