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EXPERIENTIAL MARKETING AND SERVICE QUALITY ON WOM RECCOMENDATION THROUGH SATISFACTION AS MEDIATION VARIABLE OF RUDANA MUSEUM,BALI

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ABSTRACT:

The purpose of this study was to determine the influence of experiential marketing and service quality towards the WOM recommendation with satisfaction as variables of mediation at the Sangiran Museum Sragen visitors. The population in this study is the visitor Rudana museum. Sampling technique using purposive sampling and obtained a sample of 200 respondents who had visited for the second times or more. This research variable uses three variables of dependent variable, independent variable, and mediation variable. For the dependent variable (Y) of this study is the wom recommendation. For independent variables include: experiential marketing (X1) and service quality (X2) and mediation variables are satisfaction (Z). The method is used quantitative research method with 200 respondents; data were collected and analyzed using SPSS and SmartPLS 3.2.8. The results indicated that (1) experiential marketing has an effect on satisfaction; (2) the service quality has an effect on the satisfaction; (3) satisfaction effect on recommendation; (4) experiential marketing has an effect on the recommendation; (5) service quality service has no direct effect on the wom recommendation; (6) experiential marketing and service quality has an effect on recommendations with satisfaction as mediation variables.

Keywords: *Experiential Marketing, Service Quality, Satisfaction, WOM Recommendation*

Introduction

Indonesia has a wide range of tourism and culture that stretches from Sabang to Merauke, ranging from tourist objects that are rich in natural beauty, tourist parks, cultural parks, and culinary tours that make Indonesia called a paradise of the world that has a lot of diversity of tourism that is so beautiful and has its own characteristics. Where each region has a different culture that symbolizes the characteristics of the area, so that many tourists admire the beauty of tourism in Indonesia by making tourist visits. With the aim of obtaining a memorable travel experience, which will be stored in long-term memory, so an extraordinary experience will allow for repeated visits and invitations to other people to come visit. (source: cnnindonesia.com, 2019).

Bali is one of the most famous tourism in Indonesia. This island seems endless to explore its beauty, nature, culture and other attractions. Bali Tourism is a cultural tourism based on Tri Hita Karana, a harmonious relationship between humans and their God, a harmonious relationship between fellow believers, and human relations with the environment, seen from the balance of natural tourism that remains beautiful but local culture and wisdom are very well maintained. (source: travel.kompas.com, 2018). Bali has 9 districts namely Denpasar, Buleleng, Badung, Bangli, Jembrana, Karangasem, Klungkung, Tabanan, Gianyar with

different characteristics for each tourist attraction (Srinadi, 2015).

According to the Indonesian Act number 11 of 2011 regarding cultural heritage, a museum is an institution that functions to protect, develop, and utilize collections in the form of objects, buildings, and/or structures that have been designated as Cultural Heritage or Non Cultural Heritage, as well as to communicate these functions to the general public. Additionally, according to Governmental Statute number 19 of 1995 regarding the preservation and utilization of Cultural Heritage Objects in Museums, specifically in Section 1(1), a museum refers to an institution that serves as a place to store, preserve, secure, and utilize objects that are artifacts of human cultural development as well as the surrounding nature and environment, in order to support the efforts of protection and preservation of a nation's cultural richness.

Museum Rudana is one of the museums in Gianyar. Museum Rudana is an art museum located in Ubud, Gianyar, Bali and is used to display and promote works of art in the form of paintings and sculptures by Balinese artists. This museum is located at JL. Peliatan, Ubud, Peliatan, Ubud District, Gianyar Regency, Bali.

Number of Visitors to Museum Rudana

Year	Number of Visitors
2014	4,686
2015	2,393
2016	3,166
2017	3,684
2018	3,216

(Source: Badan Pusat Statistik Bali)

From the data in table above can be concluded that the number of visitors to the Museum Rudana was highest in 2014 with 4,686, after that in 2015 it decreased significantly of 2,293 visitors, in 2016 an increase of 773 visitors, in 2017 an increase in number 518 visitors and in 2018 a decrease of 468 visitors therefore, the museum must plan the goals to be achieved so that it can determine what strategies are used to overcome the problem of decreasing the number of visitors. According to Williams (2006) Visitors will come in relation to products and services, eventually the experience will make staying longer, make a number of purchases, increase the frequency of visits, so visitors will show willingness to pay more and creative visitors will tell things positively to other people.

Literature Review

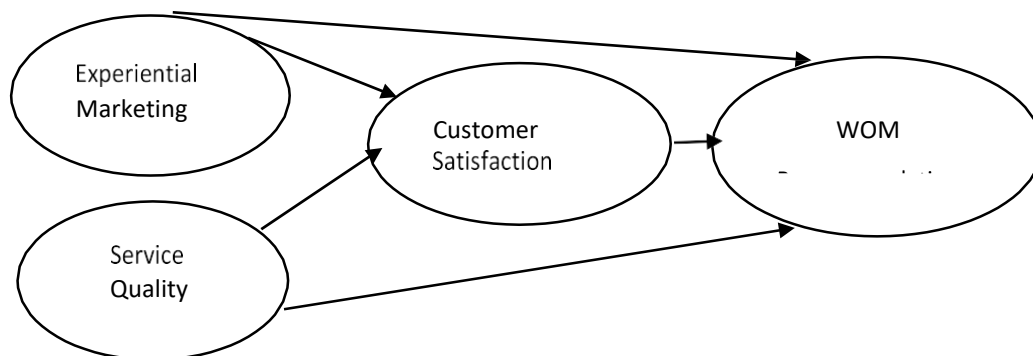
WOM recommendations or so-called positive word of mouth communication. Where the recommendation is a tendency to recommend to other prospective concessions and say good things about the product and the company (Suryadana & Octavia, 2015). Tourist recommendations to others, especially in the context of buying behavior in some marketers, include informal education in their marketing strategies in moving promotional messages to market because they are believed to be more trustworthy by tourists, and have a positive impact on the spread of WOM Research Method.

Tourist Satisfaction is the level of enjoyment of tourist fulfilment that occurs from travel experiences about product or service features that meet the wishes, expectations, and desires of tourists in relation to the trip. Satisfaction is made by comparing customer expectations before and after consumption. In the context of tourism, satisfaction is largely referred to as a

function of expectations before the trip and experiences after the trip (Khasimah Aliman 2016).

According to the theory of Schmitt (1999) in Fedrina, Khrisnamurti, Heriyati (2019), Experiential Marketing is an approach in marketing that pays attention to consumer emotions. With an experience-based marketing approach, consumers can distinguish one product from another because they have experienced the experience, they felt firsthand. Experiential Marketing has two aspects, which are Strategic Experiential Models (SEMs) that include several steps of how experience is made, and Providers (ExPros), a tool to actualize experiential marketing. Schmitt also explained about types of (SEMs) are: Sense, a sensory experience felt by human, as in seeing (e.g.: unique interior and exterior, interesting colors), and hearing; Feel, positive and negative emotion emerged when a person is consuming a product or in a certain place; Think, an idea or a thought emerged in the consumer's mind when they see, read, or hear a certain brand; Act, a physical interaction emerged because of influence from the outside and opinion from the inside. As an example, a person who went to a museum and read the interpretation will have a more memorable experience compared to a person who was there only to look around; Relate, an effort to correlate product or brand to oneself, others, or culture through a certain social environment. The experience that will be felt by visitors when they consume a product or when they pay a visit to a museum must be stimulated based on experience elements (sense, feel, think, act, relate) as mentioned before. These elements can be delivered through some activity packages, information media, ways to serve by the administrator and servitor around the area, and optimum product quality. the creation of emotional perceptions in customers or experiential marketing can be measured through five main factors namely sense, feel, think, act and relate (Pramudita, 2015)

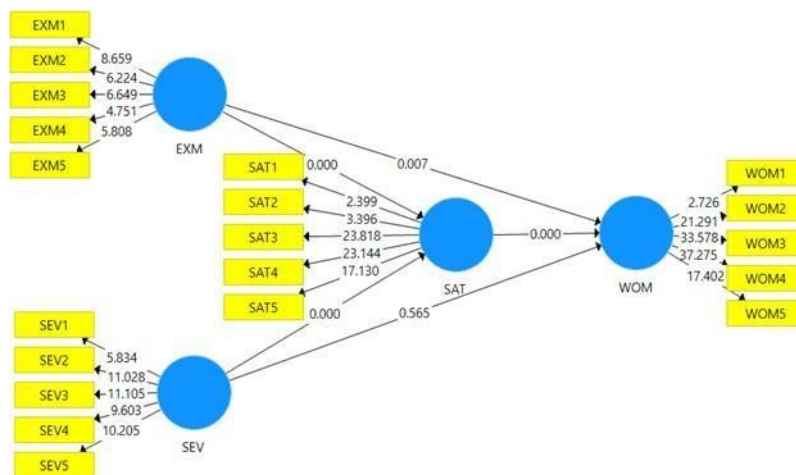
Fandy Tjiptono (2012) defining service quality is a measure of how well the level of service provided is able to match customer expectations. Another definition of service quality according to Wyckof in Lovelock cited by Fandy Tjiptono (2012) is the expected level of excellence and control over excellence to meet customer desires. Furthermore, the definition of service quality according to Mauludin (2013) states that service quality is how far the difference between reality and customer expectations for the subscriptions they receive or obtain.



Results and Discussion

The total 200 respondents of this questionnaire is divided into two types of gender, male and female. The descriptive analysis consists of mean and standard deviation of experiential marketing, service quality, visitor satisfaction and WOM recommendation. Mean is the indicator that shows the average point of each variable. Meanwhile the standard deviation is an indicator to show how the distribution of the data spread from its mean. The result of questionnaire on the trust variable fall into the neutral tend to agree category with the mean range of 4.2680 until 4.4072. this means that the respondent agreed that Museum Rudana give

them a good experienced like cleanliness in the museum is always well maintained. Respondent also agreed that Museum Rudana give them better understand the art and culture of Gianyar. In addition, most of the respondent agreed that the building of Museum Rudana is magnificent and unique. In average, the answer of 194 respondents on the statement about service quality of Museum Rudana is categorized in agree tend to very agree area. The mean range for this section of the questionnaire is 4.000 until 4.2938. it can be concluded that the respondents the staff at the Museum Rudana is always there when needed. Also, most of the respondent believe that the management of museum Rudana is safe from crime. most of the respondent are agree to the statement of this questionnaire section. It can be seen from the mean range which valued between 4.2320 and 4.3660. the respondents believe that they were satisfied with the experience of visiting Museum Rudana. They believe that visiting Museum Rudana is useful. The descriptive analysis result of risk variable is categorized as agreed. From the total of 194 respondent, the mean range start from 4.0258 until 4.3454. mostly, the respondents are agreed that they will be tell positive things about Museum Rudana. The respondents also believe that they will encourage / invite others to visit the Museum Rudana.



Determinant Coefficient Result

Dependent Variable	R ²	Remarks
Customer Satisfaction	0.82	Strong
WOM Recommendation	0.97	Strong

Source: Smart-PLS Processed by Researcher (2020)

R² of each dependent variable. The R² value of Customer Satisfaction is 0.82 meaning that the 82% of Customer Satisfaction was explained by Experiential Marketing, Service Quality and the rest 18% were explained by other variable that did not used in this study. While the R² of WOM Recommendation is 0.97, which mean the 97% of WOM Recommendation was explained by Customer Satisfaction and the rest 3% is explained by

other variables that did not examined in this study. Both R^2 indicated that the model belongs to Strong classification.

The Significant Influence of Experiential Marketing and Service Quality on WOM Recommendation through Satisfaction as Mediation Variables is found. Experiential marketing has a significant influence on tourist satisfaction. From the answers in the questionnaire, many respondents answered strongly agree and agree on the statement of experiential marketing and visitor satisfaction. It is identified that the better experiential marketing provided by Museum Rudana, the visitor satisfaction will increase. The indicator of satisfaction, that experience provided and the quality of services provided are in accordance with the expectations of visitors and overall experiential marketing and the quality of services provided is satisfactory, proven to have a positive and significant impact on the WOM recommendation conducted by visitors of the Rudana Museum.

Experience occurs when someone meets a situation. Experience is stimulation of the five senses, feelings, and thoughts of a person. This triggers the motives and desires of consumers to buy a product and obtain marketing objectives. Museum Rudana Tourism Object which is able to provide a memorable and memorable experience by visitors will enhance the recommendations of WOM by sharing their experiences with others when visiting the Museum.

In this study, it is known that the quality of service does not affect the recommendations of women. In other words, the good quality of the services provided by the Rudana Museum does not guarantee visitors to recommend others. Because Rudana Museum quality of service has no effect on the recommendations of WOM.

The quality of service that is owned by a tourist attraction must be conveyed to visitors who come so as to form the occurrence of recommendations WOM. However, in this study the quality provided by the Rudana Museum does not affect WOM recommendations. mismatches of expectations for the quality of services provided for example lack of maintenance of existing facilities, lack of appeal given, physical aspects of the building that are not in line with visitor expectations or the presence of other factors that influence. So that the quality of services provided by the manager of the Rudana Museum Tourism Object does not become a reinforcement for them in making decisions in recommending to others.

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