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Experiential Marketing Analysis on Customer Satisfaction

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ABSTRACT

Competition in the business world cannot be separated from the development of the environment faced. The business environment that has a major influence on marketing success is the development and advancement of technology, as well as changes in people's lifestyles. Marketing has an important role in society because marketing involves various aspects of life, including the economic and social fields, because marketing activities involve the problem of the flow of products from producers to consumers, and marketing creates important jobs for the community. The aim of this research is to understand the importance of experiential marketing analysis on customer satisfaction for companies and consumers. This research is assisted by a literature study research. The data obtained is compiled, analyzed, and summarized to obtain conclusions regarding the literature study. Data collection uses secondary data such as archived data in the form of books or journals. The results of the study show that experiential marketing analysis of customer satisfaction shows that strong customer experiences, especially those involving emotions and interactions, can increase customer satisfaction. Experiential marketing creates added value through experiences that differentiate products or services, so that customers feel more satisfied.

Experiential Marketing, Customer Satisfaction, Companies, Consumers

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INTRODUCTION

The development of the business world cannot be separated from the influence of changes in the environment and the state of the business itself. One of the environmental changes is reflected in the turmoil of competition. Competition in the business world cannot be separated from the development of the environment faced. The business environment that has a major influence on marketing success is the development and advancement of technology, as

well as changes in people's lifestyles. The development and advancement of technology encourage innovation, both product innovation and system innovation, in the production of a product.

Society is able to create unique and attractive products to compete with other products. These products are marketed in various ways to attract consumers to buy the products they offer. People have many needs, desires, and requirements, all of which require fulfillment. They need food, clothing, knowledge, service, honor, and millions of other needs.

Marketing has an important role in society because marketing involves various aspects of life, including the economic and social fields, because marketing activities involve the problem of the flow of products from producers to consumers, and marketing creates important jobs for the community.

Experiential marketing is an approach to marketing that has actually been carried out since ancient times until now by marketers (Oentoro, 2010). This approach is considered very effective because, in line with the development of the times and technology, marketers emphasize product differentiation to differentiate their products from competitors' products. With experiential marketing, customers will be able to differentiate one product and service from another. Experiential marketing is also an effort used by companies or marketers to package products so that they can offer emotional experiences that touch the hearts and feelings of consumers.

Benefits of experiential marketing:

1. Building Customer Loyalty

Memorable experiences help build strong emotional relationships with customers, increasing loyalty and retention.

2. Increasing Brand Awareness

Experiential marketing creates unique and memorable experiences, thus helping to increase brand awareness among target audiences.

3. Increasing Sales

By creating interesting and memorable experiences, experiential marketing can drive sales and business growth.

4. Increasing Customer Engagement

Experiential marketing allows brands to engage directly with customers, creating more personal relationships.

5. Strengthening Brand Position

By offering unique and memorable experiences, brands can strengthen their position in the market and differentiate themselves from competitors.

Consumer satisfaction or dissatisfaction is a response to the evaluation of perceived inconsistency or disconfirmation between previous expectations and the actual performance of the product felt after use. The creation of customer satisfaction can provide benefits including a harmonious relationship between the company and customers, providing a good basis for repeat purchases and creating customer loyalty and forming word-of-mouth recommendations that are beneficial to the company (Adhari, 2019). If performance is below expectations, customers are dissatisfied and vice versa if performance meets and exceeds expectations, consumers will feel satisfied. If the company focuses on high satisfaction, consumers whose satisfaction is only just right will easily change their minds if they get a better offer. While consumers who are very satisfied are more difficult to change their choices. High satisfaction or high pleasure creates an emotional attachment to a particular brand, not just rational preferences or preferences and the result is high consumer loyalty (Gultom et al., 2024 Pandiangan, 2023; Pandiangan et al., 2024).

The aim of this research is to understand the importance of experiential marketing analysis on customer satisfaction for companies and consumers.

RESEARCH METHOD

This research is assisted by a literature study research. Literature study research is a research method that relies on existing and published data, such as books, journals, articles, and other written sources (Zed, 2014). Literature studies are used to collect, analyze, and synthesize information relevant to the research topic. The main purpose of literature study research is to obtain theoretical foundations, concepts, and information relevant to the research topic. Literature studies help researchers understand existing literature, identify gaps, and build a theoretical framework for their research (Widodo, 2004).

The data obtained is compiled, analyzed, and summarized to obtain conclusions regarding the literature study. Data collection uses secondary data such as archived data in the form of books or journals. The purpose of using secondary data is to complement primary data, provide alternative perspectives, save time and money, and provide access to more detailed information that may be difficult to collect on your own (Kurdhi et al., 2023).

RESULT AND DISCUSSION

Experiential Marketing Analysis on Customer Satisfaction

Experiential marketing analysis on customer satisfaction shows that strong customer experiences, especially those involving emotions and interactions, can increase customer satisfaction. Experiential marketing creates

consumer satisfaction. It is possible that a product and service offered by a producer does not match the consumer's taste or it is possible that the consumer is very satisfied, and finally the price offered by the producer is not a problem for the consumer.

2. Feel

Feel Experience is a strategy and implementation to provide brand influence to consumers through communication, products, and product identity. Every company must have a clear understanding of how to create feelings through consumption experiences that can move the consumer's imagination which is expected to make consumers make decisions to buy. Feel experience arises as a result of contact and interaction that develops over time, where it can be done through the feelings and emotions that arise.

3. Think

Think experience includes creative and cognitive, the meaning of creative and cognitive is that for marketing think demands intelligence with the aim of creating cognitive experiences and problem solving by involving customers creatively. The goal is to encourage consumers to be interested and think creatively so that it can produce a re-evaluation of the company and the brand. Think Experience can be done by providing prices that match the products obtained by consumers, providing a unique open kitchen concept and offering a variety of menus, so that consumers have knowledge and are able to develop a mindset towards the coffee shop they visit.

4. Act

Act Experience is a marketing technique to create a consumer experience related to the physical body, behavioral patterns, and long-term lifestyles and experiences that occur from interactions with others. Where lifestyle is reflected in actions, interests and opinions. Act Experience in the form of lifestyle can be applied by using ongoing trends or encouraging the creation of new cultural trends. The purpose of act experience is to give an impression of behavioral patterns and lifestyles, and to enrich social interaction patterns through the strategies carried out.

5. Relate

Relate experience consists of marketing aspects of sense, feel, think, and act. Relate marketing combines aspects of sense, feel, think, act with the intention of connecting individuals with what is outside themselves and implementing relationships between other people and other social groups so that they can feel proud and accept their community. Companies can

create relationships between their consumers with direct contact, either by telephone or social media, such as providing information about products through social media, creating good relationships between employees and consumers so that consumers are happy or do not hesitate to come back.

Main elements in experiential marketing (Oentoro, 2010):

1. Real Experience

Experiential marketing offers direct experiences, such as special events, product demos, or pop-up stores, that allow consumers to experience the brand or product directly.

2. Direct Interaction

Consumers are actively involved in the experience, creating more meaningful interactions with the brand.

3. Emotional Engagement

Experiential marketing aims to create a strong emotional connection between the brand and the customer, building loyalty and trust.

4. Memorable Experiences

Unique and memorable experiences help consumers remember brands and products, increasing brand awareness and customer loyalty.

Examples of experiential marketing:

1. Special Events

Brands can hold special events such as music concerts, food festivals, or art exhibitions to engage consumers.

2. Product Demos

Allow consumers to try or demo products in person, providing a more immersive experience.

3. Pop-Up Stores

Brands can open pop-up stores in strategic locations to attract consumers and create a shopping experience.

4. Virtual Events

Brands can leverage technology to create virtual events, such as virtual product tours or online workshops.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing their perception or impression of the performance or results of a product and their expectations (Adhari, 2019). Customer satisfaction is the main goal of all companies that offer their products, so that by feeling satisfied consumers will be profitable for the company because consumers will return and consume the products offered by the company. There are four factors in determining consumer satisfaction, namely (Firmansyah, 2019):

1. Complaint and suggestion system is a customer-oriented company that will provide ample opportunities for its customers to submit suggestions and complaints, for example by providing a suggestion box, comment cards and others.
2. Ghost shopping is one way to get an idea of customer satisfaction is to employ several people to act or act as potential buyers of the company's products and also from competitors' products.
3. Lost customer analysis is the company will contact its customers or at least find out its customers who have stopped buying products or who have changed suppliers, in order to find out the reason why the customer fled.
4. Customer satisfaction survey is generally a research on customer satisfaction conducted by conducting surveys through various media, either by telephone, post, or by direct interviews. By conducting surveys to customers by the company, the company will obtain responses and feedback.

CONCLUSION

The results of the study show that experiential marketing analysis of customer satisfaction shows that strong customer experiences, especially those involving emotions and interactions, can increase customer satisfaction. Experiential marketing creates added value through experiences that differentiate products or services, so that customers feel more satisfied.

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