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The Influence Of Experiential Marketing, Emotional Branding, Brand Trust Towards Brand Loyalty

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ABSTRACT

The restaurant business in jakarta showed rapidly increased. Marketing today as the compete of brand strategy and experiential marketing on the competitive situation. The Jun Njan Kitchen is a new restaurant specialized on Chinese Food urgent to know the brand loyalty. The Aim research is to measured the influence of Experiential marketing, emotional branding and brand trust towards brand loyalty. Research method used descriptive, data collecting technique with questioner and observation. Statistic tools using path analysis to looking for contribution level on each variabel towards other. Population this research is customer Jun Njan Kitchen. Sampling technique using accidental sampling. Amount of sample is 100 customers.

Result of this research is experiential marketing giving the significant influence towards brand trust whereas Emotional branding giving the significant influence towards brand loyalty.

Keywords: Experiential Marketing, Emotional Branding, Brand Trust, Brand Loyalty.

Introduction

Currently the growth of restaurants industry has indicate high increase which can be see through the quantity, quality, and the heterogeneous of restaurant type. This situation can be said has positive value to the industry. The expansion of the economics side, constitute positive mark that the prosperity of the food and beverage consumer society become better than before, it can be shown by the number of consumers that nowadays come into the several restaurants to have their meals or just having a good time with friends and family, also it is a sign that the appetite of consumers food and beverage become higher than before.

Together with the expansion of time and culture, formerly the main function of the restaurant is just place for offering meals for customers, and now, that function has been moved to aim that support someone lifestyle.

The competition of one restaurant and others become more tight, it is because there are so many new restaurants with many kind of variations food and beverage that being offering to the market. That situation could raise the temptation of consumers likes. Also, Jun Njan Kitchen as a restaurant that already exist for many years in the restaurant field can not escaped from the competition. Jun Njan Kitchen has several competitor in it field, like example Sapo Oriental, Red Bean who become one of the main competitor for Jun Njan Kitchen. That information be obtained from the direct observation with the owner of Jun Njan Kitchen about their competitor.

Jun Njan Kitchen which is build 2 years ago, must be can not avoid the competition of the same kind of restaurant. Period 2 years having a business in the restaurant can be said it is still fresh, because of that reason, the research about the factors of Experiential Marketing, Emotional Branding, And Brand Trust Towards Brand Loyalty Jun Njan Kitchen is important to be thorough. Only restaurant that has a high brand loyalty from consumers which is can survive in the food and beverage industry.
Problem Identification
In this step, constitute activity for looking problems that in case could become an answers through this research. These are some problems that writer want to investigate in this research:
1. How the contribution of Experiential Marketing, Emotional Branding, and Brand Trust towards Brand loyalty in a simultaneous and partial?
2. How the contribution of Experiential Marketing about Brand Trust and the impact to Brand Loyalty?

Research Objectives
Depend on the problem identification, so the objective of doing this research are:
1. To find out the contribution of Experiential Marketing, Emotional Branding, and Brand Trust towards Brand loyalty in a simultaneous and partial.
2. To find out the contribution of Experiential Marketing about Brand Trust and the impact to Brand Loyalty.

Literature Review
Experiential Marketing
Bernd H. Schmitt (1999) Experiential Marketing constitute a process offering product and service by marketer to consumer with act of exciting the emotion of consumer which is result many experiences for consumer. (USAHAWAN NO. 06 TH XXXVI JUNE 2007, p23).
According to Malcolm Tatum (2008) Experiential Marketing is a concept which combine the emotion element, logic, and all think process then connected to the consumer. The objective of Experiential Marketing is to build correlation where consumer respond to the product that being offered based on their emotion and think level. Strategic concept from Experiential Marketing are: (USAHAWAN NO. 06 TH XXXVI JUNE 2007, p23)

- Sense Marketing, it is show to the taste with creating an experience through the five senses like sight, sound, touch, taste, and smell.
- Feel Marketing, directed to consumer feel and emotion with objective to contribute experience through heart feeling until the emotion of happiness and being proud.
- Think Marketing, directed to intellectual with objective to create a cognitive
- Act Marketing, directed to contribute a physical experience, lifestyle, and interaction.
- Relate Marketing, include the four aspect (Sense, feel, think, and act).

Emotional Branding
According to Marc Gobe and Daryl Travis (2001), Emotional Branding is a tool to create personal communication with consumer. Marc Gobe in his book with title Emotional Branding (2001, pxxxii) give a concept of process emotional branding with based on four important aspects with give a strategic structure. The aspects are:
1. Relationship
   About the very deep relationship with consumer and show the appreciation to the consumer also give them an emotional experience that they are hope to.
2. Sensorial Experiences
   Prepare consumer with sensorial experiences from one brand constitute a main key to get a brand that easy to remember and creating brand loyalty.
3. Imagination
   Imagination to product design, packaging, advertising, and internet site make a brand can possibly reach consumer heart.
4. Vision
   Become a main factor from the successfut of a brand in the long time period. A brand develop through the life cycle in the market and to create and keep the marketshare, a brand must being balance with the market condition in a consistent.

Brand Trust
According to Ellena Delgado Ballester (2003), Brand Trust is a safety feeling that own by consumer consequence from the interaction with a brand, with based on the perception that brand can be rely on and responsible upon the safety of consumer and consumer need.

![Diagram](image)

**Picture 1.1 Consumer Trust in a Brand**

Source: Lau and Lee (1999).

**Brand Loyalty**

According to Duriano, et al (2004, p126) Brand loyalty is a scale about the relation of consumer with a brand. This scale describe about the possibility a consumer move into another brand product, especially if in that brand is known any changes, like price and the other attributes.

According to Rangkuti (2004, pp60-61), brand loyalty is a scale from the consumer loyalty to the brand. According to Keegan, et al (1995: p6) Brand loyalty is a customer’s tendency to have a consistently positive attitude toward a particular brand and to purchase it repeatedly over time.
3rd International Conference on Quantitative Methods Used in Economics and Business (ICQMEB 2010)
Universitas Malikussaba Bandar Lampung

Picture 1.2 The Effect of Brand Loyalty

Sampling Technique
In this research, the researcher using the simple random sampling technique, with determining number of sample technique using a slovin formula that determine the number of respondent of Jun Njan Kitchen.

\[
N = \frac{n}{d^2 + \frac{1}{N}} = 91.07 \\
N, d^2 + 1 = 1020, 0.1^2 + 1
\]

(Riduwan and Engkos, 2007: p49)

Where :
\( n \) = number or sample
\( N \) = number of population = 1020 respondent
\( d^2 \) = Precision = 10%, with alpha 95%.

With the result above 91.07, determine number become 100 respondent.
Causal correlation model X1, X2, X3 towards Y:
Hypothesis test
Ho = there is no significant contribution between experiential marketing, emotional branding, and brand trust towards brand loyalty in simultaneous and partial.
Ha = there is significant contribution between experiential marketing, emotional branding, and brand trust towards brand loyalty in simultaneous and partial.
Ho = There is no significant contribution between experiential marketing towards brand trust and the impact to brand loyalty.
Ha = There is significant contribution between experiential marketing towards brand trust and the impact to brand loyalty.

Analysis

Analysis analysis directed to know the contribution in simultaneous between Experiential Marketing, Emotional Branding, and Brand Trust towards Brand Loyalty Jun Njan Kitchen. The result of calculation by using SPSS program show by the table 4.1:
In analyze the contribution of Experiential Marketing, Emotional Branding, and Brand Trust towards Brand Loyalty by using path analysis method, the result is:

- Ha = There is significant contribution between experiential marketing, emotional branding, and brand trust towards brand loyalty in simultaneous.

If seen from the probability value (sig) then it obtain sig value for 0.000, because sig value < 0.05 so the decision is Ho rejected and Ha accepted. It means that there is significant contribution between Experiential Marketing, Emotional Branding, and Brand Trust towards Brand Loyalty.

Coefficients analysis directed to know the contribution in partial or individual between Experiential Marketing, Emotional Branding, and Brand Trust towards Brand Loyalty. The result calculation with using SPSS programme show in the table 1.2:

## Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.817</td>
<td>.333</td>
<td>2.457</td>
</tr>
<tr>
<td></td>
<td>X1</td>
<td>.154E-02</td>
<td>.781</td>
<td>.061</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>.384</td>
<td>.088</td>
<td>.424</td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>.178</td>
<td>.774</td>
<td>.177</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Y

### Hypothesis 1:
- Ho = There is no contribution between Experiential Marketing towards Brand Loyalty.
- Ha = There is contribution between Experiential Marketing towards Brand Loyalty.

If seen from the probability value (sig) then it obtain sig value for 0.937, because sig value > 0.05 so the decision is Ho accepted and Ha rejected. It means that there is no significant contribution between Experiential Marketing towards Brand Loyalty.

- Emotional Branding have a significant contribution towards Brand Loyalty.

Test in partial show by Table 1.2. The hypothesis that will be test is:
Hypothesis 2:
- \( H_0 \): There is no contribution between Emotional Branding towards Brand Loyalty.
- \( H_a \): There is contribution between Emotional Branding towards Brand Loyalty.

If seen from the probability value (sig) then it obtain sig value for 0.000, because sig value < 0.05 so the decision is \( H_0 \) rejected and \( H_a \) accepted. It means that there is significant contribution between Emotional Branding towards Brand Loyalty.

- Brand Trust does not have significant contribution towards Brand Loyalty.

Hypothesis 3:
- \( H_0 \): There is no contribution between Brand Trust towards Brand Loyalty.
- \( H_a \): There is contribution between Brand Trust towards Brand Loyalty.

If seen from the probability value (sig) then it obtain sig value for 0.819, because sig value > 0.05 so the decision is \( H_0 \) accepted and \( H_a \) rejected. It means that there is no significant contribution between Brand Trust towards Brand Loyalty.

Structure causal empiris correlation between \( X_1 \), \( X_2 \), and \( X_3 \) towards \( Y \) can be make through strtructural similarity, as follows:

Structure: \( Y = \beta y_1 X_1 + \beta y_2 X_2 + \beta y_3 X_3 + \varepsilon \)

\[
\begin{align*}
\beta y_1 &= 0.061 X_1 + 0.424 X_2 + 0.177 X_3 + 0.812 \varepsilon
\end{align*}
\]

\( R^2 y.x_1.x_2.x_3 = 0.341 \)

\( \varepsilon = \sqrt{1-R^2 y.x_1.x_2.x_3} = \sqrt{1-0.341} = \sqrt{0.659} = 0.812 \)

\( \beta y_1 = 0.061 \)

\( \varepsilon = 0.812 \)

\( r_{13} = 0.994 \)

\( \beta y_2 = 0.424 \)

\( \beta y_3 = 0.177 \)

Picture 1.4. Path diagram causal correlation empiris Experiential Marketing (X1), Emotional Branding (X2), and Brand Trust (X3) towards Brand Loyalty (Y).

Table 1.3. Path coefficient, direct contribution, total contribution and simultaneous contribution Experiential Marketing (X1), Emotional Branding (X2), and Brand Trust (X3) contribute Brand Loyalty (Y).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Path coefficient</th>
<th>Contribution</th>
<th>Simultaneous contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Direct</td>
<td>Total</td>
</tr>
<tr>
<td>X1</td>
<td>0.061</td>
<td>0.061</td>
<td>0.061</td>
</tr>
<tr>
<td>X2</td>
<td>0.424</td>
<td>0.424</td>
<td>0.424</td>
</tr>
<tr>
<td>X3</td>
<td>0.177</td>
<td>0.177</td>
<td>0.177</td>
</tr>
<tr>
<td>( \varepsilon )</td>
<td>0.812</td>
<td>1 - 0.341 = 0.659</td>
<td>-</td>
</tr>
<tr>
<td>X1, X2, and X3</td>
<td></td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Based on the result of calculation structure path analysis in Tabel 4.3, so it give information in objectal as follows:

1. The value contribution of Experiential Marketing (X1) contribute Brand Loyalty (Y) is $0.061^2 = 0.00372$ or 3,72%.
2. The value contribution of Emotional Branding (X2) contribute Brand Loyalty (Y) is $0.424^2 = 0.1798$ or 17.98%.
3. The value contribution of Brand Trust (X3) contribute Brand Loyalty (Y) is $0.177^2 = 0.0313$ or 3.13%.
4. The value contribution of Experiential Marketing (X1), Emotional Branding (X2), and Brand Trust (X3) give contribution in simultaneous contribute Brand Loyalty (Y) is $0.341 = 34.1\%$, the rest 65.9\% being contribute by another factors that can not be explain in this research.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Path coefficient</th>
<th>Contribution</th>
<th>Simultaneous contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>0.994</td>
<td>0.994</td>
<td>0.994</td>
</tr>
<tr>
<td>$\varepsilon_1$</td>
<td>0.110</td>
<td>1-0.998=0.012</td>
<td>0.988</td>
</tr>
</tbody>
</table>

Based on the result of calculation structure path analysis in Tabel 1.4, so it give information in objectal as follows:

The value contribution Experiential Marketing (X1) contribute Brand Trust (X3) is $0.994^2 = 0.988$ or 98.8%. The value contribution of Brand Trust (X3) towards Brand Loyalty (Y) is $0.177^2 = 0.0313$ or 3.13%. With the result that path analysis from X1 to Y through X3, it get $0.994 \times 0.177 = 0.176$ or 17.6%.

$X_3 = p_1X_1 + p_3 \varepsilon_1$
$= 0.994X_1 + 0.110 \varepsilon_1$ dan $R^2X_3=1 = 0.988$

Source: (Riduwan and Engkos: Analisis Jalur-Path Analysis, p145)

The picture of path diagram that have been collect from the analysis result with path analysis, as follows:

\[
\begin{align*}
px1 \times 3 & = 0.994 \\
\varepsilon_1 & = 0.110 \\
\text{EXPERIENTIAL MARKETING (X1)} & \rightarrow \text{BRAND TRUST (X3)} \\
px2 y & = 0.424 \\
\varepsilon_2 & = 0.812 \\
\text{EMOTIONAL BRANDING (X2)} & \rightarrow \text{BRAND LOYALTY (Y)}
\end{align*}
\]

Picture 1.5. path Diagram data analysis result by using path analysis

Variable Experiential Marketing and Brand Trust can not contribute variable Brand Loyalty, while variable Emotional Branding show there is contribution towards Brand Loyalty, until variable Experiential Marketing only show very strong contribution to variable Brand Trust, and variable Brand Loyalty only being contribute by variable Emotional Branding. Extremly, even in theory it obtain the correlation or connection between all variable above, however in this research towards Jun Njan Kitchen does not show or give any fact or the real situation that suit with the theory.
Conclusion and Discussion

Conclusion

- Variable Experiential Marketing, Emotional Branding and Brand Trust show the significant contribution towards variable Brand Loyalty in simultaneous. In partial, variable Experiential Marketing and Brand Trust does not show the significant contribution towards Brand Loyalty, while Variable Emotional Branding show the significant contribution towards Brand Loyalty.

- Variable Experiential Marketing in order to contribute Brand Loyalty Variable, experiential marketing need the mediation variable which is variable Brand trust where between Experiential Marketing and Brand Trust have a very strong contribution and it hope that could be give an impact to creating brand loyalty.

Discussion

- Jun Njan Kitchen better not just depend on assembling Experiential Marketing and Brand Trust of Jun Njan Kitchen brand only, but Jun Njan Kitchen must look for another factors beside the emotional branding variable that can give a direct contribution to brand loyalty Jun Njan Kitchen.

- The most important suggestion to be concern by Jun Njan Kitchen is how to create a positive experience that can reach the level of brand trust and end with loyal to the brand of Jun Njan Kitchen by consumers.

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