

Experiential Marketing: A Review of Its Relation to Customer Satisfaction in Online Transportation (A Study of GO-JEK Indonesia)

A. Marheni Eka Saputri

Telkom University. Bandung, Indonesia.

Email: marhenieka@gmail.com

B. Nia Kurniasih

Institut Teknologi Bandung, Bandung, Indonesia.

Email: nia.kurniasih.itb@gmail.com

ABSTRACT: GO-JEK is an online transportation service that helps community to handle transportation problems due to traffic congestions. The founder of GO-JEK, Nadiem Makarim, has created the tagline for GO-JEK, i.e., “An Ojek for Every Need”, which are: Instant Courier, Transport and Shopping hence an ojek for every need is available nowadays. GO-JEK provides customers with a different experience of using the services of online *ojek*. The customers only have to download the application. It is easy to use as customers can easily sign up by providing their name, phone number, email and password. GO-JEK uses Experiential Marketing as its best value as this marketing type creates an impression among customers. Providing unique experiences that match the customers’ mind is deemed important. Good or positive experiences will result in the customers’ satisfaction, leading to their using the service again and they will eventually become loyal customers. GO-JEK stimulates the five senses of the customers through the unique experiences it offers to them, such as the color of GO-JEK's attribute, i.e., using green jackets and green helmets. Riding the motorcycle carefully and responding quickly and promptly are the feels that the customers receive. GO-JEK customers also know that GO-JEK provides many other services such as Go-transport, Go-instant courier (Go-box), Go-food; in addition, customers can easily make transactions or order for any of the services offered. Customers can also download apps from iOS or Play Store either on smartphone or android gadget. From this application, customers can directly perform all transactions to suit their needs. The drivers of GO-JEK are also provided with facilities such as smartphones for conducting transactions with customers. Thus, the drivers can quickly respond to customers’ requests/orders; this is the action (Act) GO-JEK provides its customers to reach customer satisfaction. It combines all the dimensions of Sense, Feel, Think, and Act that will Relate feelings and experiences between the company, drivers and customers. This study aims to determine whether the Experiential Marketing of GO-JEK- Sense, Feel, Think, Act and Relate- has any influences on the customers’ satisfaction. This research uses multiple regression analysis technique. The type of research is quantitative research. The number of respondents in this study is 400 respondents. The results obtained in this study indicate that the experiential marketing of GO-JEK Indonesia has a significant effect on customer satisfaction. Partially, however, there are only 4 (four) variables that have significant effects on customers’ satisfaction, such as Feel, Think, Act and Relate, while Sense has no effects on customer’s satisfaction.

Keyword: Online Transportation, GO-JEK Indonesia, Experiential Marketing, Customer Satisfaction

1. INTRODUCTION

PT. GO-JEK Indonesia or better known as GO-JEK was established in 2011 by Nadiem Makarim as a response to the problem of traffic congestions that have occurred in the capital city of Jakarta. Headquarter of GO-JEK is on Jalan Kemang Selatan Raya, South Jakarta and it has branch offices located in several areas, namely: Bandung, Surabaya and Bali. Nadiem created GO-JEK, a shuttle service with a modern ojek-based order. Ojek or motorcycle taxi is a very effective means of transportation for mobility during congestions. GO-JEK has been running since 2011 and has already had more than 10,000 ojek fleet of drivers in Indonesia. Every day GO-JEK can serve more than 150 personal orders, not including the company's order. Ojek is an online motorcycle taxi service that helps all people to cope with traffic jams. The services provided by GO-JEK are not limited to passenger shuttle, but also instant courier/Go-Box, such as Go-food, Go-transport, Go-Shopping, Go-busway, Go-Massage, Go -Glamb, Go-clean.

Providing experiences of using or consuming unique products and services that match the needs and lifestyles of customers will create a lasting memory in the minds of the customers. The fun experience gained during the consumption process makes the customer satisfied. The satisfaction of the customers will make them reuse the products or services and they will therefore recommend the products and services to others.

According to Kotler (2009: 177) customer satisfaction is the “a person’s feeling of pleasure or disappointment which resulted from comparing a product’s perceived performance or outcome against his/ her expectations”. More specifically, Joby (2003) defines customer satisfaction as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. The customer satisfaction can be reached, among others, by the sense-related experiences a customer gains from using a product or service.

Experiential Marketing, according to Schmitt (1999) in Lupiyoadi (2013: 131), is a way to get customers to have experiences through the five senses, generate creative thinking, and create an experience that deals with the physical body, behaviors and lifestyles. Customers also experience interactions with others and connections with social, lifestyle, and cultural circumstances, all of which can reflect the brand which is the development of sensations, feelings, cognitions, and actions (relate).

In other words, the five aspects of Experiential Marketing: sense, feel, think, act, and relate, will touch the customer's emotion and therefore create pleasurable sensations and result in a positive experience for the customers hence an unforgettable experience (memorable experience) that will ensure the creation of satisfaction (Kartajaya, 2006 in Danti 2015).

A study was conducted by Kuo et al. (2009) on the application of Experiential Marketing at a hotel in Taiwan. The result of their research shows that every guest staying or visiting the hotel has found satisfaction with the experience and has therefore recommended the hotel to others. This study concluded that the experience has an influence on satisfaction.

This is in line with the claim that the five aspects of Experiential Marketing have impressed the emotion of the customers’ as such that it has created pleasurable sensation and positive experience among the customers. It has become an unforgettable (memorable) experience that is deemed essential in creating satisfaction among the customers (Kartajaya, 2006 in Danti 2015).

GO-JEK provides a different experience to the customers as they use the services of GO-JEK. Therefore, the present researcher has conducted research to 30 customers in Jakarta, Bandung, Surabaya, Makassar, and Bali about their experience of using GO-JEK services. The application of Experiential Marketing strategy is appropriate for GO-JEK as it distinguishes GO-JEK from other conventional motorcycle taxi (*ojek*) services. The varied newness the customers can directly feel is the aspect that has made GO-JEK different from the conventional motorcycle taxis, from reservations or placing order for a GO-JEK service to the facilities provided by GO-JEK to customers.

In relation with the concept of Experiential Marketing of sense-feel-think-act-relate (Scmith, 1999 in Lupiyadi, 2013), GO-JEK stimulates the five senses of its customers by generating their ‘Sense’ of unique experience through, for instance, the color of their attributes, such as the use of green jackets and green helmets. ‘Ride Carefully’ and ‘Respond Quickly’ to customers’ orders are examples of the ‘feel’ among the customers. GO-JEK customers will ‘think’ that GO-JEK provides many services such as Go-transport, Go-instant courier (Go-box), Go-food. Another example is customers can easily perform their transactions/orders for the service.

Customers can easily download GO-JEK apps from iOS or Playstore in their own smartphones and android gadgets. They can directly perform all transactions according to their needs. The drivers of

GO-JEK are also provided with facilities in the form of smartphones to be able to conduct transactions to customers. The facility GO-JEK drivers are provided with help them to make quick responses to customers' requests/orders, and this is the example of the sense of 'Act' that GO-JEK provides to gain its customer satisfaction. GO-JEK has combined all the dimensions of sense, feel, think, act that will make up a relationship (relate) between feelings and experiences, between GO-JEK and its customers, leading to customer satisfaction.

Based on the background discussed above, the aim of this study is to explore the effect of Experiential Marketing on GO-JEK's Customer Satisfaction. From the results of the research conducted it can be concluded that GO-JEK has its own attraction that has made customers interested in using GO-JEK. Customers who have used GO-JEK services have already experienced the sense, feel, think, act and relate that GO-JEK provides to its customers. It has a quick-to-understand apps and very helpful and friendly drivers.

2. METHODS

As stated by Kotler & Armstrong (2014) customer satisfaction is the feeling of pleasure or disappointment after they compare their expectations and the product's perceived performance or outcome. Customer satisfaction has developed into a central concept in the business and management discourse. Customers become the focus in many discussions about satisfaction and quality of services, including in this present research.

This research uses quantitative method, a research method that is based on the philosophy of positivism and is used to examine a particular population or sample; the data collection has been conducted using research instruments, and the data analysis performed quantitatively/statistically. The objective of the research has been to test the hypothesis readily set (Sugiyono, 2013). The framework for this research is as depicted in Figure 1 as follows.

This study uses nonprobability sampling technique. It is a sampling technique that does not provide the same opportunity for each element or member of population to be selected as samples. This research uses multiple linear regression analysis, a method of analysis used to find out to what extent a variable has influenced other variables. There are one dependent variable and more than one independent variables.

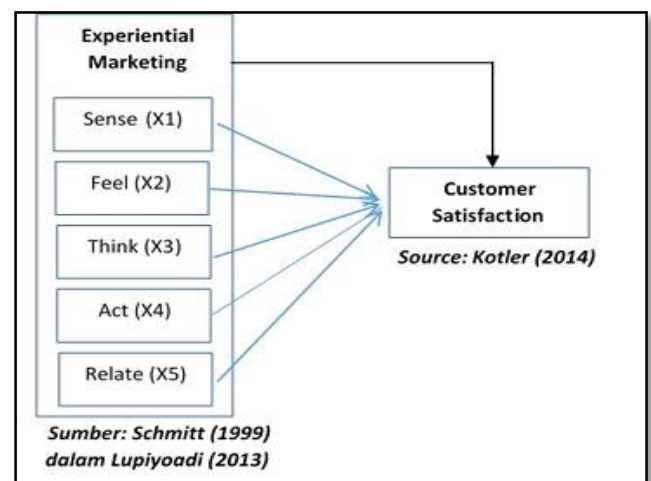


Figure 1
Theoretical Framework

3. Results and Discussions

a. (Simultaneous) f Test

The value of f_{table} for $n = 400$ ($df_1 = 2$ and $df_2 = n - k - 1$) with $\alpha = 0,05$ is 2,23. To calculate the extent of the influence between the variables, this study has used SPSS 20.

Table 1
Simultaneous Hypothesis Test (F Test)
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	122.880	5	24.576	139.399	.000 ^b
Residual	69.462	394	.176		
Total	192.342	399			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), relate, think, sense, act, feel

In Table 3.1 F_{count} is 139.399 with a significance level of 0.000. Therefore, in both calculations $F_{count} > F_{table}$ ($139.399 > 2.23$) and the significance level is $0.000 < 0.05$. This indicates that H_6 is accepted, which means the independent variables Sense, Feel, Think, Act, and Relate have simultaneous or joint influence on the Customer Satisfaction of GO-JEK Indonesia

b. (Partial) t Test

The hypothesis was tested using the method of Multiple Linear Regression analysis. The t test was performed to find out the partial influences between variables. Based on the criteria for conducting the statistical analysis using t test, H_0 is rejected when the $t_{count} > t_{table}$. With a confidence level of 95% or alpha is 0.05, the result of the analysis of each hypothesis is as depicted in Table 3.2.

Table 3.2
Result of Partial test
Coefficients^a

Model	Unstandardized Coefficients		Std. Coeff	T	Sig.
	B	Std. Error	Beta		
(Constant)	.524	.164		3.187	.002
Sense	-.011	.049	-.009	-.217	.829
1 Feel	.408	.051	.405	8.060	.000
Think	.133	.050	.126	2.662	.008
Act	.217	.043	.214	5.080	.000
Relate	.161	.031	.205	5.195	.000

a. Dependent Variable: Customer Satisfaction

1. The variable 'Sense' (X_1) has a value of t_{count} smaller than the t_{table} . As t_{count} (-0.217) < t_{table} (1.966), H_0 is accepted. It can therefore be concluded that partially there have been no significant influences of the variable Sense (X_1) on the variable of customer satisfaction (Y). The researcher conducted further interviews with random GO-JEK customers. The result shows that when customers place an order or reservation using the GO-JEK apps on their smartphone, they do not take into account the logo and color of GO-JEK, or the tidiness of the GO-JEK drivers. Some customers state they often come up with GO-JEK drivers who do not wear GO-JEK's typical identities. Thus, the variable Sense does not influence customer satisfaction
2. The variable 'Feel' (X_2) has a value of t_{count} greater than that of the t_{table} . Since the value of t_{count} (8,060) > t_{table} (1,966), H_0 is rejected. Therefore, it can be concluded that partially there has been a significant influence of the variable 'Sense' (X_2) on Customer Satisfaction (Y)
3. The variable 'Think' (X_3) has a value of t_{count} greater than the value of t_{table} . As the t_{count} (2.662) > t_{table} (1.966), then H_0 is accepted. Therefore, it can be concluded that partially there is no significant effect 'Think' (X_3) on the customer satisfaction (Y).
4. The variable 'Act' (X_4) has a value of t_{count} greater than t_{table} . As the value of t_{count} (5,080) > t_{table} (1,966), H_0 is accepted. It can thus be concluded that partially there have been no significant

influences from the variable 'think' (X_4) on Customer Satisfaction (Y).

5. The variable 'Relate' (X_5) has a value of t_{count} greater than the value of t_{table} . The value of t_{count} (5.195) > t_{table} (1.966), and therefore H_0 is rejected. It can be concluded that partially there has been a significant influence of the variable 'relate' (X_5) on the Customer Satisfaction (Y).

Table 3.3
Result of Multiple Regression Analysis of
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.524	.164	-.009	3.187	.002
Sense	-.011	.049	.405	-.217	.829
Feel	.408	.051	.126	8.060	.000
Think	.133	.050	.214	2.662	.008
Act	.217	.043	.205	5.080	.000
Relate	.161	.031		5.195	.000

a. Dependent Variable: customer satisfaction

Based on the results of data processing on Table 3.3 a model of multiple linear regression equation can be formulated as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

$$Y = (0,524) - 0,011X_1 + 0,408X_2 + 0,133X_3 + 0,217X_4 + 0,161X_5$$

The above equation can be explained as follows.

$a = 0,524$ there have been no influences from *Sense* (X_1), *Feel* (X_2), *Think* (X_3), *Act* (X_4), *Relate* (X_5); therefore, the value of the Customer Satisfaction (Y) is 0,524 unit of measurement.

$b = - 0,111$ If *Sense* (X_1) increases as much as one unit of measurement, and the other variables remain constant, the Customer Satisfaction (Y) decreases as much as 0,101 unit.

$c = 0,408$ If *Feel* (X_2) increases as much as one unit of measurement, and the other variables remain constant, the Customer Satisfaction (Y) increases as much as 0,408.

$d = 0,133$ If *Think* (X_3) increases as much as one unit of measurement, and the other variables remain constant, the Customer Satisfaction (Y) increases as much as 0,133.

$e = 0,217$ If *Act* (X_4) increases as much as one unit of measurement, and the other variables remain constant, the

Customer Satisfaction (Y) increases as much as 0,217.

f = 0,161

If *Relate* (X₅) increases as much as one unit of measurement, and the other variables remain constant, the Customer Satisfaction (Y) increases as much as 0,161.

Coefficients of Determination (R²)

The test for Coefficients of Determination (R²) was performed to find out the extent of the influence of the independent variable (X) on the dependent variable (Y). The value of R² is expressed in percentage; the nearer to 1 or 100%, the more the influence of the independent variable on the dependent variable, and vice versa. The nearer the value to 0, the less the influence.

Table 3.4
Table of Coefficients of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.639	.634	.419881

a. Predictors: (Constants), relate, think, sense, act, feel

b. Dependent Variable: Customer Satisfaction

Table 3.4 indicates that the value $r = 0,634$, meaning the relation between the independent variables *Sense*, *Feel*, *Think*, *Act*, and *Relate* against the dependent variable (Customer Satisfaction), is 63,4 %, implying that they are closely related. The value of *Adjusted R Square* = 0,634, meaning 63,4% of the factors for customer satisfaction can be explained by the independent variables (*Sense*, *Feel*, *Think*, *Act*, and *Relate*), while the rest 36,6% can be explained by other factors not yet covered in this research.

3. ANALYSIS OF RESEARCH RESULT

a. Analysis of Research Result of the Variable *Sense*

The variable *Sense* (X₁) has a total value of 6349 or 79,36% of the ideal score of 2000. Therefore, we can conclude that the 'Sense' variable of GO-JEK Indonesia (Jabodetabek, Bandung, Surabaya, Makassar, and Bali) is in the Good category. Among all the items of the *Sense* variable, there is an item with the lowest score of 69.6%, i.e., 'I think the appearance of the GO-JEK drivers is neat'. This is because many of the GO-JEK drivers are not tidy.

Based on the results of the partial hypothesis test (t test), the variable *Sense* (X₁) has no effect on the Customer Satisfaction. This can be seen from the

value of $t_{\text{count}} (-0.217) < t_{\text{table}} (1.966)$, and therefore H_0 is accepted. It can be concluded that partially there is no significant influence of *Sense* (X₁) on Customer Satisfaction (Y). The researcher conducted a follow-up interview with random GO-JEK customers; the result is that when customers of GO-JEK place their orders or reservations using the application of GO-JEK, they overlook the logo and the color of GO-JEK. They do not consider the drivers' neatness either. Customers often encounter drivers who do not use any identity of GO-JEK. Accordingly, *Sense* is deemed to have no effect on customer satisfaction.

b. Discussion and Analysis of the Research Result of the Variable 'Feel'

The variable 'Feel' (X₂) has got a total value of 6433 or 80,41% of the ideal score is 2000. It can therefore be concluded that the condition of the feel variable is in good category. Of all items contained in the *Feel* variable, there is an item with the lowest value of 77.45%, i.e., the customers feel secure when they are using GO-JEK. Some customers tend to not agree with the statement that using GO-JEK gives you the feeling of safety.

According to the results of the partial hypothesis test (t test), the variable *feel* (X₂) has positive and significant effects on customer satisfaction. It is evident from the $t_{\text{count}} (8,060) > t_{\text{table}} (1,966)$. Based on the results of the partial calculations, it can be assumed that the variable *Feel* has significant influences on the customer satisfaction of GO-JEK Indonesia (Jabodetabek, Makassar, Bandung, Surabaya and Bali).

c. discussion and Analysis of the Research Result of Variable *Think*

The variable 'think' (X₃) has got an overall score of 6484 or 81.05% of the ideal score of 2000. Thus, the conclusion is that the variables 'think' belong to the Good category. Among the items of the *think* variables, there is an item with the lowest value of 75.3%, i.e., the affordable GO-JEK rate.

Based on the partial hypothesis test (t test) result, the 'think' variable (X₃) has a positive and significant effect on the customer satisfaction. This can be seen from the $t_{\text{count}} (2.662) > t_{\text{table}} (1.966)$. From the results of the partial calculations it can be stated that the variables 'think' significantly affect the customer satisfaction. This indicates that GO-JEK customer satisfaction is influenced by their thinking variables.

d. Discussion and Analysis of the Research Result of Variable Act

Variable Act (X_4) earns a total value of 3089 or 77.22% of the ideal score of 2000. Thus, it can be concluded that the act variable is in the Good category. Among the items of act variable are items that have the lowest value of 71.35% that is using all the services of GO-JEK.

Variable Act (X_4) has shown a positive and significant influence on customer satisfaction. This can be seen from the value of $t_{\text{count}} (5,080) > t_{\text{table}} (1,966)$. From the results of the partial calculations it can be stated that the variable act has a significant effect on GO-JEK customer satisfaction. This indicates that customer satisfaction is influenced by the act given by GO-JEK.

e. Discussion and Analysis Result of Variable Relate

The variable 'relate' (X_5) reached a total value of 2848 or 71.2% of the ideal score of 2000. It is therefore concluded that the relate variable is in the Good category. Among the items of the variable relate there are items that have the lowest value of 69.7%, i.e. the feeling of having 'attention' when using the GO-JEK.

The variable 'relate' (X_5) has a positive and significant effect on the customer satisfaction. It is evident from the $t_{\text{count}} (5,195) > t_{\text{table}} (1,966)$. Based on the results of the calculations it can be stated that the Relate variable has a significant influence on the customer satisfaction of GO-JEK. This indicates customer satisfaction is influenced by the Relate GO-JEK provides.

f. Effect of Experiential Marketing on Customer Satisfaction

Based on the results of the hypothesis simultaneous Test (F test) in Table 4:11, the F_{count} is 139.399 with a significance level of 0.000. Therefore, in both calculations, the $F_{\text{count}} > F_{\text{table}} (139.399 > 2.23)$ and the significance level is $0.000 < 0.05$. This indicates that H_6 is accepted, implying that the independent variables Sense, Feel, Think, Act, and Relate have a simultaneous or joint influence on Customer Satisfaction of GO-JEK Indonesia

4. CONCLUSION

Based on the results of this research, some conclusions can be drawn to address the problems formulated in this study. Here are some conclusions from this research:

1. Based on the analysis of the 400 respondents, the Experiential Marketing of GO-JEK Indonesia is deemed good. It is indicated by the value of 77, 86%, which is on the good line on the continuum

line. This proves that the experiences GO-JEK offers to its customers are interesting.

2. The Customer Satisfaction of GO-JEK Indonesia is good. This can be seen from the continuum line of the average of the total score of Customer Satisfaction variable that has reached 81.05%, meaning the score shows a good category. It means that the respondents feel that the customers are satisfied with the services provided by GO-JEK.
3. The simultaneous influence of Experiential Marketing on the customer satisfaction of GO-JEK Indonesia. The Experiential Marketing (Sense, Feel, Think, Act, and Relate) has simultaneous or altogether influences on Customer Satisfaction of GO-JEK Indonesia
4. Partial Effects of Experiential Marketing on the Customer Satisfaction of GO-JEK Indonesia

Based on the result of the partial test, it is shown that the variables Feel, Think, Act and Relate have significantly influenced the customer satisfaction of GO-JEK Indonesia, whereas the Sense variable have no positive or significant effects on the customer satisfaction. The extents of the partial influence of experiential marketing of GO-JEK Indonesia on the customer satisfaction is that Sense, of -0.011; Feel, of 0.408, Think, of 0.133, Act of 0.217, and Relate of 0.161.

5. REFERENCE

- Bassi, Francesca. "Experiential goods and customer satisfaction: An application to films." *Quality Technology & Quantitative Management* 7.1 (2010): 51-67.
- Hendarsono, Gersom. "Analisa Pengaruh Experiential Marketing Terhadap Minat Beli Ulang Konsumen Cafe Buntos 99 Sidoarjo." *Jurnal Strategi Pemasaran* 1.2 (2013): 1-8.
- Jannah, Dewi Ayu Miftahul. "Pengaruh Strategi Experiential Marketing Terhadap Kepuasan Pengunjung Museum Sepuluh Nopember Surabaya." *Jurnal Studi Manajemen dan Bisnis* 1.1 (2014).
- John, Joby (2003). *Fundamentals of Customer Focused Management: Competing Through Service*. Westport, Conn.: Praeger. ISBN 9781567205640, 2003.
- Kotler, Philip. & Gary Armstrong. (2014). *Principle of Marketing*, 15th edition. New Jersey: Pearson Prentice Hall.
- Lin, Kuo-Ming, et al. "Application of experiential marketing strategy to identify factors affecting guests' leisure behaviour in

Taiwan hot-spring hotel." *WSEAS Transactions on Business and Economics* 6.5 (2009): 229-240.

Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa Berbasis Kompetensi*. Edisi 3. Jakarta. Salemba Empat.

Stanton, W. Y. "Pengertian Pemasaran Menurut Para Ahli." (2010).

Arikunto, Suharsini. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik* (Edisi Revisi 2010). Jakarta: PT Rineka Cipta.

Ghozali, Imam (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19* (edisi kelima). Semarang: Universitas Dipenogoro.

Noor, Juliasyah. (2011). *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*. Jakarta: Kencana.

Riduwan, Kuncoro. (2012). *Metode & Teknik Menyusun Proposal Penelitian*. Bandung. Alfabeta.

Sugiono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung. Alfabeta.

Sujoyo, *at al.* (2013). *Aplikasi SPSS Untuk Smart Riset*. Bandung: Alfabeta.

Sunyoto, Danang. (2010). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta: CAPS (Center for Academic Publishing Service).

Sandjojo, Nidjo. (2011). *Metode Analisis Jalur (Path Analysis) dan Aplikasinya*. Jakarta: Pustaka Sinar Harapan.

Suharsaputra, Uhar. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. Cetakan Kesatu. Bandung: PT. Refika Aditama.

Stanton, W. Y. "Pengertian Pemasaran Menurut Para Ahli." (2010).