

The influence of widyatama university's experiential marketing and emotion marketing performance toward student's loyalty*

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Abstract

Concerning with the competition, Widyatama University tried to implement their vision "Friendly Campus for Future Business Pro" to the student. The value of friendly campus for future business professionals tried to delivered in every aspect of services to the student so they could experienced it. The loyalty of the student would increase was the goal of this implementation. Unfortunately, this movement could not reach the goal. Less interest to study at graduate program of Widyatama University is one of the signalment that the student not to loyal to the University.

The aim of this research is to explain the perception of student concerning experiential marketing, emotion marketing and student's loyalty, as well as to examine the influence of experiential marketing and emotion marketing performance regarding the student's loyalty to Widyatama University. The concept of experiential marketing are composed of sense, feel, think, act, and relate; then emotion marketing are composed of product, money, equity, experience, dan energy; while the concept of students' loyalty are composed of purchase across product line, retention and referral.

The type of research used was both descriptive and causal research, while the method of research was an explanatory survey. Data was recorded by means of observation, interview, and a valid and reliable questionnaire. The target group was Widyatama Student and alumny. A cohort of 115 respondents was identified by means of convenience sampling. Data was analysed by using the methods of both descriptive analysis and path analysis.

The testing of the hypothesis identified that there is a positive and significant influence between experiential marketing and emotion marketing towards the students' loyalty to Widyatama University.

Keywords : Experiential Marketing, Emotion Marketing and Student's Loyalty

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1. Introduction

Widyatama University (UTama) is one of well and respected private university in West Java, Indonesia. In its development UTama, primarily using the tagline "Friendly Campus for Future Business Pro" as the value that want delivered to students as consumers. This value is differentiator effort UTama to win the competition. UTama tried to add than just offer benefits compared with costs, be offering a unique experience. Here students are no longer viewed as a rational person, but a figure who has the emotion created by things like sensitivity, self-actualization, desire, fantasy, and others. As expressed by Gregoire "The customer experiences is the next competitive battleground" [6].

In line with the concept of experiential marketing is that proposed by Schmitt where things that are emotionally important to the consumer because the consumer is basically an emotional creature. This emotional factors coming from the consumer experience in consuming a particular product or service. Here, experience is defined as the involvement of individuals within a state, while the experiential marketing itself is defined by Schmitt as an ability of the product or service in offering emotional experience to touch the hearts and feelings of customers [4].

Consequences of the tagline is, there are two things that want to delivered is a friendly campus and prepare students to become business professionals in the future. From these consequences, then the UTama did a lot of things to make it happen. From the friendly campus, friendly service and excellent service to the student continues to be enhanced. It has become a necessity and strived to become the value and culture of the organization for each employee and faculty to conduct a friendly and excellent service to students. Although not optimal, at least there is an increasing friendliness of student assessment.

UTama also made several improvements in efforts to create a campus that generate business professionals in the future. Some campus activities undertaken to support this and support facilities are constructed such as: periodic visits to companies, seminars, talk shows and training and much more. Installation of Wi-fi facilities around the campus and the computers are available in several places that could be used by students to access information about the lecture is some effort to make students become comfortable being on campus and not out of dated in the use of technology.

From the emotion marketing factor, UTama formed the Alumni Association to become a place and liaison between the alumni with the campus and other students. Main parties also use the social networking site Facebook to spread academic information and communication forum between alumni, students and all of the civitas academica. This is done for all the civitas academica felt bound by his almamater.

However, in the midst of efforts to realize UTama as friendly campus for business professionals is decrease in student loyalty come from students themselves. One indication of the decline in loyalty is the low number of graduate students or alumni who continue their studies to the Master of Management program (MM) UTama. In fact, the MM program is part of the course of the service provided was the same with other educational levels in UTama. In the MM program, students who enroll mostly not from

the graduate major. The high percentage of students who come from the UTama who was a student in the program each year in MM UTama never exceeds 50 percent.

Low graduates percentage of who continue their studies to the MM program is one indication that students are not loyal to their alma mater. The efforts that have been made to maintain loyalty through experiential marketing and emotion marketing is allegedly less effective. Though many efforts are made to involve students emotionally to his alma mater.

Based on the introduction above, **the purpose of this research** is to obtain the results of the study of experiential marketing, marketing of emotion and loyalty of students, as well as to obtain the results of analysis of the influence of experiential marketing and emotion of loyalty marketing student. The results of this research are expected to contribute and additional useful information for UTama in conduct of innovation and improvement of experiential marketing and performance marketing emotion and its relationship with student loyalty.

2. Literature Review

Reference [4] describes a conceptual framework for managing cumulative customer experience (experiential marketing) for a company is divided into two concepts namely Strategic Experiential Modules (SEMs), which is the basic form of experiential marketing and Experiences Providers (ExPROs) as tool for implemented experiential marketing. Experiential modules (SMEs) to describe the five types of customer experiences are the basis of experiential marketing, Which are : sense focused on feelings in order to create the customer experience through the five senses [4]. Meanwhile, feel, the company should attempt to attract customers' inner feelings and emotions in order to create customer experiences feelings ranging from a casual feeling to the level of strong emotions because of the pride and prestige. The think aims to bring customers to think more deeply and creatively so as to provide a positive opinion on a company's products or services. Furthermore, act aims to create a change in behavior and lifestyle of the customer itself. Act show to customers other alternatives to do the matches, changing lifestyles and social interaction from customers. Relate developed to increase individual experience in dealing with the company, other people and society and culture which is reflected in the brand by a company.

Emotion marketing is central to deliver the value to customers and to establish customer loyalty, as well as tools to gain an advantage, achieve growth and long-term business success [3]. Furthermore, emotion marketing is an attempt by the company to create an ongoing relationship with customers so that customers feel valued and cared for, which in turn will make them loyal to the company. In the marketing emotion, there are five kinds of driving factors that determine customer value, namely product, money, equity, experience and energy [3]. From both first factor is called rational component. Meanwhile, equity, experience and energy called emotional component (Es).

Emotion is an important aspect in establishing interaction with the consumer. Stimulate and influence the emotions is a better way to differentiate a product from other products and to attract consumers so that consumers can be loyal to the company. Having loyal

customers is one of the ultimate goal of the company, because customer loyalty can ensure the survival of the company in the long term. Loyal customers is a very important asset for the company. According to Griffin that loyal customers have the following characteristics: repetitive purchases on a regular basis, buying between product lines and services, refer to others, and showed resistance to offers from competitors [1]. However, in the research regularly purchases not included in the indicator from UTama since the characteristics of the core business itself.

3. Hypothesis

Testing hypotheses between experiential marketing and emotion marketing to student loyalty, expressed by the following statistical hypotheses:

H_0 : All $\rho_{Y_{X1} X2} = 0$ experiential marketing and emotion marketing did not influence the student loyalty both simultaneously or partially

H_1 : Not all $\rho_{Y_{X1} X2} = 0$ experiential marketing and emotion marketing influence the student loyalty both simultaneously or partially

To test the overall model significance, used the test statistic F as follows [5] :

$$F_{hitung} = \frac{(n-k-1) R^2_{y(x1,x2)}}{k (1-R^2_{y(x1,x2)})}$$

To test the partial model significance, statistical t-test was used [5] :

$$t_i = \frac{P_{yx1x2}}{\sqrt{\frac{(1-R^2_{yx1x2}) CR_{ii}}{(n-k-1)}}}$$

Test Criteria:

If $F_{count} > F_{table}$ or if $t_{count} > t_{table}$, then H_0 is rejected

If $F_{count} < F_{table}$ or If $t_{count} < t_{table}$, then H_0 is accepted

The above test statistic follows the F-Fisher distribution with $\alpha = 5\%$ and degree of freedom db_1 and $db_2 = k = nk-1$

4. Method

This research consisted of four goals. The the first purpose, second and third will use descriptive research methods. This type of research data for the three goals of the research is qualitative. As for his fourth goal of research is to know how big the influence of experiential marketing and emotion marketing of loyalty of students that are used in verification research with research that uses research data using quantitative data.

The unit of analysis is the generation of 2005-2009 students and alumny of UTama. Restrictions on the armed unit of analysis is the assumption of generations of students have seen and felt the services offered by UTama that are expected to have had its own views on these services. The spread of respondents conducted in classes that have students with those forces. The data required in this research consisted of two sources, namely : the results of research in the field (primary data) or data that has been of

available prior to this research (secondary data). The sampling method will be used to draw samples in this research was convenience sampling where the sample is selected subjectively by the researchers of a population. Researchers may select individuals because of compatibility considerations of time [7]. The samples taken are as many as 115 people. Collecting data in this research carried out by two techniques namely field research through questionnaires, interviews and observation, and library research.

This research using experiential marketing as an **independent variable**, where the operationalization of variables consists of dimensions: sense, feel, think, act and relate.

The Variable marketing emotion as the second **independent variable**, where the operationalization of variables consists of dimensions: product, money, equity, experience, and energy.

Meanwhile, this research used **student loyalty as the dependent variable** where a student loyalty operationalization of variables consisted of the sub variables purchase a cross product line, retention, and referrals.

5. Results and Discussion

To testing the validity of questionnaire items, use the product-moment correlation method of Pearson. The calculation of validity coefficients used with the help of SPSS 16 for Windows software. Item declared valid if the values of Pearson Product-Moment Correlation greater than the critical value. Critical r value is set at 0.3 [8]. Results of testing the validity coefficient is greater than the critical r, so it can be concluded that the items are valid and the items used to measure variables experiential marketing, emotion marketing and loyalty of students able to produce accurate data in accordance with the purpose of the research.

Reliability of measurement methods used in this research technique is a method of Cronbach. After testing by using SPSS 16 for Windows, Cronbach alpha values obtained for the whole variable is worth more than 0.5. In accordance with the provisions of Kaplan-Saccuzzo the question is said to reliable if it is worth more than 0.7 [2]. Means research instrument for the variable experiential marketing, emotion marketing and student loyalty emotion reliable because their coefficient were greater than 0.7.

The statistical analysis used by the author is path analysis. Data results of questionnaires that are raised to ordinal scales of measurement interval with the help of MSI programs.

5.1. Student Perceptions of Experiential Marketing, Emotion Marketing and Students Loyalty

5.1.1. Student Perceptions on Widyatama University Experiential Marketing

Scores of respondents from each of the indicators in experiential marketing is derived as follows: ideal score is multiplied by the number of items multiplied by the number of respondents question, that is equal to: $1 \times 5 \times 115 = 575$. Lowest score is multiplied by the number of items multiplied by the number of respondents question, that is equal to:

$1 \times 1 \times 115 = 115$. From the lowest and highest value is then made the range and categorized them into 5 categories.

Based on the result of data processing, the classification of the total score indicates that students' perceptions of experiential marketing is in the category of good. Efforts to bring a friendly campus for prospective business people and professionals can be felt by students. However, the indicator attachment to their almamater, students feel less bound by the campus. One reason for this is less optimal role in establishing the campus of intense communication with students and alumni. This is also caused by less optimist role as a liaison party ties of campus alumni, students and alumni.

5.1.2. Student Perception on Widyatama University Emotion Marketing

Scores of respondents from each of the indicators in the emotion marketing obtained in the same way as in the variable experiential marketing. Based on the result of data processing, the classification of the total score of students' perceptions of emotion marketing is in the category of quite well. In terms of quality and equity costs, students considered that their costs equivalent to the quality of education provided. However, from the above table also shows that students feel less bound by his alma mater. This is because less impression experience they get when following the lecture in UTama and less ease in interacting and communicating with the main academic community.

5.1.3. Student Perceptions of the Loyalty to the Widyatama University

Scores of respondents from each of the indicators in the loyalty of students obtained in the same way as in the variable experiential marketing. Based on the result of processing data, students' perceptions score of loyalty is in the category quite loyal. This shows that UTama has enough power to make students loyal to his alma mater. However, this condition should be a special concern because in every indicator shows sufficient category. This means that students less willing to continue his studies at UTama and other services offered in UTama. This has resulted in lack of their willingness to refer UTama to the other party and the level of their acceptance of services from other universities.

5.2. Analysis of Experiential Marketing and Emotion Marketing of UTama toward Student Loyalty

After making the calculation of the amount of the path coefficient, then the path coefficient testing. To test the overall path coefficient, first set of hypothesis testing with the following results:

Table 1. Effect of the Simultaneous Test

Hypotesis	F _{count}	F _{table}	Result	Statistic Conclusion
Experiential marketing and emotion marketing UTama affect towards student loyalty	293,72	3,92	Significant	H ₀ rejected, means have significant impact between experiential marketing and emotion marketing towards student loyalty.

Because in testing H₀ is rejected, then it can be assumed that experiential marketing and emotion of significant impacts on student loyalty. Furthermore, to know how big the influence of each variable to the loyalty of student doing the t test to find out. Hence the proposition hypothesis does not imply whether the effect of variable X_i to Y_i is

positive or negative influence, then these individual tests is two-way with the following results:

Table 2. Effect of the Partial Test

Hypotesis	Path Coefficient	t _{count}	t _{table}	Result	Statistic Conclusion
Experiential marketing UTama affect towards student loyalty	0,21	2,41	1,98	Significant	H ₀ rejected, means have significant influence between experiential marketing UTama towards student loyalty
Emotion marketing UTama affect towards student loyalty	0,60	4,11	1,98	Significant	H ₀ rejected, means have significant influence between emotion marketing UTama towards student loyalty

From the test results obtained partially there is an objective description of significant influence of experiential and emotion factors to student loyalty.

The influence of each variable on student loyalty either partially or simultaneously can be seen in the table below:

Table 3. Influence Recapitulation of Each Variable

VARIABLE	Path Coefficient	INFLUENCE		TOTAL
		Direct	Indirect	
Experiential marketing	0,21	4,41%	11,59%	16,00%
Emotion marketing	0,60	36,0%	11,59%	47,59%
INFLUENCE TOTAL				63,59%
Residue Factor				36,41%

From the table above, it is known that the power of experiential marketing and emotion marketing directly determine changes in student loyalty is great. Marketing and emotion factor has more influence than factors experiential marketing. Meanwhile, the level of influence in proportion to that caused by other variables outside variables and emotion experiential marketing can be considered small.

6. Conclusions

Based on the results of research, *experiential marketing* from the Widyatama University (UTama) included in well categories in the students eyes . Students receive a good and memorable in the ministry of education provided by the UTama. Emotion marketing UTama categories are on pretty good. Meanwhile, the loyalty of students of the Widyatama University included in the category of pretty loyal. UTama have enough power to make students loyal to his alma mater.

From the research result shows that the influence of experiential marketing and direct marketing emotion determine changes loyalty in student is high. In assessing the experiential marketing of UTama, the students are many highlights on the *sense, feel* and *think* of these experiential efforts are still not optimal. An example is the attitude of professionalism that they felt somewhat difficult because they do not get a consistent sample of the lecturers. The slogan of the campus is friendly and professional yet also consistent they feel.

From marketing emotion factor, it was found that the overall picture of performance marketing emotion from main student is good enough. In terms of quality and equity costs, students considered that their costs equivalent to the quality of education provided. However, students feel less bound by his almamater because less of experience they get when enrolled in the UTama. It also caused less easy in the academic community to communicate with UTama.

Consistency of teacher professionalism and friendliness and attitude to serve the students as consumers of Widayatama University needed to enhance. In addition to faculty, other employees were expected to maintain an attitude of professionalism and serve with excellence the students especially those that relate directly to students. To support this we need a strong sanctions and educate. In addition, the existence of the bond alumni will be a bridge for the creation of attachment and loyalty of alumni of his alma mater. By optimizing the role of alumni ties, could be a media campaign and the creation of an effective loyalty.

Variable brand equity, and customer experience strategy can be used to further investigate the loyalty of students major.

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