ANALYSIS OF EXPERIENTIAL AND EMOTIONAL MARKETING EFFECTS ON THE DECISION TO ENTER IN UNIVERSTAS AMIKOM YOGYAKARTA

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Abstract

This study analyzes the influence of *Experiential Marketing* and *Emotional Marketing* on *The Decision to Enter* at Universitas AMIKOM Yogyakarta. The purpose of this study was to examine the effect of using *Experiential Marketing* and *Emotional Marketing* on *The Decision to Enter* at Universitas AMIKOM Yogyakarta. This research is vital to be used by companies or agencies that will conduct marketing. Respondents in this study were new students of Universitas AMIKOM Yogyakarta force 2018/2019 with at least one faculty represented by 1 study program, the questionnaire to distributed amounted to 200 questionnaires. Data analysis in this research uses validity test, reliability test and classic assumption test. The results of data processing using SPSS, the results shown are *Experiential Marketing* and *Emotional Marketing* influence on *The Decision Enter*.

Keywords : Emotional Marketing, Expereintial Marketing, Marketing, The Decision Enter, AMIKOM.

Introduction

Based on data from the forlap Dikti on March 19, 2018, the number of universities in Indonesia is currently 4,623. With a total number of Academies 1,084, Polytechnic 260, High School 2.492, Institute 193, University 577, and community academies numbered 17.
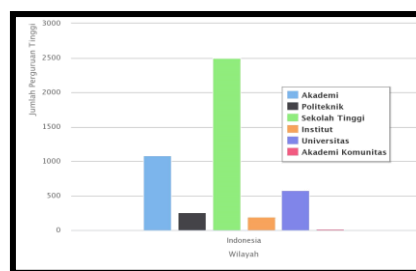

Figure 1

The Number Of Universities in Indonesia

Source : https://forlap.ristekdikti.go.id/perguruantinggi/homegraphpt

Of the 4,623 tertiary institutions, 413 are state universities, while the rest are private tertiary institutions. With the highest amount of dominance, namely high school, and the lowest is community academy. Out of a total of 577 private tertiary institutions, in January 2017 in Yogyakarta, two public tertiary institutions changed shape from Colleges to Universities, namely Universitas AMIKOM Yogyakarta and NU University.

A good marketing strategy will determine whether or not a private tertiary institution develops. In this era, various marketing strategies are used by private universities to boost the

14

number of students who enter, such as participating in educational exhibitions in vocational/high schools throughout Indonesia, distributing pamphlets, brochures, putting up billboards and banners in strategic places in throughout Indonesia. Some of the approaches used by private tertiary institutions are to use their experience to become a competitive private tertiary institution. This approach is called Experiential Marketing, and in addition to Experiential Marketing, there is also marketing by using an emotional approach between companies and consumers so that it stimulates the relationship between company management and consumers, called by the name Emotional Marketing (Rytel in Khuong & Tram 2015: 524).

Research conducted by Erma Sulistyo Rini (2016) with the title "The Effect of Experiential and Emotional Marketing on Customer Loyalty at Stikom Bali." The results of the hypothesis indicate that experiential and emotional marketing simultaneously affect customer loyalty. However, partially emotional marketing variables which have the most significant influence on customer loyalty at STIKOM Bali. Experiential marketing influences customer loyalty; experiential marketing influences purchasing decisions. This evident from research conducted by Cindy Octoria Sindabutar et al. (2016), as well as Emotional Marketing influence on purchasing decisions, even though the results obtained are not too significant.

Partially Emotional marketing influences loyalty, which is shown by research by Rita Kusumadewi et al. (2017). Someone will become a loyal customer if given an emotional experience that leaves a deep impression on themselves even though trust is not too big, and the energy that must be spent is quite large, but having a positive emotional experience is likely to become loyal (Rita Kusumadewi, 2015).

The feel experience indicator in Experiential Marketing is the thing that is most considered by customers. In Emotional Marketing, the essential thing is equity and energy indicators. Customer satisfaction influences on customer loyalty, especially services, by following customer expectations. Customer loyalty is shown by the customer's willingness to tell good things to friends and relatives.

Marketing is a crucial thing done by private universities, especially market segmentation that must be right on target. Based on the data above, researchers are interested in conducting Experiential Marketing and Emotional Marketing research on decisions enter to attending to determine the effect of experiential marketing and emotional marketing on decisions enter in tertiary institutions. Experiential Marketing and Emotional Marketing research that has an influence on decision enter do not currently exist.

Experiential Marketing

Schmitt (1999), Experiential Marketing is a marketing approach using emotions and feelings to consumers by presenting positive things or memorable experiences that ultimately consumers consume and focus on certain products. Three key points are focused on experiential marketing as follows:

1. Customer experience. The five senses, heart, mind involved, can be placed products or services between a significant thing in life.
2. Consumption Pattern. This analysis can be generated by a relationship that ultimately arises or created a higher joint. Products and services can be directly evaluated as a whole on the usage patterns according to the needs of consumers' lives. Moreover, most importantly, the post-purchase experience is measured in satisfaction and loyalty.

3. Rational and emotional decisions. Some or even many decisions were made irrationally. It was founded in experiences that are often used, such as fulfilling imagination satisfaction, pleasure, and happiness. The buyer or customer feels happy at the purchase decision that they do themselves.

Emotional Marketing

Khuong & Tram (2015), Emotional Marketing is a new approach in the world of marketing, Emotional Marketing will foster relationships with companies, making it a vitally essential part of the process of attracting consumer interest.

Eun Joo Park (2012), describe the emotional meaning of emotional values arising from the feelings of the person, where the product or service raises more levels of social value, on the concept of a product that it creates. According to Robinette et al. (2001), said the scope of Emotional Marketing, formed in a model called The Value Star, there are three emotional factors and two rational factors. The 5 factors consist of equity, experience, energy, product, and money. The conclusion of the above explanation, Emotional Marketing has an essential meaning on everyone, and emotions cause differences in views, feelings, and circumstances.
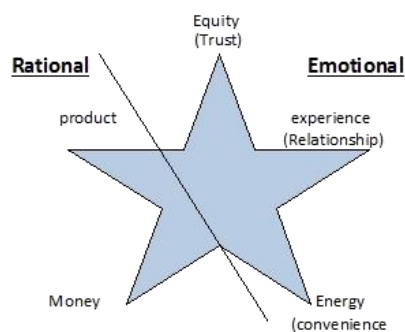

Figure 2. The Value Star
Source : Robinette dan Brand

The Value Star image shows that people can be influenced by two things in the decision making process, namely rational and emotional. Everyone has different levels of both of these things, and there is a rational dominating or irregular that dominates-both of these influences the decision-making process.

Robinette (2001), said the components of emotional marketing are:
a. Equity: Equity is about trust. If a brand gets the trust of customers, it will make the foundation of the relationship between the company and the customer loyal.
b. Experience: Regarding customer relations on the brand. Customer behavior is affected by website visits, store visits, communication, employee services, and loyalty programs, and the use of these products/services. Making a better opportunity on the brand to create a post-purchase impression.
c. Energy: The desired products and services are easily accessible, do not complicate the community, offer convenience and effectiveness to customers. It is an investment of time and effort by consumers to get a product or service.

Rita Kusumadewi and Intan Lestari proved the research on the Effect of Emotional Marketing and Spiritual Marketing on BSM Savings Customer Loyalty at Syariah Syariah Mandiri Bank KCP Cirebon Siliwangi.

In Rita Kusumadewi's research entitled The Implementation of Emotional Marketing through The Emotional Ice as Forming Customer Loyalty, stated that in emotional marketing there are five types of driving factors that determine a person's decision making, namely:

1. Product
2. Money
3. Equity
4. Experience
5. Energy.

Relationship of Experiential Marketing and Emotional Marketing to The Decision Enter

Based on the explanation above, the relationship between the two variables and hypothesis can be described like this:
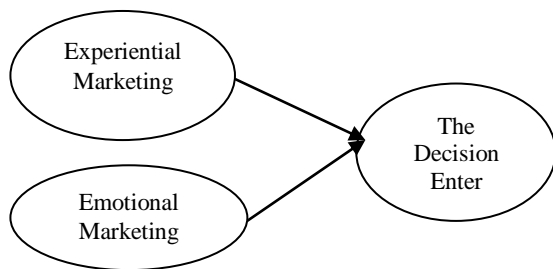

Figure 3. Conceptual Framework

The hypotheses of this study are:
First hypothesis
Ho1: Experiential marketing has no significant effect on decision enter
Ha1: Experiential marketing has a significant effect on decision enter

Second hypothesis
Ho1: Emotional has no significant effect on decision enter
Ha2: Emotional marketing has a significant effect on decision enter

Third Hypothesis
Ho3: Experiential marketing and emotional marketing has no significant effect on decision enter
H13: Experiential marketing and emotional marketing has a significant effect on the decision to enter

Research Methods

The method of data collection uses purposive sampling, which is a technique for taking data sources based on specific considerations (Sugiono, 2017). Data obtained by distributing questionnaires to students of class 2018/2019 at the University of Amikom Yogyakarta.

Analysis of the data used is explanatory research (analytical research), the variables are Experiential Marketing (X1) and Emotional Marketing (X2) as an independent variable, and Decision of Entry (Y) as an independent variable. The analytical tool used in SPSS 16.00 by conducting a validity test, reliability test, multicollinearity test, normality test, and regression test.

Results and Discussion

Validity Test

The validity test in this study uses factor analysis with the principle of correlation, and the data is informed to be valid if the values of the loading factor must be higher than 0.5 or> 50%, the value for KMO must be greater than 0.5 or> 50%. If the result of the loading factor is an indicator that is less than 0.5, which means it is invalid, then it is tested again by removing the invalid indicators. Validity test with factor analysis in this study made out for each indicator variable, which is informed out one by one to reduce the risk of correlation of one variable indicator with another variable indicator. The results of the validity test on this research instrument contained many wrong question items, including the Experiential Marketing variable (X1) there were ten invalid questions, namely questions on item number 4, 15, 17, 18, 23, 24, 27, 28, 30 and 31. In the Emotional Marketing variable, there are three invalid questions, namely in item number 2, 3, and 4. All questions in the Decision Entry variable are all valid; the validity test results presented in Table 1 below.

Table 1
Validty test

No	Indicator	Loading Factor	Result
1	EXM1	0,572	Valid
2	EXM2	0,606	Valid
3	EXM3	0,605	Valid
4	EXM5	0,672	Valid
5	EXM6	0,693	Valid
6	EXM7	0,715	Valid
7	EXM8	0,675	Valid
8	EXM9	0,665	Valid
9	EXM10	0,734	Valid
10	EXM11	0,706	Valid
11	EXM12	0,624	Valid
12	EXM13	0,683	Valid
13	EXM14	0,695	Valid

14	EXM16	0,591	Valid
15	EXM19	0,777	Valid
16	EXM20	0,712	Valid
17	EXM21	0,688	Valid
18	EXM22	0,514	Valid
19	EXM25	0,668	Valid
20	EXM26	0,671	Valid
21	EXM27	0,591	Valid
22	EM1	0,539	Valid
23	EM5	0,698	Valid
24	EM6	0,606	Valid
25	EM7	0,662	Valid
26	EM8	0,548	Valid
27	EM9	0,72	Valid
28	EM10	0,693	Valid
29	EM11	0,697	Valid
30	EM12	0,734	Valid
31	EM13	0,739	Valid
32	EM14	0,678	Valid
33	EM15	0,545	Valid
34	EM16	0,685	Valid
35	EM17	0,706	Valid
36	KM1	0,576	Valid
37	KM2	0,769	Valid
38	KM3	0,847	Valid
39	KM4	0,912	Valid
40	KM5	0,821	Valid
41	KM6	0,584	Valid

Source: processed primary data

Keterangan:
EXM = Experiential Marketing
EM   = Emotional Marketing
KM   = Keputusan Masuk

Reliability Test

The reliability test shows the level of freedom of measurement of bias or error (Sekaran, 2006). Measurement reliability indicates the stability and consistency of measurement instruments in measuring concepts. The method used for the reliability test is to calculate the Cronbach's coefficient alpha. Cronbach's alpha coefficient value must be higher than 0.7 or> 70%. The reliability test results in this study are presented in Table 2 as follows.

19

Table 2
Validity test

No	Variabel	Cronbach's Alpha	Hasil
1	Expriential Marketing	0,933	Reliabel
2	Emotional Marketing	0,897	Reliabel
3	Keputusan Masuk	0,849	Reliabel

Source: processed primary data

Classic assumption test
Normality test

A normality test was performed to determine the inductive statistics that should be used, namely parametric or nonparametric statistics. The Parametric test can only be done if the population data is normally distributed. The normality test used in this study is the Kolmogorov-Smirnov One-Sample Test. The results of the normality test using the Kolmogorov-Smirnov One-Sample Test are presented in Table 3 as follows:

Table 3
Nomalitas test

Keterangan	Nilai Residual (TE)
Jumlah	117
Rata-rata	.0000000
Deviasi Standar	.24054959
Nilai Absolut	.086
Positif	.086
Negatif	-.066
Uji Satistik	.933
Signifikan	.349

Source: processed primary data

Based on Table 3 for the normality test using the Kolmogorov-Smirnov One-Sample Test, it is known that a significant value of 0.349 is higher than 0.05. Therefore it can be concluded that the data tested in this study normally distributed.

Multicollinearity Test

Ghozali (2006) defines multicollinearity as a situation where there is a correlation of independent variables between one and the other. The presence or absence of multicollinearity between independent variables can be seen from the value of tolerance and the opposite of the variance inflation factor (VIF). Both of these measurements indicate that another independent variable explains by other independent variables. Tolerance measures the variability of selected independent variables not explained by other independent variables. The cutoff value that shows the absence of multicollinearity is a tolerance value of more than 0.10 or equal to a VIF value of less than 10 (Ghozali, 2006). The results of the multicollinearity test are presented in Table 4 as follows:

Table 4
Multikolinierity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Experiential Marketing	.480	2.452
	Emotional Marketing	.480	2.452

Source: processed primary data

Based on Table 4 on the multicollinearity test using tolerance and VIF values, it is known that the value of each independent variable has a tolerance value> 0.1 and a VIF value <10 so that there are no symptoms of multicollinearity on each independent variable.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether, in the regression model, there is an unequal variance from the residuals of one observation to another. If the variance from one observation, residual data to another observation is fixed, then this is called homoscedasticity and, if different, is called heteroscedasticity. A good regression model is homoscedasticity, or heteroscedasticity does not occur (Ghozali, 2011).

Glejser test can be used to see whether there are indications of variance in residual variance between observations. Glejser Test is done by regressing the absolute value of residuals on the independent variables. The significance value indicates indications of heteroscedasticity. If the significance value of the independent variable is smaller than the level of significance (α) specified (0.05), then heteroscedasticity occurs. However, if the significance value of the independent variable is higher than the level of significance (α) specified (0.05), then heteroscedasticity does not occur. Heteroscedasticity test results are presented in Table 5 as follows:

Table 5
Heteroskedastisitas Test

Model		Sig.
1	(Constant)	
	Experiential Marketing	0,490
	Emotional Marketing	0,680

Source: processed primary data

Based on Table 5 on the Heteroscedasticity test, it is known that the sig value of each independent variable> 0.05 so that both data do not occur heteroscedasticity symptoms. Therefore the research data is free from the classic assumption test and can be continued for hypothesis testing. Itis also showed by the picture of heteroscedasticity test results in the figure 4 below:
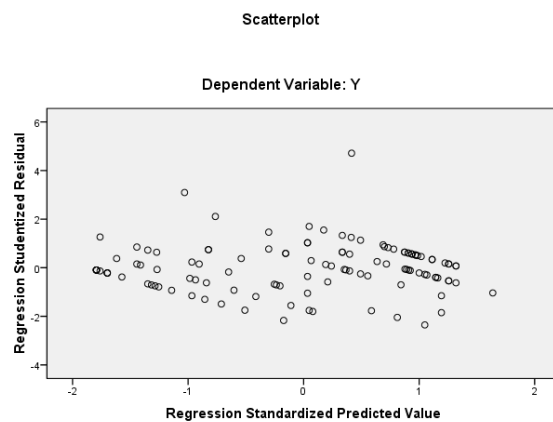
21

Figure 4. Hesterokedastisity test

In Figure 4 above it is shown that there is no heteroscedasticity, with the points showing unclear or widespread patterns.

Table 6
Descriptive statistics

Keterangan	Total
Jenis Kelamin	
Laki-laki	80
Perempuan	37
Total	117
Usia	
17 tahun	6
18 tahun	64
19 tahun	27
20 tahun	11
21 tahun	6
22 tahun	1
23 tahun	2
Total	117
Asal Daerah	
Jawa	70
Maluku	4
Nusa Tenggara	6
Sumatera	17
Kalimantan	11
Papua	5
Sulawesi	4
Total	117
Jurusan	
Ilmu Komunikasi	54

22

Kewirausahaan	2
Ekonomi	8
Tekkom	51
Geografi	2
Total	**117**

Source: processed primary data

Based on table 6 above the sample obtained as many as 117 respondents, over 117 respondents showed as many as 80 male respondents and 37 female respondents. The age of most respondents is at the age of 18, as many as 64 people. The most respondent majors were Communication Studies with 54 new generation students. All questionnaires were 2018/2019 students or new students entering semester 1.

Regresi test
Table 7
Regresi Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789ᵃ	.622	.615	.243

Source: processed primary data

Based on Table 7, by reading the summary model, it can be seen that other variables influence the Adjusted R Square value of 0.622 means that the Experiential Marketing and Emotional Marketing variables influence the Admission Decision at Universitas Amikom Yogyakarta by 0.622 or 62.2% and the rest 0.378 or 37.8%.

Table 8
Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.062	.114		.545	.587
X1	.204	.105	.175	1.943	.054
X2	.756	.106	.646	7.160	.000

Source: processed primary data

Based on Table 8 above, it is known that the sig value for X1 (Experiential Marketing) is 0.054 <0.1 so that the hypothesis in this study is accepted, then X1 (Experiential Marketing) influences Y (Entrance Decision) at Universitas AMIKOM Yogyakarta   In

23

Variable X2 (Emotional Marketing), the value of sig is 0,000 <0.01 so that the hypothesis in this study is accepted, then X1 (Emotional Marketing) influences Y (Admission Decision) at Universitas AMIKOM Yogyakarta

This is because, in the marketing process of AMIKOM Yogyakarta University, it was carried out massively in one year. It was starting from receiving visits every month by vocational/high school / MA from all over Indonesia, watching movies together in theaters owned by universities. They were distributing brochures after the activities of state university entrance examinations throughout Indonesia. Receiving visits by kindergarten students, for observation and watching films at Universitas AMIKOM Yogyakarta . Also friendly service conditions and by international and national standards.

Table 9
ANOVA
ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.038	2	5.519	93.730	.000[a]
	Residual	6.712	114	.059		
	Total	17.750	116			

Source: Primary data processed

It can be seen in Table 9 above that the sig value of 0,000 <0.01 so that hypothesis 3 in this study is accepted. Therefore Experiential Marketing and Emotional Marketing simultaneously influence the Admission Decision at Universitas Amikom Yogyakarta.

Discusion

Experiential Marketing (X1) and Emotional Marketing (X2) have a direct and significant influence on Entry Decisions (Y). This study supports the results of research conducted by Cindy Octoria Sidabutar, et al. (2016), entitled The Effect of Experiential Marketing and Emotional Marketing on Purchasing Decisions, (Consumer Survey of Nike Shoes in Indonesia and Malaysia) ". The results of this analysis found that there is a significant influence between the Experiential Marketing variable on the Purchasing Decision, and also on the Emotional Marketing variable on the Purchasing Decision.

In the research of Rita Kusumadewi (2015), with the title "Implementation of Emotional Marketing through The Emotional Ice as Forming Customer Loyalty." The results showed that of the three E factors that most influence a customer to become a loyal customer is Experience. In other words, someone will become a loyal customer if given an emotional experience that leaves a deep impression on themselves. Although trust is not too big and the energy that must be expended is big enough. However, having a positive emotional experience, it is likely that they will become loyal customers. While in a study conducted by Irene Susilo and Hatane Semuel (2015), it was entitled "Analysis of the Effects of Emotional Marketing on Purchase Intention Through Brand Awareness on Dove Personal Care Products in Surabaya." The results of the research prove that the emotional marketing conducted by Dove has a direct influence on brand awareness and purchase intention. However, it is different from brand awareness that does not directly affect Purchase Intention.

24

Research conducted by Wayan Febri Astari and Komang Agus Satria Pramudana (2016) with the title "The Role of Experiential Value in Mediating the Effect of Experiential Marketing on Repurchase Intention." The analysis shows that experiential marketing has a positive and significant effect on the experiential value and repurchase intention. Besides, an experiential value can mediate the effect of experiential marketing on repurchase intention significantly.

For research Tias A. Indarwati Monika Tiarawati (2015) with the title "Marketing Strategies Through Experience and Emotional Marketing Against Customer Satisfaction and Loyalty at J.Co Donuts & Caffee Surabaya". Hypothesis Test Results show that Experiential marketing influences customer satisfaction and customer loyalty. Feel experience indicators are things that are considered by customers. Emotion marketing influences customer satisfaction and customer loyalty, equity and energy indicators receive the most attention from customers. Customer satisfaction has an influence on customer loyalty, especially services in accordance with customer expectations. Customer loyalty is shown by the willingness of customers to tell good things to friends and relatives.

Conclusion

The results of this study indicate that Experiential Marketing and Emotional marketing have a significant effect on admission decisions. However, emotional marketing has a more significant influence on experiential decisions on admission at AMIKOM Yogyakarta University, which means that the marketing process of AMIKOM Yogyakarta University impresses the minds of students, so they finally decide to enter. It can be concluded that the emotional capacity of students at the University of AMIKOM Yogyakarta dominates the decision to enter; it is because the marketing process is quite familiar with the feelings of prospective students.

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