

The Effect of Experiential Marketing on Visitor Satisfaction and Visitor Loyalty at The CGV Cinemas Yogyakarta

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ABSTRACT

The purpose of this research is to analyze the influence of experiential marketing on visitor satisfaction and visitor loyalty. The sample in this study is 150 respondents whose minimum age of 17 years old and who have visited CGV Cinemas Hartono Mall Yogyakarta. This research uses survey method and purposive sampling technique in determining sampling. Structural Equation Modelling (SEM) is used to analyze the data.

The results of this research indicate that: 1) Experiential marketing has a positive and significant effect on visitor satisfaction of CGV Cinemas Hartono Mall Yogyakarta. 2) Experiential marketing has a positive and significant effect on visitor loyalty of CGV Cinemas Hartono Mall Yogyakarta. 3) Visitor satisfaction has a positive and significant effect on visitor loyalty of CGV Cinemas Hartono Mall Yogyakarta. 4) Visitor satisfaction can significantly mediate the influence of experiential marketing on visitor loyalty of CGV Cinemas Hartono Mall Yogyakarta.

Keywords—*Experiential Marketing, Visitor Satisfaction, Visitor Loyalty*

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1. BACKGROUND

According to Pine and Gilmore (1999) the economic value has experienced a shift in the economic development nowadays. The shift from commodity goods and services to the stage of experience called experience economic. This experience economic stage follows the improvement of the economic situation of the community, the increasingly tight business competition, and the development of information technology that makes it easier for consumers to obtain information and make them more sensitive to the value of a product.

Shifting economic values towards experience economics by itself makes traditional marketing concepts not enough to be able to answer the challenges (Pine and Gilmore, 1999). Experiential marketing then becomes the main concept in dealing with economic experience

(McNickel, 2004 in Yuan and Wu, 2008). The traditional marketing concept still sees consumers as rational decision makers in purchasing products, whereas for now, product purchasing decisions are no longer just rational but emotional. Consumers buy products not only as solutions to problems with the functions and benefits of the products offered, but also for entertainment or pleasure. In other words, consumers ask for an experience that they can get from a product (Schmitt, 1999).

Increasingly intense business competition is one of the factors forming the economic experience in various industries, including the entertainment industry (show business). Films are part of the creative economy industry sub-sector in Indonesia which currently cannot be underestimated. The creative economy in Indonesia grows and develops into an economic sector that has a strategic role for the national economy (Wicaksono, 2015). According to statistical data from the Creative Economy Agency (BEKRAF), in 2015 the creative economy industry showed a positive growth picture of 4.38%.

One of the creative economy industries is the film industry which contributes 0.16% of the creative economy GDP (BAREKRAF 2015 data). Part of the film industry is the cinema. Cinema is a meeting place for film information services with viewers as consumers. The development of the film industry everywhere cannot be separated from the role of cinema as a film attendant in the midst of society. This means that cinema is the end of the chain of cinema (Safitri, 2015). In Indonesia, the cinema industry experienced rapid growth in the 1980s and 1990s with more than 2000 cinemas. At that time, 221 cinema networks were present to enliven the cinema industry and enter the Indonesian market in 1986 with the concept of a complex cinema (cineplex) namely the concept of a cinema with several screens.

The film and cinema industry in Indonesia has increased afterwards. This was marked by the production of quality Indonesian films by young filmmakers who were able to win various awards. The interest of the audience to watch in the cinema again rose. In 2005, 3 cinema networks took the initiative to present Cinema XXI and The Premiere as premium cinemas with ticket prices above average.

In Indonesia, the number of spectators over the past five years tends to increase. In 2016 the number of Indonesian film viewers reached 34.5 million, an increase of more than 100 percent of the total audience in 2015 which was recorded at 16.2 million viewers (Alfi, 2017). This certainly cannot be separated from Indonesia as the fourth most populous country in the world with a population of 260,580,739 million (CIA World Factbook, July 2017). The number of cinema screens has also increased rapidly in recent years. As of December 2017, there were 263 cinemas from six business networks with a total screen of 1,412. This note was reported by the Indonesian Film Catalog (KFI) website in the 2017 Kaleidoscope article. According to KFI data, the number of screens at the end of 2017 was up to 2.3 times higher than at the end of 2012. At that time, there were 145 cinemas with a total of 609 screens 90 percent is controlled by the Group 21 network. The rest is controlled by the CGV Cinemas network (formerly called Blitzmegaplex).

Table 1. The number of cinema and screen

Cinema's Brand	Number of Cinema	Number of screen
Grup 21	165	927
CGV Cinemas	37	247
Cinemaxx	27	138
New Star	9	20
Platinum	7	28
Movimax	2	6

Source: Katalog Film Indonesia

At the end of 2017, Group 21's portion was reduced to 63 percent because it competed with five new players in the film exhibition business. There are CGV Cinemas (Graha Layar Prima Tbk.), Cinemaxx (Lippo Group), New Star Cineplex, Platinum Cineplex, and Movimax, plus a number of independent cinemas. Now Group 21 has 165 cinemas with 927 screens. Then CGV Cinemas has 37 cinemas with 247 screens and Cinemaxx 27 cinemas with 138 screens.

In addition to the three networks that are entrenched in the big cities, there is a New Star network with nine cinemas and 20 screens, Platinum with seven theaters and 28 screens, and Movimax with two theaters and six screens. In addition, there are 16 independent cinemas with a total of 46 screens. Most cinemas are in Java, with 183 cinemas with 988 screens or about 70 percent of the total screen. The most are DKI Jakarta with 54 cinemas, followed by West Java, East Java, Banten and Central Java. Of 99 cities and 416 regencies throughout Indonesia, only 58 cities and 21 districts have cinemas.

One of the cinema networks in Indonesia that offers a new concept to provide a different experience when watching a movie is CGV Cinemas (formerly called Blitzmegaplex and CGV Blitz). CGV Cinemas opens its first cinema network at Paris Van Java Mall, Bandung. The presence of CGV Cinemas eliminates the impression of monopoly that occurs in the cinema business network in Indonesia because it was previously dominated by 21 Cineplex Groups which have already succeeded in the cinema market in Indonesia.

CGV Cinemas comes with a minimum of 8 screens. The large number of screens provides an opportunity to watch various kinds of film genres, not just Hollywood films, but also Film Festivals, Arthouse, Indian Films, Animations and various films from all over the world in various languages. Cinemas belonging to CGV Cinemas which have less than 8 screens are called CGV Cinemas theatre.

Associated with the concept of experiential marketing which aims to provide experiences for consumers who then produce emotional benefits, CGV Cinemas also applies this marketing approach with the five strategic experience modules (SEMs) consisting of sense, feel, think, act and relate. CGV Cinemas experiences for consumers through experience providers that include building interiors, quality of film services, events or activities carried out by CGV Cinemas, CGV website, employees, CGV cards and so on. Experience - the experience provided by the company will be embedded in the minds of consumers and is the result of various physical, emotional, and cognitive activities.

The presence of CGV Cinemas became an oasis in the middle of only a major player in the cinema network in Yogyakarta, Cineplex 21. CGV Cinemas opened services at Hartono Mall, Sahid Jaya Mall and in Transmart Maguwoharjo. One of the CGV Cinemas outlets that offers complete services is CGV Cinemas at Hartono Mall. CGV Cinemas at Hartono Mall was introduced to the Yogyakarta public on December 5, 2015. Until now CGV Cinemas Hartono Mall has 7 screens using cinema technology called Cultureplex. Cinema technology offered by CGV Cinemas not only presents cinema shows, but more experience with auditoriums - auditoriums such as Sphere X (1 screen), 4DX 2D (1 screen), Velvet (1 screen) and also starium 2D (1 Screen) and Regular 2D (3 screens).

In the service industry, satisfaction is a process in which consumer expectations of a service or goods are fulfilled by the company's capacity to meet the needs in the form of product features or in its marketing strategy, namely the moment of truth (Lovelock, 2003). Likewise, if consumers' expectations are not met, consumers will not feel satisfied. Through the application of the experiential marketing concept carried out by CGV Cinemas Hartono Mall, consumers are expected to be satisfied with the services they offer. This becomes important because it becomes a measure of the company's performance.

Consumer satisfaction has a positive and influential relationship to loyalty (Shankar et al, 2003; and Ming Shing Lee et al, 2010). Therefore, customer satisfaction must be achieved in order to create customer loyalty. Customer loyalty is also important because the cost of attracting new consumers is more expensive than maintaining existing customers (Dick and Basu, 1994).

2. THEORETICAL FRAMEWORK

a. Theory

1) Experiential Marketing

The concept of experiential marketing has a close connection with the experience of consumers in consuming goods and services. According to Schmitt (1999) experiential marketing is a marketing concept that emphasizes the performance of products and services that provide emotional experiences that touch the hearts and feelings of customers. There are four main characteristics that differentiate between experiential marketing and traditional marketing, namely:

a) Focus on customer experience

Customer experiences are the focus of experiential marketing, while traditional marketing focuses on the problem of product features and benefits. That experience occurs because of a process of dealing with, experiencing and undergoing a variety of situations in his life.

b) Analyzing the consumption situation

Experiential marketing thinks about what products are suitable for a particular situation, how they are made, how they are packaged, how to do promotions that can make an impressive experience for customers. Then experiential marketing does not focus on products or services or competition, then it will focus more on creating synergies in marketing its products.

c) Customers are rational and emotional

In the experiential marketing customers are emotional and rational when enjoying and consuming a product. They are also often driven by emotions because of their consumption experience to seek entertainment and pleasure even though they often use ratios in consuming a product. Customers also not only use ratios in making a purchase or consumption, but also want stimulation of emotional touch, entertainment and creativity.

b) Using electrical methods

Traditional marketers use analytical, quantitative and verbal methods, while experiential marketers use a broader and more diverse method. In short, experiential marketers are not limited to a method, but use various methods that can help them find suitable ideas.

Schmitt (1999) describes a conceptual framework for managing the accumulation of customer experience for a company, divided into two concepts, namely strategic experiential modules (SEMs) which are the basic form of experiential marketing and experience providers (ExPros) as a tactical tool to implement experiential marketing. SEMs describes five types of customer experience that are the basis of experiential marketing. The five types are sense, feel, think, act and relate.

a) Sense

Sense marketing focuses on feelings in order to create experiences through the five senses of the customer. Sense marketing can be used to differentiate companies and products, provide motivation to customers, and increase product value. Sense of marketing must be able to influence the five senses of the customer. Sense offered by the company must be stimulated well in order to provide an impressive experience. Schmitt (1999: 99) reveals that the purpose of sense marketing is to give the impression of beauty, pleasure, beauty and satisfaction through the sensory stimuli of the five senses.

b) Feel (feelings that arise through emotional experience)

Feel marketing strives to attract the deepest feelings and emotions of customers, with the aim of creating a feeling of customer experience ranging from ordinary feelings to the level of strong emotions because of pride and prestige. According to Schmitt (1999) the strongest feeling occurs when consuming the product.

c) Think

Think marketing aims to bring customers to be able to think more deeply and creatively so that they will provide good opinions on the company's products and services. Schmitt (1999) reveals the principles of think that can be used to conduct marketing campaigns such as: surprise, intrigue and provocation.

d) Act

The marketing act aims to create experiences related to the body's experience (physical body). The long-term pattern of behavior and lifestyle, as well as experience as a result of interaction with others. So, this will enrich the lives of customers with physical experiences.

e) Relates

Relates marketing often occurs as a result of sense, feel, think and act experience. Relates are developed outside personal relationships and personal feelings but add to individual experiences in relationships with other people, communities and cultures reflected in the brand.

Experiential providers (ExPros) explain how SEMs can be formed or also referred to as means of communication between producers and consumers. ExPros is a medium that is able to optimize the stimulation of SEMs. The media used can be in the form of communications, visual / verbal, identity, product present, co-branding, spatial environment, electronic media and people.

2) Vistor Loyalty

Satisfaction is a response to the fulfillment of consumer expectations. This becomes a consideration that the features of a product or service result in the enjoyment of meeting the expectations of consumers (Oliver, 1997). According to Kotler (2012), customer satisfaction is a feeling of pleasure or disappointment someone as a result of a comparison between perceived and expected products. De Young (1996) in Rotti (2012) states that the more individual marketing tactics are used, the higher the level of customer satisfaction. In short, customer satisfaction is a feeling experienced by a

customer after using a product or service. The closer the product quality is perceived to the quality of the product that is perceived, the more satisfied customers will be.

Meanwhile, Wilkie (in Tjiptono, 2008: 24). explained that satisfaction or dissatisfaction is an emotional response to evaluation of the consumption experience of a product or service. Furthermore, Tjiptono (2008: 24) concludes that customer satisfaction includes the difference between expectations and performance or expected results. Bower, et.al and Zeithaml in Tjiptono (2008: 312) state that service quality and customer satisfaction are determined by the same attributes in measuring visitor satisfaction. Parasuraman in Tjiptono (2008: 26) measures satisfaction with services as follows:

- a) Tangible evidence, including physical facilities, equipment, employees and means of communication.
- b) Reliability (reliability), the ability to provide services that are immediate, accurate, and satisfying.
- c) Responsiveness (responsiveness), which is the employee's desire to help customers and provide services responsively.
- d) Assurance (assurance), including the knowledge, ability, politeness, and trustworthiness of the staff, free from danger, risk or doubt.
- e) Empathy includes ease of relationships, good communication, and understanding the needs of customers.

3) Visitor Loyalty

Griffin (2005: 5) expressed his opinion about customer loyalty, among others, that the concept of customer loyalty is more associated with behavior (Behavior) than with attitude. If someone is a loyal customer, he shows buying behavior that is defined as a non-random purchase that is revealed from time to time by several decision-making units. Then Griffin (2005: 11), argues that managing customer loyalty can provide benefits to business efforts in saving company costs such as, among others:

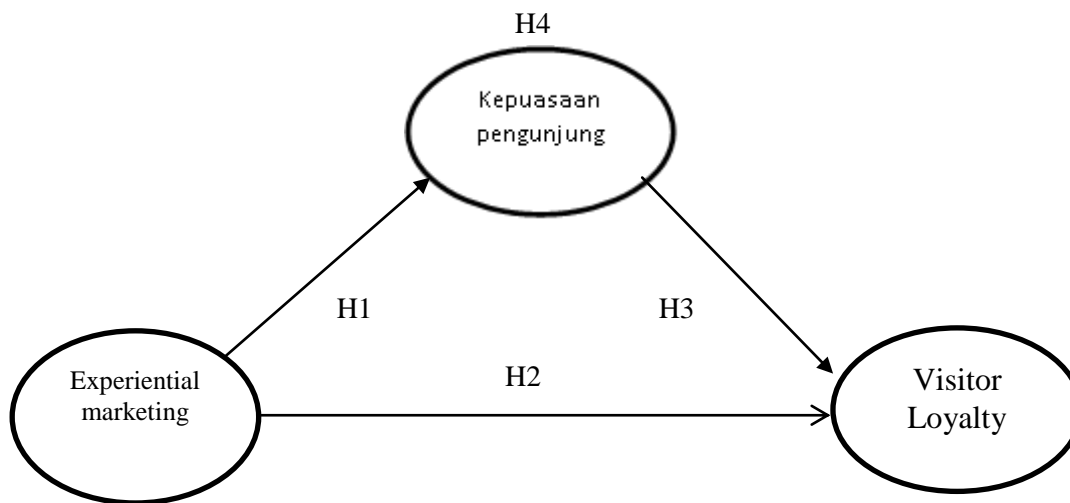
- a) Marketing costs are reduced (customer acquisition costs are higher than customer retention costs).
- b) Transaction costs are lower, such as contact negotiation and order processing.
- c) Customer turnover costs are reduced (fewer lost customers must be replaced).
- d) The success of cross-selling has increased, causing a greater share of customers.
- e) Word of mouth becomes more positive; assuming loyal customers also feel satisfied.
- f) Failure costs decrease (Reduction of rework, warranty claims and so on).

b. Hypotheses

- 1) H1: Experiential Marketing has a positive influence on visitor satisfaction
- 2) H2: Experiential Marketing has a positive influence on visitor loyalty.
- 3) H3: Visitor satisfaction has a positive influence on visitor loyalty
- 4) H4: Variable visitor satisfaction can significantly mediate the influence of experiential marketing variables on visitor loyalty.

c. Reasearch Model

The following models are used in this study:



3. REASEARCH METHOD

a. Object and Research Subject

In this study the object of the study was CGV Cinemas Hartono Mall Yogyakarta. Menawhile, the research subjects were visitors to the CGV Cinemas Hartono Mall Yogyakarta cinema.

b. Population and Sampling Techniques

In this study, the target population is visitors to CGV Cinemas Hartono Mall Yogyakarta. The sampling technique in this study uses purposing sampling technique. The number of samples in this study were 150 samples.

c. Data Type

The data used in this study are primary data and secondary data.

d. Data Collection Techniques

This research uses survey method with personally administrated survey. The survey was conducted by visiting the reposnden and then requesting their availability to be able to answer several statements in the questionnaire. The questionnaire used was a Likert scale technique which included five answers that could only be chosen by one of the respondents who filled out the questionnaire.

e. Definition of Operational Variable Research

There are 3 variables used in this study, namely:

- 1) Exogenous Variables, namely Experiential Marketing (X) which consists of elements of sense, think, feel, act and relate.
- 2) Endogenous variables, namely Visitor Satisfaction (Y1) and visitor loyalty (Y2).
- 3) Intervening variables, namely visitor satisfaction (Y1).

f. Test Research Instruments

1) Validity test

Validity test in this study was conducted using Confirmatory Factor Analysis (CFA) assisted with the AMOS program. Question items that are declared valid have a factor loading of ≥ 0.5 (Ghozali: 2014).

2) Reliability Test

To test the reliability in this study the AMOS program was used. The value of Construct Reliability (CR) 0,7 or more shows good reliability, while reliability 0,6 - 0,7 can still be accepted with the indicator validity requirement in the good model (Ghozali, 2014).

g. SEM Assumption Test

Assumptions that must be met in the procedure for collecting and processing data analyzed by the SEM equation model as follows:

1) Sample / Population Size

The sample size provides a basis for estimating sampling error. With the estimation model using Maximum Likelihood Estimate, a minimum of 100 samples is needed. (Ghozali, 2014).

2) Outliers Test

To detect univariate outliers done with the data needs to be converted first into a standard score (z-score) which has an average zero with a standard deviation 1. For large samples (above 80), the threshold value of the z-score is at range 3 to 4 (Hair et al., 1998 in Ghozali, 2014).

3) Data Normality Test

Normality evaluation is done by using the criterion critical ratio skewness value of +2.58 at a significance level of 0.01. The data can be concluded to have a normal distribution if the critical ratio skewness value is below the absolute price 2.58 (Ghozali, 2014).

4) Hypothesis Test

In testing each variable can be done by determining whether the influence of significance or not can be known from the p-value. Significance ($\alpha = \alpha$) used is 0.05. If the p-value is smaller than 0.05 the hypothesis is accepted. The second way is to look at the CR (Critical Ratio) value. If CR is greater than 1.96 then the hypothesis is accepted. This means that the effect of the independent variable on the dependent variable shown in the significant table (***) in the P value (Probability Value) indicates that the number is very small (smaller than 0.05).

5) Test the Goodness of Fit

The Goodness of Fit test or the suitability of the structural model in SEM analysis is done by looking at some goodness of fit model criteria such as Chi Square value, probability, CMIN / DF, GFI, AGFI, TLI, IFI, RFI, RMSEA and CFI.

4. RESULT AND DISCUSSION

a. Profile of CGV Cinemas Hartono Mall Yogyakarta

CGV Cinemas Hartono Mall Yogyakarta opened on 4 December 2015 in Yogyakarta. Comes with 7 Auditoriums with a total capacity of 1,279 seats. The seven auditoriums are equipped with Starium, Sphere X, 4DX and 3D Auditorium facilities. Being CGV Cinemas at Hartono Mall as the most complete provider of Auditorium among CGV Cinemas in the Yogyakarta area. Previously, CGV Cinemas had opened the cinema at Sahid Jwalk Yogyakarta and was followed by the opening of outlets in Transmart Maguwo.

b. Profile dan Respondent Characteristic

The results of the analysis of the characteristics of the respondents in this study are as follows:

a. Age

Table 3. Age of Respondent

Age of Respondent	Number	Percentage
< 20 Years old	52	34,7
20-30 Years old	78	52
> 30 Years old	20	13,3
Total	150	100.0

Source: Data diolah 2018

b. Sex

Table 4 : Sex

Sex	Number	Percentage
Male	68	45,3
Female	82	54,7
Total	150	100.0

Source: Data diolah 2018

c. Latest education

Tabel 5. Latest education of responden

Latest Education	Number	Percentage
Elemnetary	0	0
Secondary	6	4
High School	60	40
Diploma I/II/III	15	10
Undergraduate	64	42,7
Master	5	3,3
Doctorate	0	0
Total	150	100

Source: Data diolah 2018

d. Occupation

Table 6.Occupation

Occupation	Number	Percentage
Civil servant	15	10
Private employee	52	34,7
Army/Police	0	0
Entrepreneur	15	10
House wife	2	1,3
Student	66	44
unemployee	0	0
Others	0	0
Total	150	100

e. Expenditure (monthly)

Table 7. Monthly expenditure

Monthly expenditure	Number	Perscentage
< Rp 1.000.000,-	5	3,3
Rp 1.000.000 – Rp 2.000.000	61	40,7
Rp 2.000.001 – Rp 3.000.000	72	48
Rp 3.000.001 – Rp 4.000.000	10	6,7
Rp 4.000.001 – Rp 5.000.000	2	1,3
>Rp 5.000.000	0	0
Total	150	100

Source Data diolah 2018

c. SEM Analyzes

In this study, an analysis of the effect of experiential marketing variables on visitor satisfaction and visitor loyalty will be analyzed using Structural Equation Modeling (SEM) analysis techniques.

1) Instrument Quality Test

a) Validity Test

Validity test is done by looking at the Loading Factor value of each indicator in the Visitor Satisfaction construct. In this test the indicator is declared valid if it has a Loading Factor value > 0.5 (Ghozali, 2014).

i. *Experiential Marketing*

Table 11. Loading Factor value of Experiential Marketing

Item			Estimate	Result
X15	<---	X1	.944	Valid
X14	<---	X1	.935	Valid
X13	<---	X1	.963	Valid
X12	<---	X1	.868	Valid
X11	<---	X1	.916	Valid

ii. Visitor Satisfaction

Table 12. Loading Factor Value of Visitor Satisfaction variable

			Estimate	Result
Y11	<---	Y1	.898	Valid
Y12	<---	Y1	.923	Valid
Y13	<---	Y1	.956	Valid
Y14	<---	Y1	.934	Valid

Source : Data yang diolah (2018)

iii. Visitor loyalty

Table 13. *Loading Factor Value of Visitor Loyalty variable*

			Estimate	Keterangan
Y21	<---	Y2	.941	Valid
Y22	<---	Y2	.895	Valid
Y23	<---	Y2	.964	Valid
Y24	<---	Y2	.897	Valid
Y25	<---	Y2	.942	Valid

Source: Data yang diolah (2018)

a) Reliability Test

The construct reliability test of Visitor Satisfaction is done by calculating the AVE value and CR of the Visitor Satisfaction construct. In this test the Visitor Satisfaction construct was stated to be reliable if the model AVE was > 0.5 and the CR model was > 0.7 (Ghozali, 2014).

i. *Experiential Marketing*

Table 14. Calculation Results of CR and AVE values
Experiential Marketing Construct

Variable	Indicator	Λ	AVE	CR	Result
X1	X15	0.944	0.857	0.955	Reliable
	X14	0.935			Reliable
	X13	0.963			Reliable
	X12	0.868			Reliable
	X11	0.916			Reliable

Sumber : Data yang diolah (2018)

ii. Visitor Satisfaction

Table 15. Calculation Results of CR and AVE values
Vvisitor Satisfaction Construct

Variable	Indicator	λ	AVE	CR	Keterangan
Y1	Y11	0.899	0.861	0.932	Reliable
	Y12	0.923			Reliable
	Y13	0.955			Reliable
	Y14	0.934			Reliable

Sumber : Data yang diolah (2018)

iii. Visitor Loyalty

Table 16. Calculation Results of CR and AVE values
Visitor Loyalty Constructs

Variable	Indicator	λ	AVE	CR	Result
Y2	Y21	0.941	0.863	0.956	Reliable
	Y22	0.895			Reliable
	Y23	0.964			Reliable

	Y24	0.897			Reliable
	Y25	0.942			Reliable

Sumber : Data yang diolah (2018)

d. Uji Asumsi SEM

1) SEM Assumption Test

Some requirements that must be met in the SEM analysis include requirements for sample size, normality requirements and requirements for the absence of multicollinearity in the model.

a) Adequacy of Sample Amounts

The number of samples used in this study were 150 samples. The minimum sample size for SEM analysis with the Maximum Likelihood estimation method is 100 to 200 (Ghozali, 2014).

b) Normality Test

The results of the normality test in this study indicate that the research data has been normally distributed because the value of c.r skewness univariate all variables have been in the interval $-2.58 < z < 2.58$. So it can be concluded that the data analyzed has met univariate normality. Furthermore, the multivariate c.r value has also been in the range of $-2.58 < z < 2.58$, which is 2.355. So that multivariate can be declared normal. Thus it can be concluded that the research data also has fulfilled the assumption of multivariate normality and is still suitable for further analysis.

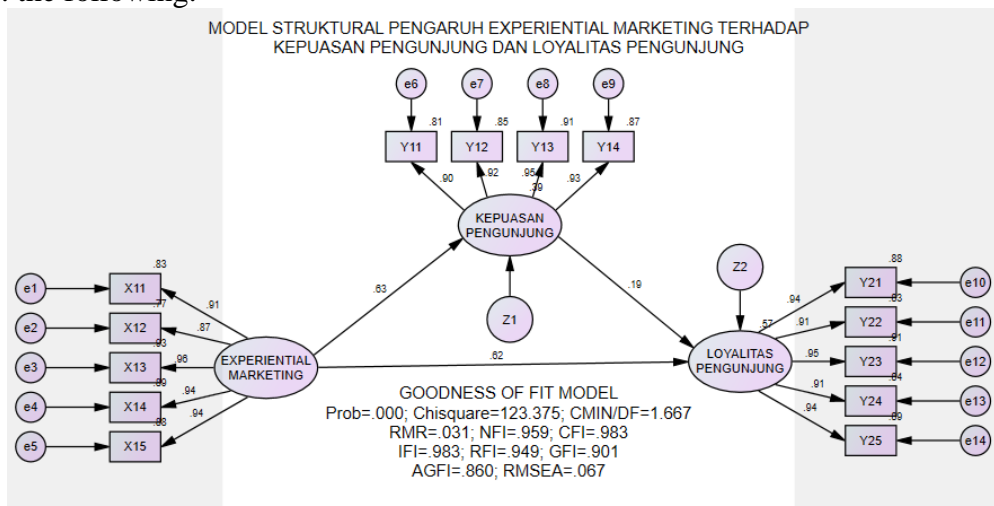
c) Outliers Test

In SEM analysis, outliers can be detected by looking at the mehalonobis distance table. In the table the data is referred to as outliers if the Mahalanobis d-squared value exceeds 36,123, namely the Chi Square value at 24 degrees of freedom (because there are 24 valid indicators analyzed) and a significant level of 0.001.

Outlier detection results in this study indicate that out of 150 data analyzed there is no data that has an mahalonobis distance at 36,123 which means 150 analyzed data does not contain outliers.

e. Goodness of Fit Test

The Goodness of Fit test or the suitability of the structural model in SEM analysis is done by looking at some goodness of fit model criteria such as Chi Square value, probability, CMIN / DF, GFI, AGFI, TLI, IFI, RFI, RMSEA and CFI. The estimation results of the structural model and the results of the goodness of fit model test can be seen in Figure 4.4. the following:



Results of Full Structural Model Estimation

Based on the test results of the analysis of the goodness of fit in this study, the model matching can be seen in the table below:

Table 17. Goodness-of-Fit Index test results in full model

Goodness of Fit Index	Cut-off Value	Research Model	Result
X^2 -Chi-Square	Kecil	123,375	
Significancy Probability	≥ 0.05	0,00	Unfit
RMSEA	≤ 0.08	0,067	Fit
GFI	≥ 0.90	0,901	Fit
AGFI	≥ 0.90	0,860	Unfit
CMIN/DF	≤ 2.00	1,667	Fit
IFI	> 0.90	0,983	Fit
RFI	≥ 0.95	0,949	Marginal fit
CFI	≥ 0.95	0,983	Fit

Ghozali (2014) states that if there are one or two criteria of goodness of fit that have met, then it can be said that the model built is good and feasible to be used in research. From table 4.19. above, it can be concluded that the overall research model has fulfilled the assumption of goodness of fit, where four (4) criteria are at the limit of goodness of fit. Therefore, this research model is suitable for further testing.

f. Hypothesis testing

Hypothesis test results used to see the effect of exogenous variables on endogenous variables in this study can be seen in table 18 as follows:

Table 18. Results of the SEM Model Estimation
Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Y1 <--- X1	.692	.080	8.625	***	par_1
Y2 <--- Y1	.181	.075	2.403	.016	par_2
Y2 <--- X1	.673	.085	7.896	***	par_3

Based on the results of hypothesis testing in the table above, it can be explained the influence of exogenous variables on endogenous variables used in the study as follows:

- 1) Testing the first hypothesis: Experiential marketing has a positive influence on visitor satisfaction

The value of p value of the influence of Experiential Marketing variable on visitor satisfaction ($X1 \rightarrow Y1$) is very significant (***) with C.R having a positive sign of 8.625. These results explain that H1 in this study is accepted, because the p value obtained (***) <0.05 and C.R is $8.625 > 1.96$..

- 2) Testing the second hypothesis: Experiential Marketing has a positive influence on visitor loyalty

The value of p value of the Experiential Marketing variable effect on visitor loyalty ($X1 \rightarrow Y2$) is very significant (***) with C.R having a positive sign of 7.896.

These results explain that H2 in this study was accepted, because the p value obtained (***) <0.05 and C.R was 7.896> 1.96.

- 3) Testing the third hypothesis: Visitor satisfaction has a positive influence on visitor loyalty

The value of the p value of the effect of variable visitor satisfaction on visitor loyalty (Y1 → Y2) obtained a value of 0.016 and the value of C.R is positive with a value of 2.403. Therefore the p value obtained is 0.016 <0.05 and the C.R value is 2.403> 1.96, then H3 is accepted.

- 4) Testing the fourth hypothesis: Visitor satisfaction mediates the influence of experiential marketing on visitor loyalty

In this study, the significance of the mediating role of the variable visitor satisfaction in mediating the influence of experiential marketing variables on visitor loyalty variables will be carried out using the Sobel test. With a significance level of 0.05, H4 is accepted if the p value of the Sobel Test results is <0.05.

Based on the results of the SEM model estimation in table 4.20, obtained values of a = 0.630, b = 0.183, sa = 0.080 and sb = 0.075. With the help of the Sobel calculator the Sobel test results are obtained as follows

Table 19. Result of Sobel Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.630	Sobel test: 2.33068848	0.04946607	0.01976979
b	0.183	Aroian test: 2.3137302	0.04982863	0.02068253
sa	0.080	Goodman test: 2.34802519	0.04910084	0.01887324
sb	0.075	Reset all	Calculate	

Based on the results of the Sobel test in the table above, the p value of the Sobel test results is 0.0198. Because the value of p value obtained <0.05, H4 is accepted.

g. Discussion

The results of testing the hypothesis in this study will be explained in the summary of the discussion as follows:

- 1) Effect of Marketing Experiential Variables on Visitor Satisfaction

The results of the first hypothesis testing in this study state that experiential marketing consisting of sense, feel, think, act, and relate has a positive influence on visitor satisfaction. This is similar to the research of Ming-Shing Lee and Huey-Der Hsio (2012), where the results of their research indicate that experiential marketing consisting of sense, feel, think, act, and relate has a positive relationship with customer satisfaction. The findings of Puti Ara Zena and Aswin Dewanto Hadisumarto (2012) which explained that experiential marketing had a significant positive effect on visitor satisfaction also supported the findings of this study. Experiential marketing in this study is a strategy that provides real experience to consumers before, during, and after feeling the services provided from the cinema to its visitors.

- 2) Effect of Experiential Marketing Variables on Visitor Loyalty

The results of the second hypothesis test in this study state that experiential marketing has a positive and significant effect on visitor loyalty. The higher the value of experiential marketing obtained by visitors, it will have an impact on increasing visitor loyalty. This means that experiential marketing has a positive and significant influence on visitor loyalty at CGV Cinemas. This study also agrees with previous research conducted by Mei-Ying Wu and Li-Hsia Tseng (2014) where the results of their research also prove that there is a positive and significant relationship between experiential marketing on consumer loyalty. Experiential marketing through its five dimensions, namely sense, feel, think, act, and relate can increase consumer loyalty so that

consumers will become loyal visitors by continuing to spread positive things and invite others to become loyal members of CGV Cinemas loyal members and members.

3) Effect of Visitor Satisfaction Variables on Visitor Loyalty

The results of the third hypothesis testing in this study state that visitor satisfaction has a positive and significant influence on visitor loyalty. The higher the customer satisfaction level, the higher the visitor loyalty. These findings are also supported by the findings of R. Ozturk (2015), finding that experiential marketing has a positive and significant effect on customer loyalty. The results of this study are also similar to research conducted by Ming-Shing Lee (2012) where the results of their research prove that consumer satisfaction has a positive and significant effect on consumer loyalty.

According to Bowen & Chen (2001), the company is not enough to have satisfied consumers, companies must make consumers feel very satisfied because it will make them loyal. Loyalty in the process is caused by satisfaction, but the level of customer satisfaction that is capable of forming true loyalty is a certain level of satisfaction not just the usual level of satisfaction. The better the services offered and the services provided, the consumers will be more satisfied so that consumers will become loyal customers by continuing to be visitors to CGV Cinemas bisopops and recommend to others by inviting others to be involved as visitors.

4) Visitor satisfaction mediates the influence of experiential marketing on visitor loyalty

Testing the fourth hypothesis shows that experiential marketing affects visitor loyalty through visitor satisfaction. Experiential marketing is a way to create experiences that will be felt by customers when using products or services through the five senses, affective experiences, creative thinking experiences, customer experiences that are related to the body physically, with behavior and lifestyle, as well as experiences as a result of interactions with others (act).

These findings agree with the findings of Widowati (2017) in which his research shows that consumer satisfaction plays a role in mediating the influence of experiential marketing on consumer loyalty. Memorable product experience and satisfaction to visitors of CGV Cinemas Hartono Mall Yogyakarta, so that visitors will feel satisfied and then loyal. This is consistent with the theory put forward by Tjiptono (2008) that customers will not be able to reach the loyalty stage if they have not previously felt satisfaction from the product or service. Results Thus, the variable customer satisfaction is a mediating variable that has an indirect influence in mediating experiential marketing variables and consumer loyalty variables.

5. CONCLUSION

The conclusions obtained from the results of this study are as follows:

- a. Experiential marketing has a positive and significant effect on visitor satisfaction CGV Cinemas Hartono Mall Yogyakarta. The higher the experiential marketing that visitors get, the higher the level of visitor satisfaction, and vice versa.
- b. Experiential marketing has a positive and significant effect on visitor loyalty CGV Cinemas Hartono Mall Yogyakarta. The higher the experiential marketing that visitors get, the higher the loyalty of visitors, and vice versa.
- c. Visitor satisfaction has a positive and significant effect on visitor loyalty CGV Cinemas Hartono Mall Yogyakarta. The higher the level of visitor satisfaction, the higher the loyalty of visitors, and vice versa.

- d. Visitor satisfaction can significantly mediate the influence of experiential marketing on visitor loyalty CGV Cinemas Hartono Mall Yogyakarta. The high value of experiential marketing will increase visitor satisfaction which in turn will increase visitor loyalty.

6. SUGGESTION

Suggestions that can be submitted from the results of this study are as follows:

- a. For CGV Cinemas CGV Cinemas Hartono Mall Yogyakarta

- 1) Improve the quality of auditorium air conditioning. So, visitors feel comfortable while in a movie theater when watching a movie.
- 2) Add to the comfort of the room so that visitors can feel relaxed and relax, both the auditorium, lounge, lounge, toilet and café.
- 3) Improve the quality of service so that it can adjust the lifestyle of visitors

- b. For the next researcher

Subsequent research is expected to add independent variables outside the variables that have been examined in this study or by conducting research in different places with different research models. Also a more even distribution of questionnaires to more CGV Cinemas outlets.

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