

## **CONCURRENCY OF THE EXPERIENTIAL MARKETING MODEL TO CREATE CUSTOMER SATISFACTION**

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### **ABSTRACT**

We have surveyed 100 residents of the Royal Sentul Park Apartments, Bogor, West Java, Indonesia. Respondent characteristics based on gender and age in this survey period were dominated by 57% of men and the age of range between 17-55 years old. Respondent's education level is dominated by D3/S-1, women at 51% and men at 45%. Primary data was obtained by distributing hardcopy questionnaires and Google forms utilized a Likert scale. The Purpose of this research is analyzing Experiential Marketing in creating Customer Satisfaction through Celebrity Endorsements and WOM. Analysis of model equations uses path analysis. The results of the analysis show that the role of Experiential Marketing in creating Consumer Satisfaction has a positive influence both directly and indirectly through Celebrity Endorsement and WOM variables. Celebrity endorsement and WOM are important in advertising to build product recognition, especially for Royal Sentul Park apartments, and also in understanding the functions and characteristics of apartment products for consumers. An endorser is selected from a reference group who is considered to have the ability to act as a role model for the target market and also act as a provider of information, he/she communicates the features or facilities of the benefit value of the apartment product through media technology applications. The role that creates emotional feelings towards an apartment product for consumers in creating pleasant experiences is celebrity endorsement variable. The role that create positive value opinions for apartment products is WOM by utilizing buzzers and social media technology.

**Keywords:** experiential marketing, celebrity endorsement, consumer satisfaction, word of mouth (WOM).

### **1. INTRODUCTION**

According to Bank Indonesia (Central Bank of Indonesia) data, demand for commercial property continues to improve throughout 2022. Bank Indonesia data for Quarter 1 (first) of 2022 shows that commercial demand was recorded to have increased by 1.19% (yoy), higher than in Quarter 4 (four) of 2021 of 1.01% (yoy); Bank Indonesia data in Quarter 2 (two) of 2022 shows that commercial demand was recorded to increase by 1.52% (yoy); Bank Indonesia data in Quarter 3 (three) of 2022 shows that commercial demand was recorded to increase by 1.48% (yoy); Bank Indonesia data in Quarter 4 (four) 2022 shows that commercial demand was recorded to increase by 0.76% (yoy). The increase was driven by improved demand in the sales category, especially in the office, industrial land, and warehouse complex segments in several areas, especially in Jabodetabek.

The phenomenon of demand for vertical housing (apartments) is recorded to have experienced growth of 12.4% quarterly in 2023. The apartment market is believed to continue to recover considering demand conditions continue to increase until 2023 (Ignacio Geordi Oswald, 2023), however, Ferry Salanto, head of research at Colliers Indonesia said that although the apartment market may not have fully recovered yet. Apartment consumer preferences are considered to be starting to shift with a tendency to look for units that have been completed for investment security. This is because apartments will be the future of the property sector in terms of efficient land use and more affordable prices for the public. Apartments also have other advantages, namely more efficient buildings, maintenance, cleanliness, and parking that are taken care of by the management in order to lifestyle become easier. One of the determining factors for success in managing an apartment marketing strategy is the presence of professional and experienced marketing personnel. The purpose of providing experienced marketing personnel is to achieve customer satisfaction and create customer loyalty thereby providing positive feelings towards services and products (Kertajaya, 2010). Consumers also need more product benefits than the core of the product, so marketers or companies must create quality products or services so that they can create unforgettable sensations and experiences from customers emotional.

Customers tend to be more interested in buying, using, and experiencing an items/services if their perception of the items or services are higher (Amin & Tarun, 2019). Customer's attracts is not only to all products/services attributes are seen as equally important to them, there is a linear relationship between products quality and overall customer satisfaction (Lin et al, 2010). Service providers must understand the influence of different quality attributes in allocating resources to increase customer satisfaction or at least minimize dissatisfaction (Fynes & De Burca, 2005). Consumers who already purchased products and services will make an assessment and they have two possibilities,

satisfaction and dissatisfaction to the products/services (Lupioyadi and Hamdani, 2013). Products/services fulfillment on satisfaction results should repeated purchases in the future. Meanwhile, dissatisfaction causes customers to move to other places or not buy products/services (Farida, 2014). Consumers who repeat in several times to buy are loyal customer. However, customer defection is the opposite, customer loyalty feels unfulfilled for several reasons such as facilities availability and lack of choice, unfulfilled representative places, and lack of customer service. Because customer satisfaction is the key to the relationship between a company and its customers (Sallam, 2015).

The role of celebrity endorsement and WOM is very much needed in promoting residential products. Celebrity endorsement is someone who receives public recognition and uses his popularity to influence consumers through advertising (Mc Cracken, 1989). Utilization to celebrities or figures in promoting residential products can be said to be less than optimal, even though there is a match between the attributes of the celebrity or figure and the product to be promoted. Utilization to celebrities or figures in advertisements is expected to attract viewers which in turn can attract higher purchasing interest.

Customer satisfaction is a key factor in driving product or service performance when it exceeds expectations because post-purchase consumer thoughts reflect how much consumers like or dislike the product or service after the transaction occurs (Woodside et al., 1989).

### **Experiential Marketing**

Experiential marketing is a marketing concept that the objectives are creating loyal customers by touching customer satisfaction and providing positive feelings about services and products (Kartajaya, 2010). Experiential marketing emerged from Schmitt's ideas (1999). Experienced marketers view consumers as rational, emotional human beings who are concerned with achieving pleasurable experiences. What differentiates traditional marketing from experiential marketing is sensory experience (reason); affective experience (feeling); creative cognitive experience (thinking); physical experience, behavior, and lifestyle (act); and the experience of social identity resulting from connection to a reference group or culture (relationship). It is hoped that it can create an impression and holistic experience for consumers and ultimately create customer loyalty (Schmitt, 1999).

Based on experiential definition definition, it can be concluded that experiential marketing is a marketing concept in creating a customer satisfaction experience in the company. Through its elements (feeling, sensing, acting, thinking, relating), it can increase consumer expectations regarding the real experience obtained by consumers to create customer value in increasing consumer loyalty in the long term. According to Schmitt (1999), experiential marketing can be identified through the following indicators; sensory experience (feeling), affective experience (feeling), creative cognitive experience (thinking), physical experience, behavior and lifestyle (acting); and experiences of social identity related to reference groups or culture.

Smilansky (2009) found that experiential marketing has many benefits for companies, such as surviving in intense competition, avoiding price wars, gaining profits from loyal customers, and encouraging customers to do WOM. The research conducted by Kailani and Ciobotar (2015) which states that experiential marketing has a positive effect on WOM. Meanwhile, according to Lin (2012), experiential marketing has a positive effect on WOM. Customers tend to be more interested in buying, using, and experiencing goods or services if their perception of the goods or services is higher (Amin & Tarun, 2019). Muhammad, Yessy Artanti (2016) *The Impact Of Experiential Marketing On WOM (WOM) With Customer Satisfaction As The Intervening Variable* The experiential marketing variable has a positive and significant impact on customer satisfaction, variable customer satisfaction has a positive and significant effect on WOM, experiential marketing variable has a positive impact and has a significant effect on WOM, the experiential marketing variable has a positive and significant impact on WOM with customer satisfaction as an intermediary variable.

### **Celebrity Endorsement**

Celebrity endorsement is defined by Freiden (1984) as a celebrity who is directly connected to the product being advertised. According to McCracken, (1989: 310) a celebrity endorsement is someone who has the status in public recognition who utilize his popularity to influence consumers with advertising. Furthermore, Kotler et al, (2007) wrote that celebrity endorsement is one of the communication channels used by celebrities to express their words to carry out brand promotions based on their popularity and personality.

According to Garthwaite, 2014: 76) celebrity endorsement is advertising which is quite common for carrying out promotions utilizing celebrities, such as cosmetic products, watch products, alcohol, cars, pharmacies, weight loss programs, and financial services to increase Brand Awareness.

According to Tjiptono (2008: 226), one method of indirect communication that is based on information about the advantages, benefits, and advantages of a product is through advertising media. Furthermore, Kotler & Keller (2009: 553) state that good and effective advertising contains ideal messages that can attract attention, arouse more curiosity, generate desire, and stimulate real action. The success of an advertisement cannot be separated from the role of the advertising star. The use of advertising stars in television advertisements is an appropriate alternative strategy for introducing products to consumers. Kotler & Keller (2009:519) explain that celebrity endorsement is the use of sources such as interesting or popular figures in advertising, this is a fairly creative way to convey a message so that the message conveyed could get higher attention and could be remembered.

According to Shimp (2003), celebrity endorsement is using artists as advertising stars in the media, starting from print media, social media, and television media. Celebrities are utilized their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness which often represent the desired attractiveness of the advertised brand. Celebrity endorsers are divided into three, those are ordinary people, celebrities, and experts. Celebrities as endorsers are believed to be able to influence consumer buying interest to boost product sales (Kiswalini and Nurcahya, 2014). Utilizing celebrity endorsers who have millions of fans, brilliant careers, and rising popularity will certainly make it very easy to create audience awareness of the endorsed brand.

This is by the results of research by Kurniawan and Yohannes (2014) which states that an important factor that must be considered when choosing a celebrity endorser is the celebrity's popularity. Creating audience awareness of brands endorsed by celebrities, they can also form a good image of a product. Research conducted by Ikaningsih, et al (2017) stated that if a product uses a celebrity who has many fans, it will create a good brand image in society because they assume that the celebrity has good taste and can represent consumer needs.

Researcher from Livya Setiawan (2018) This research concludes that Celebrity Endorsements are very helpful in recommending a brand in forming Brand Awareness. There is a positive influence between Brand Awareness on Purchase Intention. Brand Awareness from a good brand will further strengthen Purchase Intention in the minds of consumers.

### **Word Of Mouth (WOM).**

According to Kotler and Keller (2009:512), WOM is a marketing activity through person-to-person media, either verbally, in writing, or via electronic communication tools connected to the internet, which is based on experience with products or services. In general, WOM can be interpreted as an activity that provides information regarding an assessment or view of a product or service to those closest to you as to whether the product or service is suitable for consumption or not for other potential consumers.

WOM is word-of-mouth communication about views or assessments of a product or service, either individually or in groups to provide personal information. WOM is a very effective strategy that influences consumer decisions in utilizing Shopee's online shop services to buy products and WOM can build a sense of trust among customers. WOM is a very effective strategy that influences consumer decisions in using products or services and WOM can build a sense of trust among customers.

Researcher from Kiki Joesyiana (2018) The influence of WOM on consumer purchasing decisions on the Shopee online shop media in Pekanbaru, concluding that WOM has a significant influence on consumer purchasing decisions through the Shopee online shop media in Pekanbaru. WOM has a positive contribution to consumer purchasing decisions through the online shop Shopee in Pekanbaru.

### **Consumer Satisfaction**

Customers will be normal if the quality of service they receive is the same as their estimates or expectations. Customers become disappointed if the quality of service they receive is worse than their estimates or expectations. According to Kotler and Keller (2009; 164), "Satisfaction is a person's feelings of pleasure or displeasure that result from comparing a product's perceived performance (or outcome) to their expectations". According to Kotler and Keller, satisfaction is defined as a customer's perceived feeling of being satisfied or dissatisfaction by comparing the performance produced by a product. If performance fails to meet expectations, then customers would not be satisfied. The inverse will happen, whereas if performance exceeds expectations, then the customer would be very satisfied or happy. Because usually satisfied customers tend to be more loyal to the products offered, and will then tell other people about the company or product that satisfy consumers.

Consumer satisfaction is a key factor that drives product or service performance to exceed expectations. Satisfaction is a consumer's post-purchase state of mind that reflects how much the consumer likes or dislikes the service already

occurs (Woodside et al., 1989). In the existing literature, there are two conceptualizations of consumer satisfaction: (a) transaction-specific satisfaction, and (b) cumulative satisfaction (Woodside et al., 1989). The first relates to what results from a single purchase of a product or service and its utilization. The second relates to overall satisfaction with a product or service after multiple purchases and experiences over time, which leads to consumer loyalty. This definition states that consumer satisfaction is a consumer's response to the evaluation of the perceived difference between previous expectations and the actual performance of a product or service after consumption (Tse and Peter, 1988). Consumer satisfaction in business potential can be a guide for producers in improving performance (Zairi, 2000). Customer satisfaction leads to customer loyalty, recommendations, and repeat purchases (Wilson et al., 2008). According to Tjiptono (2012:311), customer satisfaction is the customer's response to the perception evaluation of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question. Consumer satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are being fulfilled well. Customer satisfaction is not an absolute concept, but relative or depends on what the customer expects. Operationalization of measuring customer satisfaction can use several factors, such as expectations, level of importance (importance), performance, and ideal factors (Tjiptono & Chandra, 2007: 137).

## 2. METHOD

This research utilizes a quantitative approach with the type of explanatory research by conducting hypothesis testing. Primary data was obtained by distributing questionnaires utilize a Likert scale. The sampling technique uses the entire population as a sample (census). Data quality analysis was carried out by testing the validity, reliability, and normality of the data and analysis of the equations of this research model using path analysis. Validity tests are utilized to measure the validity of a questionnaire, reliability tests are utilized to determine the extent to which measurement results remain consistent. The scale or instrument returns the same value every time a measurement is taken. A construct is said to be reliable if it provides a Cronbach's alpha value greater than 0.70 (Nunnaly, J Bernstein, IH. 1994). The results of the validity and reliability tests can be seen in the following table:

Table 1. Validity and Reliability Test Results

Variable	Validity		Reliability		Decision	
	All Items Larger or Smaller Than 0.1975		Cronbach Alpha	N of Item	Valid	Reliable
Experiential Marketing	Bigger		.765	8	Valid	Reliable
Celebrity Endorsement	Bigger		.767	16	Valid	Reliable
WOM	Bigger		.828	11	Valid	Reliable
Consumer Satisfaction	Bigger		.724	8	Valid	Reliable

Source: Primary data processed, 2023.

Next, to serach that all variables are normally distributed, researchers utilize the skewness and kurtosis normality test which is calculated using the following equation:

$$Z_{skew} = \frac{S - 0}{\sqrt{6}/N} \text{ dan } Z_{kurt} = \frac{K - 0}{\sqrt{24}/N}$$

Note: S = Skewness Score, N = Number of Case, K = Kurtosis Score

All variables in the equation of the research model has normally distributed, it is because table below shown that the comparison results both the Zskewness and Zkurtosis values are all smaller than the critical value of 5% or 1.96.

Table 2. Normality Test Results Data Z skewness and Z kurtosis

Variabel	Descriptive Statistics					ZSkewness Calculation Results	ZKurtosis Calculation Results	Comparison Results of Zskew with its Critical Value (5% = 1.96)	Comparison Results of Zkurt with its Critical Value (5%= 1.96)	Results Decision
	N	Skewness		Kurtosis						
	Statis tic	Statis tic	Std. Error	Statis tic	Std. Error					
Experiential Marketing	97	-.147	.245	-.737	.485	0.591	1.481	-0.591<1.96	-1.481<1.96	Normal
Celebrity Endorsement	97	-.092	.245	-.496	.485	0.369	0.997	-0.369<1.96	-0.997<1.96	Normal

WOM	97	-.018	.245	-.653	.485	0.072	1.312	-0.072<1.96	-1.312<1.96	Normal
Consumer Satisfaction	97	-.083	.245	-.860	.485	0.334	1.728	-0.334<1.96	-1.728<1.96	Normal
Valid N (listwise)	97									

Source: Primary data processed, 2023.

### 3. RESULTS AND DISCUSSION

To understand the results of this research, the researcher created a research model equation as follows:

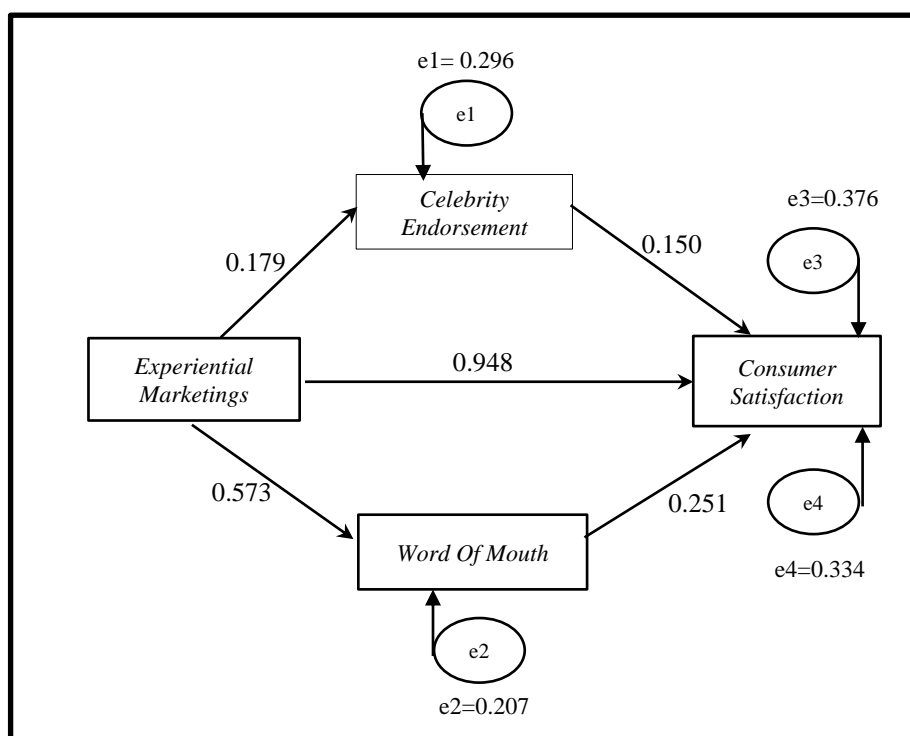


Figure 1. Indirect Effect Path Coefficients in Equation Model  
 Source: Processed Primary Data, 2023.

#### Experiential Marketing Affects Celebrity Endorsement

The statistical results show that the t-count value of 31.456 is greater than the t-table value of 1.98472, the significance level is greater than 5% (0.000 < 0.05). These results indicate that the experiential marketing variable has an effect on celebrity endorsement. These findings are in accordance with the findings of Yang, Wan Chi (2010) that experiential marketing has a positive effect on customer loyalty, both directly and indirectly, that is through customer satisfaction variable. The logical thinking is, if experiential marketing is a marketing approach that involves consumers' emotions and feelings in creating positive and unforgettable experiences so that consumers become fanatical about the product. The role that creates emotional feelings towards a product for consumers in creating a pleasant experience is celebrity endorsement variable.

#### Experiential Marketing Affects WOM

The statistical results show that the t-count value of 45.820 is greater than the t-table value of 1.98472, the significance level is less than 5% (0.000 < 0.05). These results indicate that the Experiential Marketing variable has an effect on WOM. The findings of this research also support the reseach by Muhammad Yessy Aryanti (2016) who stated that experiential marketing has a positive impact on WOM. The tendency of experienced marketers to provide good

references for products and services to others.

### **Experiential Marketing Affects Consumer Satisfaction**

The statistical results show that the t-count value of 28.943 is greater than the t-table value of 1.98472, the significance level is less than 5% ( $0.000 < 0.05$ ). These results indicate that the experiential marketing variable has an effect on consumer satisfaction. These results are in accordance with the opinion of Yuan, Yi Hua & Wu, Chih Kang (2008), that experiential marketing variable influences customer satisfaction variable. If consumers, when consuming a products/services have a good experience, this will result in cumulative (indirect) consumer satisfaction. Furthermore, consumer satisfaction that occurs repeatedly, consistently and continuously will lead to brand loyalty and its impact on customer satisfaction.

### **Celebrity Endorsement Affects Consumer Satisfaction**

The statistical results show that the t-count value of 23.964 is greater than the t-table value of 1.98472, the significance level is less than 5% ( $0.000 > 0.05$ ). These results indicate that the celebrity endorsement variable has an effect on consumer satisfaction. These results are in accordance with the opinion of Ohanian (1991) who states that the role of celebrity endorsement as product information, providing knowledge about the product, persuading consumers, communicating product benefits and representing the product image can shape consumer value perceptions of the brand. The consumer's perception of value is the perception that the sacrifice that has been made is equal to the benefits received (Zeithaml, 1988), then the benefits and unuseful product that has been purchased could be satisfied the consumer (Snoj, Korda, and Mumel, 2004).

### **WOM Affects Consumer Satisfaction**

The statistical results show that the t-count value of 27.506 is greater than the t-table value of 1.98472, the significance level is less than 5% ( $0.000 > 0.05$ ). These results indicate that the WOM variable has an effect on consumer satisfaction variable. These results are accordance to the opinion of Shi, Wenhua, et al (2016) who state that positive WOM affects customer satisfaction by promoting or lowering customers' expectations. This relationship is moderated by product type, rather than the source of the WOM. With experience goods, positive WOM will increase customer satisfaction.

### **Experiential Marketing Can Create Consumer Satisfaction Through Celebrity Endorsement**

Statistics show that the direct influence of the experiential marketing variable on consumer satisfaction is 0.948, while the direct influence of the experiential marketing variable on celebrity endorsements is 0.179 and the direct influence of celebrity endorsement variables on consumer satisfaction is 0.150. To calculate the indirect effect of the experiential marketing variable on consumer satisfaction through the celebrity endorsement variable is 0.02685. These results show that the effect of comparing direct and indirect is  $0.948 > 0.02685$ . This means that experiential marketing influences consumer satisfaction through the celebrity endorsement variable. These results are suitable to findings of Yuan, Yi Hua & Wu, Chih Kang, (2008) and Devindiani, Eva & Wibowo, Lili Adi, (2016) that experiential marketing has a positive effect on consumer satisfaction both directly and indirectly. If every time a consumer consumes a product or service they have had a good experience, it will increase their passion to create satisfaction for themselves cumulatively.

### **Experiential Marketing Can Create Consumer Satisfaction Through WOM**

Statistics show that the direct influence of the experiential marketing variable on consumer satisfaction is 0.948, while the direct influence of the experiential marketing variable on WOM is 0.978 and the direct influence of the WOM variable on consumer satisfaction is 0.943. to calculate the indirect influence of the experiential marketing variable on consumer satisfaction through the WOM variable is 0.143823. These results show that the comparison of direct and indirect effects is  $0.948 > 0.143823$ . This means that experiential marketing influences consumer satisfaction variable through the WOM variable. These results are suitable to findings of Lin S., Yang C., Chan Y. & Shen C. (2010) which stated that experiential marketing has a positive impact on WOM. The tendency of experienced marketing personnel to provide good references on certain products and services to other people in certain ways will also increase customer satisfaction. Furthermore, customer satisfaction has a positive and significant impact on WOM (Ardani and Suprapti; 2012). This is the case with the findings of Yuan, Yi Hua & Wu, Chih Kang, (2008), that experiential marketing affects customer satisfaction. Experiential marketing is a marketing approach that involves emotions, and consumer feelings in creating positive and unforgettable experiences so that consumers become fanatical about the product. The role of creating emotional feelings for a product for consumers in creating a pleasant experience is marketing personnel who are experienced in creating good public opinion through buzzer networks using media technology for a product. This is in line with the views of Marshall McLuhan and Fiore (1968) in ecological theory which assumes that; The media embeds every action and behavior of society. Furthermore, the media corrects our perceptions and organizes our experiences, so that the media can influence human life in assessing things, reacting to and feeling things.

#### **4. CONCLUSIONS**

Concurrency is the ability of different parts or units of a program, algorithm, or problem to be executed out-of-order or in partial order, without affecting the outcome. According to Rob Pike, concurrency is the composition of independently executing computations,[2] and concurrency is not parallelism: concurrency is about dealing with lots of things at once but parallelism is about doing lots of things at once. Concurrency is about structure, parallelism is about execution, concurrency provides a way to structure a solution to solve a problem that may (but not necessarily) be parallelizable. The role of experiential marketing in realizing consumer satisfaction is determined by the role of celebrity endorsement and WOM in the normative format of the model equation. The important role of celebrity endorsement variable and WOM variable in advertising is to build awareness of apartment type in residential products to understand the function and characteristics of products/services for consumers. An endorser should be selected from a reference group who considered has ability to act as a role model for the target market, beside acting as a provider of information, communicating the benefits and value of apartment products through media technology applications can also persuade consumers to purchase an apartment. The role that creates emotional feelings towards a product for consumers in creating a pleasant experience is celebrity endorsement variable. Supporting the endorser's role in forming positive value perceptions is very important because it will influence consumers' decision-making. The role of experiential marketing is not supported by the role of WOM in disseminating products/services information massively through social media such as YouTube, WhatsApp, Line, Google, Facebook, Instagram, and other applications on devices connected to other internet connections. The role of forming positive value opinions for apartment products on the WOM variable by utilizing buzzers and social media technology.

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