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Experimental Marketing and Service Quality for Railway Customer Satisfaction

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Abstract

This research aims to investigate the influence of marketing experience and service quality on railway customer satisfaction. This type of research is explanatory research. The population in this research is all consumers who use the Mutiara Timur railway in DAOP IX Jember. The sampling technique used in this study was purposive sampling by considering certain criteria in taking a sample of 250 respondents. The research hypothesis is experiential marketing that prioritizes service quality in Railroad transportation services, and service quality influences customer satisfaction in Railroad transportation services. The results of this study are experiential marketing which has a significant effect on railroad consumer satisfaction and service quality has a significant effect on the satisfaction of railroad consumers.

Keywords: experiential marketing; service quality; customer satisfaction.

1. Introduction

Transportation industry in Indonesia increases every year as the population continues to grow. The increasing number of inhabitants means that the higher the need, the transportation is one of the facilities for community activities both in work, school, industry, trade and much more can be done by transportation. Classical problems such as congestion, higher accident rates and frequent traffic violations, even criminal acts in transportation reflect that transportation does have problems for the Indonesian nation. The consumption of transportation services is higher with the presence of transportation service providers in Indonesia. Transportation in Indonesia consists of three types, namely land transportation, sea transportation, air transportation and river transportation. One of the most popular land transportation equipment is the railway. Deputy head of the Central Statistics Agency in the field of Production Statistics Adi Laksono said, railway passengers rose 0.37% from December 2013 to January 2014 or became 20.9 million passengers. Railway freight transportation rose 2.85% from 2.2 million tons in December 2013 to 2.3 million tons in January 2014. (<http://info-tiketkai.blogspot.com>). Consumers use railway transportation in addition to timeliness, also pay attention to safety and comfort.

PT Kereta Api Indonesia (KAI) is a provider of land transportation services, which provide many facilities for consumers. Jember Station is an operational area of DAOP IX Jember. The Jember region is a potential area in the service business. The need to use the right strategy in achieving customer satisfaction from improving service quality. In marketing companies engaged in service quality services need to be considered, one of which is safety which is an important factor for the transportation business. In fact, in the field, there is often a lack of good service quality seen from the large number of traffic accidents, especially those experienced by railways. The

quality servants provided by PT KAI are considered by consumers to be superior in terms of cleanliness and order in both business and executive classes. Attention is not only on railway facilities, but on waiting stations, namely stations and reservation systems that have many choices.

In the face of competition, marketers pay attention to the business strategies that will be applied, in general marketers have the desire to maintain their customers. Strategies that touch someone's emotional approach are considered very effective because changes can occur in the interests or tastes of the customer. Business strategies applied by the marketing department in the service sector one of which is experiential marketing or commonly called the marketing approach based on consumer experience gained when enjoying these services. The application of experiential marketing on the East Pearl DAOP IX Jember railway can be seen from the facilities and services provided. Using five dimensions of the marketing experience itself, namely feel, sense, think, act, and relate. These five dimensions are used as strategies that can be applied to the eastern pearl railway. Experiential Marketing is a marketing concept that aims to form loyal customers by touching their emotions and giving a positive feeling to Kertajaya's products and services (2004). This theory is supported by research conducted by Lee (2008) where Marketing Experiences have a significant positive effect on consumer satisfaction in several shopping centers such as Carefour, Geant RT-Mart in Tainan. Research by Silky and Jain (2014) which aims to determine the use of experiential marketing and to know issues when experiential marketing is applied in India. The results of the research are the fact that experiential marketing involves consumers and encourages them to be involved in brand development. Consumers can evaluate a product or service using the experience gained.

Service quality in service companies and products has an important role, the need to improve service quality affects the

company. Consumers feel the quality of service to meet expected perceptions, customer satisfaction can be achieved because the quality of service is perceived as expected. Parasuraman (2005) explains the quality of services can be seen from five dimensions, among others: physical evidence, reliability, responsiveness, assurance, and empathy. The results of the study by Aryani and Rosinta (2010) showed that the five dimensions of service quality proved to have a significant effect on customer satisfaction. This is evident from the results of the study which shows that 72.9% of customer satisfaction variables can be explained by service quality variables, while the remaining 27.1% is influenced by other factors outside the service quality variable. According to the study of Quyet et al (2015), it shows that Reliability, Response, Assurance, and Empathy have a significant effect on customer satisfaction. These results imply that service quality plays an important role as a driver of higher customer satisfaction in hotel services.

With the changing needs, consumers are more selective in choosing products or services to be chosen to fulfill their expectations. The increasing number of needs causes consumers to be more complex in choosing. Changes in behavior also appear in the use of transportation. The increasing use of land transportation is ineffective due to overcrowding of the highway. Seeing the number of land transportation accident rates that increase from year to year. The government hopes that the use of private transportation will shift to public transportation, especially in land transportation. Many offers are given by public transportation providers. Create increasingly high competition in public transportation companies. Business managers must reduce their strategies in the face of competition to survive even though there are competitors in other transportation fields. Increasing quality of servants in the field of transportation so that consumers have many choices as needed. Each transportation has different characteristics, in terms of services, facilities provided, special programs that will attract consumers. Company managers must know what consumers want, so that consumers continue to use the same services. The large number of competing public transportation shows the fact that consumers prefer complete facilities, a comfortable, quality place, and good service. Offers that are given to influence customers, need to understand consumer interest related to satisfaction that will be achieved in relation to the quality of service needs to be identified through research activities.

2. Literature Review

2.1. Experiential Marketing

Experimental marketing according to Hamzah (2007) states that marketers offer products or services by stimulating the emotional elements of consumers that produce various experiences for consumers. Touching the heart, and stimulating the consumer's mind so that it can create experiences within the consumer which eventually become something that can be remembered and told to those closest to Schmitt (1999) Experimental Marketing has four characteristics which consist of: a) Focus on Customer Experience; b) Examining the Consumption Situation; c) Customers Are Rational and Emotional Animals; d) Methods and Tools are eclectic. One of the core experiential marketing is the creation of different types of experiences from customers. This type of experience can be called the Experiential Moduls (SEM) Strategy. SEM in it consists of sensory, affective, cognitive experience, physical experience and lifestyle, and experiences of social identity resulting from reference groups or cultures (Schmitt, 1999).

2.2. Service Quality

Quality is a dynamic condition that relates to products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2004). So that it can be concluded that

service quality as an effort made by the company in meeting the needs, desires, and expectations of consumers as a step to achieve customer satisfaction. According to Sunarto (2013) identified seven basic dimensions of quality, namely: a) Performance; b) Employee Interaction; c) Reliability; d) Endurance; e) Time and comfort provisions; f) Aesthetics; g) Brand awareness. Whereas in the opinion of Parasuraman et al (1985) there are five dimensions of service quality, namely a) Tangibles; b) Reliability; c) Responsiveness; d) Assurance; e) Empathy.

2.3. Customer Satisfaction

Consumer satisfaction needs attention to the response of a product or service offered, basically satisfaction is the goal of the company. How much customer satisfaction has an impact on the company, if the kepuasan is at a high level will provide benefits for the company, possibly enjoying the same product or service again. But if the level of satisfaction is low then the company will be threatened with losing consumers, because dissatisfaction will encourage consumers to move products or services to other companies that are more biased to meet the expectations of consumers. In the opinion of Kotler (2002) satisfaction is the level of one's feelings after comparing performance or the results he feels compared to his expectations. It can be concluded that the definition of customer satisfaction is consumer behavior that is shown from a response to a product or service by comparing what is felt when consumers enjoy the expectations that consumers want. Tjiptono (2004) suggests that the satisfaction maker consists of: a) Conformity of expectations; b) Interest in revisiting; c) Willingness to recommend.

3. Methodology

The population in this study are consumers who use the Mutiara Timur train in DAOP IX Jember. The sampling technique used was purposive sampling where the sample was selected using criteria. The sample criteria are respondents who have enjoyed the Mutiara Timur train which has a minimum age of 15 years. The sample used in this study amounted to 250 respondents. This study uses multiple linear analysis with a confirmatory approach and uses the AMOS program (Analysis of Moment Structures).

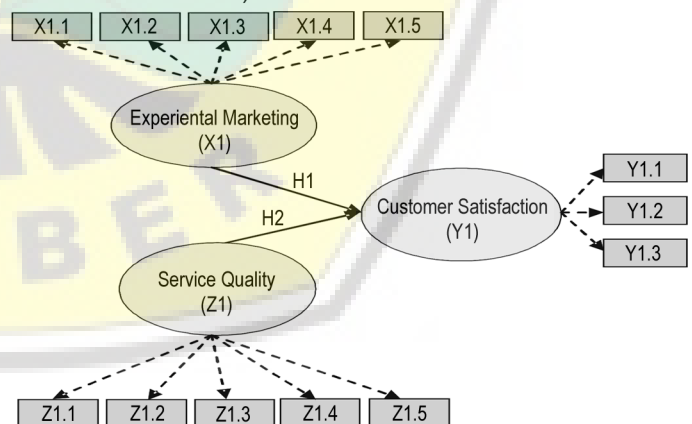


Figure 1. Conceptual framework

4. Result and Discussions

4.1. Effect of Experiential Marketing on Consumer Satisfaction

The results showed that Experiential marketing had a significant influence on consumer satisfaction. This means that the better experiential marketing regarding the design of eastern pearl train locomotives, train services, the price of tickets offered varies, information about trains that can be easily obtained

through internet media, and creating a sense of pride towards consumers, the better customer satisfaction train eastern pearl fire executive class at DAOP XI Jember. The results of this study support the theory put forward [15] which states that customer experience and management of experience at each touch point are important parts in shaping and increasing customer loyalty. The results of other studies are in line with the findings of research conducted by [16] which states that experiential marketing encourages customer satisfaction through the emotional and functional values provided by the company.

4.2. Effect of Service Quality on Consumer Satisfaction

The results show that service quality has a significant influence on customer satisfaction. This means that the better perceptions of service quality regarding eastern pearl train employees respond well to passenger problems, eastern pearl train employees perform services well, eastern pearl trains pay attention to the completeness of facilities, employees of eastern pearl trains serve with non-discrimination, employees of the eastern pearl train responds to passenger complaints well. Service quality in this study was measured by five indicators which included tangibles of physical evidence, reliability of reliability, responsiveness of responsiveness, assurance of assurance, empathy attention. The results of this study are similar to the results conducted by Quyet et al (2015) where the results of his research explain that service quality has a significant effect on customer satisfaction and as a driver of higher customer satisfaction levels in hotel services. By focusing on empathy, Reliability, Responsiveness, and Assurance to achieve a high level of customer satisfaction that leads to customer loyalty and business profit. According to the results of the study also conducted by Ariyani, et al. (2010) showed that the five dimensions of service quality proved to have a significant effect on customer satisfaction.

5. Conclusion

Experimental marketing has a significant positive effect on consumer satisfaction of the East Pearl DAOP IX Jember train. Consumers feel firsthand the experience of using Mutiara Timur railroad transportation as seen from the design of eastern pearl train locomotives, train services, the price of tickets offered varies, information about trains that is easily available through internet media. Service Quality has a significant positive effect on consumer satisfaction DAOP IX Jember East Pearl Railway. This is felt through the services of eastern pearl train employees

in responding to both passenger complaints and employees paying attention to the completeness of facilities. Subsequent research with the same theme may be able to add other variables such as customer value, price in achieving a customer satisfaction.

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