The Influence of Experiential Marketing and Service Quality on Repurchase Intention

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Abstract: The study entitled The Influence of Experiential Marketing and Service Quality on Repurchase Interest is a study of how much influence experiential marketing is carried out by entertainment venue managers and the quality of service carried out to support increased visitors as an impact of repurchase interest carried out by visitors. This study uses a descriptive and verification research design, with a quantitative research method. Descriptive testing in this study is done by using continuous line analysis and its verification analysis using path analysis. The results of the analysis show that experiential marketing carried out by managers is included in the good category, this is supported by the quality of service provided by managers according to respondents' responses is good. Based on the analysis carried out, shows that the relationship between the variables studied has a positive relationship, and experiential marketing and service quality both simultaneously and partially have a significant effect on consumer repurchase interest. Of the two variables studied, experiential marketing has a greater influence than service quality on the repurchase interest of visitors to Jans Park Jatinangor.

Keywords: Experiential Marketing; Repurchase Intention; Service Quality

INTRODUCTION

Bandung is famous as a complete city tourism destination besides other areas in West Java, where tourists who come can be entertained with various activities, ranging from Sundanese cultural attractions, destinations, interesting shopping locations, inspiring city atmosphere, and unique culinary and tourist attractions that are very popular with the community. The existence of play facilities for the community is one of the things that attracts people to fill their holidays with their families, and Bandung is one of the tourist attractions that has a business environment, governance, tourism potential, and adequate infrastructure, this encourages visitors to return to visit the tourist attractions in the future. A consumer will make repeat purchases because of an urge and repeated buying behavior that can foster loyalty to what they feel is right for them (Peter and Olson in Priansa (2022).

With the many types of rides offered in Bandung, consumers are faced with a variety of product choices offered by each provider of play rides. In this competitive situation, the main goal of the company is to find a competitive advantage that can cause the company to have superior performance Supranto and Limakrisna (2020).

Superior performance is a measure of seeing the success of activities carried out by the company and this can be reflected in the number of purchases made by consumers. According to Priansa (2022), repurchase interest is a behavior that appears as a response to an object that shows the customer's desire to make repeat purchases.

Based on a temporary analysis of visitors to Jans Park Jatinangor from year to year have decreased in the number of visitors, this has resulted in the manager's turnover from year to year also decreasing, on the other hand, the operational costs incurred by the manager are fixed, therefore, researchers are interested in researching further regarding the phenomenon that occurred.

According to Afifah in her research, the factors that influence repurchase interest include experiential marketing and service quality. The same is true of Puspa (2020),

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Irma (2021), and Fedika (2020). Hilman (2020) stated that product quality and service quality affect consumer attitudes and their implications for repurchase interest. Research conducted by Irma Yanti Febrini, Retno Widowati, and Misbahul Anwar (2021) stated that experiential marketing has a positive and significant effect on repurchase interest. This is in line with previous research written by Wan Rizka Amelia (2022) with experiential marketing results consisting of sense, feel, act, and relate giving positive and significant results on repurchase interest. Both studies show that good experiential marketing will increase repurchase interest.

The purpose of this study is to 1) find out how respondents respond to experiential marketing carried out by tourism managers; 2) How respondents respond to the quality of tourist attraction services; 3) How respondents respond to the purchase interest they feel towards tourist attractions and; 4) How big is the influence of experiential marketing and service quality, both partially and simultaneously, on repeat purchase interest that occurs at Janspark Jatinangor, Bandung Regency.

METHODS

The research design carried out in this study was descriptive and verification. This type of research is quantitative, namely research that emphasizes testing theories through measuring research variables with numbers and analyzing data using statistical procedures. (Arikunto, 2021). Data sources consist of primary data obtained by distributing questionnaires to respondents as well as secondary data obtained: (1) viewing data on the web; (2) job descriptions; and (3) literature. The population in this research were all visitors to the Jans Park Jatinangor tourist attraction in Bandung Regency. In determining the research sample using an iterative formula, 88 respondents were obtained. The sampling technique used was the accidental sampling technique. The analytical method used included descriptive analysis, namely descriptive analysis. using continuum lines (Naolaka, 2020) and verification analysis using Path Analysis (Kurniawan, 2020).

RESULTS AND DISCUSSION

Descriptive Analysis

The experiential marketing variable in this study was measured using thirty (30) statement items submitted to respondents visiting Jans Park Jatinangor.
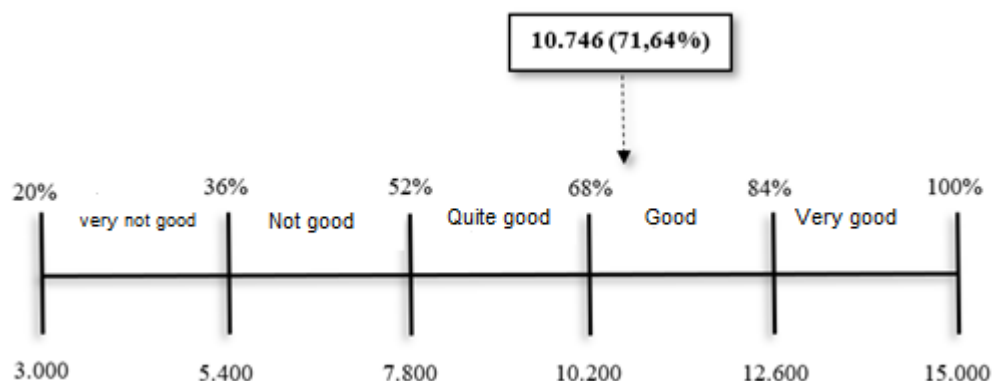

Figure 1. Continuum of Respondents' Responses regarding Experiential Marketing carried out by Jans Park Jatinangor
Source: Data Processing Results (2024)

Based on the analysis results, shows that the actual score obtained by the Experiential Marketing variable is 10,746 or 71.64%. If we look at the continuum line, the score is included in the good category, this shows that the experiential marketing carried out by the management according to respondents' responses is that the rides available at Juns Park are able to make visitors feel memorable for the experience they have while using the rides provided.

If we look at the results of all the answers, we can see the respondents' responses to the quality of service provided by the management in the picture below:
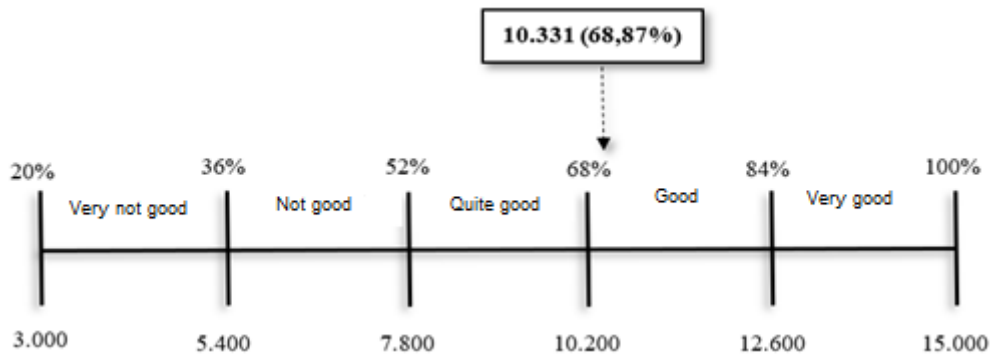

Figure 2. Continuum of Respondents' Responses to the Quality of Service Provided by Juns Park Jatinangor Management
Source: Data Processing Results (2024)

Based on the analysis results, shows that the actual score obtained by the service quality variable is 10,331 with a score percentage of 68.87%. This value is in the interval class 10,200 – 12,600 or 68% -84% so it is included in the good category, this shows that the service quality of Juns Park Jatinangor according to respondents' responses is good. However, if you look at the results of the analysis of visitors' repurchase interest, it shows that according to respondents' responses, their purchase interest is in the quite good category, as seen in the picture below:
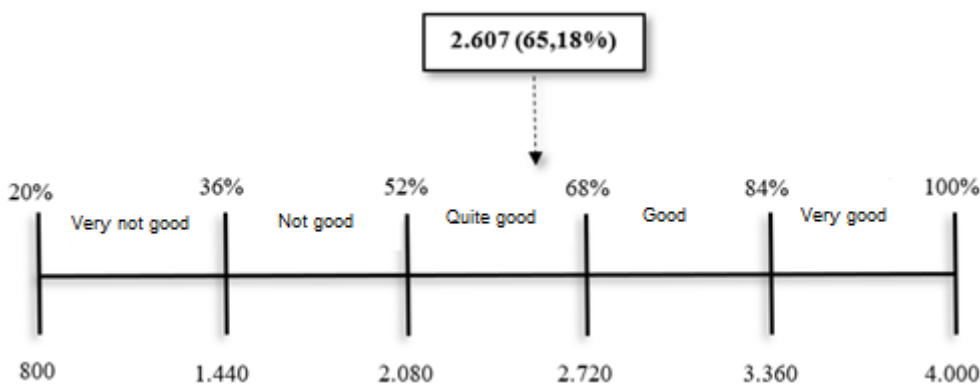

Figure 3. Continuum Line of Respondents' Responses to Repurchase Intention
Source: Data Processing Results (2024)

The score obtained was 2,607 when viewed on the continuum line and was in the quite good category. From the three variables in this research descriptively the results showed that the experiential marketing and service quality carried out by the Jans Park Jatinangor management were included in the good category, but there was interest in repurchasing What respondents felt was good enough that the company needed to further improve the quality of the services it provided and carry out more optimal experiential marketing so that it was hoped that visitors' repurchase interest would increase.

Verification analysis

Analyze the closeness of the relationship between variables, the magnitude of the influence of variables both partially and simultaneously, and test the hypothesis of the research variables. (Sarwono, 2020). The results of the analysis show that the coefficient value of variable X1 with Y (ρYX1) is 0.452, this illustrates that the closeness of the relationship is included in the medium category and the relationship between variable X2 with Y (ρYX2) is 0.388, this illustrates that the closeness of the relationship is included in the low category. Then the magnitude of the simultaneous influence of variable X on variable Y is 63.50% consisting of the influence of experiential marketing on repurchase interest of 34.40% and the influence of service quality on repurchase interest of 29.10% and the remaining 36.50% is influenced by other factors not studied. the closeness of the relationship between other variables not studied with repurchase interest (Y) is 0.604, this illustrates that the relationship is included in the strong category. The closeness of the relationship between variables can be seen in the image below.
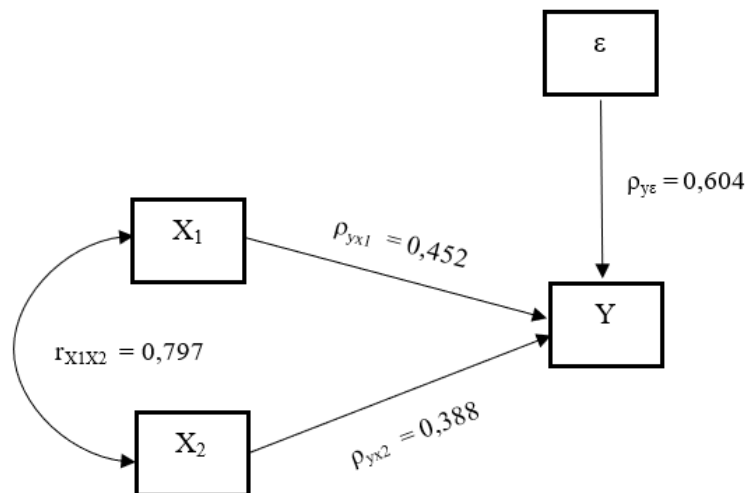

Figure 4. Structure Path Analysis
Source: Data Processing Results (2024)

Partial hypothesis testing (t-test)
Testing hypotheses X1 and X2
H0: ρYX1 and ρYX2= 0: Experiential Marketing and Service Quality have no effect on Visitors' Repurchase Intention
H1: ρYX1 and ρYX2 ≠ 0: Experiential Marketing and Service Quality influence Visitors' Repurchase Intention
The criteria for partial hypothesis testing are as follows:
If tcount ≤ ttable, then H0 is accepted and H1 is rejected
If tcount > ttable, then H0 is rejected and H1 is accepted

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Hypothesis testing calculations are carried out using the following statistical tests:

$$t = \frac{\rho_{YX_i}}{\sqrt{\dfrac{(1 - R^2_{YX1X2})CR_{ii}}{(n - k - 1)}}}$$

The effect of experiential marketing on repurchase intention was obtained by conducting a t-test analysis as follows:

$$t = \frac{\rho_{YXi}}{\sqrt{\dfrac{(1 - R^2_{YX1X2})CR_{ii}}{(n - k - 1)}}}$$

$$t_{count} = \frac{0,452}{\sqrt{\dfrac{(1 - 0,635)(2,741)}{(100 - 2 - 1)}}}$$

$$t_{count} = 4,451$$

Based on the analysis results, it shows that the tcount value obtained is 4.451. This value will be compared with the ttable value in the t distribution table, with a = 0.05, df = n–k-1; 100-2-1 = 97, for the two-sided test it is obtained 1.987, thus tcount > ttable. Based on the hypothesis testing criteria, H0 is rejected and H1 is accepted, meaning that partially Experiential Marketing (X1) influences Repurchase Interest (Y) at Jans Park Jatinangor in Bandung Regency.
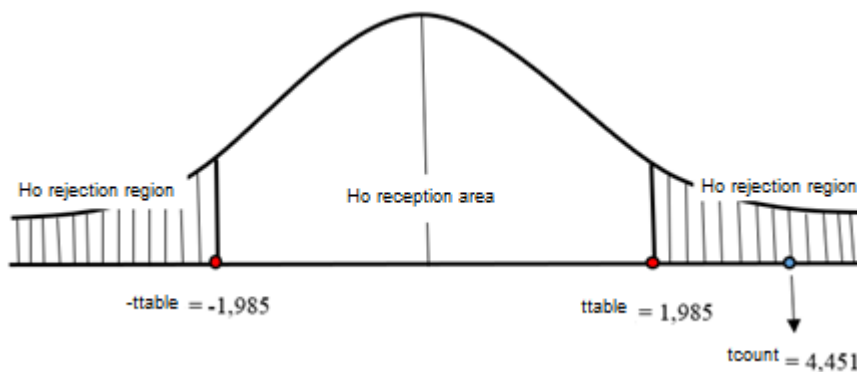

Figure 5. Hypothesis Test Curve X1
Source: Data Processing Results (2024)

The influence of service quality on repurchase intention was obtained by conducting a t-test analysis:

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$$t = \frac{\rho_{YXi}}{\sqrt{\frac{(1 - R^2_{YX_1X_2})CR_{ii}}{(n - k - 1)}}}$$

$$t_{count} = \frac{0,388}{\sqrt{\frac{(1 - 0,635)(2,741)}{(100 - 2 - 1)}}}$$

$$t_{count} = 3,821$$

Based on the results of the analysis, show that the t-calculated value of the influence of service quality on repurchase interest is 3.821. This value will be compared with the ttable value in the t distribution table, with a = 0.05, df = n–k-1; 100-2-1 = 97, for the two-sided test it is obtained 1.987, thus tcount > ttable.

Based on the hypothesis testing criteria, H0 is rejected and H1 is accepted, meaning that partial service quality (X2) influences repurchase interest (Y) at Jans Park Jatinangor in Bandung Regency.
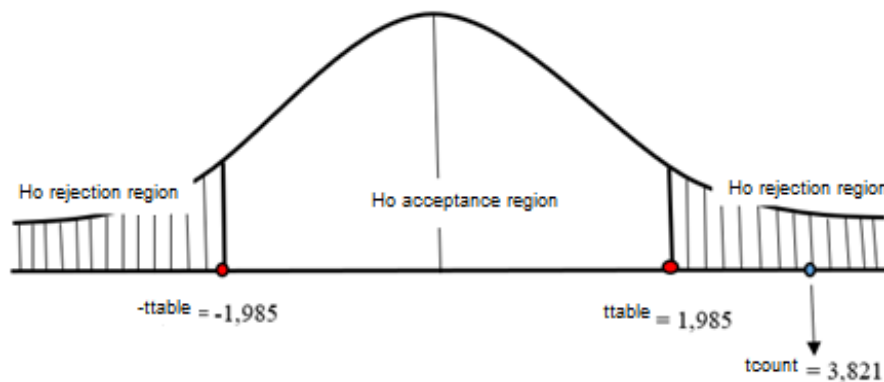

Figure 6. Hypothesis Test Curve X2
Source: Data Processing Results (2024)

Simultaneous hypothesis testing (F test)
The results of Fcount are compared with Ftable with the If criterion
Fcount ≤ Ftable, then H0 is accepted and H1 is rejected. If
Fcount > Ftable, then Ho is rejected and H1 is accepted.

Hypothesis testing calculations are carried out using the following statistical tests:

$$F = \frac{(n - k - 1) R^2_{YX_1X_2}}{k(1 - R^2_{YX_1X_2})}$$

$$F = \frac{(100 - 2 - 1) \times 0,635}{2(1 - 0,635)}$$

$$= 84,377$$

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The Fcount value obtained is 84.377. This value will be compared with the Ftable value in the F distribution table. With a = 0.05, db1 = 2 and db2 = 97, the Ftable value is 2.72. The Fcount value is 173.236 > Ftable 2.72 in accordance with the hypothesis testing criteria that H0 is rejected and H1 is accepted, meaning that simultaneously Experiential Marketing (X1) and Service Quality (X2) influence Consumer Repurchase Intention (Y) among visitors to Jans Park Jatinangor in Bandung Regency.

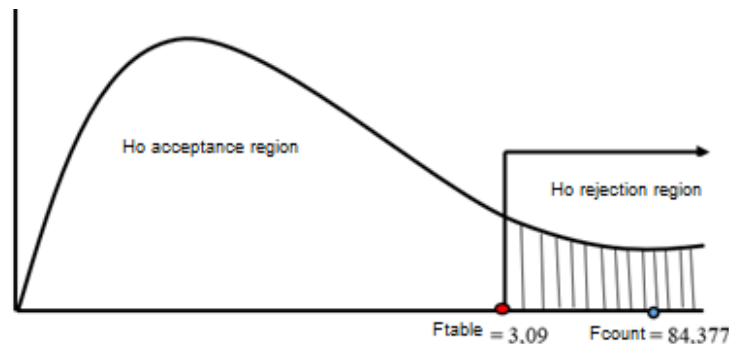The curve of the Fcount and Ftable values can be described as follows:

Figure 7. Hypothetical Test Distribution Curve (F Test)
Source: Data Processing Results (2024)

Based on the results of the hypothesis test analysis, shows that both partially and simultaneously, experiential marketing variables and service quality have a significant influence on repurchase interest.

CONCLUSION

The conclusions that can be drawn from the results of this analysis are: 1) the experimental marketing and service quality carried out by the Jans Park Jatinangor management in Bandung Regency is included in the good category. This is supported by the respondents' responses to the service quality indicators, the average respondent stated that these indicators were included in the good category so that it becomes input to the management that in competing to win consumers on amusement rides, experiential marketing must be considered. This is the case with the quality of service provided, the management must improve further so that the satisfaction felt by visitors to the tourist attraction is higher so that it is hoped that they will make return visits to the tourist attraction.

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