

## **The Influence of Experiential Marketing, E-Service Quality (Web-Based Tracking System) And Trust On Customer Satisfaction In J&T Express Service Users In Kab. Pasuruan**

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### **ABSTRACT**

The role of a shipping service company is very important to the development of the society and lifestyle of today, the role as a media distribution of goods. With the delivery service is very easy for consumers to fulfill their needs, but it can save time and also make consumers feel happy things can be done easily.

The purpose of this research is to know the influence of Experiential Marketing, E-Service Quality (Web based Tracking System) and trust in customer satisfaction in service users J&T Express in Pasuruan whose results can be used as an evaluation of J&T Express to improve its performance.

The population in this research is a customer who has been delivering goods at J&T Express in Pasuruan. The number of samples in this study used Machin formula and was found to be 132 respondents or a service user of J&T Express in Pasuruan.

The results of this study show that Experiential Marketing, E-Service Quality and trust have a positive and significant effect on customer satisfaction, so that J&T Express is expected to develop and as well as maintain Experiential Marketing, E-Service Quality and customer confidence so that later to increase customer satisfaction.

Kata kunci: *Experiential Marketing, E-Service Quality, trust, customer satisfaction.*

## PRELIMINARY

The development of the shipping service industry from year to year is increasing rapidly, due to the increasing public demand for goods delivery services, making shipping service companies in Indonesia scramble to dominate the market, especially the E-Commerce market. The needs of the community at this time are to want everything to be done easily and practically, such as when making buying and selling transactions. From this phenomenon, shipping service companies have an important role as a medium for distributing goods. In addition to promising the best service, they are also trying to issue innovative products, shipping services and document packages.

With the delivery service, it is very easy for consumers to meet their needs, besides that it can save time and also make consumers feel happy that everything can be done easily. The high desire of consumers makes shipping service companies try to provide their best, such as improving their services by sending packages on time, providing assurance that the packages are safe to the recipient's hands, etc., this is aimed at attracting consumers' attention.

Customer satisfaction is influenced by Experiential marketing (Handi Chandra, 2008: 166), Experiential marketing is a marketing strategy that is wrapped in the form of activities so as to provide experiences that can leave an impression on the hearts of customers. This means that the more experiences and emotions from the beginning of using the product or service used, the customer will often tell his experience to others that he is very satisfied with the product or service. This strategy plays a very strategic role in increasing the number of customers, by creating experiential connections with consumers who can lift their trademarks, differentiate their products from competitors' products, identify the company's brand image, and introduce new innovations.

Experiential marketing activities can be in the form of talk shows or other positive activities that aim to attract the attention of customers, improve the quality of their products. In addition, the company can also use a celebrity who can be considered capable of getting more attention from the public and it is hoped that these celebrities can convey information about the product. or services advertised so that consumers can easily understand and capture this information. With this, it can create a separate satisfaction for customers, because current customers tend to want something more than just a product or service, but a pleasant experience for maximum satisfaction as expected (Kuo et al., 2009).

Customer satisfaction is influenced by E-Service Quality (Band, 2001). E-Service Quality is an effort to fulfill the needs that are followed by the desires of the consumers, as well as the accuracy in its delivery through electronic media in order to meet customer expectations which tend to create customer satisfaction. This means that customers can assess the competence of services provided by the company, whether the services provided by the company can meet customer expectations, so that customers will feel very satisfied with the services they receive. The quality of electronic services also encourages customers to forge a strong bond with the company. The quality of this electronic service can be measured by the convenience provided by the company to customers via the internet or website, such as the 24-hour online service facility provided by the company to handle and respond quickly to customers either through websites or other applications, not only that customers can also do tracking system through the website.

Trust is also an important factor that affects customer satisfaction (Leninkumar, 2017). Trust is a thought, feeling, emotion, or behavior that is manifested when customers feel that the provider can be counted on to act in their best interest when they give up direct control. This means that trust will be obtained by customers when the company is able to provide what customers expect. Customers who believe in a company include how the trusted company behaves with honesty, consistency, and various other performances that can encourage customer trust, therefore the company will be trustworthy because it has high integrity associated with quality such as consistency, competent, fair, fair and responsible. This is not only aimed at building customer trust, but also tends to create customer satisfaction. If the customer already believes in the company, the customer will be more satisfied with the product or service.

The object of this research is J&T Express, where J&T Express is one of the first express delivery companies in Indonesia to apply sophisticated technology from all business sectors. This company was only established in 2014, although it is still a new player, J&T Express is able to prove its success in becoming one of the best Shipping Service Companies in Indonesia. The services offered by J&T Express include delivery within cities, between cities, between provinces, serving E-Commerce customers and collaborating with several Marketplaces in Indonesia, one of which is Shopee, Bukalapak, Tokopedia, Lazada etc., to penetrate the global market. In this case, the researcher wants to measure how satisfied J&T Express service users are through the applied Experiential Marketing Strategy, E-Service Quality and customer trust in J&T Express.

Based on the above background, the problem formulations in this study are:

1. Does Experiential Marketing partially have a significant effect on Customer Satisfaction.
2. Does E-Service Quality partially have a significant effect on Customer Satisfaction?
3. Does trust partially have a significant effect on customer satisfaction?
4. Do Experiential Marketing, E-Service Quality and Trust simultaneously have a significant effect on Customer Satisfaction?

### **Service marketing**

Services according to Kotler (2009: 36) is an action or performance that can be offered to one party to another, which is essentially intangible and cannot produce any ownership. So, basically services are marketing activities whose results are not in the form of real or construction products, which are generally produced and consumed simultaneously and can provide added value to consumers.

### **Experiential Marketing**

Smilansky (2009: 13) experiential marketing is a process of identifying and satisfying consumer needs by involving consumers through two-way communication that brings brand personality and adds value to target consumers. Then Handi Chandra (2008: 166) explains experiential marketing as a marketing strategy that is wrapped in the form of activities so as to provide experiences that can leave an impression on the hearts of consumers.

## E-Service Quality

Electronic service quality is the extent to which a website can facilitate shopping activities, purchasing activities and delivery of products and services effectively and efficiently. Meanwhile, according to Santos, (2003) defines E-Service Quality as an overall assessment and evaluation of the quality of service delivery to consumers in a virtual market.

## Trust

Sam and Tahir (2010, p.21) suggest that trust is a characteristic that is determined by factors of uncertainty, instability, and dependence. Meanwhile, according to Nasab and Ling (2012), trust is defined as a party's willingness to be vulnerable to the actions of another party based on the expectation that the other party will take certain actions that are important to trust or regardless of the ability to monitor or control the other party.

## Customer satisfaction

According to Sangadji and Sopiah (2013), the definition of satisfaction or dissatisfaction is the feeling of pleasure or disappointment of a person which comes from a comparison between his impression of real or actual product performance with the expected product performance.

## HYPOTHESIS MODEL

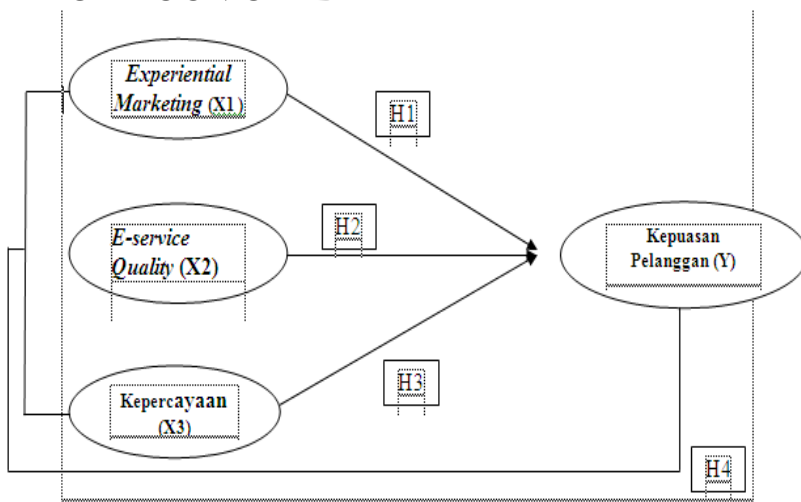


Figure 2.1 HYPOTHESIS MODEL

## RESEARCH METHODS

The type of research used in this research is Explanatory Research with a quantitative approach through the survey method. The purpose of explanatory research is to analyze the relationships between one variable and another or how a variable affects other variables. This research will find out the influence between the variables that have been determined, namely Experiential Marketing, E-Service Quality and Trust in Customer Satisfaction.

## Research sites

The research location is the place used by the author to conduct research activities to obtain the data needed to answer existing problems. the location of this research was conducted at J&T Express jl. Panglima sudirman purworejo pasuruan, where the determination of the location of this research is the central J&T Express agent in Pasuruan.

### Population and Sample

The authors took the population at J&T Express in Pasuruan, due to the uncertainty and unknown how many, the authors took the population in this study were customers who had delivered goods more than once on J&T Express in Pasuruan, namely 132 customers.

### Data collection technique

The data collection method used in this study was a questionnaire.

## RESULTS AND DISCUSSION

### Instrument Testing

#### Validity test

Validation shows the extent to which measuring instruments measure what will be measured.

NO	Variabel	Item	Koefisien korelasi (r)	Sign.	Keterangan
1.	EM	X1.1	0.678	0.000	Valid
		X1.2	0.540	0.000	Valid
		X1.3	0.580	0.000	Valid
		X1.4	0.643	0.000	Valid
		X1.5	0.679	0.000	Valid
		X1.6	0.656	0.000	Valid
		X1.7	0.669	0.000	Valid
		X1.8	0.691	0.000	Valid
		X1.9	0.701	0.000	Valid
		X1.10	0.593	0.000	Valid
		X1.11	0.524	0.000	Valid
2.	E-S	X2.1	0.661	0.000	Valid
		X2.2	0.657	0.000	Valid
		X2.3	0.616	0.000	Valid
		X2.4	0.671	0.000	Valid
3.	K	X2.5	0.623	0.000	Valid
		X2.6	0.750	0.000	Valid
		X2.7	0.746	0.000	Valid
		X2.8	0.721	0.000	Valid
		X3.1	0.716	0.000	Valid
		X3.2	0.788	0.000	Valid
		X3.3	0.773	0.000	Valid
		X3.4	0.669	0.000	Valid
4.	KP	X3.5	0.733	0.000	Valid
		X3.6	0.649	0.000	Valid
		X3.7	0.713	0.000	Valid
		X3.8	0.735	0.000	Valid
		Y1	0.793	0.000	Valid
		Y2	0.776	0.000	Valid
		Y3	0.780	0.000	Valid
		Y4	0.796	0.000	Valid

Source: Data processed, 2019

Based on the validity test for items from the variable Experiential Marketing, E-Service Quality, trust and customer satisfaction, it is known that the value of  $r_{count} > 0.5$ , it can be concluded that the items of the variable Experiential Marketing, E-Service Quality, customer trust and satisfaction are said to be valid.

#### Reliability Test

Reliability test is used to measure the same object or symptom and the measurement results obtained are relatively consistent, so the measuring device can be said to be reliable. Reliability test results can be said to be reliable if Cronbach's alpha is above 0.5.

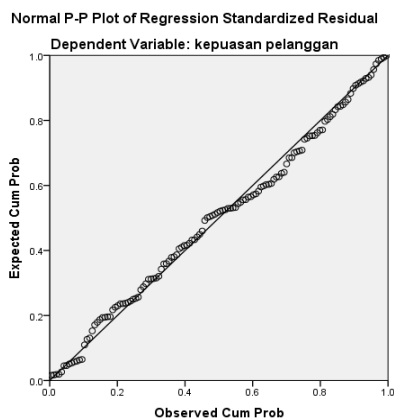
No	Variabel	Alpha	Ket
1.	Experiential Marketing	0.850	Reliabel
2.	E-Service Quality	0.834	Reliabel
3.	Kepercayaan	0.869	Reliabel
4.	Kepuasan Pelanggan	0.791	Reliabel

Source: Data processed, 2020

**Test Asumsi Klasik**

**Test Normalitas**

Normality test is a test of data distribution. The normality test in this study used the Kolmogorov-Smirnov test. in this test using a two-way test (two tail test), namely by comparing the probability that has been obtained with a significant level ( $\alpha$ ) 0.05. If the p-value is  $> 0.05$ , the research data is normally distributed.



Source: Data processed, 2020

**Test Linieritas**

This test is usually used as a requirement in correlation or linear regression analysis. Tests on SPSS using the Curve Fit method with a significance level of 0.05. the relationship between variables is declared linear if the value is sig. linear model  $< 0.05$ . Conversely, it will be declared nonlinear if the value is sig. linear model  $> 0.05$ .

Variabel Independen	Variabel Dependen	Sig. Model Linier	Ket
Experiential Marketing	Customer satisfaction	0.000	Linier
E-Service Quality	Customer satisfaction	0.000	Linier
Trust	Customer satisfaction	0.000	Linier

Source: Data processed, 2020

**Uji Heteroskedastisitas**

Heteroscedasticity test aims to use whether in the regression model there is an unequal variance from the residuals of one observation to another. The way to detect heteroscedasticity is by using the Glejser Test, namely by regressing the absolute residual value of the independent variable, so that it can be seen whether or not there is a 5% degree of velocity. If the significant value of the independent variable is  $> 0.05$ ,

heteroscedasticity does not occur. As better, if the significant value of the independent variable  $<0.05$  then heteroscedasticity occurs.

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.679	.711		2.362	.020
	experiential marketing (x1)	-.014	.020	-.080	-.735	.464
	eservice quality (x2)	.058	.035	.258	1.629	.106
	kepercayaan (x3)	-.053	.035	-.236	-1.508	.134

Source: Data processed, 2019

### Results of Multiple Linear Analysis

Multiple regression testing is useful for determining the level of influence of the independent variables (Experiential Marketing, E-Service Quality, and Trust) on the dependent variable (Customer Satisfaction). Based on the test, the results obtained can be presented in the following table:

Variabel	Koef. Regresi	T hitung	Sig.	Keterangan
Konstanta	2.214	1.967	0.051	
Experiential Marketing	0.027	0.379	0.705	Tidak Signifikan
E-Service Quality	0,485	4.643	0.000	Signifikan
Kepercayaan	0,290	2.812	0.006	Signifikan

Source: Data processed, 2019

### Hypothesis testing

#### T test

The T test is used to compare the mean or mean value of the observed sample with the average value expected normally from the distribution of mean values (Morissan, 2012). If T is greater than T table it is significant (p-value) smaller than 5% ( $\alpha: 5\% = 0.05$ ), then this indicates that  $H_0$  is rejected. This means that there is a partially significant influence between the independent variables. T test formula.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.214	1.126		1.967	.051
	Experiential Marketing(X1)	.012	.031	.027	.379	.705
	E-Service Quality (X2)	.260	.056	.485	4.643	.000
	Kepercayaan(X3)	.155	.055	.290	2.812	.006

a. Dependent Variable: Kepuasan Pelanggan (Y)  
 Sumber : Data diolah, 2019

**F test**

The F test is intended to see the overall ability of the independent variables in order to be able or able to explain the behavior or diversity of the Y variable and is also intended to determine whether the independent variable has a regression coefficient equal to zero. The level of significance used is 0.05. If  $f_{count} > f_{table}$ , the independent variable has a significant effect on the dependent variable.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448.457	3	149.486	58.112	.000 <sup>b</sup>
	Residual	329.263	128	2.572		
	Total	777.720	131			

a. Dependent Variable: Kepuasan Pelanggan (Y)  
 b. Predictors: (Constant), Kepercayaan (X3), Experiential Marketing(X1), E-Service Quality (X2)  
 Sumber : Data diolah, 2019

**Determinant coefficient (Adjusted R<sup>2</sup>)**

The coefficient of determination in essence measures how far the model's ability to explain the variation in the independent variable on the dependent. It can be stated that a small R<sup>2</sup> value means that the ability of the independent variables to approach the independent variables provides almost all the information needed to predict the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759 <sup>a</sup>	.577	.567	1.60386

a. Predictors: (Constant), Kepercayaan (X3), Experiential Marketing (X1), E-Service Quality (X2)  
 Sumber : Data diolah, 2019



## Discussion of Research Results

### 1. The influence of Experiential Marketing on customer satisfaction

Kartajaya (2014) argues that experiential marketing is a marketing concept that aims to form loyal consumers by touching their emotions and providing a positive feeling towards products and services. In this concept aims to present a positive and impressive experience to consumers.

Based on the results of regression calculations, it is known that Experiential Marketing has a value of  $t_{count} 0.379 < t_{table} 1.656$ , with a  $sig. 0.705 > 0.05$ . so it can be concluded that Experiential Marketing (X1) does not affect Customer Satisfaction. Experiential marketing regression test has a positive effect with a coefficient of 0.012, but the probability of significance is 0.705. These results identify that the more frequent Experiential marketing activities are realized on J&T Express, the higher the value of Experiential marketing perceived by customers, but have not been able to affect customer satisfaction. This is because experiential marketing at J&T Express in Pasuruan is still low, it can be seen from the descriptive results in terms of respondents' answers to each question item related to experiential marketing, the total average value of the answers given by respondents is 3.76% of the score. the maximum total score is 691 (the maximum total score is obtained from the assumption that all respondents gave the answer with the highest score on each question item, namely 4). The low experiential marketing applied in a company makes customers tend to be less satisfied with the services provided by the company. Thus experiential marketing has not been able to become a mechanism to influence customer satisfaction.

In this study, supporting research conducted by Hasrul Siregar et, all and Lisa Maskun (2018) also concluded that Experiential marketing has no effect on customer satisfaction. However, it is different from the results of research conducted by Amalia Rachma Indriani (2016) and Ni Putu Septia Rosita (2015) which concluded that Experiential marketing has an effect on customer satisfaction.

### 2. Effect of E-Service Quality on customer satisfaction

is an effort to fulfill needs followed by consumer desires, as well as the accuracy of delivery through electronic media in order to meet customer expectations (Band, 2001). The company's ability to build long-term relationships with consumers greatly affects the company's survival. So that service quality is important to meet customer satisfaction, in addition, service quality also encourages consumers to establish a strong bond with the company.

Based on the results of regression calculations, it is known that E-Service Quality has a value of  $t_{count} 4.643 > t_{table} 1.656$ , with a  $sig. 0.000 < 0.05$ . So it can be concluded that E-Service Quality (X2) has a significant effect on Customer Satisfaction. These results identify that the higher the electronic service on J&T Express makes the Service Quality value perceived by the customer higher, thereby affecting customer satisfaction. This can be seen from the E-Service Quality regression test which has a positive effect with a coefficient of 0.260, with a significance probability of 0.000. This explains that E-Service Quality increases, so customers will tend to be more satisfied with the services provided by the company. E-Service Quality on j & t express is quite good, it can be seen from the

descriptive results in terms of the respondent's answer to each question item related to E-Service Quality by obtaining the average total value of the answers given by respondents is 3.71 of the maximum total score. of 515 (the maximum total score is obtained from the assumption that all respondents gave the highest score for each item, namely 4). Increasing E-Service Quality enables companies to manage their companies well.

This study supports the research conducted by Anita Tobagus and Virgo Simamora which concluded that E-Service Quality has a significant effect on customer satisfaction. This means that E-Service Quality has an important role in influencing Customer Satisfaction.

### **3. The influence of trust on customer satisfaction**

Customer trust is defined as a thought, feeling, emotion, or behavior that is manifested when customers feel that a provider can be relied on to act in their best interest when they give up direct control (Leninkumar, 2017). It can be concluded that customers can trust a company, they have confidence that j & t express is able to meet customer expectations. With the superiority of its products, it makes customers feel satisfied when using J&T Express services. Based on the results of regression calculations, it is known that trust has a value of  $t_{count} 2.812 > t_{table} 1.656$ , with a sig.  $0.006 < 0.05$ , so it can be concluded that trust (X3) has a significant effect on customer satisfaction. These results identify that the higher the efforts of j & t express to make customers believe in the product or service provided, the higher the value of trust itself, thereby affecting customer satisfaction. This can be seen from the confidence regression test that has a positive effect with a coefficient of 0.155, with a significance probability of 0.000. The efforts of j & t express to make customers believe that the services provided are good enough, it can be seen from the descriptive results in terms of respondents' answers to each question item related to trust by getting the average total value of the answers given by respondents is 4.21 of the total. The maximum score is 539 (the maximum total score is obtained from the assumption that all respondents gave the answer with the highest score on each question item, namely 4). This explains that when trust increases, customers will tend to be more satisfied with the products or services provided by the company. Increased customer trust enables the company to develop its company well.

This study supports the results of research conducted by Kevin Putra Mahendra et, all and Kenny Febrina Salim et, all who concluded that trust has a significant effect on customer satisfaction. This means that trust has an important role to play in influencing customer satisfaction.

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