

## **INCREASING REPURCHASE INTENTION THROUGH EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION**

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### **Abstract**

*Experiential marketing as a marketing planning tool is related to tactical and operational level actions where the main question is how to do experiential marketing (campaigns). Experiential marketing allows customers to differentiate products and services by touch, taste, smell, sound, and sight, because customers experience the experience firsthand. Customer satisfaction will appear after the customer uses the product or service and every customer hopes that the product or service used is in accordance with expectations. Customer satisfaction is a customer's assessment of a product or service received compared to what is expected. Consumer experience will affect consumer satisfaction which in turn will lead to repurchase intentions for a product or service. This article is expected to add insight, and become a reference for now and in the future, especially in the field of marketing management regarding experiential marketing, customer satisfaction, and repurchase intention. It is hoped that this paper can increase knowledge in management practice, and experience in analyzing problems in the marketing field as well as expand knowledge about the effect of experiential marketing and customer satisfaction on repurchase intention.*

Key words: experiential marketing. customer satisfaction, repurchase intention.

### **Introduction**

Currently, many businesses have developed rapidly, this is due to creative and innovative ideas. Along with this idea, the marketing concept also developed. Marketing activities have now begun to focus on customer satisfaction. In general, every business aims to seek profit, this goal cannot be separated from marketing activities. Marketing itself has to be thought about beforehand, so that it is more appropriate to the target customer. Tighter competition, where more and more producers are involved in fulfilling customer needs and desires, causing every company to place an orientation on customer satisfaction as the main goal (Tjiptono, 2005: 24). Based on these conditions, this paper aims to determine the factors that cause customers to be satisfied which can lead to repurchase intentions. This paper proposes that experiential marketing can be a strategy that can be used by restaurant marketers to increase customer satisfaction and repurchase intention. This article is expected to add insight, and become a reference for now and in the future, especially in the field of marketing management regarding experiential marketing, customer satisfaction, and repurchase intention. It is hoped that this paper can increase knowledge in management practice, and experience in analyzing problems in the marketing field as well as expand knowledge about the effect of experiential marketing and customer satisfaction on repurchase intention.

### **Experiential Marketing**

Experiential marketing is a marketing approach that involves the emotions and feelings of customers by creating unforgettable positive experiences (Araci, Bulut, and Kocak, 2017). The concept of experiential marketing will always be interesting to study even though it is not a new concept. Same and Larimo (2012) explain that experiential marketing is a tool that can be used in marketing planning, especially those related to tactical and operational actions that focus on efforts to do experiential marketing (campaigns). Chandra and Subagio (2013) explain that experiential marketing has a positive effect on customers.

Experiential marketing allows customers to differentiate products and services from touch, taste, smell, sound, and sight, because customers feel the experience firsthand (Smilansky, 2017:5). Smilansky, S. (2017). provides a theory of Strategic Experience Modules (SEMs) which consist of five types, namely sense, feel, think, act and relate. These five types are discussed in detail, as follows: 1. Sense Experience which is defined as an effort to create experiences related to the five senses through sight, sound, touch, taste and smell. These elements are used to differentiate the business entity and its products in the market, generating customer desire to buy the product. Sense experience is a strategy undertaken by the company to provide an experience with the five senses through sight, sound, touch, taste and smell, so that customers feel directly with the products offered by the company. 2. Feel Experience which is a strategy and implementation to give brand influence to customers through communication (advertising), products (packaging and contents), product identity (cobranding), environment, website, people who offer products. Every company must have a clear understanding of how to create feelings through consumption experiences that can move the customer's imagination, so that customers can make decisions to buy. Feel experience arises as a result of contact and interaction that develops over time, which can be done through feelings and emotions. This can be shown through ideas and fun as well as a reputation for customer service. 3. Think Experience is a strategy to provide a thinking experience for customers, by making innovations related to services and products, such as launching applications that can provide new experiences for customers to order food. . The purpose of think experience is to encourage customers to be interested and think creatively so that they can produce a re-evaluation of the company and the brand. Think experience refers more to the future, focused, value, quality, growth, and can be displayed through inspirational, high technology, and surprise. 4. Act Experience, which is a company strategy used to provide an experience that can be imitated by customers related to the products or services offered. Act experience is an experience that can be measured from the physical body experience. An example of a physical body experience is marketing from the use of shampoo, manicure, pedicure, and everything that causes a feeling on the skin when using the product. This motor action focuses on physical movement, both from what is seen in TV commercials or customers who do the motor action themselves. 5. Relate Experience explains that relate experience is the company's strategy to provide an experience that reflects the brand or product. Relate experience contains aspects of sense experience, feel experience, think experience, and act experience. However, relate experience develops beyond personal understanding, and personal feelings of customers, thus connecting customers with something outside of themselves. For example, a body shop provides an experience through products that use natural ingredients so that they are safe for the skin and the environment, so that customers who buy body shop products indirectly enter an environment that loves nature because the products are natural. In general, relate experience

shows relationships with other people, other groups (eg work, lifestyle) or a broader and abstract social community (eg country, society, culture). The related experience is the link between the customer and the culture and social environment that is reflected by the brand of a product.

### **Customer Satisfaction**

Kotler and Keller (2012:164) suggest that satisfaction is a customer feeling that indicates satisfaction or disappointment with product performance (or results) with customer expectations. Schiffman and Kanuk (2010:29) argue that customer satisfaction is the customer's perception of the good or bad performance of a product or service in relation to something that is expected by the customer. If the performance of the product is in line with expectations, the customer will be satisfied, otherwise if the performance of the product or service is not as expected, the customer will be dissatisfied. According to Araci et al (2017), customer satisfaction is also a customer assessment of a product or service related to how much performance it has in meeting customer needs and conformity with customer expectations.

The same thing was expressed by Kotler and Armstrong (2014: 35) which stated that customer satisfaction is the extent to which the perceived product performance is in accordance with the buyer's expectations. Meanwhile, Minarti and Segoro (2014) explain that satisfaction is the attitude, assessment and emotional response shown by the customer after the purchase process. So customer satisfaction will appear after the customer uses the product or service and every customer hopes that the product or service used is in accordance with expectations. Thus it can be concluded that customer satisfaction is a customer's assessment of a product or service received compared to what is expected. Customers will feel satisfied if their expectations can be met with the products or services offered. On the other hand, if the product or service received by the customer is not as expected, the customer is dissatisfied. Every company certainly wants to always satisfy customers, because it will have a positive impact on the company. Customers who are satisfied with the product or service will repurchase the product or reuse the service. Therefore, customer satisfaction is the main factor that can lead to repurchase intentions, this is an advantage for the company because it can increase sales.

### **Repurchase Intention**

Schiffman and Kanuk (2008: 508) argue that the act of repurchasing occurs because of the good and satisfying experiences felt by the customer when the consumer uses and consumes the product or service provided. Febrini et al (2019) explain that repurchase intention is a customer's decision to repurchase in the future, due to satisfaction and trust, where this customer's repurchase decision can bring benefits to the company. Customers who often make purchases of one product repeatedly, then the customer has the intention to repurchase the product (Savila, Wathoni, and Santoso, 2019). There are two types of purchases made by consumers, the first is a trial purchase and the second is a repeat purchase (Cendriono and Ardiana, 2018). A trial purchase is a purchase that is made for the first time for a product or service in relatively small or small quantities, while a repeat purchase is a customer buying and using the product or service again in the future with a larger amount. Repeat purchases occur due to the satisfaction felt when using the previous product or service. Razi and Lajevardi (2016) state that repurchase is only a basic behavior after the customer finds and feels that the

purchase has been satisfactory, and it must involve other behaviors such as reputation or recommendation to others. So, repeat purchases can occur when consumers or customers feel satisfaction with a product or service they consume, so they want to make repeat purchases in the future.

### **Experiential Marketing and Customer Satisfaction on Repurchase Intention.**

Araci et al. (2017) in his article explains that the sense of experience given to customers will have a significant positive effect on customer satisfaction. Yeh, Chen, and Chen (2019) in their article explain that sense experience has a positive and significant effect on customer satisfaction, so that it can make customers emotional and satisfied. If the company can provide a sense of experience with products that match what customers want, prices according to the quality that customers get, it makes customers feel satisfied (Wu and Tseng, 2015). Febrini et. Al. (2019) states that experiential marketing has a positive effect on customer satisfaction, the higher the experiential marketing, the higher the customer satisfaction. Sense experience will increase customer satisfaction

Yeh et al. (2019) states that feel experience is a positive influence on customer satisfaction because by making good emotions to customers, customers will be satisfied. Feel experience has an effective and significant impact on customer satisfaction, and also has an effective and direct impact on customer repurchase intentions (Araci et al., 2017). To increase customer satisfaction, companies must provide experiences that can have an emotional effect on customers so that customers feel satisfied (Yeh et al., 2019). In addition to the company providing a good emotional effect for customers, the company must also provide a good experience on the facilities, atmosphere, and service received by customers from arrival to departure, so that customers are satisfied, and trigger repurchase intentions and can become loyal customers. Chandra and Subagio, 2013). Therefore, customer satisfaction can be increased with Fell experience.

Think experience has a significant influence on customer satisfaction if the product or service provided to the customer is in accordance with the customer's wishes (Araci et al., 2017). Companies must be able to provide new thinking experiences and innovations to customers, so that they can be a solution to customer problems and customers are satisfied with the new experiences offered by the company (Chandra and Subagio, 2013). With the company providing new innovations, it will also provide a new experience for customers, so that if the innovation is acceptable to customers it will make a positive impact on customer satisfaction (Yeh et al., 2019). Araci et. Al. (2017) stated that think experience in restaurants will be able to increase customer satisfaction.

Febrini et al (2019) in their article explain that act experience has a positive and significant effect on customer satisfaction. Yeh et al. (2019) in his article explains that companies must be able to provide customers with experiences through advertising how to use good products, which make customers feel the benefits of the products or services offered, so that customers become satisfied. With products that can provide benefits in accordance with what is offered to customers and are suitable for customers, it can make customers feel satisfied (Öztürk,

2015). Araci et al. (2017) explained that relate experience is something that has a significant impact on customer satisfaction. When customers feel the relate experience provided by the company through products, services, services, or the environment, in accordance with what is desired or felt, the customer will feel satisfied (Chandra and Subagio, 2013). Wu and Tseng (2015) in their article explain that companies must be able to build good relationships with customers, so that customers are satisfied with the services or products provided.

Amin and Tarun, (2019) stated that customer satisfaction has a significant effect on customer repurchase intentions, the level of satisfaction with repurchase intentions will be known from differences in customer expectations and perceptions. So it can be concluded that the level of customer satisfaction is the perception of the customer himself that his expectations have been fulfilled exceeded or has been met. When a customer is satisfied with a product or service, the customer will intend to make a repeat purchase. Araci et al. (2017) suggested that customer satisfaction has a positive and significant effect on customer repurchase intentions. Widjiono and Japariato (2015) explain, with customer satisfaction from the products or services provided by the company, it will have a significant positive impact on repurchase intentions, so customer satisfaction is very important. Araci et al. (2017) explained that sense experience had a significant positive effect on repurchase intention through customer satisfaction. Customer satisfaction significantly mediates the effect of experiential marketing on repurchase intention (Olii, and Nurcaya, (2016). The variable customer satisfaction can mediate between the influence of sense experience on repurchase intention (Febrini et al., 2019) Feel experience has an effective and significant impact on repurchase intention, through customer satisfaction (Araci et al., 2017). To increase customer satisfaction, companies must be able to provide experiences that can have an emotional effect on customers so that the customer feels satisfied so that the customer's repurchase intention appears (Yeh et al., 2019). Febrini et al. (2019) in their article explains that customer satisfaction has successfully mediated the relationship between the feel experience variable and repurchase intention.

Think experience has a significant positive effect on repurchase intent with customer satisfaction mediation if the product or service provided to the customer is in accordance with the customer's wishes and makes the customer satisfied, it will lead to customer repurchase intention (Araci et al., 2017). Olii and Nurcaya (2016) explain that the right application of think experience can have a big influence on customers' repurchase intentions. Araci et al. (2017) stated that think experience in restaurants will be able to increase customer satisfaction and increase customer repurchase intentions. mediated by customer satisfaction. Febrini et al (2019) explain that act experience has a significant effect on repurchase intention through customer satisfaction. The higher the act experience, the higher the customer satisfaction, so that it has an effect on increasing customer buying interest (Marcelino, Ellitan, Muljani, 2021). Araci et al. (2017) explained that relate experience is something that has a significant impact on customer repurchase intentions by mediating customer satisfaction. Relate experience has a positive effect on customer repurchase interest through customer satisfaction (Olii and Nurcaya, 2016).

## Conclusion

Consumers argue that life is a combination of experience, so that every activity carried out by consumers including consuming products or services is an experience, if the experience is impressive then consumers do not hesitate to consume these goods or services for the umpteenth time. For post-modern consumers, consuming is not only devouring or using

products or services, but it is necessary to have a memorable experience in consuming. The experiences that will be felt and obtained by consumers directly are through five approaches (Sense, Feel, Think, Act, Relate), both before and when consumers consume a product or use the service. Customer experience is an important need that needs to be provided by the company. Repurchase intention is influenced by certain considerations offered by the company regarding its products and services. Several previous studies have shown that consumer experience or customer experience can affect the emergence of repurchase interest in a particular object. In addition, with a positive customer experience, it can lead to the creation of customer satisfaction which is influenced by customer expectations. Satisfaction by comparing performance based on customer perceptions of the performance provided by the company (Dominiq, Yuniarto, & Ellitan, 2021). Thus, there is a close relationship between consumer experience, customer satisfaction and repurchase intentions of certain products or services.

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