

## The Analysis of Experiential Marketing and Brand Trust in Increasing Customer Satisfaction Asus Laptops (Case Study on Students using Asus Laptops in Purwakarta)

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**Abstract,** This research is based on the phenomenon of the problems that exist in the high level of competition in the information technology industry especially laptops. The problems in question include, how to increase customer satisfaction with asus laptops. The purpose of this study was to determine the Influence of marketing based on experience and brand trust on the satisfaction of technical students of Asus laptop users in Purwakarta. The method in this study uses descriptive with a quantitative approach. The research data were obtained through a questionnaire distributed to 98 engineering students at Purwakata. Data processing using SPSS version 22 which includes validation test, reliability test, correlation test, linear test or multiple regression, and hypothesis testing. The results showed that simultaneously there was a significant influence between marketing based on experience and brand trust on the satisfaction of technical students using Asus laptop users in the average of increasing result was influenced by other factors not examined by the researcher.

Keywords: Customer Satisfaction, Experiential Marketing, Brand Trust

### 1. Introduction

Today's technology continues to experience rapid development. This can be seen from the many emerging technology products, one of which is laptops. Laptops are present as technological developments with computer innovations that are easy to carry and sales follow the ongoing trend at a certain period according to [1] In the laptop product category, there are many brands circulating in the market, including Acer, Asus, Apple, Lenovo, HP, Samsung, Toshiba, and others. Each of these laptop brands are competing to innovate products with types, models and technologies that are tailored to the needs of the profession, status, lifestyle, and hobbies of the wider community. The object in this study is a laptop with the Asus brand type ROG G703 (2018).

High consumer demand makes companies that produce laptops aggressively update their products by launching more sophisticated products. In choosing these laptop brands, consumers are more likely to look at the brand's performance, whether it is in line with expectations. Performance that is in line with expectations will provide satisfaction to consumers (customer satisfaction). But in fact, currently Asus laptop users are dissatisfied with their products because the battery that doesn't last long also leaks and the keyboard is easily damaged, resulting in this Asus laptop user often doing service and not long after the service is done, the battery and the keyboard is easy to leak and break again, then the design of the Asus laptop is too thick and heavy so it is difficult to carry it everywhere, and errors often occur that cause users to be unable to continue their work. In addition to easy errors, Asus laptops run slowly (lagging). Therefore, Asus laptop users feel that the quality of the laptop products they receive does not match consumer expectations. As a result of the above complaints, consumers do not re-purchase Asus laptops but buy other brand laptops that are of better quality and durable. Judging from these phenomena, Asus laptop users are dissatisfied, so Asus laptop users feel hesitant to recommend Asus laptop products to others.

For the use of laptops based on age by conducting a survey of 2012 respondents. The use of laptops based on age where young people of productive age with university-level education need ICT devices that can balance their mobility, the results of the survey at the age of 9 years - 29 years were 15.94% and 27.59%, respectively. Meanwhile, for productive workers based on survey results at the age of 30 years - 49 years, it is 23.12%. [2] Based on the survey, it shows that the use of laptops is more often used by productive young people with university-level education. Seeing the needs and high consumer demand, companies that produce laptops are aggressively updating their products by launching more sophisticated products. In choosing these laptop brands, consumers are more likely to look at the brand's performance, whether it is in line with expectations. Performance that is in line with expectations will provide satisfaction to consumers (customer satisfaction).

According to [3], customer satisfaction is determined by the customer's perception of the performance or service in meeting customer expectations. Customers are satisfied if their expectations are met or will be very satisfied if their expectations are exceeded which is determined by their performance. According to [4], Experience Based Marketing is the process of identifying and satisfying customer needs and aspirations, engaging them through two-way communication that brings brand personality to life and adds customer value. According to previous research, there is a relationship between marketing based on experience and customer satisfaction. According to [5], relationship between marketing based on experience and customer satisfaction, found that to increase customer satisfaction, companies are required to review the marketing concepts and marketing strategies used. The emergence of brand trust in consumers is related to the knowledge received by consumers. If consumers have no experience with a product, they tend to trust a preferred or well-known brand [6].

The importance of brand knowledge that arises makes consumers more careful in choosing products to be consumed or used. Brand Trust according to [7] is a marketing activity in achieving customer satisfaction by building and maintaining customer trust in a brand by providing positive values. Brand Trust according to [7] is a customer belief that the industry maintains to continue to believe that the brand can meet customer needs. By looking at some of the things that happened above, the researchers are interested in conducting research with the title "The Analysis Of Experiential Marketing And Brand Trust In Increasing Customer Satisfaction Asus Laptops (Case Study On Students Using Asus Laptops In Purwakarta)"

## 2. Literature review and Hypothesis Development

### 2.1 Experience Marketing

Experience Marketing is a way to create an experience that will be felt by customers when using a product or service through the five senses (sense), affective experience (feel), creative thinking experience (think), customer experience related to the physical body (act), also creates experiences that are connected with social conditions, lifestyles, and culture which are the development of sense, feel, think, and act (-). According to [8]. Whereas according to [9] Experience Marketing, is a marketing strategy technique carried out by a company with the aim not of getting people to buy the product, but how to provide an experience to customers when using the product. According to [8] argues that experiential marketing can be measured using five dimensions, namely:

a) *Sense / Sensory Experience*, creation of experiences related to the five senses through sight, sound, touch, taste and smell.

b) *Feel / Affective Experience*, the creation of feelings through consumption experiences that can move consumers' imaginations which are expected by consumers to make decisions to buy.

c) *Think/Creative Cognitive Experience*, is to encourage consumers to be interested and think creatively so that it may result in a re-evaluation of the company and the brand.

d) *Act / Physical Experience* and Entitle Lifestyle, which is a marketing technique to create consumer experiences related to the physical body, behavior patterns, and lifestyles as well as experiences that occur from interactions with other people.

e) *Relate / Social Identity Experience*, shows connecting these consumers with the culture and social environment that is reflected by the brand of a product.

H1: It is suspected that Marketing Based on Experience has an effect on Consumer Satisfaction of Asus Laptops in Purwakarta.

### 2.2 Brand Trust

Brand Trust is the expectation of brand reliability that is rooted in consumer confidence that the product is able to meet the promised value or the brand is able to meet consumer needs and satisfaction and even provide trust when problems in product consumption arise unexpectedly. According to Erna Ferrinadewi in [10]. While Brand Trust is the willingness of consumers to depend on the ability of a brand to show its functions and benefits. According to Chaudhuri and Hoibrook in [11].

Meanwhile, according to [12] There are two dimensions that affect brand trust:

a) *Brand Reality* Brand reliability is based on the consumer's belief that the product is able to meet the promised value.

b) *Brand Intentions* or interest in the brand reflects the consumer's belief that the brand is able to prioritize the interests of consumers.

H1: It is suspected that brand trust has an effect on Asus Laptop Consumer Satisfaction in Purwakarta.

### 2.3 Work stress

Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance or expected results. according to [13]. Where as according to [14] Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the expected product performance (result) to the expected performance (or result). There are several models that companies use to measure and monitor the satisfaction of their customers and competitors' customers. [13], as follows:

a) Complaint and Suggestion System

Every organization needs to provide opportunities for its customers to submit their suggestions, criticisms, opinions, and complaints. The media used can be in the form of suggestion boxes placed in strategic locations, through social media (instagram, facebook, twitter) and others.

b) Ghost shopping (Mystery Shopping)

Usually ghost shoppers are asked to observe and assess the way the company and its competitors serve specific customer requests. Whenever possible, it is also a good idea for company managers to go directly into ghost shoppers.

c) Lost Customer Analysis

the company contacts customers who have stopped buying or who have moved suppliers to understand why this is happening and to take a policy of further improvement or refinement. Customer satisfaction depends on customer perceptions and expectations, the factors that influence it according to [15] that is:

a) Confirmation of Expectation, Satisfaction is concluded based on the suitability or inconsistency between consumer expectations and the company's actual performance.

b) Repurchase Intent (Repurchase Intent), Consumer satisfaction is measured by asking whether consumers will shop or want to use their services again.

c) Willingness to recommend (Willingness to Recommend). Consumer satisfaction is measured by asking whether consumers recommend the product to other consumers.

H1: It is suspected that marketing based on experience and brand trust has an effect on consumer satisfaction for Asus laptops in Purwakarta.

### 3. Research Method

The method in this study uses descriptive with a quantitative approach. Descriptive method is used to obtain a complete and accurate description of a situation [18]. The unit of analysis is all students in Purwakarta who use Asus laptop products, totaling 3,942 research respondents from 5 private universities in the field of engineering in Purwakarta and is carried out using snowball method with a sample total of 98 respondents. Data analysis test using Software Statistical Product and Service Solution (SPSS) 22. The analysis technique used is multiple linear regression analysis, the purpose of multiple linear regression analysis is to find out how much influence several independent variables have on the dependent variable. Testing the hypothesis in this study, namely the T test was carried out to test the significant relationship between the independent variable (X) and the dependent variable (Y). Does the independent variable partially affect the dependent variable. Next The F test is used to test whether or not the influence of experiential marketing (X1) and brand trust (X2) is significant on customer satisfaction (Y) simultaneously.

## 4. Results and Discussion

### 4.1 Statistical Results

#### 4.1.1 Pearson Correlations Test

The Pearson correlation value between experiential marketing variable and customer satisfaction on variable is 0,952 which is very low. The value of the correlation coefficient which is positive indicates that the relationship between the Experiential Marketing variable and Consumer Satisfaction has a unidirectional relationship. Based on the results of the above calculation, it can be seen that the significance value of the correlation between Brand Trust and Consumer Satisfaction is 0.000 which is worth less than the 5% (0.05) significance level so that the decision is rejected H0, which means there is a significant relationship between Brand Trust and Consumer Satisfaction. From the Pearson correlation test above, it has a positive correlation with the Pearson Correlation value of 0.978 which is relatively low. The value of the correlation coefficient which is positive indicates that the relationship between the variables of Brand Trust and Consumer Satisfaction has a unidirectional relationship

#### 4.1.2 Coefficient of Determinant Test Results

**Table 4.1** Results of the Determinant Coefficient Calculation

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1,    | .783a | .612     | .604              | .22087                     |

R square 0.612 meant that experiential marketing and the brand trust simultaneously influence customer satisfaction 61.2%, another 38.8% influenced by variables outside this research.

#### 4.1.3 Multiple Linear Regression Analysis

**Table 4.2** Regression Coefficients

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                        | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)             | .734                        | .239       |                           | 3.075 | .003 |
|       | experiential marketing | .025                        | .006       | .552                      | 3.922 | .000 |
|       | brand trust            | .345                        | .118       | .412                      | 2,927 | .004 |

Based on the above calculation can be seen in multiple linear regression equations, namely,  $Y=0.734+0.025X_1+0.34X_2$ . The constant ( $\alpha$ ) has a value of 0.734 which means that if there is no experiential marketing and brand trust, then the value of customer satisfaction is 0.734 simply. Furthermore, the regression coefficient on experiential marketing ( $\beta_1 X_1$ ) is 0.25 and the regression coefficient on brand trust ( $\beta_2 X_2$ ) is 0.345e direction as the dependent variable. This means that if the two independent variables increase, the depend

ent variable will also increase and vice versa if the two independent variables decrease, the dependent variable will also decrease.

## 4.2 Hypothesis Testing Results

### 4.2.1 Experiential Marketing on Customer Satisfaction

The first hypothesis in this study aims to measure the effect of *experiential marketing* on customer satisfaction of technical students using Asus laptop in Purwakarta. Results of first hypothesis from the table above it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, the result seen from significant value is  $0.000 < 0.05$  and the  $t$  value is  $3.922 > t\text{-table}$  (1,290) and so it can be which means that partially *experiential marketing* has a significant effect on work stress of customer satisfaction of technical students using Asus laptop in Purwakarta. The result of this support research of According to [16] states that Experiential Marketing is an effort to develop marketing concepts in the face of changes that occur in the market. Marketers try to involve customers emotionally and psychologically when consuming products with one of the factors, namely Brand Trust.

[7] researching the effect of experiential marketing and brand trust on customer satisfaction and customer loyalty at the Aryaduta Hotel in Pecan Baru, shows that Experiential Marketing has a positive and significant effect on consumer satisfaction. This proves that Experiential Marketing can increase or build good Customer Satisfaction. Which state *Experiential Marketing* as single independent variable positive and significant effect to Consumer Satisfaction

### 4.2.2 Brand Trust on Consumer Satisfaction

The second hypothesis in this study aims to measure the effect of Brand Trust on Consumer Satisfaction of technical students using Asus laptop in Purwakarta. From the table above it is known the significant value of Brand Trust is  $0.004 < 0.05$  and  $t$  count  $> t$  table ( $2,927 > 1,290$ ) and regression coefficient of variable ( $\beta_2$ ) 1 0.412 worth it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means partial Brand Trust has a significant influence on Consumer Satisfaction. The result of this support research of Brand Trust is a specific action that a company can take to ensure its customers get the level of service and get the product they deserve after a problem in product quality normally occurs. Brand Trust according to [7] is a marketing activity in achieving customer satisfaction by building and maintaining customer trust in a brand by providing positive values.

Examines the effect of experiential marketing, brand trust and its effect on consumer loyalty with customer satisfaction as an intervening variable, Brand trust significant effect on consumer satisfaction [17]. This shows the brand's trust in Oppo smartphone products, starting from the design, features, memory, applications and all the facilities received in accordance with consumer expectations. So that customer satisfaction can be met through brand trust. The company's commitment to customer satisfaction does not only come from the promises given to consumers, but also from how the company responds when something goes wrong to consumers. which state Brand trust as single independent variable positive and significant effect to consumer satisfaction.

### 4.2.3 Experiential Marketing, Brand Trust on Customer Satisfaction

The third hypothesis in this study aims to measure the effect of *experiential marketing and brand trust* on customer satisfaction of technical students using Asus laptop in Purwakarta. . The results testing of third hypothesis are based on the following table

Table 4.3 Anova Analysis

| Model |            | Sum of Squares | Df | Mean Square | F       | Sig.  |
|-------|------------|----------------|----|-------------|---------|-------|
| 1     | Regression | 2218,828       | 2  | 1109,414    | 119,320 | .000b |
|       | Residual   | 883,288        | 95 | 9,298       |         |       |
|       | Total      | 11.956         | 97 |             |         |       |

Based on the above table, it can be seen value significant for the variable effects of *experiential marketing and brand trust* of  $0.000 > 0.05$  and F count  $119,320 > F$  table (3.09). Based on the calculation results above, it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means that simultaneously *experiential marketing* and *brand trust* have a significant effect on customer satisfaction. The result of this support research of [7] entitled Effect of Experiential Marketing and Brand Trust on Customer Satisfaction and Customer Loyalty in Aryaduta Hotels In Pekanbaru and [17] entitled Experiential Marketing, Brand Trust and Its Influence On Consumer Loyalty With Satisfaction As An Intervening Variable in mobile phone users or mobile phone brand oppo smartphone at Marina Shop Surabaya, 2019 which state simultaneously *experiential marketing* and *brand trust* as independent variable positive and significant effect to customer satisfaction.

#### 4.3 Discussion

Optimal product and service quality can be used as one of the company's strategies to increase and retain consumers and is expected to be able to meet consumer expectations so that it will create company satisfaction and loyalty, especially to consumers who are complaining. In dealing with complaints submitted by consumers, companies should be able to provide the right media to channel criticism and suggestions for consumers who experience disappointment. Some media can be used such as criticism and suggestion boxes, consumer complaints forms and others. So that companies can manage consumer complaints and make a solution for repairs and changes so that their business is considered quality by consumers. To increase customer satisfaction, companies need to pay attention to the importance of a quality product to be sold as well as fast and appropriate service actions. The better the quality of products and services, the consumers will feel satisfied by themselves with the performance of these products.

#### 5. Conclusions

Based on the results of analysis, testing and comprehensive description of all variables related to Experiential Marketing, Brand Trust and Consumer Satisfaction, the results of this study can be concluded as follows: First, The technology industry, especially laptops, has been identified as the most significant contributor to the problem of dissatisfied consumer complaints. So, it is very important for companies to promote products with good quality and specifications so that consumers feel satisfied. Second, How to deal with consumers who complain, among others, by the company must make Asus laptops with good specifications and attractive designs, and provide good service to consumers. Third, By applying experiential marketing to Asus laptops which can lead to consumer satisfaction and loyalty to Asus laptops so that consumers will think again if they will make complaints that are not good to the company. Fourth, Companies need to pay attention to improving the quality of products and services for the better. Can be done with provide friendly service by allowing consumers to test Asus laptops that will be purchased and explain what specifications are on Asus laptops so that consumers get maximum satisfaction and become loyal to the company. Fifth, Brand Trust makes a real contribution to customer satisfaction. Brand

trust is the least expensive strategy, but it can have a huge impact from consumer response to building consumer loyalty. Sixth, There is a positive and significant relationship between experiential marketing and brand trust on student satisfaction with Asus laptop users in Purwakarta.

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