



Building Customer Loyalty through Strategy Experiential Marketing, Service Quality, and Customer Satisfaction

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Abstract

The study aims to determine the influence of Experiential Marketing, quality of service, and customer satisfaction towards customer loyalty by developing a research model and 6 hypotheses filed in this study. The number of samples was 160 respondents, namely the customer of PT POS Indonesia (Persero) Semarang with incidental sampling through questionnaires. Data analysis using Structural Equation Modeling (SEM) of Software AMOS 21.0 based on data analysis results, it can be concluded that the model received good/fit and subsequent research results showed there were 3 hypotheses received and 3 hypotheses were rejected.

INTRODUCTION

The development of technology in business in Indonesia has brought considerable impact on various fields, one of the economic areas. Online based business is an example of technological advances in the economic field, which in the process of tracts need intermediaries to deliver order goods to consumers. It is a great opportunity for shipping services companies.

Shipping services business experienced a significant increase, evidenced a growth of 14.7% (www.bisniskurir.com). The greater the odds then the tougher the competition to be faced. The marketing strategy should be able to encourage consumer behavior to be a positive attitude towards the products it offers, which is aimed at increasing the frequency of consumer behavior such as increasing visits to a particular store or making purchases of certain products (Seiadi, 2003).

Consumer behavior during recurring and regular purchases may indicate a loyalty. As Tjiptono (2000) says that loyalty is a commitment

and positive impression of customers on stores, brands, suppliers, and services and can be reflected through repeating purchase.

Loyalty can be formed through several factors, one of which is customer satisfaction. According to Kotler and Keller (2009) Customer satisfaction is a feeling of happy or disappointed someone who is lame because it compares expectations with the reality it gets. Satisfaction can influence loyalty because consequences of customer satisfaction/dissatisfaction is crucial to the business, government and consumers themselves. One of the advantages of loyalty is that companies get long-term and cumulative customers, as maintaining the old customer is more important than aggressive strategies such as expanding the size of the market by acquiring new consumers (Lupiyoadi & Hamdani, 2006).

Another factor that can create customer loyalty is the quality of service. Quality reflect all dimensions of product/service offerings that produce benefits for customers (Tjiptono & Chandra, 2012). Quality in the field of service is

intended as service quality. The quality of service is all actions or activities that a Party may offer to another party, which is essentially intangible and does not result in any ownership (Kotler & Keller, 2009). The better the quality of the services provided by the company, the better the customer's assessment of the company and the customer will be satisfied.

In addition to creating customer satisfaction, the company should also consider a good strategy to achieve customer loyalty. One of the modern strategies that the company can use is experiential marketing, this strategy is widely used by service companies. The main objective of marketers is to create valuable experiences for consumers so that consumers become satisfied and loyal thanks to the experience they receive (Schmitt, 2009). Experiential Marketing becomes one of the contributing factors of customer loyalty, and is perfect for use in service field business because experiential marketing focuses on 5 major aspects, namely the Panca Indra (Five senses), the feel, the way of thinking, the habit and the relationship. These five factors are expected to make customers feel, think, and act in accordance with the expectations of the company, even if possible can create a sense of having a product or service so that it is a differentiation for the product or service (Kertajaya, 2006).

Business services using quality services, experiential marketing, and customer satisfaction as a loyalty tool is a delivery service, because customers will feel directly the service provided.

One of the business delivery services in Indonesia that is still exist is PT POS Indonesia (Persero), PT POS Indonesia (Persero) becomes the only state-owned enterprises engaged in the shipping suit. But as we know that the greater the business opportunity then the tougher the competition, because many private companies are participating in the business field of shipping services.

This is supported by the law of the Republic of Indonesia number 38 year 2009 about the

POS, in chapter III (organizer of Post) Article 4 paragraph 2 stated that "the business entity as intended in paragraph (1) shall consist of: (a) state-owned enterprises, (b) Agency Business owned Enterprises, (c) Private owned enterprises, (d) Koperasi". The emergence of these regulations make competition in the field of delivery services increasingly competitive, because both BUMN and private companies are allowed to run this business. JNE, Tiki, DHL, J & T and Wahana are some examples of private company delivery services.

PT POS Indonesia (Persero) has a name that is well-established by consumers, but not a few consumers who complained about negative things about their dissatisfaction that could lead to a customer switching to a competitor company. This resulted in the market share of PT POS Indonesia (Persero) decreased and under the COMPETITORS, therefore PT POS Indonesia (Persero) must improve various aspects to improve the loyalty of the Pelangga.

PT POS Indonesia (Persero) is widespread throughout Indonesia, one of which is in the city of Semarang and is based in the Old City area which is known as the great Post Office of Semarang. Semarang Post Office is a delivery service company that provides experiential marketing and quality of service directly to its customers, it is expected to increase customer satisfaction and loyalty in accordance with previous research that expresses positive relationship between experiential marketing, service quality, customer satisfaction to customer loyalty. The implementation of several factors has been done, but in fact the post office has a market share far below its competitors.

Based on the results of data provided by the HR Manager of PT POS Indonesia (Persero) Semarang about the efforts that have been made to improve the sales and persist among the competition, PT POS Indonesia (Persero) Semarang has conducted a survey of customer satisfacti-

Table 1. Index of Market Share business delivery services in Indonesia

| 2013 | | 2014 | | 2015 | | 2016 | |
|---------------|--------|---------------|--------|---------------|--------|---------------|--------|
| Brand | TBI | Brand | TBI | Brand | TBI | Brand | TBI |
| TIKI | 53.70% | TIKI | 45.10% | Others | 43.50% | Others | 47.60% |
| Others | 28.60% | Others | 33.20% | TIKI | 36.20% | TIKI | 35.70% |
| Pos Indonesia | 8.40% | Pos Indonesia | 8.40% | Pos Indonesia | 6.70% | Pos Indonesia | 9.60% |
| DHL | 4.00% | DHL | 5.50% | DHL | 2.10% | DHL | 1.30% |
| FedEx | 1.60% | | | | | | |

on by spreading the questionnaire/questionnaire to its customers, training to employees about how to improve the quality of services, as well as improving and completing facilities For the customer. The Survey received good results, most of the respondents claimed to be satisfied with PT POS Indonesia (Persero) Semarang, but in fact the company's market share is still under existing competitors and the percentage tends to decline from year to year.

The fact is contrary to the theories developed by experts who express the relationship between experiential marketing, quality of service, and Customer satisfaction Positive effect on customer loyalty that should be able to improve the results of the company's sales and market share. Here is the index data of the market share business delivery services in Indonesia:

Table 1 above shows that PT Pos Indonesia (Persero) has not become the flagship brand of Indonesian consumers in the field of delivery services. For the last 4 years PT Pos Indonesia (Persero) was ranked third under TIKI and JNE. In the years 2013 and 2014 PT Pos Indonesia (Persero) did not experience a decline or increase, only dwelt 8.40%. Even in the year 2015, the index decreased by 1.70% which is numbered 6.70%. Although in the year 2016 increased, but the market share PT Pos Indonesia (Persero) Stay THIRD under JNE and TIKI, it is shown that consumers in Indonesia more trust private delivery SERVICES in comparison with PT Pos Indonesia (Persero).

The development of this delivery service is also not far from the competition, all companies are competing to become a market leader. However, based on the data above, PT Pos Indonesia (Persero) has not succeeded to become a flagship company in the field of shipping services, the index is experienced in fluctuation and decline. The decline can be caused by various factors, one of which is consumer dissatisfaction with the service rendered, the discomfort of customers when it comes to the office, and this can lead to loss of customers.

Hypothesis Development

A way that consumers can be loyal to their products/services, one way can use experiential Marketing concepts. Experiential Marketing in the research using a concept consisting of five main things namely Sense Marketing, Feel marketing, Think marketing, Act Marketing, and Relate Marketing. (Schmitt, 1996). According to Kartajaya in the reliable (2010) experiential marketing is a marketing concept that aims to form

loyal customers by touching their emotions and giving a positive feeling to the company's product or service. Experiential Marketing is measured by the indicator Act, think, feel, sense, relate. The Five indicators of experiential marketing In this study are explained based on opinions according to Schmitt (1999) as follows:

Sense Marketing (five senses)

Sense is a marketing effort to create the stimulus through the five senses: vision, sound, touch, taste, and smell. It is used by companies to motivate customers to buy products or services offered.

Feel Marketing

Feel or feeling is a marketing effort done by attracting the feelings and emotions of customers (emotional marketing) in-depth, it aims to create experiences related to a particular brand and create feelings of joy or cultivate pride because it uses the brand.

Think Marketing (think)

There are two things in think marketing, creative and cognitive. The intention of both is that the company is required to play intelligence by creating cognitive slimming and problem solving that engages customers creatively. The goal of think marketing is to encourage customers so interested and thinking creatively, making it possible to generate reevaluation of the company and brand. Think marketing refers to future, focused, value, quality, and growth.

Act Marketing (action)

It is an active marketing effort (action Marketing) aimed at (1) affecting body experience, lifestyle, and interaction; (2) Marketing actions enriching the lives of customers by enhancing their physique, showing them how to do things, alternate lifestyle and interactions.

Relate Marketing (Relationship)

Relate or the relationship of several aspects of marketing include sense, feel, think, and Act. In general relate experience shows the relationship with other people as well as other social groups (such as work, lifestyle) or broader identities. The goal of relate marketing is to implement other people and other social group relationships so that they can feel welcomed among their groups or communities.

According to Tjiptono (2000) that customer loyalty is a commitment and positive impression of customers on brands, stores, suppliers and services and can be reflected through a consistent re-

purchase. The loyalty in this research is measured by Repeat purchase, retention, and referrals. Previous research that proves the positive relationship between experiential marketing and customer loyalty, one of which is research conducted by Zena and Hadisumarto (2012) which says that customer loyalty is formed due to experiential marketing. Similar research was also conducted by Wahyudi and Lavinia (2016) entitled "analysis of experiential marketing influence on customer loyalty with customer satisfaction as a variable of mediation in Japanese restaurant with concept shabu-shabu in surabaya". The study has results stating that experiential marketing has a positive effect on customer satisfaction and loyalty. Based on the explanation, the first hypothesis for this research is:

H1: Experiential Marketing affects positively and significantly towards customer loyalty.

Experiential Marketing is widely used as a company effort in creating customer satisfaction, such as research conducted by Indrawati et al (2016). Customer satisfaction is a very important thing in the business world, long-term customer satisfaction is able to increase the sales results because those who are satisfied will be loyal and will continue to consume the products/ services offered. Kotler & Keller (2008) reveals that customer satisfaction is a feeling of pleasure or disappointment in a person arising from comparing performance that is perceived to their expectations, while according to (Tjiptono, 2010) Customer satisfaction is the level of one's feelings after the performance (or outcome) that he feels compared to his expectations. Customer satisfaction in this study uses indicators according to Tjiptono (2001), following explanation:

Conformity of expectations

Kesesuaian Hope is the extent to which the company can meet customer expectations. Conformity of expectations can be realized with the quality of good products or services and services that satisfy customers. As much as possible the company should be able to fulfill expectations or expectations of customers, because customer satisfaction is to compare the suitability of customer expectations with the reality that customers get.

Ease of obtaining

Ease of obtaining in relation to how easily access information about the product type, price, specification, how to order, number of counters or branches of the company, and other information that the customer needs. In this research, the ease of obtaining products or services of PT Pos

Indonesia (Persero) can be seen from a lot or at least the number of counters, the more the counter then the easier the customer in consuming products or services of the company.

Past experience

Past experiences relate to how satisfied the customer is to the company's products or services that they consume at the previous time. Based on customer experience, if the customer is satisfied, it will most likely be re-purchase. Conversely, if the customer is not satisfied then he will assess the company's negative. So experience in the past is very important to keep customers. In this study, three customer satisfaction indicators were used. Researchers refer to the opinion (Tjiptono, 2001), namely the suitability of expectations, easiness in obtaining, and experience in the past.

Previous research, as conducted by Indrawati et al. (2016) entitled "the effect of experiential marketing towards customer satisfaction on online fashion store in indonesia", and the results of this study showed that experiential marketing has a significant influence on the satisfaction of zalora customers. But only 4 variable experiential Marketing has an influence that is, feel, think, act, and relate. While sense has no significant influence on customer satisfaction. Based on the explanation, the second hypothesis for this research is:

H2: Experiential Marketing affects positively and significantly to customer satisfaction.

Customer satisfaction has an influence on Loyalty, because the consequences of customer satisfaction / dissatisfaction are crucial for businesses, governments and consumers alike. For businesses, satisfaction is seen as one of the dimensions of market performance. Increased customer satisfaction has the potential to lead to long-term and short-term sales growth, and market share as a result of repurchases. according to Gaspersz (2005), satisfaction is defined as a condition where the needs, desires and expectations of customers can be met through a product or service that they consume. research conducted by Khisada and Wahab (2015) entitled "Influence of Customer Satisfaction, Service Quality, and Trust on Customer Loyalty in Malaysian Islamic Banking". The results showed that customer satisfaction and service quality had a positive and significant effect on customer loyalty in Malaysian Islamic Banking. Likewise with Lee and Kao (2015) who examined the positive relationship of Customer Satisfaction on Customer Loyalty.

Customer loyalty indicators in this study were taken from opinions according to Kotler

and Keller (2006), namely Repeat Purchase, Retention, and Referrals. Here's an explanation:

Repeat Purchase

Defined as loyalty to the product, where customers make repeated and continuous purchases of a product. Customers who buy more than one time can be said to be loyal.

Retention

It can be interpreted as a resistance to negative influences about the company. Customers who have been loyal to a product/service will be immune with negative influences, the customer is always positive thinking about the company that trust. Customers will also always be loyal and not easily affected.

Referrals

Referrals Dalah provide a total reference of the company's products or services it uses. Customers will provide recommendations and positive comments about the company's products or services that he believes to others

Based on the explanation, the third hypothesis for this research is:

H3: Customer satisfaction has a positive and significant effect on customer loyalty.

Experiential Marketing and quality services are two things that can create satisfaction and loyalty, the relationship to the four variables of this research very closely. The research conducted by Zena and Hadisumarto (2012) proves that experiential Marketing and quality of service have a positive influence on loyalty. Service quality is a dynamic condition related to service products, human, process and environment that meet and exceed expectations (Tjiptono, 2002). While according to Kotler & Keller (2009) The quality of service is all the Tindof the will or activities that a Party may offer to another party, which is essentially intangible and does not result in any ownership. Quality of service is a factor that can encourage customers to commit to a product Mapun services of a company so that it impacts to the increase of market share (Aryani & Rosinta, 2010). Indicators to measure service quality are tangibles, reliability, Empathy, responsiveness, assurance. Based on the explanation, the fourth hypothesis for this study is:

H4: Experiential Marketing affects positive and significant quality of service.

Service quality is very influential on customer loyalty, because most consumers will comp-

lain if the services provided are bad. Quality reflects all dimensions of product / service offerings that produce benefits for customers (Tjiptono & Chandra, 2012). Manengal (2015) argues that service quality is the added value of a product in terms of providing benefits to consumers, where when a product or service is equipped with good service, it will cause a feeling of comfort from consumers to use the product or service again. If the services provided by the company are satisfactory, then the company does not need to worry that customers will leave but instead the customer will be loyal to the products or services offered. According to Tjiptono and Chandra (2012) there are 5 indicators of service quality, including the following :

Tangibles (physical evidence)

This relates to the appearance and ability of the company's physical facilities and infrastructure as well as the surrounding environment, evidenced by the physical facility (building, warehouse, and other rooms), equipment and equipment used (machinery, As well as the physical appearance of its employees.

Reliability

The company's ability to provide service that has been promised, it means that performance also has to be in accordance with customer expectations. Timeliness of service, friendly, satisfying, empathy and trying not to make mistakes.

Responsiveness

Employees are required to respond in the service of customers, have the willingness to assist and provide fast (responsive) services, and do not allow the customer to wait long without any obvious origin. This can make customers think negatively about the quality of the company's services.

Assurance

The company's polite, knowledgeable, and employee skills are needed to foster the trust of customers to the company. It is composed of several components, namely communications (communication), credibility (credibility), Security (Security), competence (competence), and Manners (courtesy).

Empathy

Giving sincere and heartfelt attention to customers and striving to understand their wishes is important, where a company is expected to understand customers' understanding and knowledge, understanding the needs of customers and have a convenient operating time for the customer.

Customer loyalty is regarded as a commitment to repurchase certain products or services despite the influence of situations and conditions that cause behavioral changes (Kotler, 2007). The previous Enelitian conducted by Karadeniz et al. (2013) states that experiential Marketing and service quality are very influential in creating customer satisfaction and loyalty. This is in accordance with the research results conducted by Wicaksono and Aprianingsih (2016) titled "the effect of service quality to loyalty intention: the mediating Impact of customer satisfaction (case study: rewa fight gym", that the quality of service has a positive and significant effect on customer loyalty. Based on the explanation, the fifth hypothesis for this study was:

H5: Quality of service positively and significantly affects customer loyalty.

Good service quality is often perceived by customers, if their perceptions are met then there will be a feeling of satisfaction. And this will encourage customers to be loyal to a product / service provided by related companies. Previous research conducted by Paul (2015) proved that good service quality will have a positive impact on customer satisfaction. In his research, Paul (2015) states that there are several important service quality indicators, namely good product quality, fast response, answering questions correctly, timely service, and good knowledge about products and services. The better the quality of the services provided, the better the customer's assessment of the company, the customer will feel satisfied. The opportunity for companies to get loyal customers is increasingly high.

H6: Quality of service positively and significantly affect customer satisfaction.

Based on the hypothesis above, it can be compiled theoretical thinking framework as in Figure 1. Following:

The main thing highlighted in this research is customer loyalty, because customer loyalty holds the key to the company in achieving profit or profit. Customer loyalty in this research has 3 indicators, namely Repeat Purchase, Retention, and Referrals.

Customer loyalty can be influenced by several factors, in this study there are three variables that have direct or indirect influence on loyalty. These variables are service quality, experiential marketing, and support satisfaction. The quality of service has 5 indicators namely tangibles, Reliability, Empathy, responsiveness, and assurance. In this research, the quality of service affects directly or indirectly to customer loyalty, the quality of service is not directly affected by customer satisfaction. Service quality also has direct influence on customer satisfaction.

METHOD

The population in this research is all customers of PT POS Indonesia (Persero) Semarang with a sample of 160 respondents taken with The formula according to Ferdinand (2014). Sampling techniques using Incidental Sampling. Variables in this study include:

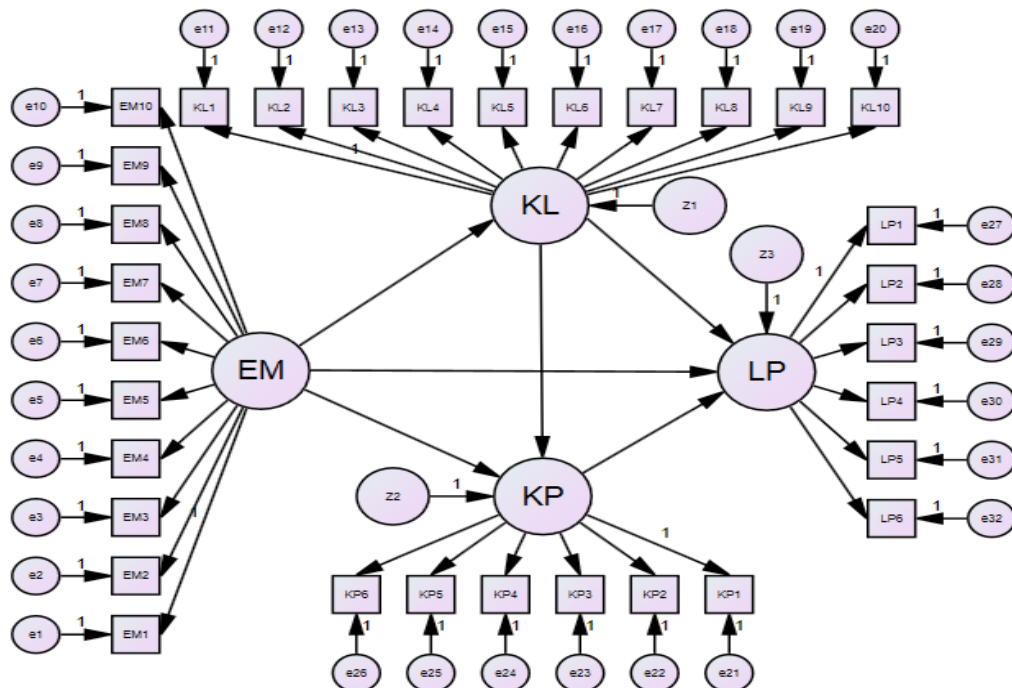
The Dependent variable is customer loyalty with indicators: Repeat Purchase, Retention, and Referrals (Kotler & Keller, 2006). Independent variables Experiential Marketing with indicators: ACT, Sense, Think, Feel, Relate (Schmitt, 1999), quality services with indicators: Tangibles, Reliability, Empathy, Responsiveness, Assurance (Tjiptono & Chandra, 2012), and (X3) Customer satisfaction with indicators: Conformity of expectations, ease of obtaining, past experience (Tjiptono, 2001). The data analysis method uses Structural Equation Modeling (SEM) with the software AMOS 21.0. Data collection using questionnaire with Liker Scale (10)



Figure 1. Research Model

Table 2. Variable Operational definitions

| Variable | Variable Operational definitions | Indicator |
|---|--|---|
| Customer loyalty (Kotler, 2007) | Customer loyalty is a commitment to repurchase certain products or services despite the influence of Situai and conditions that cause behavior change | Indicators by Kotler and Keller (2006): Repeat Purchase Retention Referrals |
| Customer Satisfaction (Tjiptono, 2010) | Customer satisfaction is the level of a person's feelings after comparing the performance (or outcome) he feels compared to his expectations. | Indicator by Tjiptono (2001): The Life of Hope Ease of obtaining Past Experiences |
| Experiential Marketing (Kartajaya, 2010) | Experiential Marketing is a marketing concept aimed at shaping loyal customers by means of their emotions and providing a positive feeling of product or service . | Indicator by Schmitt (1999): Sense Marketing Feel Marketing Think Marketing Act Marketing Relate Marketing |
| Quality of Service (Kotler & Keller, 2009) | The quality of the service is all actions or activities that one party may offer to other parties. | Indicator by Tjiptono and Chandra (2012): Tangible Reliability Responsiveness Insurance Empathy |


Figure 2. SEM Research Model

There are several steps in the use OF SEM, including:
Development of theoretical models, This step is supported by a strong theory that can be obtained through a library of scientific sources related to the model being developed, Figure 2 shows the

model of SEM research that has been processed using the application AMOS 21.

Development of flowcharts by describing the results of a developed research model, with the aim of making it easier to see causality relationships that are being tested.

Convert flowcharts to equations. Selects the input matrix and the model estimate. The possibility of identifying problems is the unanticipated model developed to produce a unique estimate and not to be expected. Evaluation of Goodness-of-fit criteria Model interpretation and modification are performed when the model is not eligible.

Hypothesis Testing

In Figure 2 It can be seen that there are four tests that have good results, two tests with marginal results, and one test with poor results. Then the model developed in the research is fairly good and already meet the criteria of goodness-of-fit, it can be concluded that the model can be well received or fit.

RESULT AND DISCUSSION

Table 4. Shows causality relationships between variables independent of the dependent variable. The hypothesis requirement is done by comparing the value of the significance of probability (p) < 0.05 then the hypothesis is accepted.

In table 3. There are 6 hypothesis tests in this study. Here's an answer to the hypothesis in this study:

H1: Experiential Marketing affects positively and significantly towards customer loyalty. The estimation parameters for experiential Marketing influence testing against customer loyalty show a probability value of 0.032 < 0.05, then it can be concluded that hypotheses 1 is acceptable. Experiential Marketing that applied big Semarang Post office such as completeness of air conditioner, comfortable waiting chair, clean toilet, a room that is fragrant and comfortable to contribute to loyalty. When customers enter the room they feel a good atmosphere because PT POS Indonesia (Persero) Semarang has provided various facilities mentioned above. The results of this study in accordance with the previous research conducted by Zena and Hadisumarto (2012)

which stated that one factor of customer loyalty is experiential Marketing which is good and appropriate with the research object.

H2: experiential Marketing has no positive and significant effect on customer satisfaction with a probability value of 0.324 > 0.05, it can be concluded that hypothesis 2 is rejected. This means the customer satisfaction of a great post office in Semarang is influenced by other factors besides Experiential Marketing. The results of this study in accordance with the previous research conducted by Fatharani (2016) stating that not all dimensions of experiential Marketing have a positive influence on customer satisfaction. Based on the results of the field observations conducted by researchers, the customer satisfaction of Semarang Post Office is influenced by several other factors such as cheaper price, as well as the ability of PT POS Indonesia (Persero) to reach all points in the region of Indonesia and overseas. It can be concluded that experiential marketing has no positive effect on customer satisfaction, but has contributions to the establishment of customer loyalty. This means that the support that is satisfied with the service provided will be more loyal with the company's experiential marketing.

H3: Customer satisfaction influential positive and significantly towards customer loyalty with a probability value of 0.001 < 0.05, it can be concluded that the 3 hypothesis was received. It means customer loyalty of Semarang Post Office Influenced by customer satisfaction, the results of this research in accordance with the results of previous research conducted by many parties, one of them Lee and Kao (2015) stating that customer satisfaction has a positive and significant influence on customer loyalty. It can be concluded that the level of customer satisfaction is increasingly higher level of loyalty. Based on the results of the field observation of the researchers, the customer satisfaction of the big Post Office Semarang is quite high, this is indicated by the customer is willing to re-purchase. The number of customers

Table 3. Result Goodness of Fit Index

| Goodness-of-Fit Index | Cut-off value | Results Calculation | Description |
|-----------------------|----------------------------|---------------------|-------------|
| c2 chi-square | Expected small | 931.447 | Bad |
| CMIN/DF | ≤ 2.00 or ≤ 3.00 | 2.218 | Good |
| GFI | $\geq 0.50 < 1$ | 0.674 | Good |
| AGFI | Approaching 1.0 | 0.674 | Marginal |
| TLI | $\geq 0.95 < 1$ | 0.713 | Good |
| CFI | $\geq 0.95 < 1$ | 0.757 | Good |
| RMSEA | 0.03 – 0.08 | 0.102 | Marginal |

who consistently make repurchase is quite a lot, Semarang big Post Office should be able to retain customers for the sake of corporate survival.

H4: Experiential Marketing affects positively and significantly on quality of service With a probability value of $0.001 < 0.05$, it can be concluded that the 4 hypothesis was received. This means that experiential Marketing which is implemented by the great Post Office Semarang is able to contribute to various parties, including employees. The better experiential marketing then it is able to influence employee's situation and improve the quality of service. This kind of situation provides benefits for various parties, both the company and the customer.

(2014) stating that there is no positive influence between the quality of service to customer satisfaction and loyalty. It Can be concluded that the customer satisfaction and loyalty of Semarang's great post is not influenced by the quality of service, there are other factors that contribute in shaping the customer's satisfaction and loyalty.

CONCLUSION AND RECOMMENDATION

Based on the results and discussion, conclusions can be drawn, namely: First, Experiential Marketing has a positive and significant effect on Customer Loyalty. This means that the better Experiential Marketing the company provides,

Table 4. Regression variable Weight to SEM indicator

| | | | Estimate | S.E. | C.R. | P | Label |
|-----------------------|------|------------------------|----------|-------|--------|------|--------|
| Quality of Service | <--- | Experiential Marketing | .444 | .108 | 4.124 | *** | par_29 |
| Customer Satisfaction | <--- | Experiential Marketing | 3.853 | 3.908 | .986 | .324 | par_32 |
| Customer Satisfaction | <--- | Quality of Service | -6.211 | 8.719 | -.712 | .476 | par_34 |
| Customer loyalty | <--- | Quality of Service | -1.860 | .993 | -1.872 | .061 | par_30 |
| Customer loyalty | <--- | Customer Satisfaction | 1.249 | .313 | 3.990 | *** | par_31 |
| Customer loyalty | <--- | Experiential Marketing | .628 | .292 | 2.149 | .032 | par_33 |

H5: Quality of service has no positive and significant effect on customer loyalty with a probability value of $0.061 > 0.05$, it can be concluded that the 5-Rejected hypothesis. This means the quality of service provided by the great post Office Semarang has not been able to contribute to customer loyalty. This research is in accordance with the results of previous research conducted by Lee and Kao (2015), stating that the quality of service has no positive and significant effect on loyalty. Based on the results of the field observations conducted by researchers, the customer loyalty of major post office Semarang is influenced by other factors such as experiential marketing and price. Customers who have been loyal not very concerned about the quality of service provided, because they are convinced that employees have been providing services in accordance with the company SOP.

H6: The quality of service has no positive and significant effect on customer satisfaction with a probability value of $0.476 > 0.05$, it can be concluded that the 6 hypothesis was rejected. This means the quality of the service is also not including variables that affect customer satisfaction, based on the results of the field observations that have done customer satisfaction influenced by other factors. The results of this study were supported by the previous research conducted by Wu

the higher the level of customer loyalty. This finding is supported by research conducted by Zena and Hadisumarto (2012), which states the positive influence of Experiential Marketing on Customer Loyalty.

Second, Experiential marketing has no positive and significant effect on customer satisfaction, meaning that customer satisfaction is not because of experiential marketing but rather there are other variables capable of affecting customer satisfaction. The findings are supported by the research conducted by Fatharani (2016) which states that there are 5 indicators in experiential Marketing, and not all of these indicators are able to contribute to building customer satisfaction of the company.

Thirdly, customer satisfaction has a positive and significant effect on customer loyalty, it is undoubtedly because most of the research has the same results, as did the research conducted by Kishada and Wahab (2015), That customer loyalty is influenced by customer satisfaction. Which means the higher the customer satisfaction level, the higher the customer loyalty level.

Fourth, Experiential Marketing affects positively and significantly to the quality of service, data analysis results acquire a probability value of $0.0001 < 0.05$, it can be said that the higher the Experiential marketing effect The employees feel

that the higher the level of quality of service provided. It can have a positive impact for both parties, namely the company and the customer's side.

Fifth, quality of service has no positive and significant effect on customer loyalty. This means customer loyalty of Semarang Post Office is influenced by other variables besides quality of service, the results of this research are supported by previous research conducted by Lee and Kao (2015), which states that the quality of service Tida has an influence on customer loyalty.

Sixth, quality of service has no positive and significant effect on customer satisfaction. Meaning the quality of service provided by the company has no impact on customer satisfaction, nevertheless, the company must always provide the best quality service to customers. The results of this study were in accordance with the research conducted by Wu (2014).

From the elaborated conclusion, the company should improve the company's experiential marketing, which can improve facilities for customers, install room fragrances, and create air temperatures that are able to make customers comfortable Waiting queue. The company should also pay attention to customer's pusher, because customer satisfaction has a positive and significant impact on customer loyalty.

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