The Influence Of Experiential Marketing On Repurchase Intention (Study On Regular Customers Of Cargo X Telukdalam City)

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ABSTRACT

The rapid development in the service sector also increases the difficulty, namely failure to meet customer wants and needs, reflected in the low customer buying interest in the products and services produced by the company. In the author's observation, repurchase intention on regular Cargo X customers in Telukdalam City is low. The low repurchase intention can be seen from consumers who use Cargo services from 2020 to 2023 has decreased significantly. As for repurchase intention, it is influenced by many factors, but in this study it is only focused on experiential marketing variables. This study aims to determine the effect of experiential marketing on repurchase intention on regular customers of Cargo X Telukdalam city with the sample being regular customers of Cargo X Telukdalam city in 2023 totaling 120 people. This research uses a quantitative research approach. The data analysis technique in this study uses multiple linear regression analysis whose calculations are carried out with the IBM SPSS version 21 program. The results showed that the experiential marketing variable had a positive and significant effect on repurchase intention

Keywords: *Experiential Marketing; Repurchase Intention; Customer Loyalty*

INTRODUCTION

The development of freight forwarding services or often called expeditions, in recent years has been increasing rapidly, this is due to the high demand for shipping goods by the public, companies and governments related to the delivery of goods and documents from one place to another. The greater mobility of goods is due to the increasing number and ease of transportation to each region, both using flight routes, land and sea routes. In Indonesia alone, the prospect of cargo service providers is growing rapidly, due to the number of companies that make virtual sales that are directly connected to regions throughout the archipelago, supported by the increasing availability of various expeditions.

Cargo X Telukdalam is one of the expedition companies that serves goods delivery services to various regions throughout the archipelago with the flow of goods sent directly to the destination address. In the observation of researchers, the repurchase intention of Cargo X Telukdalam city is relatively low. The low repurchase intention can be seen from consumers who use cargo services from 2020 to 2023 has decreased significantly.

Initial observations made by researchers showed that there are still types of services that are no longer in demand by customers because they choose to use other

services such as delivery services (door to door). In addition, the number of competitors from similar companies that directly provide shipping services and deliver goods directly such as J&T, Ninja Express, Indah Cargo, POS Indonesia and others is the cause of the decline in repurchase intention of users of Cargo X Expedition services.

Table 1
Initial Survey of Experiential Marketing at Cargo X Kota Telukdalam
Year 2023

No	Indicator	Description
1	Sense includes the colour design of the waiting room, the comfort of the waiting room, the elegant design of the office and office equipment such as a relatively small office space, a narrow parking lot and others.	36% of customers stated good, while 64% of customers stated not good
2	Feel includes employee friendliness, warm employee welcome, employee speed in serving, having a high response to customer complaints.	65% of customers stated that it was good, while 35% of customers stated that it was not good.
3	Think includes price compatibility with services, delivery variations, the process of packing goods, handling goods according to procedures, and the process of weighing goods that are precise and accurate.	40% of customers stated good, while 60% of customers stated not good
4	Act includes the company's reputation, the company's position as a market leader, services that suit the customer's lifestyle.	50% of customers stated that it is good, while 50% of customers stated that it is not good.
5	*Relate includes customer expectations of service, information networks, and positive experiences.*	40% of customers stated that it is good, while 60% of customers stated that it is not good.

Source: Data processed (Interview with Cargo X customers in Telukdalam city 2023)

The results of the initial survey above were distributed to 30 respondents about experiential marketing. The results turned out that there were still some shortcomings in the experiential marketing aspect itself. Seeing the reality as above, researchers want to conduct research 'The Influence of Experiential Marketing on Repurchase Intention' (Study on Regular Cargo X Customers in Telukdalam City).

METHOD
This research is explanatory research. According to Umar (2010) explanatory research is research that aims to analyse the relationships between one variable and another or how one variable affects another. According to Singarimbun and Effendy (2005) explanatory research is explanatory research that highlights the causal relationship between research variables and tests previously formulated hypotheses. Researchers use causal explanatory methods to explain the influence between variables so as to obtain specific information about the effect of experiential marketing on repurchase intention.

Hypothesis and Conceptual Framework
H1 Sense is thought to have a positive effect on Repurchase Intention
H2 Feel is thought to have a positive effect on Repurchase Intention
H3 Think is thought to have a positive effect on Repurchase Intention
H4 Act is thought to have a positive effect on Repurchase Intention
H5 Relate is thought to have a positive effect on Repurchase Intention

Figure 1.
Research Framework
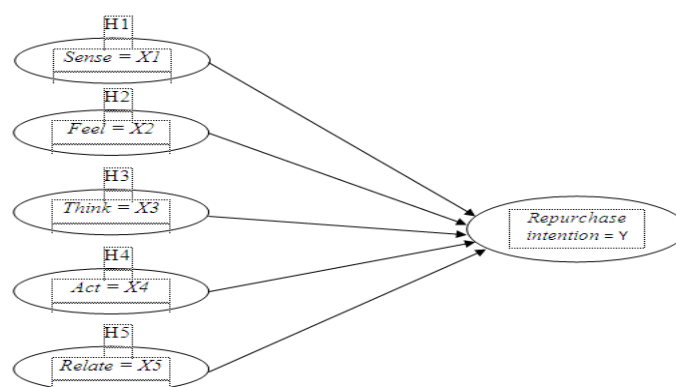
Source: Processed by researchers (2023)

RESULTS AND DISCUSSION
Instrument Validity and Reliability Test
   a. Validity Test
        The validity test was conducted to see the feasibility of the question items in the questionnaire as a measuring tool for a variable Arikunto (2010). In this study there are 6 variables, namely Sense (X1) (5 items), Feel (4 items), Think (5 items), Act (3 items), Relate (4 items), and Repurchase Intention (Y) (3 items). The instrument feasibility test was carried out on 30 respondents. With 30 respondents, the r table value (at df N-2 = 28) was obtained at 0.361. Each variable item is said to be valid if the rcount value, namely the corrected item-total correlation, is greater than the rtable value (0.361).

Table 2
Sense Validity Test

No	Item	Corrected Item-Total Correlation	Validitas
1	Sense 1	0,721	Valid
2	Sense 2	0,819	Valid
3	Sense 3	0,876	Valid
4	Sense 4	0,789	Valid

5	*Sense* 5	0,703	Valid
6	*Feel* 1	0,672	Valid
7	*Feel* 2	0,573	Valid
8	*Feel* 3	0,828	Valid
9	*Feel* 4	0,550	Valid
10	*Think* 1	0,568	Valid
11	*Think* 2	0,870	Valid
12	*Think* 3	0,813	Valid
13	*Think* 4	0,803	Valid
14	*Think* 5	0,773	Valid
15	*Act* 1	0,596	Valid
16	*Act* 2	0,752	Valid
17	*Act* 3	0,708	Valid
18	*Relate* 1	0,468	Valid
19	*Relate*2	0,791	Valid
20	*Relate*3	0,660	Valid
21	*Relate*4	0,711	Valid
22	*Repurchase Intention* 1	0,798	Valid
23	*Repurchase Intention*2	0,787	Valid
24	*Repurchase Intention*3	0,801	Valid

Source: Primary data processed (2023)

From table 2 above, it can be seen that all variables X and variable Y have a Corrected Item-Total Correlation value greater than the rtable value (0.361) so that all variables can be declared valid. Thus these items can all be included in data processing and further analysis in the study.

a. Reliability Test

Variable reliability is assessed using Cronbach's Alpha. Variables with Cronbach's Alpha of 0.6 or more are said to be reliable or acceptable. The results of the analysis of each variable after deleting invalid items can be seen in table 3 below:

Table 3
Reliability Test

Variable	Item	*Cronbach's Alpha*	Description
Sense(X1)	5	0,909	Reliabel
Feel (X2)	4	0,826	Reliabel
Think (X3)	5	0,905	Reliabel
Act (X4)	3	0,825	Reliabel
Relate (X5)	4	0,827	Reliabel
Repurchase Intention(Y)	3	0,884	Reliabel

Source: Primary data processed (2016)

The reliability test results presented in the table above show that each reliability coefficient value is greater than 0.6, so the instrument used is declared reliable.

b. Hypothesis Testing

Table 4
Analysis of the Relationship between Sense and Repurchase Intention

Variable	T_{count}	t_{table}	Sig.	Partial Correlation
X_1	3,813	1,658	0,000	0,343

Source: Primary data processed (2023)

Table 5
Analysis of the Relationship between *Feel* and *Repurchase Intention*

Variable	T_{count}	t_{table}	Sig.	Partial Correlation
X_2	2,018	1,658	0,046	0,190

Source: Primary data processed (2023)

Table 6
Analysis of the Relationship between *Think* and *Repurchase Intention*

Variable	T_{count}	t_{table}	Sig.	Partial Correlation
X_3	2,172	1,658	0,032	0,204

Source: Primary data processed (2023)

Tabel 7
Analysis of the Relationship between *Act* and *Repurchase Intention*

Variable	T_{count}	t_{table}	Sig.	Partial Correlation
X_4	2,066	1,658	0,041	0,194

Source: Primary data processed (2023)

Tabel 8
Analysis of the Relationship between *Relate* and *Repurchase Intention*

Variable	T_{count}	t_{table}	Sig.	Partial Correlation
X_4	2,035	1,658	0,044	0,191

Source: Primary data processed (2023)

CONCLUSION

Sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) have been proven to have a positive and significant effect on Repurchase Intention for Cargo X customers in Telukdalam City. The implementation of Sense has met customer expectations effectively, indicating its strong influence on customer behavior. Similarly, Feel, which encompasses the friendliness of front-line employees, warm welcomes, responsive handling of customer complaints, and swift service, has played a crucial role in fostering customer loyalty. Think also significantly influences Repurchase Intention, highlighting the importance of cognitive engagement in customer decisions. Furthermore, Act, characterized by impactful experiences such as the company's strong reputation, market leadership, and service efficiency that aligns with customer lifestyles, effectively drives repeat purchases. Lastly, Relate enhances Repurchase Intention through its focus on fulfilling customer expectations and promoting positive experiences that customers share with others. Collectively, these dimensions illustrate the comprehensive approach Cargo X employs to strengthen customer loyalty.

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