

Electronic Word of Mouth on Experiential Marketing at Santhai Modern Thai Restaurant – Mall Kota Kasablanka, Jakarta

Ayu Tristin Pujiastuti^a, Effy Zalfiana Rusfian^b, ^{a,b}Department of Business Administration Science, Faculty of Social Science and Political Science, University of Indonesia, UI Campus Depok, West Java 164241, Indonesia,

This study focuses on analyzing the effect of experiential marketing in establishing Electronic Word of Mouth at Santhai Restaurant at Kota Kasablanka. Santhai. Modern Thai Canteen Restaurant is a modern Thai Restaurant that utilizes tropical vibes and is located at Mall Kota Kasablanka, Jakarta. The development of internet, especially the World Wide Web that is widely available leads anyone to share their unique and memorable experiences on the internet. Considerable amounts of research have examined the experiential marketing before, but the research on its effect towards electronic word of mouth on online opinion platforms have yet to be explored further. This research used quantitative approach, with a questionnaire as the research instrument. The sample respondents of this research are people who have visited Santhai Modern Restaurant and did a posting about the restaurant in their online opinion platform. This research data was collected using non-probability sampling with purposive techniques using Pearson's Correlation and Linear Regression. This research was conducted for 3 months, from March to May 2018. The research proved that an experiential marketing has influence the formation of electronic word of mouth.

Key words: *Experiential Marketing, Experience, Electronic Word Of Mouth, Online Opinion Platform.*

Introduction

The development of the café and restaurant industry in Indonesia has become more competitive, especially in Jakarta. With an increasing number of cafés and restaurants, a restaurant must have differentiation if it is being compared to the competition. This can be its advantage when offering menus to the customers and of course it will differentiate experiences that will be gained. Currently, today's society has its attention of lifestyle fulfillment. This is because today's restaurant does not only serve as a place for eating but also a place for hanging out with their close friends.

With a high competition, businesspeople must think ways to offer their services to keep their customers. One of the marketing strategies to keep their customers is using the experiential marketing. The use of experiential marketing is not merely the strategy on how to sell products to customers but how to provide a sensation experience for customers (Zena and Hadisumarto, 2012). Schmitt (2009) stated that the purpose of marketing was to realize an impressive and unique experience for customers. In this case, a businessman must offer or sell something different such as a unique lifestyle and experience by using the experiential marketing approach. Lee et al. (2011) said, that the experiential marketing is an unforgettable memory or experience that enters the mind of customer. Such experience consists of five elements, namely sense, feel, think, act and relate.

A previous research by Alkilani, Ling & Abzakh (2013) was aimed at assessing the relationship between the experiential marketing, customer satisfaction and customer commitment in the context of social network users in Malaysia. It studied how the component of SEMs, namely sense, feel, think, act and relate can affect the customer's commitment. The result of the research shows that it is not only the dimension of sense and feel experience that relates to the customer's satisfaction but also customer's commitment. Araci, Bulut & Kocak (2017) also conducted a research of the experiential marketing at a first class restaurant located in Izmir city, Turkey and the cities which was aimed at analyzing the relationship between the dimension in the experiential marketing and its correlation with customer satisfaction and behavioural intention. The Behavioural Intention in the research is repurchase intention, word of mouth intention (WOM intention), willingness to pay more and complaint intention. The result of the research showed that the dimension of the experiential marketing namely sense, feel and think has a direct impact towards the word of mouth intention, while the act and relate experience do not directly impact it. Furthermore, feel and relate experiences have a significant positive effect toward customer satisfaction, while the dimension of sense, think and act experience does not have a positive effect toward it. Customer satisfaction provides a large influence toward the repurchase intention, word of mouth intention and willingness to pay more intention. For such reason, it was stated in the research that the experience at

a restaurant regarding service obtained from a sentimental and social aspect will increase the customer's feeling of satisfactory.

Research conducted by Jeong & Jang (2011), analyzed customer's experience obtained from a restaurant they had visited before which gave them motivation to post a positive WOM and analyzed the positive supporting factors of the eWOM and online media used by them. The dimension used in this research was concern for others, express positive feelings and help company.

There are research gaps found from the researches mentioned above. The first one is marketing has an impact toward the WOM, but the dimension of the experiential marketing has a different strength toward the WOM in the context of restaurants. The second is that the experiential marketing also has an impact toward the repurchase intention. While the result is indeed it is not as big as if it uses customer satisfaction as its medium variable.

Lewis et al., (2000) and Jeong and Jang (2011) stated that electronic word of mouth was very important in the service industry as the customer relied more on interpersonal communication in the context of service which was intangibility and experience from the service received by customers. The problem at restaurants that use the experiential marketing has a different impact in making it a business strategy for a restaurant so it can compete in today's culinary business. This matter becomes a research gap if it is implemented at a first class restaurant. This research becomes very important to be conducted nowadays as the competition of restaurants and culinary businesses are very tight.

Santhai is one of the restaurants in Jakarta that attempts to deliver a different experience to its customers. Through a tropical theme applied by Santhai and by providing a unique design interior, it draws customer's attention. Additionally, it is supported by other favouring matters appropriate with the restaurant's theme. For example, the employer wears a beach shirt, the service of food and beverage is unique by using *Floaties* in the form of Flamingo, Unicorn and so forth. Through the unique concept of the restaurant applying a tropical beach theme and offering Thai food as the dish, the customer who visits is therefore expected to get a memorable and unique experience. The unique experience felt by the customer can trigger the customer behaviour to share the experience to other people.

With the increasing number of internet users, every person is connected to one another on internet which is known as eWOM. According to a research regarding customer behaviour, the consumption experience of a person will result in influencing motivation in acting (Westbrook, 1987). Sundaran et al (1998) stated that the consumption experience and motivation was very closely related to the process of WOM forming. Specifically, the

motivation which underlies customers to be involved in the WOM is different as it depends on characteristics of the consumption experience obtained.

According to Lin (2012), word of mouth is a transfer of information whether positive or negative from customer based on the experience of goods or service through interface, phone, fax machine, or internet without any commercial purpose. The effect of word of mouth marketing will keep increasing especially in today's era since there is an increase in electronic communication through internet (Liu et al., 2000). The number of internet users in Indonesia keep increasing. In 2017, the number of internet users was 143.26 million people and about 54.68% of total population of Indonesia was 262 million people (Survey of APJII, 2017). With internet growth customers can now publish their thoughts, opinions and feelings regarding product and service whether by directly sending an e-mail to related organization or by writing on their platform (Schinler and Bickart, 2005)

Furthermore, Saputra (2010) showed that there is a relation between the experiential marketing and the word of mouth on social network site of Facebook. It is similar to what was stated by Lewis et al., (2000) in Jeong and Jang (2011) that the electronic word of mouth is very important in the service industry since customers rely more on interpersonal communication in the context of service which is intangible and experience from the service receiver by customers. For such reason, this research focuses on the following matters: How is an impact of the Experiential Marketing variable toward the Electronic Word of Mouth at Santhai Modern Thai Canteen?

Literature Review

The Experiential marketing is defined as an approach implemented by a producer as a marketer in order to make customers involve in a product by providing an impressive and unique experience for them (Schmitt, 1999). Schmitt also states that experiential marketing is not only a concept that gives a feature and benefit of a certain product, but it also must give an experience that can fulfil emotional needs of customers. It is in line with the statement of Lee et al. (2011) stating that the experiential marketing is an unforgettable memory or experience that enters to the mind of customer. Currently, customers see a product offered by its features and benefits and overall consumption rate or experience.

Schmitt (1999) stated that such experience consisted of five senses usually called Strategic Experiential Modules (SEMs): (1) Sense, can be used as an experience attraction implemented through the five senses, namely vision, hearing, touch, taste and smell. (2) Feel, covers the deepest feeling (inner feeling) and emotion in order to create an effective experience to customer toward a brand. (3) Think, according to Schmitt (1999), means leading an intelligence practice in creating a cognitive experience toward problem solving

that creatively involves customers. (4) Act, correlates to life of customers relating to a physical experience; physical body, lifestyle and interaction of someone with other people. (5) Chang et al. (2011) stated that relate marketing connects individual experiences with their social community (such as sex, occupation, ethnicity and lifestyle) and social entity (such as nation and culture) through buying and using of certain product or service in creating a social identity and a sense of belonging.

According to Hennig-Thurau et al. (2004), the electronic word of mouth is any statement whether positive or negative by a potential customer, actual customer, or previous customer regarding a product or company that can be accessed by many people and institutions through internet media. Cheung and Lee (2012) stated that the communication of eWOM could be implemented through various platforms.

According to a book by Hennig-Thurau et al. (2004) entitled “*Customer Opinion Platform: What Motives Customer to Articulate Themselves on the Internet*” the variable of eWOM is measured in 8 dimensions, namely: (1) Platform Assistance, (2) Venting Negative Feelings, (3) Concern for other customers, (4) Extraversion or Positive Self-Enhancement, (5) Social Benefits, (6) Economic Incentives, (7) Helping the Company, (8) Advice Seeking. Meanwhile, a research conducted by Jeong and Jang (2011) entitled “*Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations*” stated that a positive eWOM has 3 dimensions, namely: (1) Concern for Others, (2) Expressing Positive Feelings, (3) Helping the Company.

This research has elaborated on the dimension stated by Hennig-Thurau et al. (2004) and Jeong and Jang (2011). There are some dimensions that will be used in the report such as concern for other customers, expressing a positive feeling, helping the company and social benefits. The writer will only use 4 dimensions mentioned above since these dimensions are appropriate with the research object. These are the dimensions that will be used in this research:

1. *Concern for other customers*
2. *Expressing positive feeling*
3. *Helping the company*
4. *Social benefits.*

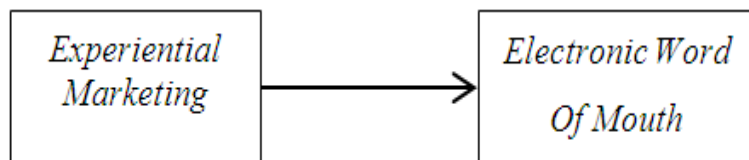
The dimension of venting negative feelings is not used in this research since the writer only focuses on the positive eWOM. The dimension of Extraversion/Positive Self-Enhancement has a similarity to the dimension of Expressing Positive Feelings, but the report does not include personality characteristics or extraversion. Therefore, the report only chooses the dimension of Expressing Positive Feeling. It does not use the dimension of advice seeking; as this research implemented eWOM which doesn't only use one opinion platform, but also

other online opinion platforms included into category of the electronic word of mouth. Afterward, this research does not use the dimension of economic incentives as the restaurant does not have any policy in terms of promotion, which will give economic incentive encouragement to customer to implement the eWOM when this research was conducted.

Research Model & Hypotheses

This research is to analyze the effect of experiential marketing in establishing Electronic Word of Mouth. Analysis model of this research is divided into the following two variables:

Figure 1. Research Model



Research by Saputra (2010) stated that there is a relation between the experiential marketing and the word of mouth on social network site of Facebook. Therefore, this study hypothesized:

H1: There is an effect between the experiential marketing toward the electronic word-of-mouth.

Research Method

This research uses a quantitative approach with a non-probability method and purposive sampling technique. 100 respondents were sampled consisting of both male and female. According to Hair et al (2007), 100 samples is enough to measure the market response regarding a certain phenomenon.

The criteria of sample collection used in the research is as follows: customer who has had dine at Santhai Restaurant in the last three months, has had dine for more than thirty minutes, has done a posting on the online opinion platform regarding the experience when they are at the restaurant, who is 17 years old and older. The time of this sample collection was in March to May 2018. This questionnaire adopted the Likert scale from 1 to 6.

This research involved distributing a questionnaire to respondents that meets criteria. The questionnaire will be processed in a computer software so-called SPSS 20 for Windows. The data will then be processed in order to obtain descriptive information and hypothetical testing. The technique of data processing and analysis of this research consists of descriptive statistical analysis, validity test and linear reliability and regression.

Results and Discussion

Based on the pre-test that was conducted for 30 respondents, in the validity and reliability test, a valid result was found from the dimension of the experiential marketing and the electronic word out mouth. Therefore, it shows that the dimensions from the variable in this research are valid to be processed and analyzed. Afterward, based on the descriptive analysis that was completed by 100 respondents in this research, it can be concluded that the majority of respondents are female, aged between 22-26 years old, who work as a private employee and has average expense less than Rp 3,000,000 per month. For the online opinion platforms, the ones that are mostly used by the respondents are Instagram and Facebook. This is similar to the result survey issued by SiBerkreasi (2018) regarding Perspective Use of Internet (Generation Y and Z) which states that the social media that is mostly used by people is Instagram.

Analysis of Linear Regression

Table 1: Table R and R Square

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.704 ^a	.496	.491	.71338787

Source: Result of data processing using SPSS 20, 2018

Table 2 above shows, both variables in this research have R value in the amount of 0.704 and R square in the amount of 0.496. Based on the theory of De Vaus (2002) which explained the strength value of the relation between variables, with R value in the amount of 0.704, it shows that the strength between variables in this research is very strong. Furthermore, coefficient value with a positive sign shows that the relation between variables is in line. Consequently, it can be concluded that the relation strength between the variables in this research is very strong with a positive direction. As a result, it shows that the stronger the value of the experiential marketing the bigger the impact in forming the eWOM.

The table above also explains R Square from both variables, which is 0.496. The value of R Square is a total impact in both variables of the research. The value of R Square explains that the experiential marketing gives an impact at 49.7% in the form of the electronic word of mouth (eWOM) by customer of Santhai Modern Thai Canteen – Restaurant. While the rest at 50.3 %, the forming of eWOM is affected by other factors. The research by Jeong and Jang (2011) explains that the factors that can impact the forming of positive eWOM with restaurant as the object are dining quality, good service and atmosphere of the restaurant.

Table 2: Coefficient Value

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,480E-017	.071		.00	1.00
EM	.704	.072	.704	9.825	.000

Source: Result of data processing using SPSS 20, 2018

The result of T test on the table above will be explained. Based on the conducted T test, it was found that the variable of the experiential marketing in this research has a T value of 9.825 with value of significance in the amount of .000. With the T value that meets the requirement, which is more than the value limit of -1.9840 and +1.9840 and the value of significance less than (\leq) 0.05, it is proven that H_a is accepted. Therefore, based on the result of the T test, it is discovered that the experiential marketing has an impact toward the forming of electronic word of mouth.

Table 3: Anova Table (F and Significant)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	49.126	1	49.126	96.529	.000 ^b
Residual	49.874	98	.509		
Total	99.000	99			

Source: Result of data processing using SPSS 20, 2018

Based on the Table 4 above, the variable of the experiential marketing and the variable of the electronic word of mouth have a value of significance in the amount of .000, which shows that H_0 is rejected, and H_a is accepted. For that reason, from such result, it can be determined that there is an impact between the experiential marketing toward the forming of the electronic word of mouth.

Recommendations for Further Research

The limitation of this research is as follows:

- a) The respondent of this research has met the criteria determined by the researcher but the respondent only visited the restaurant one time with no good experience regarding Santhai Modern Thai Canteen Restaurant. Furthermore, as the knowledge is not that

optimum, it can cause the respondent to give the eWOM, which does not provide overall view regarding the restaurant.

- b) In this research, the online opinion platform is not set specifically by the researcher. Therefore, it cannot be generalized since each online opinion platform has its own advantages and disadvantages.
- c) The researcher uses the dependent variable of the electronic word of mouth (eWOM) not word of mouth (WOM), thus when the respondent implements the word of mouth to other people, it cannot be ensured whether the conveyed information is the overall experience experienced by the respondent.

Conclusion

The hypothesis of this research was to analyze whether there is an impact between the experiential marketing toward the electronic word of mouth at Santhai Modern Thai Canteen – Kota Kasablanka. The experiential marketing acts as an independent variable while the electronic word of mouth acts as a dependent variable. After conducting data processing and analysis of the research, the reports conclude the experiential marketing gives an impact toward the forming of the electronic word of mouth.

From the results, which show there is an impact between the experiential marketing toward the forming of eWOM, the restaurant is suggested to be able to maintain the experiential marketing that has been applied and to maximize the indicators further from the experiential marketing that are still less or have not had a high value. One of the ways this can be done is by improving a scent indicator at the restaurant so it can be the characteristic of the restaurant itself and provide a memorable experience for customers. This is implemented so the restaurant can be evaluated and differentiated from similar competitors.

The restaurant can also improve its strength through a strategy of the experiential marketing with Expos. One of the ways is by using a spatial environment. It is because the spatial environment covers buildings or rooms, including the interior design, which will give the experience in terms of atmosphere when dining to customer. Furthermore, the restaurant must also pay attention to the material and facility they use, such as seats. This must be done so customers feel happy and comfortable, which will consequently improve the positive eWOM intensity regarding the restaurant.

The company can consider conducting new marketing with other online opinion platforms besides the ones that they have, namely Instagram as there are other online opinion platforms that are quite popular among customers of the restaurant such as Facebook and Twitter. This research was conducted to give new information of Santhai Restaurant.



References

- B. Joseph Pine & James H. Gilmore. (1998). *The Experience Economy: Work Is Theater and Every Business a Stage*. Harvard Business School Press.
- Engel, J.F et al. (1990). *Consumer Behavior 6th Ed*. Chicago: The Dryden Press
- Guildford, J., & Fruchter, B. (1978). *Fundamental Statistic in Psychology and Education*. New York: McGraw Hill
- Hawkins D., Mothersbaugh, D, & Best, R. (2010). *Consumer Behavior: Building Marketing Startegy*. New York City: McGraw Hill
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2007). *Multivariate Data Analysis, 7th edition*. New Jersey: Person
- Hermawan Kertajaya. (2002). *Marketing Plus 2000*. Jakarta: PT. Gramedia Pustaka Utama
- Kotler, P. (2003). *Marketing Management: Analysis, Planning, Implementation and Control*, ed Englewood Cliffts, NK: Prentice Hall, Inc.
- Kotler dan Keller. (2007) . *Marketing Management 1*. Edisi ke 13. Jakarta: Erlangga.
- Lovelock, C. dan Wright. (2004). *Service Marketing*. Jakarta: PT Indeks. Terjemahan.
- Malhotra, N. K (2005). *Riset Pemasaran: Pendekatan Terapan* (Soleh Rusyadi Maryan). Jakarta: Indeks Kelompok Gramedia. Terjemahan.
- Neuman, W. L. (2006). *Social Research Methods 5th Edition Qualitative and Quantitative Approach*. USA: Pearson Education, Inc.
- Schmitt, Bernd H. (1999). *Experiential Marketing: How To Get Your Customer to Sense, Feel, Think, Act, dan Relate to Your Company and Brand*. New York: The Free Press.
- Schmitt, Bernd H. (2003). *Customer Experience Management: A Revolutionary approach to connectingwith your customer*. Canada: John Wiley & Sons, Inc.
- Schiffman, L. G., & Wisenbilt, J. L. (2015). *Consumer Behavior Eleventh Edition*. Harlow: Pearson.
- Sernovitz andy. (2006). *Word Of Mouth Marketing: How Smart Companies, Get People Talking*. Chicago: Kaplan Publishing



Silverman, George. (2001). *The Secret Of Wom Marketing: How To Trigger Exponential Sales Through Runaway Word Of Mouth*. New York: AMACOM

Sugiyono. (2010). *Metode Penelitian Administrasi*. Bandung: Alfabeta.

Asosiasi Penyedia Jasa Internet Indonesia & PUSKAKOM UI. (2014). *Profil Pengguna Internet Indonesia 2014*. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia.

Cheung, Christy M.K & Lee, Matthew K.O. (2012). What drives consumers to spread electronic word of mouth in online consumer opinion platform. *Decision Support System*

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., Gremler, D.D. (2004). Electronic wordof-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Internet? *J. Interact. Market.* 18 (1), 38–52.

Hu, Fu-Ling. Chuang, C C. (2017). Experiential Marketing Strategy : The Empirical Study of 85° C Bakery Cafe. *International Research Journal of Applied Finance*. Vol.VIII Issue-3

Jeong & Jang. (2011). Restaurant experience trigger positive electronic word of mouth (eWOM) motivations. *International Jurnal of Hospitality Management*. 356-366

Lin, Liang T. (2012). The Sparks When Integrated Marketing Communication Meets Word of Mouth Marketing and Experience Marketing. *New York Journal*, 5(5)

M. S. Lee, H. D. Hsiao, M. F. Yang. (2011). The Study of the Relationships among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty". *The International Journal of Organizational Innovation*, 3 (2), 353-379

Ozturk, R. (2015). Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya.

Saleem, Anum & Ellahi, Abida. (2017). Influence of Electronic Word Of Mouth on Purchase Intention of Fashion Products on Social Networking Websites. *Pakistan Journal of Commerce and Social Science*, Vol 11 (2), 597-622

Tao, Sheng-Ping. (2014). Experiential marketing and marketing experience: An empirical study of the influence of summer boot camp on military propensity. *Military Psychology*

Yen,.C.A & Tang., C.H. (2015). Hotel Attribute performance, eWom motivations and media choice. *International Journal of Hospitality Management*. Vol 46; 79-88



Yang, C.Y. (2009). The Study Of Repurchase Intentions In Experiential Marketing - An Empirical Study Of The Franchise Restaurant. *International Journal Of Organizational Innovation*.

Yasha, Verma & Varsha, Jain. (2015). How Experiential Marketing is used in Indian Luxury Hotels?. *Romanian Journal of Marketing*; Bucharest 2-11

Zena, P. A. & Hadisumarto, A. D. (2012). The Study of Relationship among Experiential Marketing, Service Quality, Customer Satisfaction and Customer Loyalty. *Asean Marketing Journal*. Vol4, No1

Wu, Mei-Ying. & Tseng, Li-Hsia. (2015). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*; Vol.10, No 1

Alkilani, K., Ling, K. C., & Abzakh, A., A. (2012). The Impact of Experiential Marketing and Customer Satisfaction on Customer Commitment in the World of Social Networks.

Hidayat, Fajar M. (2014). *The Influence of Serviscape on the formation of Electronic of Word of Mouth (Studies on Playground Restaurant Pondok Indah Mall)*. Depok: Universitas Indonesia.

Saputra, Angga. (2010). *Analysis the Relationships between Satisfaction, Quality and Experiential Marketing on Word of Mouth Sosial Network Facebook: Study of College Student FE UNDIP Semarang*. Semarang: Universitas Diponegoro.