The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)

[1]Fredirikus Timo, [2]Rikhardus Bria Seran
[1,2]Management Study Program, Faculty of Economics and Business, University of Timor

Article Info	ABSTRACT
	This study aims to determine the effect of Experiential Marketing on repurchase intention of woven bag customers at the Biboki Art Shop. The population of this study are customers who buy woven bags at the Biboki Art Shop. The sampling technique uses the Accidental Sampling method. The sample in this study amounted to 60 customers with data collection techniques using a questionnaire. The data analysis technique uses multiple linear regression analysis techniques.The results of this study indicate that the elements of Experiential Marketing which include sense, feel think, act, and relate have a positive effect on repurchase intention. This is strengthened and supported by the sig. smaller than the alpha value, namely 0.000 <0.05, meaning that sense, feel, think, act, and relate have a significant effect on repurchase intention, and then it can be seen from the results of the t-count for the variables sense, feel, think, act, and relate greater than t-table (1.98552), meaning that Ho is rejected and Ha is accepted.
	Corresponding Author: Fredirikus Timo Management Study Program, Faculty of Economics and Business, University of Timor feritimo0@gmail.com

INTRODUCTION

The business world is currently developing increasingly rapidly and is competitive, creating challenges and threats for business people. To win the competition and be able to maintain the market they have, every business actor must be sensitive to changes that occur. Most of the foreign exchange earned in Indonesia comes from the commodity industry. Industry goods is industry Which selling raw or finished goods to consumers, as one example from sub-industry goods is industry craft weaving from several areas in NTT, especially in North Central Timor Regency .

Woven bags are one of the accessories comfortable and suitable to carry on various events. Woven bags are wrong one of many handicrafts in Indonesia , section from fashion bag woman form woven bag produced by para craftsman woven bag Which spread across various regions in Indonesia. " Every company/business unit need apply strategy in every activity In marketing, companies need to convey or communicate something products or services by touching customers' emotions . Emotional strategy What is implemented must give a positive impression to consumers awaken customer For buy test product the.

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

245 | P a g e

Strategy to attract consumers in the face of increasing business competition competitive with serve innovation product as mark plus product mainly. Consumer Also the more critical in determine choice Which influenced by the marketing strategy, namely by experiential marketing , elements which exist in in e xperiential marketing lah which will become emotional positive consumer between other sense (sense), feel (feeling), act (action), think (thinking), and relate (social relations), Therefore, Experiential marketing has quite an influence on repeat purchase interest because of an unforgettable experience for consumers, because of the purpose from experiential marketing itself, namely a marketing approach that involves consumer emotions and feelings by creating experiences unforgettable positives so that consumers consume and are fantastic towards certain Schmitt products (in Nadhifa, 2017) . "

A company/business unit will succeed in getting customers in large numbers if considered able to provide satisfaction for customer. In the service industry, satisfaction is a process where expectations consumers for a service or good are met by the company's capacity in meeting needs in the form of product features or strategy Its marketing is also known as Lovelock's moment of truth (in Raden, 2011) . So that satisfaction customer can give a number of benefit, among them connection between company And consumer become harmonious, provides a good basis for repeat purchases, forms a word of mouth recommendations that benefit the company and are created its customer loyalty. Customers who are satisfied and loyal (loyal) can do it purchase repeat with increase in volume and purchase frequency. " Party company expected capable make para customer satisfied with product Which generated nor level service Which given thereby making customers feel satisfied and increasing purchases his in period coming especially with consider that product and service provided by the company is in accordance with what they expected right. Customer repurchase interest is very important for companies that will extend survival of the business. "

Customer who gets satisfaction emotional positively will make repeat purchases in the future and upgrade the frequency and volume of purchases on what is felt in the experience previously Oliver (in Raden, 2011). Life interactions between companies with the consumer can give rise to attachment emotional, when exists ability For overcome problem in something marketing create problem solving within a brand, and drive results from a business, requires more than just effort to be able to create right experience on a brand. " Draft experiential marketing is A approach in Marketing has actually been carried out since ancient times until now by marketers. Schmitt (in Raden, 2011) stated that there was a shift traditional marketing approach to an experiential marketing approach because There are three factors developing in the business world, namely information technology There is every where, so that sophistication technology consequence revolution technology information that can create an experience within a person and share it with other people wherever they are, for example share it with media computer, telephone mobile, and so on.

Feelings are connected to the heart and are not rational. Experiential marketing customers feel happy with the purchasing decisions they have made. Schmitt (1999) provides an alternative framework consisting of two elements, namely Strategic experience

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

246 | P a g e

modules (SEMs), which consist of several types of experience and Experience producers (ExPros), namely agents who can deliver this experience. Strategic experience modules consist of five types, namely sense, feel, think, act and relate . " Sense is the tangible and tangible aspects of a product that can be perceived by the five human senses, including sight, voice, smell, taste, and touch. This sense, for consumers, functions to differentiate a product from other products, to motivate buyers to act, and to form value for the product or service in the buyer's mind. Human senses can be used during the experience phases (pre-purchase, purchase and post-purchase) in consuming a product or service. Companies usually apply the element of sense by attracting customers' attention through things that are striking, dynamic, and leave a strong impression (Schmitt, 2009). "

Schmitt (1999) state that in 5 matter Which covered in Strategic Experiences Modules that is: sense feel, think, act And provocation . Act influenced by interaction , action and lifestyle . Relate is influenced by self idealization , others , and culture. Experiential marketing can have profit on a number of situation including prevent decline brand, For differentiate product with product competitors, For create image And is identity from company, For promote innovation And cause trial, purchase, And matter Which most important is loyalty Schmitt (in Raden, 2011). " Schmitt (1999) argues that experiential marketing can presented through a number of elements , ie five sense (sense), feeling (feel), way thinking (think), action (act) and relationship (relate). (1) Sense, is aspects that are tangible and can be felt from something products that can captured by the fifth sense human , includes sight , sound , smell , taste and touch . Sense for consumer works For do differentiation on a product to other products for motivating consumer in act , and for form value in the product or service in mind consumer . Human senses can used during phase experience (pre purchase , purchase and after purchase) in consume A product or service . Company usually apply element sense with interesting attention consumer n through things that are striking , dynamic , and leaving strong impression . (2) Feel, relate with deepest feelings and emotions _ consumer . If it 's a marketing strategy can create good feeling _ in a way consistent for consumers , then company can create satisfaction consumer . (3) Think, company try For challenge consumer with method give problem solving experiences and encouragement consumer For interact in a way cognitive or in a way creative with company or product . (4) Act , related acts with whole individual (mind and body) to increase life and style his life . Messages that are motivating , inspiring and characteristic spontaneous can cause consumer For do p ± p with different ways , try _ with new way _ change life become more Good . (5) Relate, connecting consumer in a way individual with public or culture . Relate to be Power pull deepest desire _ for consumer For formation self improvement , socio economic status and image . Relate campaign shows a group of people who are target consumers Where a consumer can interact , connect and share the same fun . " In order for research to be more focused, it is necessary to state the research objectives. The aim of this research is to:

1. Knowing the influence of sense on interest buy repeat
2. Knowing the influence of feeling on interest buy repeat
3. Knowing the influence of thinking on interest buy repeat

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

247 | P a g e

4. Knowing the influence of actions on interest buy repeat
5.   Know the influence of relate on interest buy repeat
6. 6Know the influence of sense, feel, think, act, relate to interest buy repeat

METHODS

The address Biboki Art Shop in South Kefamenanu, District. Kefamenanu City, North Central Timor Regency, East Nusa Tenggara. As object study is things Which concerning Senses, Feelings, Think, Act, And Relate Which given to customer . This research was carried out from February to April 2023.

Population is a generalization area of objects or subjects that have certain characteristics that researchers have determined to study and conclusions were drawn (Sugiyono, 2016). Population in this study is all over consumer woven bag Biboki Art Shop . The population in this study is not limited, because the number is not defined. ”

According to Sugiyono, a sample is part of the number and characteristics owned by that population. If the population will be taken by researchers is population in amount big And researcher No Possible learn all Which There is on population, for example Because limited funds power, And time, so researcher Can use samples Which taken from the population, but samples taken from the population must Can represent population. Criteria samples Which will used in This research consists of individuals or groups who have visited And come return to outlets Biboki Art Shop (Sugiyono, 2016). ”

Probability Sampling is a technique for collecting data or samples so that all data has the same probability of being selected as a sample big. Thus, there are no obstacles whatsoever in doing so research into the possibility or probability of each element if it is later selected as a sample. (Kuncoro , 2009). The criteria is customers who have visited and repurchased woven bag products at Biboki Art Shop . ”

The sampling technique used is Accidental Sampling , namely a technique for determining samples based on chance or incidental encounters with researchers that can be used as samples, if it is deemed that the person they meet by chance is suitable as a data source (Sugiyono, 2016). The number of samples in this research was 60 respondents. Data collection can done in various settings , source nor method . As for technique data collection in research This is questionnaire and literature study. The data analysis technique in this research uses regression analysis linear multiple .

RESULTS AND DISCUSSION

In this research, the analysis used is multiple linear regression analysis . This analysis is used to calculate the magnitude of the influence between variables free (sense, feel, think, act, and relate) towards interest buy repeat (Y). Based on the test results, the regression results can be arranged in the form of Table 1 as follows :

The influence of experiential marketing on repurchasing interest (survey on customers of
woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al
248 | P a g e

Table 1. Analysis Results Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,710	1,653		4,663	,000
X1 = Sense	,433	,064	.411	2,952	,000
X2 = Feel	,391	,068	,148	2,342	,000
X3 = Think	,244	,286	,162	2,455	,000
X4 = Act	,237	,291	,318	2,770	,000
X5 = Relate	,201	,164	,343	2,822	,000

a. Dependent Variable: Y = Repurchase Intention

From the results of the analysis in table 4.13, the regression model obtained is:

$$Y = 7.771 + 0.433X_1 + 0.391X_2 + 0.244X_3 + 0.237X_4 + 0.201X_5 + e$$

The regression equation can be implied as follows:

1. Constant value α = 7.771

   This constant value indicates that if there is *sense, feel, think, act,* and *relate* , then interest buy repeat (Y) is predicted to experience a constant increase (because the constant value is positive). In other words, interest buy repetition will increase with the influence of *sense, feel, think, act,* and *relate* . Constant value in equality regression in research This that is amounting to 7,771 which means at the time variable *sense, feel, think, act,* and *relate* The same with zero so mark variable interest buy repeat amounting to 7,771.

2. Coefficient Value Regression *Sense* (X $_1$) = 0.433

   Based on table 1 values coefficient regression For variable *sense* of 0.433. That is , at the moment increase One promotional item units so will impact to enhancement decision purchase of 0.433. Condition This with notes that variable free else in study This assumed worth constant.

3. Coefficient Value Regression *Feel* (X $_2$) = 0.391

   Based on table 1 values coefficient regression For variable *feel* of 0.391. That is , at the moment increase One promotional item units so will impact to enhancement decision purchase of 0.391. Condition This with notes that variable free else in study This assumed worth constant.

4. Coefficient Value Regression *Think* (X $_3$) = 0.391

   Based on table 1 values coefficient regression For variable *think* of 0.244. That is , at the moment increase One promotional item units so will impact to enhancement decision purchase of 0.244. Condition This with notes that variable free else in study This assumed worth constant.

5. Coefficient Value Regression *Act* (X $_4$) = 0.391

   Based on table 1 values coefficient regression For variable *act* of 0.237. That is , at the moment increase One promotional item units so will impact to enhancement decision purchase of 0.237. Condition This with notes that variable free else in study This assumed worth constant.

6. Coefficient Value Regression *Relate* (X $_5$) = 0.391

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

249 | P a g e

Based on table 1 values coefficient regression For variable *relate* of 0.201. That is , at the moment increase One promotional item units so will impact to enhancement decision purchase of 0.201. Condition This with notes that variable free else in study This assumed worth constant.

Based on results testing , known that *sense, feel, think, act,* and *relate* influential positive to to interest buy repeat , meaning every happen enhancement in *sense, feel, think, act,* and *relate* , then will increase interest buy repeat , and vice versa . This is reinforced and supported by the sig value . more small from The alpha value is 0.000 < 0.05 , meaning *sense, feel, think, act,* and *relate* influential positive and significant to interest buy repeat . Furthermore can seen results from t_{count} For variable *sense, feel, think, act,* and *relate* more big from t_{table} (1.98552), meaning H_0 rejected and H_a accepted . So that matter This show that use *sense, feel, think, act,* and *relate* own influence positive and significant to interest buy repeat . Research result This supported by evidence empirical from study previously researched by Leni Lestari (2017). Result of study the that *sense, feel, think, act,* and *relate* influential positive significant to interest buy repeat . Following results testing hypothesis :

1. Influence Senses (X_1) To Repurchase Interest Woven Bag Products at Biboki Art Shop.
    Based on table 1, on variable *Senses* (X_1), column t- count and significance , obtained calculated t- value amounting to 2,952 > 1.98552, whereas mark significant of 0.000 < 0.05, then can concluded that variable *Senses* (X_1) by Partial influential positive significant to interest buy repeat Woven bag products (Y) in Biboki *Art Shop* .

2. Influence Feel (X_2) To Repurchase Interest Woven Bag Products at Biboki Art Shop.
    Based on table 1, on variable *Feel* (X_2), column t- count and significance , obtained calculated t- value amounting to 2,343 > 1.98552, whereas mark significant of 0.000 < 0.05, then can concluded that variable *Feel* (X_2) directly Partial influential positive significant to interest buy repeat product bag weaving (Y) in Biboki *Art Shop* .

3. Influence Think (X_3) To Repurchase Interest Woven Bag Products at Biboki Art Shop.
    Based on table 1, on variable *Think* (X_3), column t- count and significance , obtained calculated t- value amounting to 2,455 > 1.98552, whereas mark significant of 0.000 < 0.05, then can concluded that variable *Think* (X_3) by Partial influential positive significant to interest buy repeat product bag weaving (Y) in Biboki *Art Shop* .

4. Influence Act (X_4) To Repurchase Interest Woven Bag Products at Biboki Art Shop.
    Based on table 1, on variable *Act* (X_4), column t- count and significance , obtained calculated t- value amounting to 2,770 > 1.98552, whereas mark significant of 0.000 < 0.05, then can concluded that variable *Act* (X_4) by Partial influential positive significant to interest buy repeat product bag weaving (Y) in Biboki *Art Shop* .

5. Influence Relate (X_5) To Repurchase Interest Woven Bag Products at Biboki Art Shop.
    Based on table 1, on variable *Relate* (X_5), column t- count and significance , obtained calculated t- value amounting to 2,822 > 1.98552, whereas mark significant of 0.000

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

250 | P a g e

< 0.05, then can concluded that variable *Relate* (X 5) by Partial influential positive significant to interest buy repeat product bag weaving (Y) in Biboki *Art Shop* .

6. Influence Senses (X 1) , Feel (X 2) , Think (X 3) , Act (X 4) , and Relate (X 5) To Repurchase Interest Woven Bag Products at Biboki Art Shop.

Based on table 1, Which show output seen mark coefficient determination (R^2) on column *R Square* as big as 0.561, show variable *Senses* (X 1) , *Feel* (X 2) , *Think* (X 3) , *Act* (X 4) , and *Relate* (X 5) to Repurchase Interest Woven bag products at Biboki *Art Shop* delivers contribution or donation amounting to 51.6% and the remaining 48.4% is contribution by factors other in outside model study This .

Result of testing on the F test (simultaneous) was obtained F- value calculated of 46.175 and F- table of 2.31, this means F- value calculated more big from mark F- table (19,651 > 2.31) And mark significance Which obtained is 0.000, which means mark significance below 0.05 . So can concluded that variable *Senses* (X 1) , *Feel* (X 2) , *Think* (X 3) , *Act* (X 4) , and *Relate* (X 5) in a way simultaneous influential significant to Repurchase Interest Product bag weaving in Biboki *Art Shop*. These results show with exists variable *Senses* (X 1) , *Feel* (X 2) , *Think* (X 3) , *Act* (X 4) , and *Relate* (X 5) Which Good And in accordance with hope consumer , will influential to Repurchase Interest Product bag weaving in Biboki *Art Shop* .

CONCLUSIONS

Based on results data analysis and testing hypothesis that has been done , then conclusion in study This is : Senses influential to interest buy repeat which means the more increase implementation of the Sense strategy will increase interest buy repeat bag weaving in Biboki Art Shop. Feel influential to interest buy repeat which means the more Good implementation of the Feel strategy like employee do service with friendly , service held with appropriate as well as serve hygienic food and drinks so will increase interest buy repeat bag weaving in Biboki Art Shop. Think influential to interest buy repeat which means the more Good implementation of the Think strategy like facilities provided in accordance as expected , easy location reachable so will increase interest buy repeat bag weaving in Biboki Art Shop. Act influential to interest buy repeat which means the more increase or decrease implementation of the Act strategy will increase interest buy repeat bag weaving in Biboki Art Shop. Relate influential to interest buy repeat which means the more Good connection employee with consumer so will increase interest buy repeat bag weaving in Biboki Art Shop . Senses, feel, think, act, and relate in a way together influential to interest buy repeat which means the more Good implementation of Experiential Marketing strategies which include sense, feel, think, act, and relate so will increase interest buy repeated to Biboki Art Shop. On the contrary, increasingly bad implementation of experiential marketing strategies so will the more the bag goes down weaving in Biboki Art Shop.

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

251 | P a g e

REFERENCE

Anwar, Misbahul . PA, Retno Widowati . Febrini , Irma Yanti. (2019). " Influence Experiential marketing To Satisfaction Consumer And Interest Buy Repeat ", 10(1), 35-52.

Arikunto , Suharsimi . (2017). Procedure Research : A Approach Practice , Edition Revision VI, Jakarta: PT Rineka Create.

Astari , WF, And Komang, ASP (2016). "Role Experiential Value In Mediate Influence Experiential Marketing on Repurchase Intention". Vol. 10. No.1.

Dharmayanti . Diah. Tentanoe , Vincent Ronald. (2014). " Influence Experiential marketing Against Purchase Ullang With Satisfaction Customer As Variables intervening", 2(1), None Page.

Engriani , Yunita . Yasri, Yasri. Gustina, Lia. (2019). " Influence Experiential marketing towards Visitor Interest Repeat Tourists On Objects Water recreation Sweet", 8(1), 52-60.

Fajryanti , Vanny, and Naili, Faridah. 2018. " Influence Experirntal Marketing And Perception Nilau To Purchase Repeat Through Satisfaction Study On Passenger Train Fire Argo Bromo Orchid ". Diponegoro Journal Of Social and Politics. Pages 1-8.

Firmansyah, M.A 2018. BEHAVIOR CONSUMER (Attitude And Marketing).

Sleman: Deepublish .

Handayani , Fitria. 2017. " Influence Dimensions Experiential marketing Against InterestBuy Repeat Consumers at Owl Café". Thesis . Faculty of Economics and Business . Management Study Program . Lampung University. Bookie Lampung.

Hendarsono , Gersom, And Sugiono, Sugiharto . 2013. "Analysis Influence Experiential Marketing Against Repurchase Interest Consumers of Cafe Buntos 99 Sidoarjo ". Management Marketing . Vol. 1. No. 2.

Irwansyah , R., et all . 2021. Behavior Consumers , Bandung: Widina Bhakti Homeland .

Kusumawati , Andriani. Kumadji , Srikandi . Rahayu, Deasy. (2016). " Experiential marketing And its influence to satisfaction customer And interest purchase repeat (Repurchase intention)", 35(2),197-202.

Loindong , Sjendry SR Tumbuan , William JFA Lamongi , Jackline. (2018). Influence Experiential marketing on repurchase interest Consumers in J. CO Donuts and Coffee , 5(4), 3038-3046.

Sugiyono . 2011 . Method Study Quantitative Qualitative And R&D. Bandung: Alphabet .

Suprihati ., and Wikan, BU 2015. " Analysis Influencing Factors _ _ Behavior Consumers in Private Car Purchasing Decisions in Subdistricts Gonilan Regency Sukoharjo ", Vol. 13, No.01.

Suyetno . 2019. " Influence Experiential Marketing on Repurchase Interest and Word Of Mouth With Cutomer Satisfaction As BIntervening Variable Study Case Legend Coffee Yogyakarta." Faculty Economy. Vol.2. No. 3.

Nadhifa , Zahrotun . 2017. " Influence Experiential Marketing To Interest Visit Return On Tour Nautical Lamongan ". Thesis . Faculty Economy And Business . Management Study Program . University Jember. Jember.

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

252 | P a g e

Wiratmadja , Raden Gandhira . 2011. " Influence Experiential marketing Against Repurchase Interest Customer Case Study at Inul KTV Pejaten Village". Thesis. Faculty Economy. Study Program Management . University of Indonesia. Jakarta..

Wulandari, Rima Aji Nirwanawanti . 2016. " Influence Dimensions Experiential marketing Regarding interest in repurchasing at The House Of Raminten Yogyakarta". Thesis . Faculty of Economics. Management Study Program . Sanata Dharma University . Yogyakarta.

The influence of experiential marketing on repurchasing interest (survey on customers of woven bag products at Biboki art shop Kefamenanu)— Fredirikus Timo et.al

253 | P a g e