

**THE EFFECT OF EXPERIENTIAL MARKETING AND PAYLATER FEATURES ON CUSTOMER SATISFACTION AND REPEAT INTEREST**

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**Abstracts**

*This study aims to determine whether experiential marketing and PayLater features on the Gojek application have on consumer satisfaction and their impact on repurchase interest. The data analysis technique uses path analysis and uses quantitative methods. Quantitative methods include validity and reliability, classic assumption tests, t-test trials, F tests, and the coefficient of determination (R2). The number of samples used in this study were 100 respondents. The results of the study indicate that experiential marketing has a significant positive effect on customer satisfaction, the PayLater feature also has a positive effect on customer satisfaction, and the two independent variables simultaneously have a positive effect on customer satisfaction. The findings also show that experiential marketing has a positive effect on repurchase interest, consumer satisfaction has a positive effect on repurchase interest, and different results are shown by the PayLater feature which has a negative effect on repurchase interest. Simultaneously, experiential marketing variables, PayLater features, and customer satisfaction have a positive effect on repurchase interest.*

**Keywords:** Experiential marketing, product features, PayLater, customer satisfaction, Gojek



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**INTRODUCTION**

The question that arises today is no longer whether companies should invest their resources and time on Corporate Social Responsibility (CSR) initiatives, but how and when they can create a significant impact on consumers through investment in social initiatives (García-Jiménez, Ruiz-de-Maya, & López-López, 2017). One of the most important indicators in developing a business is the response from consumers. This response can be in the form of suggestions, criticism, comments, feelings of satisfaction, and a sense of loyalty that exists in the minds of consumers. The feeling of satisfaction that is in the minds of consumers is an especially important consideration for many companies in developing their business. This is in line with (Kotler & Keller, 2016) which states that consumers can feel several feelings about a product or service, including feelings of pleasure and also feelings of disappointment with the performance or results of a product they have used. Both feelings can arise after consumers compare their expectations with the performance of a product or service. Therefore, customer satisfaction can be defined as the level of a person's feelings when using a product or service and comparing it with the expectations they have.

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According to (Peter & Olson, 2014) states that consumer behavior that ultimately uses or decides to repurchase a product or service is caused by encouragement and repetitive buying behavior. Repetitive buying behavior reflects that a customer has felt satisfaction with a product or service. In addition, (Making, 2015) also states that the behavior of high repurchase interest can also reflect the high level of satisfaction of these consumers. In the end, the high interest in consumer repurchase can determine the success of a product or service in the industrial market.

As previously mentioned, factors such as consumer experience and features of a product or service can trigger a consumer to feel satisfied in his mind. Several previous studies also state the same thing, including (Kusumawati, 2011), (Natasha & Kristanti, 2013), and (Febrini, Widowati, & Anwar, 2019) which state that consumer experience or experiential marketing has a significant effect to consumers, and also has an impact on repurchase interest (Pranata, 2017) and (Irawan, Indyastuti, & Suliyanto, 2018) also report that product or service features also have a significant and positive effect on consumer satisfaction and result in repurchase attention. However, not only do research results show a significant and positive effect, but some previous studies report that experiential marketing and product features do not have a significant effect on consumer satisfaction, a kind of research tried by (Yunita & Samuel, 2014), (Putra, 2016) and (Lunnette, 2017) reported that there are some measures of experiential marketing that do not affect customer satisfaction.

People increasingly need media or platforms that can provide various needs in an easy, fast, and simple way. Even more so if the media provides various needs of the community with just one application. Until now, Indonesia already has various mobile apps that are intended to meet the various needs of the community in just one application. One of the biggest applications in Indonesia today is Gojek.

Reporting from the Japanese media Nikkei (2019), per semester one in 2019, the Gojek application and ecosystem have been downloaded by more than 155 million users, with details of more than 2 million driver-partners, 400 thousand merchants partners, and more than 60 thousand service providers in Southeast Asia. This is only natural because now Gojek has started to expand to several neighboring countries, such as Singapore, Thailand, and Vietnam. In addition, the data also shows that the number of monthly active Gojek users in Indonesia is the highest when compared to similar applications, which has reached 22 million users per month. This figure can also define the behavior of the Indonesian people who like to use the Gojek application to support their daily activities, ranging from transportation services, ordering food and drinks, between goods, to various other personal needs, such as a salon at home, massage at home, etc. The data also shows that the number of active Gojek users is equivalent to the number of monthly active users of the Uber ride-sharing application in the United States. It is also strengthened by the results of a recent survey from the Alvara Research Center which states that the three Gojek services, namely transportation, food delivery, and digital payments are the choice of most Indonesians.

Starting in 2019, Gojek again launched product features to meet various consumer needs and to facilitate the transaction process, namely the PayLater feature. This feature is specifically designed as a payment method in the Gojek application. This feature allows consumers or users to get a monthly loan limit specifically for transactions through the Gojek application. This feature is also specifically designed to help consumers when they don't carry cash or the balance in GoPay has run out. In addition, the PayLater feature also allows consumers to get various attractive promos such as cashback when buying something.

How many accomplishments have been made by Gojek, it is clear that there is an increase every year regarding the consumption or use of Gojek by the Indonesian people.

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Gojek always tries to get to know and identify the various needs of the Indonesian people in everyday life so that now Gojek is the leading on-demand application in Indonesia. According to (You-Ming, 2010) the experiential marketing process can help to determine the relevance of the market to a brand, besides that it causes customers to also interact with several brands and feel and experience them wholeheartedly. In addition, (Kotler & Keller, 2009) also revealed that this process needs to be done to create a unique and interesting experience so that it will leave a good impression in the eyes of consumers.

One of the keys that Gojek always does to develop its company is by creating various products and innovations to meet customer satisfaction. According to (Tjiptono, 2008), creating various product features can influence consumer decisions in buying a product or service, because the feature itself is inseparable from a product which in the end can be a consideration in deciding whether or not to buy a product or service offered. This is solely to create and bring out a sense of consumer satisfaction with a product, and to meet the various expectations and expectations that have appeared in the minds of the public.

So that if the company can consistently take various approaches to consumers to recognize and identify expectations and expectations, this can encourage the company's progress and increase the consumption of a product or service produced by a company. Furthermore, consumers will feel satisfied and happy with the products or services they have used, and in the end, there will be a sense of interest to buy back the product or service at a later date.

## RESEARCH METHOD

In this research, researchers aim to identify and analyze how much influence experiential marketing and the PayLater feature on the Gojek application have on consumer satisfaction and its impact on repurchase attention. This research was tried with a quantitative approach model, which means that there will be information gathering that aims to improve and use mathematical models, theories, and hypotheses that want to deal with phenomena. This type of research is explanatory research, which is to examine the relationships between variables that are hypothesized at the beginning of the research. In this type of research, the hypotheses are about to be tested for their validity. The population in this research is a certain age group, which is the productive age group over 21 who has the Gojek application on their cellphones. The procedure for taking illustrations was tried using probability sampling methods. The information collection procedure used in this research is a questionnaire or questionnaire that will be distributed online.

## RESULT AND DISCUSSION

### A. Analysis of Respondent Characteristics

In this study, the number of samples used was 100 respondents, with the criteria of gender, age, education level, and city of domicile. The complete characteristics of the respondents are presented in Table 1.

Table 1 Characteristics of Respondents

No	Characteristics	Total	Percentage
1	<b>Gender</b>		
	Male	35	35%
	Female	65	65%

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Total	100	100%
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Based on Table 1 of the total 100 respondents, there are 35 male respondents or 35% and 65 female respondents or as many as 65%. This indicates that more Gojek users who simultaneously use the PayLater feature are women than men. The age characteristics resulted in data for 96 people aged 21-33 years or 96%, and only 4 people who were over 33 years old. This characteristic indicates that Gojek users and PayLater features are dominated by women.

Based on the education level, there are 6 people with a junior high / high school education, 88 people with a D3 / S1 education, and 6 people with a master's education background. This indicates that Gojek users and the PayLater feature are dominated by respondents with D3 and S1 education. Looking at the city of origin of the respondents, 35 respondents are domiciled in DKI Jakarta, 35 respondents are domiciled in the Bogor, Depok, Tangerang and Bekasi areas, and 30 other respondents come from outside the Greater Jakarta area. This shows that Gojek users and PayLater features are still dominated by people who live in the Jabodetabek area.

### B. Data Analysis

#### 1. Questionnaire Validity Test

Table 2 below shows the results of the validity test of the questionnaire used in the study:

Table .2 Validity Test Results

Variables and Indicators	R <sub>count</sub>	Status
<b>Experiential Marketing (X1)</b>		
Statement 1	0,567	valid
Statement 2	0,381	valid
Statement 3	0,679	valid
Statement 4	0,588	valid
Statement 5	0,381	valid
Statement 6	0,571	valid
Statement 7	0,543	valid
Statement 8	0,725	valid
Statement 9	0,528	valid
Statement 10	0,606	valid
Statement 11	0,628	valid
Statement 12	0,579	valid
Statement 13	0,633	valid
Statement 14	0,354	valid
Statement 15	0,648	valid
<b>PayLater Features (X2)</b>		
Statement 16	0,650	valid
Statement 17	0,637	valid
Statement 18	0,844	valid
Statement 19	0,801	valid
Statement 20	0,750	valid
Statement 21	0,680	valid
Statement 22	0,551	valid
Statement 23	0,726	valid
<b>Customer Satisfaction (Y1)</b>		
Statement 24	0,867	valid
Statement 25	0,844	valid
Statement 26	0,902	valid
<b>Repurchase Interest (Y2)</b>		
Statement 27	0,834	valid
Statement 28	0,926	valid
Statement 29	0,919	valid
Source:	Data processed	(2020)

Based on Table 2 to test the validity of the experiential marketing variable items, PayLater product features, customer satisfaction, and repurchase interest, the entire Pearson Correlation Coefficient score for each question in this study is greater than the R-Table (0.1966). This indicates that all question items in this study are valid.

**2. Questionnaire Reliability Test**

Table 3 below shows the results of the reliability test on the questionnaire used in the study:

Table 3 Research Indicator Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Result
Experiential Marketing (X1)	0.846	0.6	Reliable
PayLater Product Features (X2)	0.841	0.6	Reliable
Customer Satisfaction (Y1)	0.845	0.6	Reliable
Repurchase Interest (Y2)	0.871	0.6	Reliable

Source: Data processed (2020)

From Table 3 shows that the Cronbach's Alpha value for the experiential marketing (X1) variable, PayLater product features (X2), customer satisfaction (Y1) and purchase intention (Y2) is above 0.6 so it can be concluded that the questionnaire items of this study can be said reliable or trusted as a means of collecting data in research.

**3. Classic Assumption Test Results**

**a) Normality Test**

Normality testing is done using the P-P Plot graph. Normal data is data whose points spread around the diagonal line and there are no data points that spread far from the diagonal line. The data in this study were normally distributed, because the histogram forms mountains and does not tilt to the left or to the extreme right, as shown in Figures 1 and 2.

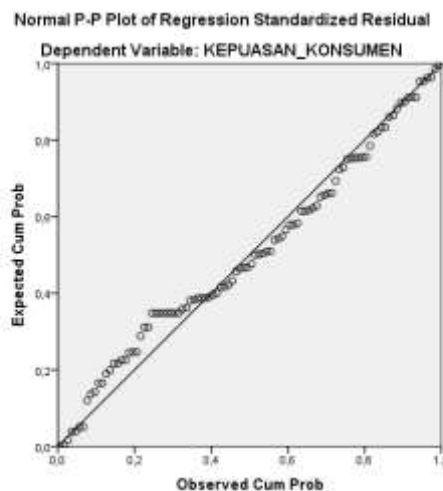


Figure 1 Normality Test Results for Model 1

Source: Data Processed (2020)

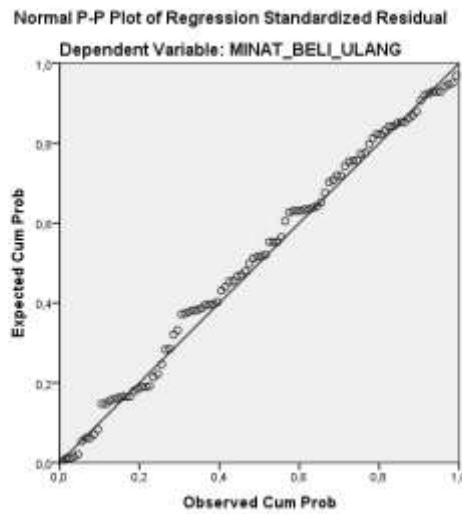


Figure 2 Normality Test Results for Model 2  
Source: Data Processed (2020)

Based on the test results on models 1 and 2, it can be seen that the points are not far from the diagonal line. This shows that the regression model is normally distributed.

**b) Heteroscedasticity Test**

Heteroscedasticity testing is carried out using the Scatter Plot as shown in Figure 3 and Figure 4 as follows:

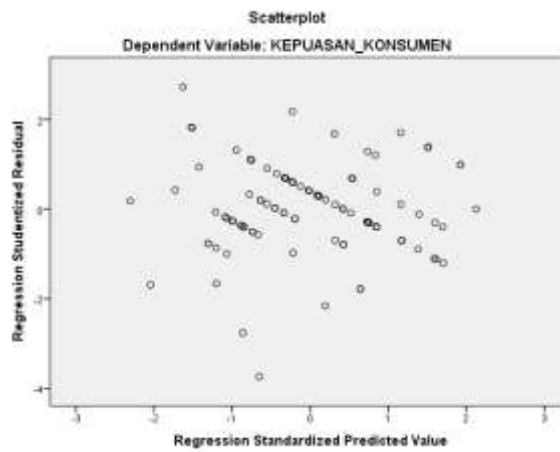


Figure 3 Scatterplot Heteroscedasticity Test Model 1  
Source: Data Processed (2020)



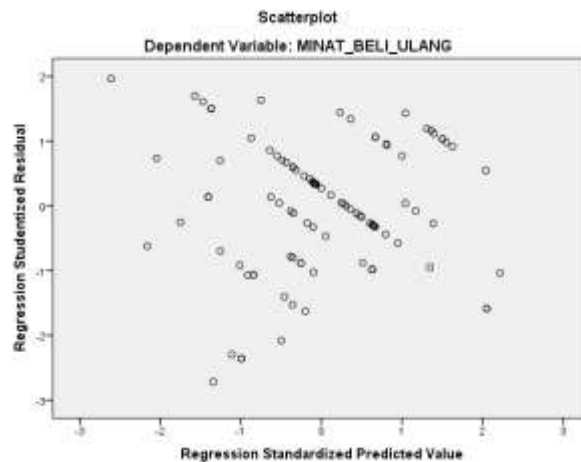


Figure 4 Scatterplot Heteroscedasticity Test Model 2  
Source: Data Processed (2020)

Based on Figure 3 and Figure 4, it shows that there is no heteroscedasticity in this research data, the distribution of data points on the scatterplot does not form a certain pattern. So, the conclusion of the validity of the research results is that the research model that has been made has met all the requirements required, so that the path analysis model model 1 and model 2 are feasible or correct.

**4. Hypothesis Test Results**

Sourced from a framework formed like Photo 5, in this research, 2 substructures are created, namely the initial substructure that looks at the influence between experiential marketing variables and PayLater product features on customer satisfaction (Jalan Model 1), as well as a second substructure for viewing experiential marketing variables, features PayLater products, as well as consumer satisfaction with repurchase attention (Jalan Model 2), the analysis steps are described in the road analysis as follows:

**a) Result of Model Path Analysis Test1**

To recognize the magnitude of the effects of experiential marketing variables and PayLater product features on customer satisfaction partially or each so that it can be tried using the t-test and to identify the effects simultaneously or jointly using the F-test, by looking at the value the significance of the research and after that comparing it with an Alpha value is 0, 05.

Meanwhile, to determine the amount of influence can be seen in the coefficient value. The test results can be seen in Table 4 below:

Table 4 T-Test and F-Test Path Model 1

Type of Test	Type of Test	Value		Information
		Coefficient	Significance	
T-test	<i>Experiential Marketing (X1)</i>	0.124	0.000	Significant
	PayLater Product Features (X2)	0.131	0.001	Significant
F-test	<i>Experiential Marketing (X1)</i>	0.464	0.000	Significant
	PayLater Product Features (X2)			

Source: Data processed (2020)

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Hypothesis 1

H1: There is a significant effect of Experiential Marketing on Customer Satisfaction

Conclusion: Hypothesis 1 is accepted

Hypothesis 2

H2: There is a significant effect of the PayLater feature on Customer Satisfaction

Conclusion: Hypothesis 2 is accepted

Hypothesis 3

H3: There is a simultaneous significant effect of Experiential Marketing and PayLater Features on Customer Satisfaction

Conclusion: Hypothesis 3 is accepted

Based on Table 4 in the t-test, it can be seen that the influence of experiential marketing variables on customer satisfaction is 0.124 with a significance of 0.000, the effect of PayLater's product features on customer satisfaction is 0.131 with a significance of 0.001. This data shows that all independent variables have an Alpha value of less than 0.05, which means that these variables have a significant and positive effect.

In the F-test, it can be seen that the simultaneous influence of experiential marketing and PayLater product features on customer satisfaction is indicated by a significance of 0.000 which is smaller than the Alpha value of 0.05. Based on the results of the path analysis model 1 test, the equation can be determined as follows:

$$Y_1 = 0,871 + 0,124 (X_1) + 0,131 (X_2)$$

### Path Determination Coefficient Model 1

The coefficient of determination (KD) from path model 1 can be seen from the calculation results in the model summary, especially the R Square number which is presented in Table 5 below.

Table 5 Analysis Results of Path Determination Coefficient Model 1

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,681 <sup>a</sup>	,464	,453	1,277	2,028

a. Predictors: (Constant), FITUR\_PRODUK, EXPERIENTIAL\_MARKETING

b. Dependent Variable: KEPUASAN\_KONSUMEN

Source: Data processed (2020)

From the previous Table 4, the value of Sig. F Change 0.000 or <0.05 so that the path analysis model carried out is said to be valid. Judging from Table 5, the value of R Square is 0.464, this means that the experiential marketing variable and PayLater product features determine 46.4% of customer satisfaction and 53.6% are explained by other reasons not examined.

#### b) Result of Model 2 Path Analysis Test

To find out the magnitude of the effects of experiential marketing variables, PayLater product features, and customer satisfaction on the repurchase interest partially or respectively, it can be done using the t-test and to determine the effects simultaneously or jointly using the test- F, by looking at the significance value of the study and then comparing it with an Alpha value of 0.05.

Meanwhile, to determine the amount of influence can be seen in the coefficient value. The test results can be seen in Table 6 below:

Table 6 T-test and F-Test of Path Model 2

Type of Test	Type of Test	Value		Information
		Coefficient	Significance	
T-test	<i>Experiential Marketing</i> (X1)	0.131	0.000	Significant
	PayLater Product Features (X2)	-0.049	0.293	Not Significant
	Customer Satisfaction (Y1)	0,411	0,001	Significant
F-test	<i>Experiential Marketing</i> (X1)	0.444	0.000	Significant
	PayLater Product Features (X2)			
	Customer Satisfaction (Y1)			

Source: Data processed (2020)

Hypothesis 4

H4: There is a significant effect of Experiential Marketing on Repurchase Attention

Conclusion: Hypothesis 4 is accepted

Hypothesis 5

H5: There is no significant effect of the PayLater feature on Repurchase Attention

Conclusion: Hypothesis 5 is rejected

Hypothesis 6

H6: There is a significant effect of Customer Satisfaction on Repurchase Attention

Conclusion: Hypothesis 6 is accepted

Hypothesis 7

H7: There is a significant influence simultaneously Experiential Marketing, PayLater Features, and Customer Satisfaction on Repurchase Attention

Conclusion: Hypothesis 7 is accepted

Sourced in Table 6 in the T-test, it appears that the influence of experiential marketing variables on repurchase attention is 0.131 with a significance of 0, 000, the effect of PayLater product features on repurchase attention is 0.049 with a significance of 0.293, and the effect of satisfaction consumers towards repurchase attention is 0, 411 with a significance of 0.001. This information shows that the experiential marketing variable and customer satisfaction have an Alpha value of less than 0.05, which means that these variables have a significant and positive influence. On the other hand, the PayLater product feature variable has an Alpha value of more than 0.05, which means that it has no significant effect on repurchase attention, and has a negative or unidirectional effect on repurchase attention.

In the F-test, it can be seen that the effect of experiential marketing, PayLater product features, and customer satisfaction simultaneously on repurchase interest is shown with a significance of 0.000 which is smaller than 0.05. Based on the results of the path analysis model 2 test, the equation can be determined as follows:

$$Y_2 = 1,161 + 0,131 (X_1) - 0,049 (X_2) + 0,411 (Y_1)$$

**Path Determination Coefficient Model**

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The coefficient of determination (KD) from path model 2 can be seen from the calculation results in the Summary model, especially the R Square number which is presented in Table 7 below.

Table 7 Analysis Results of Path Determination Coefficient Model 2.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,666 <sup>a</sup>	,444	,427	1,459	2,443

a. Predictors: (Constant), KEPUASAN\_KONSUMEN, FITUR\_PRODUK, EXPERIENTIAL\_MARKETING

b. Dependent Variable: MINAT\_BELI\_ULANG

Source: Data Processed (2020)

From the previous Table 6, the value of Sig. F Change 0.000 or <0.05 so that the path analysis model carried out is said to be valid. Judging from Table 4.7, the value of R Square is 0.444, this means that the variable experiential marketing, PayLater product features, and customer satisfaction determine 44.4% of repurchase interest and 55.6% is explained by other reasons not examined.

### c) Result of Path Analysis Model 1 and Model 2

The following is a summary of the results of the calculation of the effect on path analysis model 1 and path model 2 as shown in Table 8 below:

Table 8 Direct, Indirect and Total Effects

Path way Model	Hypothesis	Influence Variable	Effect		Remaining	Total
			Direct	Indirect via Y1		
1	H1	X1 → Y1	0,124			0,143
	H2	X2 → Y1	0,131			0,131
	H3	X1, X2 → Y1	0,464		0,536	1,000
2	H4	X1 → Y2	0,131	0,050		0,181
	H5	X2 → Y2	-0,049	0,053		0,004
	H6	Y1 → Y2	0,411			0,411
	H7	X1, X2, Y1 → Y2	0,444		0,556	1,000

Source: Data Processed (2020)

By looking at Table 8, it can be seen that the effect of experiential marketing and PayLater product features partially and directly on customer satisfaction is significant and positive, with a value of 0, 124 and 0, 131. Partially, the PayLater product feature variable has a stronger influence than experiential marketing on customer satisfaction. Furthermore, experiential marketing variables and PayLater product features simultaneously also affect customer satisfaction with a value of 0, 464. In model 1, the effect of experiential marketing and PayLater product features simultaneously on customer satisfaction is the very dominant or the largest way.

Next it is known that there is no significant influence between PayLater product features on direct repurchase attention, this case shows that the presence of PayLater product features on the Gojek application is not the main aspect for consumers to reuse

the Gojek application. On the other hand, experiential marketing and customer satisfaction each directly and positively influence repurchase attention with a value of 0,131 and 0,411. Partially, the consumer satisfaction variable has a stronger influence than the experiential marketing variable and PayLater product features on repurchase attention variable. Furthermore, experiential marketing variables, PayLater product features, and consumer satisfaction simultaneously also affect repurchase attention with a value of 0.444. In model 2, the effect of experiential marketing, PayLater product features, and consumer satisfaction simultaneously on repurchase attention is the road is very dominant or the largest.

Based on the research results, it is known that there is an influence between experiential marketing and PayLater product features indirectly on repurchase interest through customer satisfaction which has a value of 0.050 and 0.053.

**Empirical Causal between Pathways Model 1 and Model 2**

Based on the results of the t-test, F-Test, Correlation Coefficient and Coefficient of Determination R2 in Path Analysis Model 1 and Path Analysis Model 2 as presented in Figure 4.5 below:

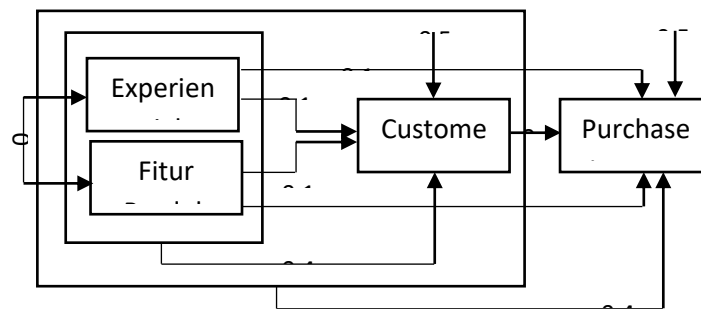


Fig. 5. Empirical Causal between Pathways Model 1 and Model 2  
Source: Data processed (2020)

**5. Correlation Matrix**

**a) Correlation Between Variables**

In order to determine the level of strength of the relationship between each variable, it can be done by testing the correlation coefficient between variables as in table 9 below:

Table 9 Correlation Coefficient between Variables

Variable	Experiential Marketing (X1)	PayLater Product Features (X2)	Customer Satisfaction (Y1)	Purchase Interest (Y2)
Experiential Marketing (X1)		0,561	0,632	0,610
PayLater Product Features (X2)	0,561		0,566	0,349
Customer Satisfaction (Y1)	0,632	0,566		0,584
Purchase Interest (Y2)	0,610	0,349	0,584	

Source: Data Processed (2020)

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Based on Table 9, the results of the variable correlation coefficient can be interpreted that there is a correlation between experiential marketing (X1) and PayLater product features (X2) of 0.561, the correlation between experiential marketing (X1) and customer satisfaction (Y1) is 0.632, and there is a correlation between experiential marketing (X1) and repurchase interest (Y2) of 0.610. Next, there is a correlation between PayLater product features and customer satisfaction (Y1) of 0.566, and a correlation between PayLater product features (X2) and repurchase interest (Y2) of 0.349, and there is a correlation between customer satisfaction (Y1) and repurchase interest (Y2) of 0.584. The correlation between the aforementioned variables is significant because the significance level of each of these relationships is 0.000 or less than 0.005.

### b) Inter-Dimensional Correlation

To find out which dimensions have a strong influence, it can be seen from the inter-dimensional matrix as in Table 10 below:

Table 10 Matrix of Inter-Dimensional Correlation Analysis

Variable	Dimensions	Customer Satisfaction (Y1)				Purchase Interest (Y2)				
		Emotional	Right Decision	Product Quality	Total	Reuse Plan	Recommendations to Others	Fundamental Needs for Products	Total	
		Y1.1	Y1.2	Y1.3	Y1	Y2.1	Y2.2	Y2.3	Y2	
Experiential Marketing (X1)	Sense	X1.1	0,445	0,350	0,278	1,073	0,419	0,426	0,332	1,177
	Feel	X1.2	0,543	0,363	0,467	1,373	0,351	0,294	0,271	0,916
	Think	X1.3	0,422	0,358	0,404	1,184	0,281	0,493	0,484	1,258
	Relate	X1.4	0,481	0,391	0,413	1,285	0,386	0,492	0,423	1,301
	Act	X1.5	0,434	0,581	0,472	<b>1,487</b>	0,505	0,593	0,515	<b>1,613</b>
PayLater Product Features (X2)	Diversity Features	X2.1	0,471	0,271	0,422	1,164	0,221	0,209	0,257	0,687
	Quality Features	X2.2	0,461	0,174	0,359	0,994	0,171	0,155	0,157	0,483
	Importance of Features	X2.3	0,408	0,354	0,341	1,103	0,329	0,268	0,299	0,896
	Completeness of Features	X2.4	0,607	0,399	0,493	<b>1,499</b>	0,330	0,320	0,316	<b>0,966</b>
Customer Satisfaction (Y1)	Emotional	Y1.1					0,482	0,401	0,391	1,274
	Right Decision	Y1.2					0,662	0,543	0,504	<b>1,709</b>
	Product Quality	Y1.3					0,356	0,406	0,407	1,169

Source: Data Processed (2020)

From table 10, the highest correlation between experiential marketing variables to the variable customer satisfaction and repurchase interest lies in the act dimension. This means that experiences such as improving the physical experience of consumers, showing consumers alternative and innovative ways, alternative lifestyles, and creating special interactions are needed to generate satisfaction in consumers who can eventually return to using these products at a later date.

The highest correlation between PayLater product feature variables and customer satisfaction and repurchase interest lies in the feature completeness dimension. This shows that maintaining consistency in maintaining the completeness of features, even always updating the completeness of a feature, can make users of a product or service always feel satisfied and remain loyal to use these features. Furthermore, the highest

correlation between the variables of customer satisfaction and repurchase interest lies in the emotional dimension. This shows that a sense of satisfaction that has arisen in the mind of a consumer can encourage the consumer to voluntarily return to using a product or service that has been used at a later date.

### **C. Discussion of Research Results**

Based on the results of the study using path analysis, two sub-structures were obtained with the following discussion:

#### **1. Path Analysis Model 1**

The first analysis shows that experiential marketing has a positive and significant effect on customer satisfaction, this is in accordance with previous research conducted by Kusumawati (2011), Natasha and Kristanti (2013), and Febrini (2019) where experiential marketing factors significantly affect satisfaction consumer. This shows that experiential marketing is the main factor driving consumers to use the Gojek application, namely when consumers always feel they need the Gojek application to help with their daily activities. This can happen if the Gojek application always makes the needs of consumers a reference in developing a business. From the research results, the act dimension has the highest correlation with customer satisfaction, where the act variable can show the level of a consumer's lifestyle. That is, by enhancing the physical experience of consumers, showing consumers alternative and innovative ways, alternative lifestyles, and creating special interactions, Gojek can make consumers always feel satisfied with the services they have. Thus being consistent in seeking insights from consumers can be useful for knowing the development of consumer needs.

With an era that can develop very rapidly like today, Gojek is always required to build innovations that can benefit its consumers. These innovations can be built from the wants and needs of the consumers.

The second analysis shows that PayLater product features have a positive and significant effect on customer satisfaction. These results are in line with previous research conducted by Pranata (2017), Irawan (2018), and Puspita (2016) where the dimensions of product features such as product quality, product completeness, product diversity, and product importance have a positive and significant on customer satisfaction. This shows that Gojek users and especially PayLater feature users always expect this feature to be a facility that can help them when carrying out the payment transaction process.

From the research results, the feature completeness dimension has the highest correlation with customer satisfaction compared to other dimensions. Thus, consistency in maintaining the completeness of PayLater features and even always making the latest innovations in the PayLater feature can make PayLater feature users feel satisfied and remain loyal to use these features. Methods that can be done include completing the list of affiliated banks, enriching PayLater repayment options, and creating a method that can make it easier for consumers to make payment transactions, for example, with just one click, consumers can easily pay PayLater bills. The third analysis shows that the experiential marketing variables and PayLater product features together (simultaneously) have a positive and significant effect on customer satisfaction.

In the sub-structure of model 1, the variable that has the most significant effect partially on the consumer satisfaction variable is the PayLater product feature variable, which is 0.131.

This shows that based on this research, the more influential factor in generating satisfaction among Gojek application users is the PayLater feature, which consumers can

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use in the payment transaction process in the Gojek application. The convenience and other benefits offered by the PayLater feature are in fact very much felt by consumers in helping during the payment transaction process, so that consumers can feel satisfied after using the services in the Gojek application. In addition, payment systems such as buy today and pay at the end of the month are popular with users, so Gojek users don't have to worry if one day they don't bring cash or the GoPay balance is no longer available.

Based on the results of this research, it can be a reference for Gojek to continue to develop the PayLater features in the Gojek application. Innovations and developments that can be done can be in the form of terms and conditions that make it easier, affordable costs, and allow Gojek users to use the PayLater feature in all activities related to Gojek. That way, consumers will always be satisfied using the PayLater feature and using the Gojek application in their daily activities.

### **2. Path Analysis Model 2**

In the sub-structure of model 2, the first analysis shows that the experiential marketing variable is proven to have a positive and significant effect on repurchase interest. This is in accordance with previous research conducted by Lionora (2015) and Handayani (2017), where the experiential marketing variable has a positive and significant effect on repurchase interest. This suggests that a factor experiences from consumers can also help Gojek in developing products so that the innovations created can be a major factor for consumers intending to return to using the Gojek application tomorrow. The dimension that has the highest correlation is act, meaning that if Gojek wants its consumers to always reuse the Gojek application, then innovations that can make consumers feel suitable and assisted in using Gojek can continue to be developed. So that in the end consumers will return to using the Gojek application at a later date. In addition, when Gojek succeeds in making its consumers think that the Gojek application is part of its lifestyle, it can trigger consumers to use the Gojek application repeatedly.

The results of the next analysis show that PayLater product features do not have a significant effect on repurchase interest, this is in line with previous research conducted by Bahar and Sjaharuddin (2017) and Ramadhan and Santosa (2017) that product quality which is part of product features is not has a significant effect on repurchase interest. PayLater product features are not a significant factor in determining a consumer to return to using the Gojek application, the PayLater product features only have a significant effect on customer satisfaction.

From the results of this study, it can be seen that there are several other factors that trigger consumers not to consider PayLater product features as the main factor determining repurchase interest. Based on the results of direct interviews with 10 respondents, some stated the same thing. The administrative cost that is too large is one of the factors. For consumers who have used the PayLater feature for quite a long time, they have received a large PayLater limit and also quite a large administration fee. This is what causes them to be reluctant to return to using the PayLater feature in the payment transaction process on the Gojek application.

The results of the subsequent analysis indicate that the consumer satisfaction variable is proven to have a positive and significant effect on repurchase interest. This is in accordance with research conducted by Safitri (2017) and Putri and Astuti (2017) that consumer satisfaction when using the Gojek application is a triggering factor for consumers to return to using the Gojek application tomorrow. Consumers feel that their choice of the Gojek application is right, and they feel that Gojek is a basic need in their daily activities.



If the features and conveniences in the Gojek application are always present and consistent, consumers will always feel satisfied and in the end will return to using the Gojek application. Furthermore, the Gojek feature which can provide space for criticism, suggestions, and comments on every activity in the Gojek application is indeed proven to be able to help find out what products should be developed, so that these products will be increasingly favored by consumers. The results of further analysis show that the variable experiential marketing, PayLater product features and customer satisfaction together (simultaneously) have a positive and significant effect on repurchase interest.

In the sub-structure of model 2, the variable that has the most significant effect partially on the repurchase interest variable is customer satisfaction, which is 0.411. Based on the results of this study, it shows that the customer satisfaction variable is the most influential factor in the emergence of repurchase interest in consumers or Gojek users. It is proven that when a consumer is satisfied, then naturally they will remember the good memory and the intention will also appear to return to using the product at a later date. In addition, they will also recommend a product or service that they value very well to the people around them, and make the product or service a basic need that can help in everyday life.

## CONCLUSION

Based on the results of the analysis and discussion that has been conducted regarding the effect of experiential marketing and PayLater features on customer satisfaction and its impact on repurchase interest, it can be concluded that: It is evident that the experiential marketing variable has a significant effect on customer satisfaction. This shows that the approach used by Gojek in making the needs of consumers a reference in developing innovation is the right thing to do.

It is proven that the PayLater feature has a significant effect on customer satisfaction. In the sub-structure of model 1, the PayLater feature variable has the strongest influence on the customer satisfaction variable. This shows that the convenience and other benefits offered by the PayLater feature are in fact It is felt by consumers in helping out during the payment transaction process, so that consumers can feel satisfied after using the services available in the Gojek application. It is proven that experiential marketing and PayLater features simultaneously have a significant effect on customer satisfaction. This shows that experiential marketing and PayLater product features are the main factors that can determine consumer satisfaction in using the Gojek application.

It is proven that experiential marketing has a significant effect on repurchase interest. This shows that the experience factor of consumers can also help Gojek in developing products so that the innovations created can be a major factor for consumers to intend to reuse.

Gojek application tomorrow. It is proven that the PayLater feature does not have a significant effect on repurchase interest. This shows that PayLater product features are not the main factor for consumers to return to using the Gojek application at a later date.

It is proven that customer satisfaction has a significant effect on repurchase interest. This shows that when Gojek has become part of the lifestyle and becomes a basic need in activities, consumers will return to using Gojek at a later date. It is proven that when a consumer is satisfied, then naturally they will remember the good memory and the intention will also appear to return to using the product at a later date.

It is proven that the experiential marketing variables, PayLater product features, and customer satisfaction also have a positive and significant effect simultaneously on

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repurchase interest. This shows that to trigger reuse by consumers, Gojek is required to always be consistent in prioritizing user experience and product feature innovation to meet consumer needs so that they will feel satisfied and will eventually return to using Gojek at a later date.

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