Impact of Experiential Marketing on Customers Repurchase Intention in Gempita Cafe

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Abstract: Experiential marketing not only focuses on the product or service but also on the whole process of customer experience creation. It includes before purchase when consumed, and post-purchase. When customers consume the products or use services, they would be emotionally and psychologically involved. Repurchase Intention is a desire that arises from the process of activating memory as a delayed plan to take actual purchase based on past purchase experience. This study purpose to examine the effect of experiential marketing variables which include sense experience, feel, think, act, and related experience on repurchase intention in Gempita Cafe.This research is a quantitative explanative. Samples were taken using purposive sampling. Data were collected by structured questionnaires and distributed by enumerators. The test results prove that the five factors experiential marketing assessed, only Think experience has a significant effect on repurchase intention. In this case, Gempita Café succeeded in creating experiences related to creative and rational stimuli by its customers. If these five factors are tested simultaneously, the five variables have the significant effect on customers repurchase intention. This study has some limitations; the authors expect for future authors, may develop this research by enlarging the sample, adding measurement items and using mediation or moderator variable.

Keywords: Experiential Marketing, Sense, Feel, Think, Act, Related, Repurchase Intention.

1. Introduction

A marketing approach provides the recipients more than information about a product or service is an Experiential Marketing. Schmitt in (Öztürk, 2015) defines experiential marketing as recognition and purchase a brand or service after they have experience and stimuli through their activities. Experiential marketing not only focuses on the product or service, but also on the whole process of customers experience creation, including pre-purchase, when they consume, and post-purchase. When customers consumption the products or use services, they will be emotionally and psychologically involved. The five senses including feel, act and relate are the five elements of experiential marketing. (Schmitt, 1999) describes the experiential marketing is a way to provide an experience through five senses. It is related to affective feelings, experiences of thinking creatively, experiences related to behavior and lifestyle, physical body and experiences of interaction with others, and the last is the experience of social condition, lifestyles, and cultures that can reflect a brand, which is the development of sensation, feeling, and action and relation (Schmitt, 1999).

The world of business takes advantage of experiential marketing concepts based on consumer feelings. Because the behavior who are happy to seek happiness, excitement, and something makes the consumers feel excites. It happens when consumers are at a cafe. Gempita Cafe is a place where consumers spend their time to take a lunch and relax with

friends, partner or clients. Urban lifestyle slightly influences the presence of a business. It is located in the university area. Naturally, Students, lecturers, and employees within Universitas Pembangunan Panca Budi need a place to socialize at the outside working hours. Consumers are now more critical than usual; they want to be treated and appropriately served. If the traditional marketing concept mostly focuses on the features and benefits still used, its impact on consumers switches to the other products and services. Therefore, authors observed how the experiential marketing applied in the business environment. A positive experience will make consumers always have a comfortable, and secure atmosphere. It will impact on consumer intention to repurchase in the previous place. This study aims to examine the influence of experiential marketing that consists of sense, feel, think, act, and relate to repurchase intention in Gempita Cafe. Therefore, the authors propose the following research questions: Does the variable of sense experience, feel experience, think experience, act experience and relate experience have the significant effect on repurchase intention in Gempita Cafe.

2. Literature Review

2.1   Experiential Marketing

Experiential Marketing is private events that occur in response to some stimulation (Schmitt, 1999). Experiential marketing will allow customers to differentiation the products and services from one to another since customers feel experience directly. It is a process of involves the customers in two-way communication for easy identification, satisfy customers need and aspiration. (Smilansky, 2017). The characteristics of experiential marketing are focused on consumer experience, examine the consumer situations, recognize the rational and emotional aspects as a trigger of consumption, methods, and tools that are eclectic (Schmitt, 1999). A study conducted by(Schmitt, 1999) also argues that there are five factors in experiential marketing such as (1) Sense, (2) Feel, (3) Think or Creative Cognitive Experience,(4)Act or Physical Experience and Entity Lifestyle, (5) Relate or Social Identity Experience.

2.2   Repurchase Intention

The consumer's desire to repurchase intention is based on the trust and value associated with the purchase or use the product. It arises from the process of activating memory as a plan that has not been implemented. Consumers' repurchase intention is a part of consumer purchase behavior where conformity between the performance of a product or company service offered by the company that will generate in a consumer's interest to re-consumption in the future. The study by (Anoraga, 2000) notes that repurchase intention is a desire to purchase from past-purchase experience.
Based on this theoretical study, the authors developed the following hypotheses:
H1a: Sense experience has a significant effect on repurchase intention
H1b: Feel experience has a significant effect on purchase intention
H1c: Think experience has a significant effect on repurchase intention
H1d: Act experience has a significant effect on repurchase intention
H1e: Relate experience has a significant effect on repurchase intention
H2 : Simultaneously Sense, Feel, Think, Act, and Relate have the significant effect on repurchase intention

3. Research Method

This research is quantitative with explanative type. This study aims to explain the cause and effect of the relationship. Based on the type of investigation, this study is an analysis of the variables to determine the factors of customers repurchase intention. The sampling technique is the purposive sampling which the sample determination is made by specific consideration (Sugiyono, 2010); (Nasution and Rosanty, 2018). The number of respondents in this study is calculated by using the Slovin formula to obtain the amount as seen in the following formula.

$$n = \frac{n}{1+Ne^2} \qquad (1)$$

Where:
n = Number of samples
N = Total population
E = Error Tolerance

In this study, the number of samples in the population is 101 respondents, and the tolerance of error is 5%, then the number of samples are:

$$n = \frac{101}{1+101x0,05^2} = 80.63 = 80 \,(2)$$

Data collection using structured questionnaires and in the distribution of `research teams assisted by two enumerators recruited from students, before the enumerators have been guided to unify perceptions. Data analysis is to investigate the influence of various independent variables such as sense, feel, think, act, and relate to the dependent variable (Sugiyono, 2010): (Nasution and Rosanty, 2018). Data analysis techniques started from data quality test, classic assumption test, and hypothesis test.

Table 1. Operationalization Variables.

Sense experience (X1)	An effort of creating experience related to the five senses through vision, sound, touch, taste, and smell.
Feel Experience (X2)	An effort of creating emotionally related experiences between consumers and Cafe parties.
Think Experience (X3)	An effort of creating experiences related to creative and rational stimuli given by Cafe.
Act Experience (X4)	An effort of creating experiences related to lifestyle and image formed.
Related Experience (X5)	An effort of creating experiences related to social relationships such as the relationship of one individual to another.
Repurchase Intention(Y)	A desire arises from the memory activation process as a plan that has not been implemented to take purchase action based on past purchasing experience.

4. Result And Discussion

4.1 Description of Respondent's Characteristics

Table 2. Characteristics of Respondent.

Characteristics	Frequency	Percent
Age (year)		
< 18	8	10.0
18 - 30	29	36.3
31 - 40	32	40.0
> 40	11	13.8
Total	80	100.0
Education		
SHS	42	52.5
Diploma	11	13.8
Bachelor	22	27.5
Master	5	6.3
Total	80	100.0
Occupation		
Student	25	31.3
Employee	12	15.0
Lecturer	31	38.8
Visiting Lecturer	9	11.3
Other	3	3.8
Total	80	100.0
Revenue		
< Rp. 1 Juta	31	38.8
Rp. 1 – 3 Juta	36	45.0
Rp. 3 – 5 Juta	8	10.0
> Rp. 5 Juta	5	6.3
Total	80	100.0

4.2 Validity

The validity of this research variable is calculated by comparing corrected item value - total correlation (r-count) with the result of r-table calculation, with r-table equal to 0.312. Test result from question items is described in the following table.

Table 3. Validity Test Result.

Question	r count	r table	Result
X1.1	0.689	0.312	Valid
X1.2	0.632	0.312	Valid
X1.3	0.487	0.312	Valid
X1.4	0.415	0.312	Valid
X2.1	0.690	0.312	Valid

X2.2	0.690	0.312	Valid
X2.3	0.498	0.312	Valid
X3.1	0.625	0.312	Valid
X3.2	0.454	0.312	Valid
X3.3	0.517	0.312	Valid
X4.1	0.540	0.312	Valid
X4.2	0.704	0.312	Valid
X4.3	0.761	0.312	Valid
X5.1	0.479	0.312	Valid
X5.2	0.739	0.312	Valid
X5.3	0.341	0.312	Valid
Y1	0.733	0.312	Valid
Y2	0.632	0.312	Valid
Y3	0.692	0.312	Valid
Y4	0.613	0.312	Valid

Based on the test results, all question items are declared valid. The test results proved that the value of the corrected item - the total correlation is higher than r-table; it is 0.312.

4.3 Reliability

The reliability of a variable construct is excellent if it has a Cronbach's Alpha value higher than (> 0.60). The result of data processing from the questionnaire for reliability testing is in the following table.

Table 4. Reliability Test Result.

Variables	Cronbach's Alpha	Value
Sense experience (X1)	0.749	0.60
Feel Experience (X2)	0.782	0.60
Think Experience (X3)	0.708	0.60
Act Experience (X4)	0.802	0.60
Relate Experience (X5)	0.690	0.60
Repurchase Intention (Y)	0.831	0.60

From column of Cronbach's alpha in table 4, the results show that each variable has a higher number of provisions that is 0.60; it can be stated that each construct variable is good and reliable.

4.4 Hypothesis testing

The test results show the Sense experience (X1) value of significance greater than 0.05 ($\alpha = 5\%$) that is X1 = 0.232. It means Hypothesis (H1a) Sense experience has a significant effect on repurchase intention is rejected. Moreover, test results of Feel Experience (X2), the value of significance is higher than 0.05 ($\alpha = 5\%$) is 0.532. It indicates that the hypothesis (H1b): Feel experience has a significant effect on repurchase intention is unacceptable or rejected. From the test result shows that think experience (X3) produces significance r-count less than 0.05 ($\alpha = 5\%$) is 0.00. Therefore, the hypothesis (H1c): Think experience has a significant effect on the repurchase intention is accepted. The next test results, Act Experience

(X4) significance value higher than 0.05 (α = 5%) of 0.096. This test proves that the hypothesis (H1d): Act experience has a significant effect on repurchase intention is rejected. Furthermore the value of significance (X5) is higher than 0.05 (α = 5%) ie 0.113. This value proves that the hypothesis (H1e): Relate experience has a significant effect on repurchase intention is rejected.

Table 5. Partial Test Result.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.286	1.618		1.413	.162
Sense	.170	.141	.137	1.205	.232
Feel	-.084	.134	-.063	-.628	.532
Think	.518	.110	.441	4.717	.000
Act	.257	.153	.196	1.684	.096
Relate	.252	.157	.192	1.604	.113

Based on the test results show the value of F-count of 19.467, while the value of F table is 2.49 (F-count > F-table). In the significant column also appears that the probability value is smaller than 0.05 that is equal to 0.000. Therefore hypothesis testing (H2) shows Sense, Feel, Think, Act, and Relate have the significant effect on repurchase interest otherwise acceptable simultaneously.

Table 6. Simultaneous Test Results ANOVA.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	228.421	5	45.684	19.476	.000[b]
Residual	173.579	74	2.346		
Total	402.000	79			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Relate, Feel, Think, Sense, Act

4.5 Multiple Linear Regression Model

Table 7. Multiple Linear Regression Result.

Model	Coefficient
Constants	2.286
Sense Experience (X1)	0.170
Feel Experience (X2	0.840
Think Experience (X3)	0.518
Act Experience (X4)	0.257
Relate Experience (X5)	0.252

The model of linear regression equation:
Y = 2.286 + 0.170 X1 + -0.084 X2 + 0.518 X3 + 0.257 X4 + 0.252 X5 + e

5. Conclusion

From the test results and findings, the authors concluded Sense Experience (X1), Feel Experience (X2) Act Experience, (X4) and Relate Experience (X5) has not a significant effect on consumer repurchase intention in Gempita Cafe while (X3) Think experience has a significant effect on consumer repurchase intention. The conclusion is the five factors of consumers experiential marketing at Gempita, only Think Experience affects to repurchase intention. In this case, Gempita succeeded in creating experiences related to creative and rational stimuli to their customers. Unlike all five factors are tested simultaneously, Sense, Feel, Think, Act, and Relate have the significant effect on consumer repurchase intention at Gempita.

Future Scope

For Gempita manager, it is expected to improve the sense factor environment related to vision, sound, touch, taste, and smell. The further suggestion is expected to improve the Feel factor associated with improving the emotional relationship between consumers. As for Act Experience, the manager is expected to create a positive image related to lifestyle. As for Relate Experience, the manager is expected to improve social relationships such as the interaction and relationship of one to another individual. This study has some limitations, the authors expect for future research and hope the development of this research by enlarging the sample, adding measurement items, adding a mediation or moderator variable.

Acknowledgements

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