



# PROGRAM AT A GLANCE

The International and National Conference on Business Administration and Accountancy  
(INCBAA 2018)

22 - 23 February 2018

Pullman Khon Kaen Raja Orchid Hotel, Khon Kaen, Thailand

## 22 February 2018

- 08.00 - 09.00 Registration at **Orchid Ballroom 2**
- 09.00 - 09.30 Opening Session
- 09.30 - 10.00 Coffee Break
- 10.00 - 11.30 “Transformative Innovation for Sustainable Business” presented by Dr. Apichai Somboonpakorn, a Consultant of Ministry of Science and Technology (Thailand) at **Orchid Ballroom 2**
- 11.30 - 12.30 Lunch
- 12.30 - 15.30 The First Presentation Session
- 14.15 - 14.30 Coffee Break
- 14.30 - 16.00 The Second Presentation Session
- 17.30 - 21.00 Conference Reception at **Sala Thai, Level 4**

## 23 February 2018

- 09.00 - 16.00 Khon Kaen day trip (only for registers)

กำหนดการประชุมวิชาการระดับนานาชาติและระดับชาติ

ด้านบริหารธุรกิจและการบัญชี ประจำปี 2561

วันที่ 22 – 23 กุมภาพันธ์ 2561

ณ โรงแรม พูลแมน ขอนแก่น ราชา ออคิด จังหวัดขอนแก่น

วันที่ 22 กุมภาพันธ์ 2561

- 08.00 - 09.00 น. ลงทะเบียน ณ ห้อง ออคิด บอลรูม 2
- 09.00 - 09.30 น. พิธีเปิด
- 09.30 - 10.00 น. พักรับประทานอาหารว่าง
- 10.00 - 11.30 น. บรรยายทางวิชาการ หัวข้อ “Transformative Innovation for Sustainable Business” นวัตกรรมเพื่อการเปลี่ยนแปลงสู่ธุรกิจที่ยั่งยืน โดย ดร.อภิชัย สมบูรณ์ปกรณ์ ที่ปรึกษารัฐมนตรีว่าการกระทรวงวิทยาศาสตร์และเทคโนโลยี ณ ห้อง ออคิด บอลรูม 2
- 11.30 - 12.30 น. รับประทานอาหารกลางวัน
- 12.30 - 15.30 น. การนำเสนอผลงานวิจัย (ช่วงที่ 1)
- 14.15 - 14.30 น. พักรับประทานอาหารว่าง
- 14.30 - 16.00 น. การนำเสนอผลงานวิจัย (ช่วงที่ 2)
- 17.30 - 21.00 น. งานพบปะสังสรรค์ (Conference Reception) ณ ห้องศาลาไทย ชั้น 4

วันที่ 23 กุมภาพันธ์ 2561

- 09.00 - 16.00 น. ทักษะศึกษา เรียนรู้วัฒนธรรม เศรษฐกิจ สังคม อีสาน

# Proceeding of the International and National Conference on Business Administration and Accountancy 2018

เอกสารรวบรวมผลงานนำเสนอในงานประชุมวิชาการระดับนานาชาติและระดับชาติด้านบริหาร  
ธุรกิจและการบัญชี ประจำปี 2561

สารสนเทศจากระบบวิชาการระดับนานาชาติและระดับชาติด้านบริหารธุรกิจและการบัญชี ประจำปี 2561

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Proceeding of the International and National Conference on Business  
Administration and Accountancy 2018

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Download Cover

Title Page

TABLE OF CONTENTS

A MESSAGE FROM THE DEAN

ABOUT TRBS NET

PROGRAM AT A GLANCE

PRESENTATION SCHEDULE

List of ABSTRACTS in English

List of FULL PAPERS in English

A MESSAGE FROM THE DEAN  
OF FACULTY OF BUSINESS  
ADMINISTRATION AND  
ACCOUNTANCY,  
KHON KAEN UNIVERSITY



The purpose of this first International and National Conference on Business Administration and Accountancy INCBAA 2018) cooperated with Thailand Regional Business Schools Network (TRBS Net) is to publicize the knowledge from the research and to be the medium for students, lecturers and academics from every institution in Thailand and all over the world to have a chance to present their works and exchange their knowledge.

Faculty of Business Administration and Accountancy, Khon Kaen University (KKBS) is greatly ecstatic and proud of being a host and getting a lot of attention from the researchers around the world and that can be considered as a successful.

การจัดประชุมวิชาการระดับชาติและ  
ระดับนานาชาติด้านบริหารธุรกิจและการบัญชี

We would like to greatly appreciate to be received the assisting and supporting from the three institutions, the public and private organizations in Khon Kaen and Thailand. Last but not least, we would like to thank the presenters, the committees, the guest speakers, the supporters, and the ones who have assisted to complete this conference.

KKBS and TRBS Net will work hard to arrange the academic conferences and other beneficial events in order to continuously develop and strengthen the knowledge of business administration and accountancy. Please continuously follow and support us.

(INCBAA 2018) ที่จัดโดยความร่วมมือของ  
เครือข่ายสถาบันการศึกษามหะภูมิภาสด้าน  
บริหารธุรกิจ (Thailand Regional Business

List of ABSTRACTS in Thai

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List of FULL PAPERS in Thai

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Peer Reviews, Chairs, Conference team

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Covertrack

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การประชุมวิชาการระดับชาติและนานาชาติด้านบริหารธุรกิจและการบัญชี 2561

Information Publications

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Title	Author
INFLUENCE OF SOCIAL MEDIA PLATFORMS ACCEPTANCE ON SMALLER AND PRIVATE COMPANIES' STRATEGIES	Peevara Parnitvitidku Pensri Jaroenwanit
THE EFFECT OF EXPERIENTIAL MARKETING TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS INTERVENING VARIABLE IN WAROENG SPECIAL SAMBAL YOGYAKARTA	Retno Wido PA, Wicaks Pandega Pu
ANALYSIS OF FACTORS RELATING TO THE USE OF RAILWAYS FOR TOURISM: DEVELOPING A CONCEPTUAL FRAMEWORK FROM LITERATURE	Kittanathat Suphan, Thirachaya Chaigasem
THE TOURISM INTERPRETATION PROCESS TO PASSING ON BELIEFS THROUGH CULTURAL TOURISM	Pacharapha Boonprakob Thirachaya Chaigasem
COMMUNITY BASED TOURISM AND SUBJECTIVE WELL-BEING	Anavin Suwanna, Thirachaya Chaikasem



## THE EFFECT OF EXPERIENTIAL MARKETING TO CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS INTERVENING VARIABLE IN WAROENG SPECIAL SAMBAL YOGYAKARTA

Retno Widowati PA<sup>1</sup>

Wicaksana Pandega Putra<sup>2</sup>

### Abstract

This study aims to analyze the influence of experiential marketing variables on customer loyalty, experiential marketing to customer satisfaction, customer satisfaction on loyalty and experiential marketing to customer loyalty through customer satisfaction as intervening variable. This research was conducted on Special Waroeng Sambal a chain restaurant in Yogyakarta with 139 samples with purposive sampling technique of non random sampling with Structural Equation Modeling method that was processed using AMOS 23.0 program. The results of this study indicate that experiential marketing has no effect on customer loyalty. Experiential marketing has a significant positive effect on customer satisfaction, while customer satisfaction has a significant positive effect on customer loyalty and experiential marketing affect loyalty indirectly through customer satisfaction as *intervening variable*.

**Keywords:** *Experiential Marketing, Customer Satisfaction, Customer Loyalty, SEM*

### Introduction

In this modern era there are so many marketing strategies that a businessperson does to achieve maximum sales, because it is all caused by a competitive competition between one business and another in the business line, and the right marketing strategy becomes the determinant increase sales. One way of such strategy is by providing a memorable experience to the consumer so as to create a feeling, satisfaction, and

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<sup>1</sup> Ph.D, The Department of Management, Faculty of Economics and Business Universitas Muhammadiyah Yogyakarta, Indonesia. E-mail : [retno.widowati@umy.ac.id](mailto:retno.widowati@umy.ac.id)

<sup>2</sup> Student, Marketing, Faculty of Economics and Business Business Universitas Muhammadiyah Yogyakarta, Indonesia. E-mail : [pandega.putra@outlook.co](mailto:pandega.putra@outlook.co)

an in-depth impression for a product that we offer Experiential marketing strategy is a strategy where to create experiences to consumers so that consumers feel an impression with such experience and making consumers will not forget it and expected consumers will feel satisfaction, after consumers feel satisfied are expected to be loyal to the products we sell and will make repurchase.

Through experiential marketing strategies a marketer will try to understand what consumers want and always meet the needs of consumers, but consumers will also feel understood to be pampered with a memorable experience by marketers, using this strategy a marketer can play a consumer emotion.

Experiential marketing aims to increase long-term loyalty to its customers by providing a different experience with other companies and not to be forgotten when using the products it bought this opinion according to Rosanti et al (2014). According Smilansky (2009) states that experiential marketing is a process to identify in satisfying the needs and aspirations of consumers who put together through two-way communication that makes the brand image entered in the consumer. Experiential marketing can be presented through five elements, namely: sense, feel, think, act, and relate.

Experiential marketing research definitely requires an object of research, and the proper research object for experiential marketing strategy is a restaurant because a restaurant not only provides a product, but the restaurant also provides new experiences and tastes to consumers, by providing a comfortable place , a unique service that gives rise to a deep impression for consumers.

One of the factors of the authors to choose a restaurant because of culinary in Indonesia is so many from micro scale to macro scale, as noted in the Central Bureau of Statistics (BPS) that throughout the year 2012 to the end of 2014, the growth of the number of micro food industry companies experienced a significant increase .

In 2012, there were 2,812,747 micro-scale food companies. However, this figure jumped sharply in 2013, as many as 74,268 micro enterprises, to 2,887,015 micro-scale food companies then that figure jumped about 450% from 2013 or as many as 333,548 micro-scale food companies by the end of 2014, to as many as 3,220,563 food companies micro scale throughout Indonesia is quoted from <http://www.mri-research-ind.com/berita-235-surga-kuliner-industri-makanan-ri-melonjak-tinggi.html>.

According to research data from the Central Bureau of Statistics (BPS) published in 2016 on Restaurant or Restaurant Statistics in Indonesia in 2015, mentioned that for restaurants and restaurants there are 4.66 billion average income per year, 2.48 billion average expenditure per year, 26 average number of workers per restaurant and restaurant, 131 average seats available, and most importantly 227 average visitors per day at any restaurant or restaurant.

Based on the above data, the researcher tries to analyze the restaurant which has more than 50 branches in Indonesia that is Waroeng SS or standalone of Waroeng Sambal Special, Waroeng SS will be the object in applying experiential marketing strategy to analyze how big influence to customer satisfaction and loyalty customer.

Waroeng SS established since 2002 which started its business with armed stalls on the roadside, precisely located Jl.Kaliurang Km 3 west of Graha Saba Pramana building UGM Mlati, Sleman, Yogyakarta Special Region, starting from where the career of Waroeng SS started by carrying the concept of cuisine spicy and javanese, Waroeng SS now has more than 50 branches in Indonesia spread across the island of Java and Bali with armed with more than 25 types of chili sauce and more than 20 types of side dishes, and carries the concept of javanese, Waroeng SS managed to target consumers appropriately.

The author also wants to analyze the extent of experience and impressions that have been given by Waroeng SS to consumers, so that the creation of a customer satisfaction and customer loyalty to Waroeng SS, so less than 20 years Waroeng SS has been known in various regions in Indonesia.

### **Research Objectives**

Based on the above background, the research objectives are to analyze

1. The effect of Experiential marketing on customer loyalty
2. The effect of Experiential on customer satisfaction
3. The Effect Customer satisfaction on customer loyalty
4. The Effect of Experiential marketing on customer loyalty through customer satisfaction as intervening variable

### **Theoretical background**

This research has the main theoretical source from Schmitt (1999) entitled "Experiential Marketing: How to get consumers To Sense, Think, Act and Relate to Your Company and Brands" and on this theoretical framework will be discussed about experiential marketing, satisfaction customer and customer loyalty based on existing theory studies.

#### *Customer loyalty*

Customer loyalty by Tjiptono (2014) states that repeat buying behavior solely concerns the purchase of the same brand repeatedly and the creation of satisfaction can provide several benefits such as



the relationship between the company and the customer become harmonious, the basis for repeat purchase and create customer loyalty as well word of mouth recommendation that benefits the company.

There are three indicators can be used to measure consumer loyalty according to Zeithaml (1996) in Dharmayanti and Sheehan (2013) namely:

a. Continue purchasing, in the form of attitude to buy repeatedly by these consumers to a particular service providers that cause repetition that can be based on loyalty

b. Say positive thing, in the form of delivery to others in the form of words positively about a service provider, usually in the form of story reviews or experience description

c. Recommend friends, is a process that leads to invite others to come to enjoy the service provider, as a result of positive experience felt

A company will feel a stable sale and feel its product is recognized among people more quickly if a customer is loyal to the company, because a customer who has a high level of loyalty will be loyal and will tell the company's products to relatives, others or anyone else. This is because a customer has the pride of owning or consuming products on the company

#### *Customer satisfaction*

According to Wilkie in Tjiptono (2014) gives the definition of customer satisfaction as an emotional response to an evaluation of the consumption experience of a product or service, and according to Engel, et al in Tjiptono (2014) states that customer satisfaction is a purnabeli evaluation in which the alternatives chosen at least lack of equal or surpass customer expectations.

So it can be interpreted that Customer Satisfaction is an emotional response to consumers who have bought and consumed a particular product or service expressed in a sense of satisfaction or dissatisfaction.

According to Wilkie (1994) in Cristiyan and Dharmayanti (2013) there are three elements in customer satisfaction that include expectations, performance, comparison.

a. Expectations (hope)

The consumer's expectation of a good or service has been formed before the consumer purchases the goods or services. At the time of the purchase process, consumers expect that the goods or services they receive in accordance with their expectations, desires, and beliefs

b. Performance (performance)

Performance is the consumer's experience of the actual performance of goods or services when used without being influenced by their expectations.

c. Comparison (comparison)

After consuming goods or services then consumers will compare expectations of the performance of goods or services before buying with the actual performance of the goods or services.

#### Experiential Marketing

Experiential marketing actually has 2 syllables that is experiential and marketing. According to Schmitt (1999) experiential definition is the experience of consumers after using products marketed by the manufacturer, and Kotler's (2009) definition of marketing is an activity in order to introduce new goods by producers to the consumer.

According to Kartajaya in Dewi (2015) states that experiential marketing is a marketing concept that aims to form a viable customer by touching the customer's emotions by creating positive experiences and a positive feeling towards the service and product.

So it can be interpreted that experiential marketing is a method of marketing in order to introduce products or services to the consumer by the manufacturer where in introducing the product is given a positive experiences by touching the consumer's emotions, causing an impression in the minds of consumers.

In addition Schmitt (1999) also suggested that experiential marketing has 5 elements required, which is an explanation of SEMs, then Schmitt also explains the five basic elements of Experiential Marketing as follows:

*a. Sense*

Sense is something that can be felt by the five human senses, such as sound, taste, sight, touch, and smell.

*b. Feel (Feelings)*

Feel is related to positive moods and feelings to the consumer, and if the company can create it consistently then customer satisfaction and customer loyalty will materialize.

*c. Think (Thoughts)*

Think deals with a conceptual or thought that can make customers feel curious and provoked, can be represented as surprises created through verbal and visual forms that are shown to attract interest from customers.

*d. Act*

Act relates to the behavior or actions taken by the consumer, such as lifestyle and give the impression.

*e. Relate (Relations)*

Relate is still related to other aspects of experiential marketing formers, the difference is that the relate connects individuals with wider social culture to self-improvement, socio-economic status, and image his study has several articles contained in several journals that confirm the causal relationship between variables, such as:

a. The Relationship Effect of Experiential Marketing on Customer Loyalty which has been confirmed by Lee et al (2010), T.Oeyono et al (2013), Dharmawansyah (2013), Suryawan et al (2013), Dewi et al (2015), Rozaqie et al (2016).

b. The Relationship of Experiential Marketing Effects on Customer Satisfaction confirmed by Yi Hua Erin et al (2008), Lee et al (2010), T.Oeyono et al (2013), Noegroho et al (2013), Suryawan, et al (2013), Chandra et al (2013), Rosanti et al (2014), Tetanoe et al (2014), Dewi et al (2015), Rahayu et al (2016).

c. The Relationship Effect of Customer Satisfaction on Customer Loyalty has been confirmed by Hallowel (1996), Lee et al (2010), T.Oeyono et al (2013), Noegroho et al (2013), Dharmawansyah et al (2013), Suryawan et al (2013), Dewi et al (2015)

d. The Relationship Effect of Experiential Marketing on Customer Loyalty through Customer Satisfaction as a mediating variable.

Note: adapted from Schmitt (1999), Smilansky (2009), Kotler (2009)

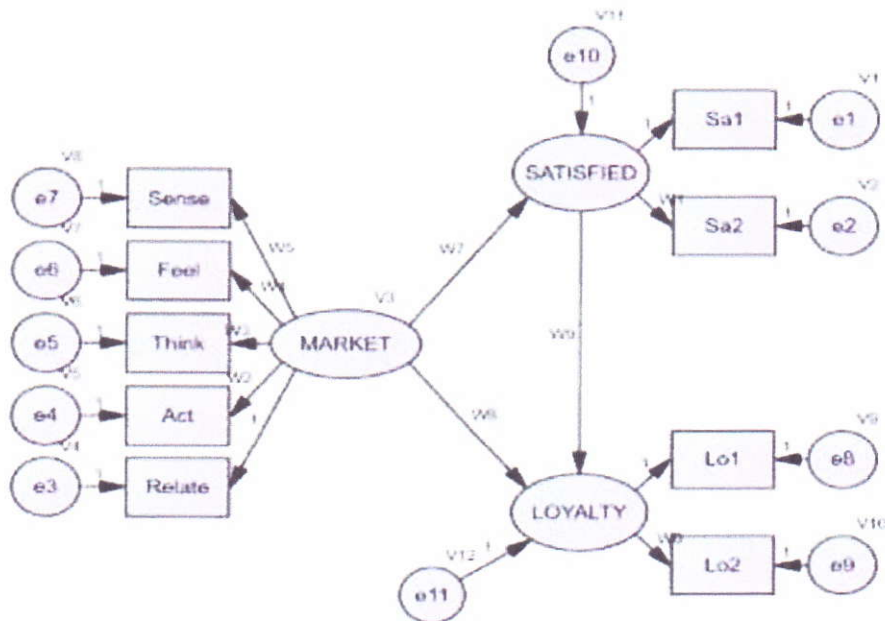


Figure 1. Research Model

Hypothesis:

H1: Experiential marketing has a significant positive effect on customer loyalty

H2: Experiential marketing has a significant positive effect on customer satisfaction

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

H4: Experiential marketing has a significant positive effect on customer loyalty through customer satisfaction as intervening variable

### Research Method

This research is included into quantitative research type by processing the result of research into statistical analysis, and this research include causality research which explains the relationship of influence between exogenous variable that is experiential marketing toward endogen variable that is customer loyalty and through intervening variable that is customer satisfaction.

Sampling technique in this research by purposive sampling non random sampling which where have certain consideration criteria are:

- a. Consumers who have bought the product at least 2 times
- b. Male or female age limit of 17-50 years old.

Data collection in this study using survey method by using questionnaires distributed directly to consumers Waroeng Special Sambal in Yogyakarta. This study used a total of 150 samples, because this research uses Maximum Likelihood estimation where the estimation is recommended using 100-200 sample amount according to Ghozali (2011).

The analytical approach used in this study using Structural Equation Modeling (SEM), SEM is a model of second generation structural equation of multivariate analysis technique according to Bagozzi and Fornell (1982) in Ghozali (2014), and because this research approach using SEM hence testing of this research instrument using Confirmatory Factor Analysis (CFA) as validity with valid loading factor criterion  $> 0.5$  according to Ghozali (2011) and Cronbach's Alpha Reliability as a measurement of the reliability of this research variable with the reliable criteria  $\alpha > 0.6$  according to Sekaran (2006).

### Result and Discussion

After the spreading of the questionnaire, the researcher got the result that from the 150 questionnaires, 11 questionnaires were included into the data defect. This study used the remaining questionnaire of 139 samples to be processed into the structural equation, and obtained the respondent characteristics with the number of men 43, 89% and female 56.11%, dominant respondent age is 17-20 years

old with percentage 39,57%, dominant city of origin is Sleman with percentage 31%, dominant work type is student / student with percentage 46,76 %, the average cost of product spending is Rp10,000-Rp20.000, and the dominant visiting activity is to gather with family or friends with a percentage of 48.20%.

*Instrument Test Results or Pre-test*

The test of this instrument uses the sample number of 135 respondents with the number of question items totaling 25, this test to measure whether the question item or indicator can be said valid and reliable or not.

*Confirmatory Factor Analysis (CFA)*

Confirmatory factor analysis is a validity with each indicator seen from how much loading factor, in many research indicators that are considered valid if large loading factor  $\geq 0,70$ , but in the research that has not been established loading factor  $\geq 0,50-0,60$  is still tolerable, the author takes the lower limit of the loading factor with  $\geq 0.50$  is still acceptable, and if there is an invalid indicator or item then it should be disposed and re-run to get valid results. Ghozali (2011). The results of this CFA test stated that from 25 items of question there were only 14 items of questions that were said valid with the valid criteria of loading factor value  $> 0.5$  which was processed using the help of AMOS 23 software.

*Test Reliability*

Reliability testing using Cronbach's alpha is processed using SPSS version 23, with  $\alpha > 0.6$  (now, 2006) and the following criteria are the results of reliability testing in this study.

Table 1

*Testing Reliability*

N	Variable	Cronbach'alpha
1 3 5	Experiential marketing	0,904
1 3 5	Satisfaction	0,783
1 3 5	Loyalty	0,793

Based on the results obtained above then all the variables in this study can be expressed reliably with an alpha value of more than 0.6, and on the results of testing this research instrument can be concluded that from 25 items questions there are only 14 are declared valid, and with all variables are said reliable, then for structural modeling and hypothesis testing the number of items used amounted to 14 items.

### Structural Equation Modeling Analysis

SEM analysis has an equation model that must be made based on the underlying theory with the help of AMOS software version 23.

After SEM modeling, inputting input matrices can be either covariance, mean or correlation, then identify the model with the condition of the model must be overidentified with the value of degrees of freedom worth 24 or positf, and the results in this study value degrees of freedom worth 24 or positive then it can be said this research is overidentified.

The next step is to evaluate the structural model by looking at the size of the sample size, the normality of the data and the observation of data outliers, in the evaluation of the structural model has been met and continue for the test of goodness of fit.

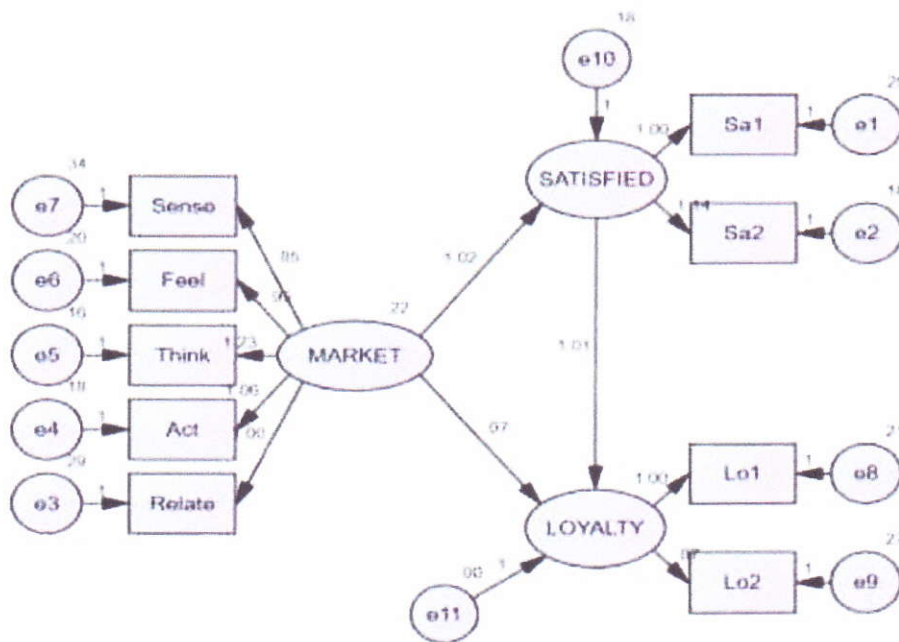


Figure 3 Output of SEM Modeling Goodness of fit Test Results

Note: amos output 23

Table 2

*Goodness of Fit Index*

<i>Goodness of Fit Index</i>	<b>Model Penelitian</b>	<i>Cutt off Value</i>	<b>Evaluasi Model</b>	
			<b>Sumber</b>	<b>Kriteria</b>
$X^2$ Chi-Square	33,768	Diharapkan kecil	Ghozali (2011)	<i>Fit</i>
<i>Probability</i>	0,089	$\geq 0,05$	Ghozali (2011)	<i>Fit</i>
RMSEA	0,054	$\leq 0,08$	Ghozali (2011)	<i>Fit</i>
GFI	0,949	$\geq 0,90$	Ghozali (2011)	<i>Fit</i>
AGFI	0,905	$\geq 0,90$	Ghozali (2011)	<i>Fit</i>
CMIN/DF	1,407	$\leq 2,00$	Ghozali (2011)	<i>Fit</i>
TLI	0,976	$\geq 0,95$	Ghozali (2011)	<i>Fit</i>
CFI	0,984	$\geq 0,95$	Ghozali (2011)	<i>Fit</i>

Based on the table above can be seen that the overall model shows a good level of conformity. Thus, the result of goodness of fit test on the standard model used in this study indicates that the observed data is in accordance with the theory or model.

*Hypothesis testing*

The next step is to perform hypothesis testing, and hypothesis test in this study using regression weights, criteria for hypothesis testing refers to Ghozali (2011) who argue that if the value of critical ratio (CR) > 1.96 and p-value with the ratio of significance level ( $\alpha = 5\%$ ) or <0.05 then the exogenous variables affect the endogenous variables, but if CR <1,96 and p-value > 0.05 then the exogenous variables do not affect the endogenous variables, CR with (\*\*\*) three star means the value is very low ie <0.001.

Table 3

*Hypothetical Test Results*

No	Hypothesis	H	C.R.	P	Description
1	Experiential marketing > Customer Loyalty	H1	0,339	0,735	Not significant
2	Experiential marketing > Customer satisfaction	H2	6,196	***/<0,001	Positive significant
3	Customer Satisfaction > Customer loyalty	H3	6,070	***/<0,001	Positive significant
No	Hipotesis	H	Direct	Indirect	Positive significant
4	Experiential marketing > customer satisfaction ➤ Customer loyalty	H4	0,45	0,718	

Based on the above table to get the result that from hypothesis 1 to hypothesis 4, there is 1 hypothesis that does not significantly influence the hypothesis 1. For more details will be described based on each hypothesis as follows:

*a. The influence of experiential marketing on customer loyalty (H1)*

Hypothesis 1 estimates that experiential marketing has a positive and significant effect on customer loyalty based on the results above CR value is 0.339 and P value is 0.375, so it does not meet the criteria of influence of variable relationship, criteria required with CR value > 1.96 and level of significance P < 0.05, So based on these results concluded that experiential marketing variables have no effect on customer loyalty.



This result is supported by the theory Tjiptono (2008) that a consumer will not reach the stage of loyalty if it has not felt a satisfaction product, based on confirmation of the theory then hypothesis 1 is not has a direct effect of experiential marketing to customer loyalty but in hypothesis 4 there is no effect directly between experiential marketing to loyalty through variables customer satisfaction.

*b. The influence of experiential marketing on customer satisfaction 2 (H2)*

Hypothesis 2 estimates that experiential marketing has a positive and significant impact on customer satisfaction, based on the above results, the value of CR is 6.196 and the value of P is (\*\*\*) or  $<0.001$ , so that it can meet the criteria of the influence of variable relationship, the value required  $CR > 1.96$  and the significance level  $P < 0.05$ , So based on these results concluded that experiential marketing variables affect customer satisfaction.

This finding is then in line with the results of research T. Oeyono et al state that the existence of significant positive influence between variables experiential marketing to customer satisfaction and supported by theory Smilansky (2009) which states that experiential marketing is processes for identifying and satisfying needs and customer aspiration.

*c. The influence of customer satisfaction on customer loyalty (H3)*

Hypothesis 3 assumes that customer satisfaction has a positive and significant impact on customer loyalty, based on the above result, CR value is 6,070 and P value is (\*\*\*) or  $<0.001$ , so it can fulfill criteria of influence of variable relationship, with criteria value required  $CR > 1.96$  and the level of significance  $P < 0.05$ , So based on these results it is concluded that customer satisfaction variables affect customer loyalty. This ipotesis is in line with the results of research T.Oeyono et al states that there is a significant positive influence between variables customer satisfaction with customer loyalty and supported by theory. Kotler (2009) and Tjiptono (2008) who stated that satisfaction and loyalitas has a very strong relationship and a consumer does not will reach the stage of loyalty if it does not feel the satisfaction of a product.

*d. The influence of experiential marketing on customer loyalty through customer satisfaction (H4)*

This hypothesis suggests that experiential marketing has a positive and significant effect on customer loyalty through customer satisfaction, and in the results of this study stated that H4 has a positive influence between experiential marketing on customer loyalty through customer satisfaction. The finding is then in line with as suggested by T.Oeyono et al. that the more consumers feel satisfied the more.

Such consumers are loyal and supported by the theories of Schmitt (1999) and Tjiptono (2008) that to get a loyal consumer is necessary by bringing experience unique experience, but to achieve stage loyalty s need to go through the stage of satisfaction.

Table 4

*Direct and Indirect Effect*

Variable	Experiential Marketing	
	Direct	Indirect
Loyalty	.045	.718

Based on the value of direct experiential marketing influence on customer loyalty is 0.045, and the value of indirect experiential marketing influence on customer loyalty is 0.71.

**Conclusion**

Based on the results of data analysis and hypothesis testing that has been done with modeling structural equation modeling (SEM), and run through program of AMOS version 23, where to test the four hypotheses with object Waroeng SS in Yogyakarta in this research, which include experiential marketing influence to customer loyalty , experiential marketing on customer satisfaction, customer satisfaction on customer loyalty and experiential marketing influence on customer loyalty through customer satisfaction as intervening variable, it can be concluded that:

1. Experiential marketing does not have a significant positive effect on customer loyalty
2. Experiential marketing has a significant positive effect on customer satisfaction
3. Customer satisfaction has a significant positive effect on customer loyalty
4. Experiential marketing has a significant positive effect on customer loyalty through customer satisfaction as intervening variable

**Limitations of the Research**

In this study, researchers realize that there are still many limitations of research, including:

1. In this study, researchers only measure customer loyalty based on experiential marketing variables and customer satisfaction variables, so still not able to describe the effect on customer loyalty as a whole.
2. In this study, researchers only examined some branches of Waroeng Special Sambal located in Yogyakarta



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