

Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable (Case Study on Gojek Makassar Consumers)

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Abstract. *The rapid growth in computer, technology, telecommunications, information and transportation has a big impact on companies to deliver a value and experience for customers. Companies are competing to offer excellent service for consumers, because consumers will satisfaction and encourage customers to be loyal. However, in reality there are deficiencies arising from online-based transportation systems. Complaints also varied, ranging from the application system or the driver. The research aimed at examining and analyzing the effect of customer value and experiential marketing on consumer's loyalty with consumer's satisfaction as intervening variable. The analysis units were the users of Gojek transportation service in Makassar city. Sampling in this study uses a purposive sampling method to get samples that fulfill the research criteria. The data were obtained using questionnaires. They were analyzed using Partial Least Square (PLS) processed with Smart PLS 3.0 program. The results of the research indicate that customer value positive and significantly affects costumer's satisfaction and loyalty. Experiential marketing positive and significantly affects costumer's satisfaction and loyalty. Costumer's satisfaction positive and significantly affects costumer's loyalty. Customer value and experiential marketing positive and significantly affects costumer's loyalty through costumer's satisfaction.*

Keywords: *Customer Loyalty, Customer Satisfaction, Customer Value, Experiential Marketing, and Transportation*

1. Introduction

Indonesia is a country with the biggest populated and is accompanied by increasingly high and dynamic mobility due to the increasingly complex needs and various human activities in carrying out its work. Friedman (2007) argues that the world today is a space without limits. The flow of goods, services, and people can move easily due to cheap transportation and information technology.

Attend of online-based application technology on smartphones has brought significant changes in lives. The conveniences offered by online-based applications increasingly exist and groove on public in big

cities. This can be seen from consumers who download application for online transportation. The reason for the soaring use of online transportation because of the price and convenience. Based on survey results from Crossmedia Link research, around 61% respondents stated that the services provided compared to the incurred costs and efficiency was the most important factors in using online transportation and 58% of respondents answered using online transportation for reasons of ease and comfort when ordering directly from their smartphone (Ramadoni, 2017, September 4).

Gojek currently has around 20 services which can be solutions to daily challenges. Because of this, Gojek has become one of the biggest

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technology platforms which serves millions users even in Southeast Asia. Gojek began its journey in 2010 with its first service, namely motorcycle ride-hailing through the call-center. In 2015, Gojek developed rapidly after launching an application with three services, namely: GoRide, GoSend, and GoMart. Since then, it accelerated and continues to move in becoming top technology apps serving millions of users in Southeast Asia (Gojek, n.d.).

The progress of online transportation especially Gojek does not go alone, now there are competitors who try to offer services using different marketing techniques to reach the hearts of consumers, now present in Makassar, namely GRAB. Companies are competing to offer excellent service for consumers, because that way consumers will feel satisfaction and can encourage these customers to be loyal. However, in reality there are only deficiencies that arise on the online-based transportation system. Complaints also vary, starting from the application system itself, as well as from partners (drivers).

Of the two types of complaint, the shape is very diverse. Various complaints experienced by consumers, including; the driver asks for the customer's order to canceled, it is difficult to get the driver, the driver cancels the order, the map application error, the driver does not come, the vehicle condition is not good, the vehicle plate does not match the application, the driver is reckless, and so on. This will certainly have a negative impact, both on consumers and companies.

In the transportation industry that relies on services such as Gojek, it is very likely that consumers will move to other service providers for certain reasons. This reason needs to anticipated by the company to decide the right strategy, because the key to the company to continue to exist in the midst of this very competitive competition is to keep customers. Therefore, companies need to create value and experience when customers use these products and services.

In business, loving customers means gaining their loyalty by giving high value and touching their feelings and souls. Consumers decision to buy or become loyal customers to a brand is strongly influenced by feelings (Kotler, Kertajaya, & Setiawan, 2010). The customer is the party who maximizes value, they form expectations of value and act on it. Buyers will buy from companies that offer the highest value, which is defining as the discrepancy between sum of customer value and customer costs (Hurriyati, 2005).

In addition, consumers want products that can truly make them happy and fulfilling or by their lifestyle, and give valuable experience. In situated increasingly fierce competition, the service business must begin to look at the application of experiential marketing, which provides a unique, positive and memorable emotional experience to customers (Alma, 2007).

Various studies show that consumers tend to quiet when satisfied, but if they are not satisfied, they will make a "scene". Customers who are unsatisfying will tell their bad experiences to 8-10 other people (Tjiptono, 2008). In the end, consumers who feel satisfied with their needs and desires will follow-up with a repeat purchase of the same brand. While consumers who experience dissatisfaction tend to change their buying behavior by moving to another brand (Sudaryono, 2016).

However, customers are not only loyal to a company. It is necessary to create value for customer to be loyal. Previous study has shown that factors such as providing greater trust, offering social benefits, and providing special treatment can increase customer loyalty (Lovelock, Wirtz, & Mussry, 2010).

The purpose of this study is to get a better understanding of customer value and experiential marketing, then analyze the impact on customer satisfaction and customer loyalty. With understanding various forms of complaints or disappointments experienced by consumers, it expected to used as a

reference for online-based transportation companies to manage customer value and experience to improve Gojek user satisfaction.

2. Literature study / Hypotheses Development

2.1. Customer Value

Satisfying needs and desires of consumers is essence of marketing. The goal of every business is to deliver customer value to generate profits. In a highly competitive economy, with an increasing number of rational buyers faced with a myriad of choices, companies can only win by carrying out such a process of delivering value and choosing, providing, and communicating superior value (Kotler & Keller, 2009).

Zeithaml (1988) stated that customer value can be understood as evaluation of the benefits from the product or service felt by the customer compared to what has incurred by the customer to obtain the product or service. This means that the value perceived by the customer is based on perceptions about what the customer receives from a product and what the product gives.

The customer estimates which bids will deliver the highest value and act on these estimates. Whether or not an offer expected will affect customer satisfaction and the size of the chance that the customer will use or buy again the product or service (Kotler & Keller, 2009). Customer value is the company's ability in creating and adding value to goods and services, particularly for the services that the company offer to customers or an aspects of the company business services (Johnson & Weinstein, 2004 in McFarlane, 2013). Basically, customer value consists of 4 parts, namely: 1) service, 2) quality, 3) image, and 4) price.

Several studies have been conducted and found that there is a positive significant effect of customer value towards customer satisfaction (Lam, Shankar, Erramilli, &

Murthy, 2004; Sugianti, Thoyib, Hadiwidjono, & Setiawan, 2013; Vedadi, Kolobandi, & Khazaei, 2013). In addition, customer value is an essential aspect of marketing in shaping customer loyalty. Based on earlier research, it was discovered that customer value has a positive and significant influence on consumer loyalty (Lai, Griffin, & Babin, 2009; Tu & Chih, 2013; Vedadi et al., 2013).

2.2. Experiential Marketing

Experience of consumers in consuming goods and services is closely related to the concept of experiential marketing. Experiential marketing is very useful for a company if it wants to enhance its brand, especially on a stage of decline. It is also useful to differentiate their products from competing products, also creating an image and identity for a company. Experiential marketing is also useful to increase innovation and persuade customers try to buy a product (Maghnati, Ling, & Nasermodali, 2012).

According to his views on experiential marketing, Schmitt & Rogers (2008) in Zena and Hadisumarto (2012), said: to figure marketing goals in terms of satisfaction needs, delivery of solutions, problems, or benefits are still too narrow. The main objective of marketing is to give valuable experience for customers. After utilizing a product or service, the customer will feel the satisfaction or dissatisfaction in accompanying with expectations before using. The higher experiential marketing is felt, the higher customer satisfaction is felt (Lee, Hsiao, & Yang, 2011).

According to Schmitt (1999) in Alkilani, Ling, & Abzakh (2013), Experiential Modules (SEMs) describe five types of customer experience that are the basis of experiential marketing, the five types are; 1) Sense, 2) Feel, 3) Think, 4) Act, and 5) Relate.

Several studies have also found positive effect of experiential marketing on customer satisfaction (Alkilani et al., 2013; Ekoputra, Hartoyo, Nurrochmat, 2017; Kusumawati, 2011; Pham & Huang, 2015). In addition,

experiential marketing can encourage customer loyalty (Indrawati & Fatharani, 2016; Wahyuningtyas, Achmad, & Zainul, 2017; Wu & Tseng, 2015).

2.3. Customer Satisfaction

Customer satisfaction depends on performance on the product on customer perception and expectations. If the performance does not meet expectations, the customer is disappointed, otherwise the customer is satisfied. Moreover, if its performance exceeds expectations, the customer can be very satisfied (Kotler & Armstrong, 2008).

High satisfaction is an insurance policy for something that is wrong, which will not avoid because of the diversity associated with production of services. Long-term customers in situations like this will be more forgiving because bad experiences that sometimes occur will be offset by previous positive experiences, and satisfied customers will be less interested in competitors' offers. It is obvious that a company obsessed with customer satisfaction, given its direct connection with customer loyalty, market share, and profits (Lovelock & Wright, 2007).

There are many benefits for companies from high levels of customer satisfaction. This can increase customer loyalty and prevent customer churns, reduce customer price sensitivity, reduce failed marketing costs and create new customers, reduce operating costs due to increased customer numbers, increase advertising effectiveness, and improve business reputation (Kim, Park, & Jeong, 2004).

Indicators of customer satisfaction indicators in this study were measured using indicators by Azizah (2012) adjusted to the object of research, namely: 1) feeling happy, showing the extent to which customers feel happy with experience of using services, 2) the right choice, measured from feelings that arise from choosing the company as a partner, whether it is proper or not, and 3) conformity of expectations, as measured by feelings of

customer satisfaction arising from the company's ability to meet all expectations.

Researchers have before conducted studies and found that there is a positive effect between consumer satisfaction on consumer loyalty (Munizu & Hamid, 2015; Tu & Chih, 2013; Wu & Tseng, 2015). The more satisfied the customer is, the more likely the customer is to be loyal too.

2.4. Customer Loyalty

All marketers dream is to create a strong and close bond with their customers and quite often it is the key to a long-term marketing success (Kotler & Keller, 2009). Once we get to know customers, we must keep up a good relationship with them. We must know customers personally, one by one, so that we can have a complete picture of their needs, desires, preferences, and behavior (Kotler et al., 2010).

The rewards of loyalties are long-term and cumulative. The longer the loyalty of a customer, the greater the profit earned by the company from customer. Research conducted by Rauyruen and Miller (2007) states that loyalty can be maintained by companies to increase customer satisfaction and design a good service system. A loyal attitude can be created and maintained by focusing on building relationships and creating customer trust, commitment, and a good service system.

The variable customer loyalty in this study was measured by three indicators, (Zeithaml, Berry, & Parasuraman, 1996), namely: 1) Telling positive things about products, 2) Recommending someone to have consumed products to a friend (recommending products to others), and 3) Repurchase intention to products that have been consumed (repurchase).

Researchers have before conducted studies and found that there are positive and significant effects of customer value on customer loyalty through customer satisfaction (Tu & Chih, 2013; Vedadi et al.,

2013). In addition, research on experiential marketing on consumer loyalty through customer satisfaction results in a positive and significant effect (Kusumawati, 2011; Wahyuningtyas et al, 2017; Wu & Tseng, 2015).

The statement above supports the customer value and experiential marketing variables used in this study, as well as their effects on customer satisfaction and customer loyalty. Therefore, seven hypotheses, as can be seen in Figure 1, were developed:

H1: Customer value has a positive and significant effect on customer satisfaction.

H2: Experiential has a positive and significant effect on customer satisfaction.

H3: Customer value has a positive and significant effect on customer loyalty.

H4: Experiential marketing has a positive and significant effect on customer loyalty.

H5: Customer satisfaction has a positive and significant effect on customer loyalty.

H6: Customer value has a positive and significant effect on customer loyalty through customer satisfaction.

H7: Experiential marketing has a positive and significant effect on customer loyalty through customer satisfaction.

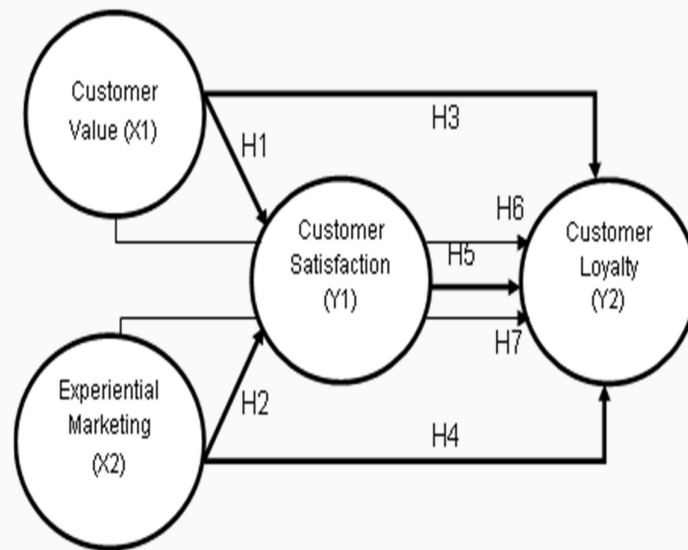


Figure 1.
Conceptual Framework

3. Methodology

This research was conducted on consumers using a questionnaire to application users who have used Gojek online transportation in Makassar city. Primary data collection done directly in field by conducting interviews and distributing questionnaires to informants about the online transportation application Gojek in Makassar city.

The questionnaire consists of four segments, namely customer value, experiential

marketing, customer satisfaction, and customer loyalty. Variables in the questionnaire were designed based on previous studies and preliminary research through interviews. The questionnaire measured using a 5 scale Likert (1 = strongly disagree to 5 = strongly agree).

Sampling in this study used a purposive sampling technique or method. The reason for sampling is the purposive sampling method because it will choose samples that meet the research criteria so that they can give answers that can support the course of this research. Sample research criteria

are Gojek application users in the Makassar city. Sample size as in other statistical methods produces a basis for estimating sampling errors. To test all hypotheses in this study using the Partial Least Square (PLS) method, the recommended minimum sample size ranges from 30 to 100 or > 200 sample sizes (Ghozali, 2006). Thus, researchers set the sample in this study is 100 respondents. Therefore, to test the hypothesis, this study uses Structural Equation Modeling (SEM) with a variant based called Partial Least Square (PLS) and SmartPLS version 3.0 as an analysis tool. Result of using PLS-SEM is that testing carried out without a strong theoretical

basis, ignoring some assumptions (non-parametric) and the accuracy parameters of the predicted models of coefficient determination (Ghozali & Latan, 2015). There, the use of Partial Least Square in this study is to predict the relationship between customer value and experiential marketing on customer satisfaction and customer loyalty. Based on Table 1, majority of respondents were female (57%), aged 21-30 years (55%), senior high school (58%), with job titled as a student (75%). Most of the respondents obtained sources of information from related subjects from social media (78%).

Table 1.
Responden's Profile (N=100)

Variables	Frequency	Percent
Gender		
Male	43	43%
Female	57	57%
Age (years)		
< 20	54	54%
21-30	41	41%
31-40	2	2%
41-50	2	2%
> 50	1	1%
Education		
Elementary School	0	0%
Junior High School	17	17%
Senior High School	58	58%
Graduated	21	21%
Magister	4	4%
Other	0	0%
Job Titled		
Student	75	75%
Government Employees	9	9%
Employees of State-Owned Enterprises	3	3%
General Employees	6	6%
Entrepreneur	5	5%
Other	2	2%
Source Information		
Media	13	13%
Social Media	78	78%
Friends	9	9%
Other	0	0%

The variable measurement instrument consists of four construct of laten variables which operationalized into several question items. To measure each construct in this research, model a measuring instrument was developed, which referred to each indicator in each existing construct. The complete of the variables and indicators can be seen in Appendix 1.

4. Finding and Discussion

4.1 Instrumen Validity and Reliability Results

This research instrument was derived from earlier research (Alkilani et al., 2013; Ekoputra et al., 2017; Indrawati & Fatharani, 2016; Lai et al, 2009; Pham & Huang, 2015; Sugianti et al., 2013; Tu & Chih., 2013; Wu & Tseng, 2015; Zeithaml et al., 1996). The customer value variable is derived from several studies (Indrawati & Fatharani, 2016; Lai et al., 2009; Lam et al, 2004; Sugianti et al., 2013). Meanwhile, experiential marketing variables are derived from several studies of service marketing (Alkilani et al., 2013; Ekoputra et al., 2017; Indrawati & Fatharani, 2016; Kusumawati, 2011; Pham & Huang, 2015). Then, customer loyalty comes from customer satisfaction in research (Azizah., 2012; Munizu and Hamid, 2015; Wu and Tseng, 2015). Before testing hypotheses (inner model), SmartPLS requires tests of validity and reliability (outer models) for instruments such as convergent validity and discriminant validity (Ghozali & Latan, 2015).

The first step in this analysis is to assessing convergent validity, composite reliability,

and discriminant validity (Ghozali & Latan, 2015). Convergent validity test can be seen from the loading factor which must be > 0.7 (Ghozali & Latan, 2015). Then, Ghozali and Latan (2015) argues that convergent validity and reliability is assessed through Internal Composite Relability (ICR) which must be greater than 0.7; and Average Variance Extracted (AVE > 0.5). The complete of the Convergent Validity and Reliability Test can be seen in Appendix 2.

This study presents good results from AVE ranging from 0.569 to 0.736. However, there is a loading factor below 0.7 for the experiential marketing variable on EMF2 and EMA2 indicators. For this reason, if there is a loading factor < 0.7 , it must be removed (dropped) from the model. Thus, the loading factor after the modified model has gained a high value, this means that all instruments have represented variables in this study (Hair, Black, Babin, & Anderson, 2010). The study also concluded that all Composite Reliability (CR) exceeds 0.7, this means that the indicator can be used for further analysis. Furthermore, discriminant validity related to the principle that different construct manifest shouldn't highly correlated. How to test discriminant validity looking at the value of cross loading for each variable have > 0.70 (Ghozali & Latan, 2015).

The results of the discriminant validity (Table 2) conclude there are no multicollinearity indicators of other variables. Thus, this study has adequate validity and reliability results and used for inner model analysis or structural models or further testing hypotheses (Chin, 2010).

Table 2.
Discriminant Validity

Indicator	Customer Value	Experiential Marketing	Customer Satisfaction	Customer Loyalty
CVS1	0.741	0.613	0.597	0.599
CVS2	0.794	0.688	0.620	0.657
CVQ1	0.748	0.740	0.561	0.677
CVQ2	0.817	0.733	0.663	0.747
CVI1	0.770	0.607	0.517	0.630
CVI2	0.770	0.665	0.555	0.612

CVP1	0.821	0.711	0.605	0.653
CVP2	0.742	0.521	0.559	0.576
CVP3	0.747	0.595	0.651	0.676
EMS1	0.624	0.824	0.623	0.695
EMS2	0.782	0.803	0.622	0.762
EMF1	0.739	0.744	0.617	0.634
EMT1	0.735	0.861	0.656	0.722
EMT2	0.762	0.870	0.647	0.735
EMA1	0.739	0.817	0.702	0.716
EMR1	0.572	0.817	0.613	0.595
EMR2	0.602	0.826	0.644	0.605
CSH1	0.755	0.772	0.880	0.757
CSR1	0.577	0.573	0.823	0.604
CSC1	0.685	0.663	0.881	0.725
CSC2	0.606	0.653	0.847	0.666
CLT1	0.791	0.798	0.737	0.839
CLT2	0.731	0.783	0.761	0.886
CLF1	0.695	0.627	0.601	0.853
CLF2	0.593	0.549	0.624	0.782
CLR1	0.736	0.741	0.674	0.872

Source: Processing data with Smart PLS 3.0, 2020

4.2 Model Feasibility Test Results (Inner Model)

In assessing structural models with PLS, we begin by looking at R-Squares for each endogenous latent variable as the predictive power of the structural model. Changes in the value of R-Squares can be used to explain the effect of certain exogenous latent variables on whether endogenous latent variables have substantive effects. R-Squares value of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak. The results of PLS R-Squares present the amount of variance from the construct described by the model (Ghozali & Latan, 2015).

This study presents R-Squares such as 65.1% for customer satisfaction and 79.2% for customer loyalty. This means, the customer value and experiential marketing variables affect the customer satisfaction variable which has an R^2 of 0.651 or 65.1% and the remaining 34.9% is influenced by other variables not included in this model. As for the customer value and experiential marketing variables affecting the customer loyalty variable has an R^2 of 0.792 or 79.2% and the remaining 21.8% is influenced by other variables not included in this model. Moreover, customer loyalty explained 67.7% by customer satisfaction. Furthermore, the model evaluation is fixed looking at the significance value to find the effect between variables

through the bootstrapping procedure (Ghozali & Latan, 2015).

Figure 2 and Appendix 3 present the Path Coefficient, T-statistics and P-values in terms of structural model results in this study. There are seven hypotheses supported in this study. According to Hair et al. (2010), when the T-statistic is greater than 1.96, it means it reaches significance of 5% of the P-value. Because the results by SmartPls Ver. 3.0, the researcher concludes hypothesis testing. Among the factors of customer value, such as fast access, comfortable and good vehicles, favorite choices, more affordable prices, getting attractive promos are factors that believe to affect customer satisfaction and customer loyalty. Meanwhile, experiential marketing factors, such as attractive application design, application running well, polite drivers, good driving, diverse menus, ease of transactions, attractive rewards are factors that believe to affect customer satisfaction and customer loyalty. This means, the Path Coefficient results from customer value and experiential marketing variables as well as their effect on customer satisfaction and customer loyalty where the resulting T-statistics values > 1.96 , ($H1 = 3,063$; $H2 = 3,620$; $H3 = 2,821$; $H4 = 2,594$; $H5 = 2,594$; $H5 = 3,320$; $H6 = 2,086$; and $H7 = 2,536$), supported.

Thus, this study presents customer value and experiential marketing as the main predictors of positive and significant influence on customer satisfaction and customer loyalty in

Gojek online transportation provider companies. The complete of the Results of Structural Model can be seen in Appendix 3.

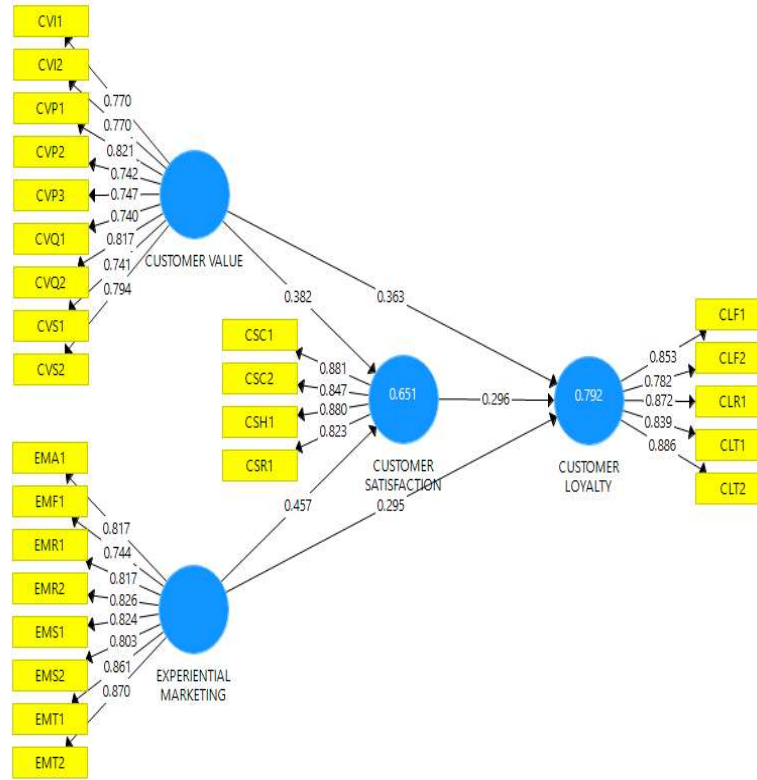


Figure 2.
Path Coefficient and Loading Factors

4.3 Discussions

This studies to analyze the effect of customer value and experiential marketing on Gojek online transportation towards customer satisfaction and customer loyalty. In addition, two-way approaches such as evaluation of measurement models or outer models, then evaluation of structural models or inner models are supporting by Partial Least Square. Through PLS, customer value and experiential marketing have proven to have a positive and significant effect on customer satisfaction on Gojek online transportation in Makassar (supporting H1 and H3).

This positive relationship based on earlier studies of customer value and experiential marketing on customer satisfaction (Alkilani

et al., 2013; Ekoputra et al., 2017; Indrawati & fatharani, 2016; Lai et al., 2009; Pham & Huang, 2015; Sugianti et al., 2013; Tu & Chih, 2013; Wu & Tseng, 2015). In other words, fast access, comfortable and good vehicles, favorite choices, more affordable prices, attractive promos, will be considering by consumers before using Gojek online transportation service. Passengers tend to feel satisfied and satisfied during or after the trip because the application design is attractive, the application is running well, polite drivers, driving drivers well, diverse menus, ease of transactions, attractive rewards.

This study also proves that customer value and experiential marketing have a positive and significant effect on consumer loyalty

in Gojek online transportation providers in Makassar (supporting H2 and H4). These results show about 70% customer value and experiential marketing explain the variable customer loyalty. This supports the results of earlier studies of customer value and experiential marketing on consumer loyalty (Kusumawati, 2011; Lai et al., 2009; Vedadi et al., 2013; Wahyuningtyas et al., 2017; Wu & Tseng, 2015). So, when the customer value (fast access, comfortable and good vehicles, favorite choices, more affordable prices, get attractive promos) and experiential marketing (attractive application design, good application, polite drivers, good driving drivers, menus variety, ease of transactions, attractive rewards) are conducive, than customers will be satisfying and tend to loyal to Gojek online transportation in Makassar.

In addition, this study also concluded that customer satisfaction has a positive and significant effect on customer loyalty. Other findings in this study also concluded that the results of customer value path analysis have a positive and significant effect on customer loyalty through customer satisfaction and the results of experiential marketing path analysis have a positive and significant effect on customer loyalty through customer satisfaction (supporting H5, H6, and H7). In this perspective, factors or indicators of customer value and experiential marketing are antecedents of customer satisfaction in shaping customer loyalty in the transportation company Gojek. This means consumers are satisfying because they get fast access, comfortable and good vehicles, favorite choices, more affordable prices, and attractive promos.

In addition, consumers also get attractive application designs, applications run well, polite drivers, good driving drivers, diverse menus, ease of transactions, attractive rewards. This finding is closely related to earlier studies (Kusumawati, 2011; Tu & Chih., 2013; Vedadi, et al., 2013; Wahyuningtyas, et al., 2017; Wu and Tseng, 2015) about high customer satisfaction to build long-term relationships and mutual

benefit with consumers and create loyalty as a competitive advantage in the market.

5. Conclusion & Recommendations

5.1 Theoretical Implication

In theory, this research expected to strengthen the theory and research results that are relevant to the results of this study, which found that customer value and experiential marketing significantly affect consumer satisfaction and customer loyalty using Gojek transportation service.

An important and interesting finding from this research is empirical evidence that shows that customer value influences customer satisfaction which in turn creates customer loyalty. In addition, customer value affects customer loyalty which mediated by customer satisfaction. It was concluded that customer value makes an important contribution to increasing customer loyalty. This implies that customer value is important to consider to deliver high value for a thorough evaluation by consumers of uses based on perceptions about what's received and what is given to create and keep up customer loyalty.

This research confirms customer value refers to ability of companies to create and add value to goods and services, especially for the services they offer to customers or aspects of their business services (Johnson & Weinstein, 2004 in McFarlane, 2013). Based on this, it concluded that customer value has an important role in creating customer loyalty. Therefore, in business competition, the customer value offered needs to implemented as an effort to keep up by creating customer satisfaction and customer loyalty.

In addition, this study also found that experiential marketing influences customer satisfaction and customer loyalty. This study helps Gojek to gain further understanding of the effects of experiential marketing (sense, feel, think, act, and relate) on customer satisfaction and customer loyalty. Experiential marketing also influences customer loyalty,

through customer satisfaction. Increased experiential marketing related to customer satisfaction so that if there is an increase in experience received by consumers, it will have an impact on customer loyalty. By understanding the antecedents of customer satisfaction and customer loyalty, this research allows companies to use experiential marketing effectively in dealing with complaints or disappointments experienced by consumers so that it will have an impact on low churn (customer movement) to other brands or competitors.

5.2 Practical Implication

Gojek transportation service providers in Makassar city should keep up the existing customer value and experiential marketing and need to improve the latest features of the application, make innovations, offer more attractive promotion to customers, and improve service systems so that customers are more satisfied and not moved to a competing brand. Gojek transportation service providers in Makassar city should give special awards to customers who have used transportation facilities for a long time so that they become more loyal and recommend to people around them to become customers at these transportation providers.

5.3 Limitations and Further Research

During the process, this research still has several limitations. First, in the sample, respondents taken are consumers who only use the GoRide and Gocar applications, while in the Gojek application there are various menus such as, GoFood, GoShop, and GoSend, etc. For that matter, the results must further analyze to investigate user of GoFood, GoShop, and GoSend, etc to get conclusions from these findings. Secondly, this study has a time limit that directs researchers to focus only on reaching respondents in Makassar city, so that it is not representative and has not been able to generalize research based on existing phenomena.

However, with the limitations of research, there are some suggestions for future research, such as collecting larger samples that

results generalized. Then, for future research, samples should be taken using GoFood, GoShop, and GoSend menus to get representative results in their findings. In addition, indicators of customer value and experiential marketing, which have not been explored and not included in this study, also many other factors that can affect customer satisfaction, provides space for future research to explore and develop more indicators to better explain customer loyalty variable itself.

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APPENDIX

Appendix 1. Variables and Indicators

Variables	Indicators	Source
Customer Value		Johnson & Weinstein (2004) in McFarlane (2013)
Service	CVS 1: I get fast access to Gojek drivers CVS 2: Vehicle license plate that I ordered is accordance on the Gojek application	
Quality	CVQ 1: I feel comfortable with the vehicle CVQ 2: Condition of vehicle is good	
Image	CVI 1: Gojek application is an online transportation that used by many people CVI 2: Gojek application is a favorite choice	
Price	CVP 1: The price is cheaper than competitors CVP 2: Prices are suitable with customer capabilities CVP 3: I got an interesting promo	
Experiential Marketing		Schmitt (1999) in Alkilani et al., (2013)
Sense	EMS 1: Design of Gojek application is interesting EMS 2: Gojek application/map operates properly	
Feel	EMF 1: Gojek drivers are polite while driving EMF 2: Gojek drivers drive well	
Think	EMT 1: Gojek presents various menus on the application EMT 2: Gojek is able to offer convenience in transactions	
Act	EMA 1: Good interactions with Gojek drivers EMA 2: I feel that using the GO-JEK application describe my lifestyle	
Relate	EMR 1: I get an attractive reward after using Gojek application EMR 2: I can easily contact Gojek customer service if something happens	
Customer Satisfaction		Azizah (2012)
Happines	CSH 1: I feel happy after using Gojek services	
Right Choice	CSR 1: Gojek is the right choice	
Conformity of Expectations	CSC 1: Overall, I feel satisfied using Gojek services CSC 2: I get a satisfying experience after using Gojek services	

Variables	Indicators	Source
Customer Loyalty		Zeithaml et al., (1996)
Telling positive things about the product consumed	CLT 1: I will give positive comments about Gojek CLT 2: I will tell about the benefits of Gojek services	
Recommended to someone for product has been consumed to a friend	CLF 1: I will invite friends to use Gojek services CLF 2: I will communicate a good information about Gojek	
Repurchase intention to the product that has been consumed	CLR 1: I will reuse Gojek services	

Appendix 2.
The Convergent Validity and Reliability Test

Indicator	Research Model	Research Model After Modifying	AVE	CR
Customer Value (CV)				
CVS1	0.741	0.741	0.596	0.930
CVS2	0.794	0.794		
CVQ1	0.740	0.740		
CVQ2	0.817	0.817		
CVI1	0.770	0.770		
CVI2	0.770	0.770		
CVP1	0.821	0.821		
CVP2	0.742	0.742		
CVP3	0.747	0.747		
Experiential Marketing (EM)				
EMS1	0.798	0.824	0.674	0.943
EMS2	0.804	0.861		
EMF1	0.760	0.817		
EMF2	0.642			
EMT1	0.839	0.861		
EMT2	0.867	0.870		
EMA1	0.829	0.817		
EMA2	0.642			
EMR1	0.790	0.744		
EMR2	0.796	0.826		
Customer Satisfaction (KP)				
CSH1	0.880	0.880	0.736	0.918
CSR1	0.823	0.823		
CSC1	0.881	0.881		
CSC2	0.847	0.847		

Indicator	Research Model	Research Model After Modifying	AVE	CR
Customer Loyalty (LP)				
CLT1	0.872	0.872	0.718	0.927
CLT2	0.839	0.839		
CLF1	0.853	0.853		
CLF2	0.783	0.783		
CLR1	0.886	0.886		

Appendix 3.

The Results of Structural Model

	Hypotheses	Path Coefficient	T- statistics	P- value	Result
H1	Customer value has a positive and significant effect on customer satisfaction	0.382	3.062	0.002	Supported
H2	Experiential has a positive and significant effect on customer satisfaction	0.457	3.620	0.000	Supported
H3	Customer value has a positive and significant effect on customer loyalty	0.363	2.821	0.005	Supported
H4	Experiential marketing has a positive and significant effect on customer loyalty	0.295	2.594	0.010	Supported
H5	Customer satisfaction has a positive and significant effect on customer loyalty	0.296	3.320	0.001	Supported
H6	Customer value has a positive and significant effect on customer loyalty through customer satisfaction	0.113	2.086	0.037	Supported
H7	Experiential marketing has a positive and significant effect on customer loyalty through customer satisfaction	0.135	2.536	0.012	Supported