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Published online: 29 February 2016

To cite this article: Intan, W. S. (2016). The analysis factors of experiential marketing, product quality, and customer satisfaction of motor bike as a main transportation mode in bandung-indonesia. *International Journal of Business and Administrative Studies*, 2(1), 6-8.

DOI: <https://dx.doi.org/10.20469/ijbas.2.10002-1>

To link to this article: <http://kkgpublications.com/wp-content/uploads/2016/2/Volume2/IJBAS10002-1.pdf>

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THE ANALYSIS FACTORS OF EXPERIENTIAL MARKETING, PRODUCT QUALITY, AND CUSTOMER SATISFACTION OF MOTOR BIKE AS A MAIN TRANSPORTATION MODE IN BANDUNG-INDONESIA

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Keywords:

Experiential Marketing
Product Quality
Customer Satisfaction

Received: 10 October 2015

Accepted: 15 December 2015

Published: 29 February 2016

Abstract. The aim of this research is to analyze factors of experiential marketing, product quality and customer satisfaction on the utilization of motorcycles as a mode of priority transportation in Bandung City. There is a rapid increase in the usage of motor bike rather than cars which has been happened from 2012 until 2014. Researcher identified this as a phenomenon. This research is using path analysis method where data from 150 respondents of motorcycle user are being collected. For the sampling technique, researcher uses Random Probability Sampling. As a result, we can see which one among those factors have an influence towards motorcycles as a mode of priority transportation.

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INTRODUCTION

Globalization has boost the development of transportation system in Indonesia. This also contributed to the changing of people’s demand in getting high quality standard of transportation but in a very reasonable price. Transportation is very important in helping people to go to their works everyday. The table below shows the number of people in Bandung who use mode of transportation from 2012 to 2014.

TABLE 1
Number of People Who Used Modes of Transportation in Bandung From 2012-2014

Tahun	Mobil Penumpang	Sepeda Motor	Angkutan Umum	Bis
2012	10.910.407	61.078.188	4.687.789	2.250.109
2013	12.958.866	68.839.341	4.958.738	2.255.306
2014	15.323.259	76.381.183	5.286.061	2.273.821

From Tabel 1.1 it can be seen that people who used motor cycles is higher than any transportation modes in Bandung. This may indicate that people like to choose motor bike as their daily transportation. The rapid growth basically occurred in all type of transportation. However, motor cycle had the highest users among all.

This becomes a real phenomenon because there has been a significance change in people’s mind. At the moment, there are

many kinds of car available in the market. People can opt cars that suit them. It ranges from the expensive ones to the cheap ones. In fact, cars are more comfortable as well as they can protect people from rain and sun light. One thing for sure cars are not associated with prestigious value any longer.

LITERATURE REVIEW

Experiential Marketing

Experimental marketing is a very popular tool for marketers. This is because it is very effective in using products differentiation in order to distinguish from other competitors.

Experiential marketing is also having ability to pack the products by offering emotional experiences to customers (Schmitt, 1999, p. 22). According to Bernd H. Schmitt there are five elements of experimental marketing that company can implement in order to generate good condition :

Sense

Sense marketing is a creating experience through sight, sound, touch, taste, and smell.

Feel

Feel marketing aims at feel and emotion of customers in order to influence experience through mood, soft and strong emotion through pleasure and proud.

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Think

Think marketing aims at intellectuality that able to create awareness (cognitive) among customers.

Act

Act marketing acts as influential factor to persuade people in term of life style, interaction, and experiences.

Relate

Relate marketing is a combining aspects of sense, feel, think, and act marketing.

Product Quality

Product quality is very important for customers. People always need better quality of products to satisfy their needs. On the other hand, products sold in the market must have been tested in term of quality. So that, producers can always full filled the needs.

According to Mullins, Orville, Larreche and Boyd (2005) companies must sustain its competitiveness in market by understanding the dimension aspects of customers. These are :

1. Performance is a characteristic or a main function of a product. These are the main concern for people in buying products.
2. Durability means the product life cycle. The longer period of time of products can be used by customers the more durable they have.
3. Conformance to specifications, means the basic operation of the products, customers will try to see whether the specifications is right or not. Customers also try to find if any products default.
4. Features are the main product characteristic. This is because feature designed to add more functions to products and also to make people more interest to the products.
5. Reliability can be defined as a probability of products during some periods. It means products can be considered reliable when it can be used for a longer period.
6. Aesthetics deals with the appearance of the products. For example : it can be seen, tasted, smell, and shape.
7. Perceived quality, can be said as a product information perhaps people sometimes do not understand clearly about the products they use. Therefore, quality perceived can be obtained from price, brand name, advertising, reputation, and the product origin.

Customer Satisfaction

Customer satisfaction is shaped from customers. This is because they can generate service value to the products they use. Robledo (2001) also said that customer satisfaction is very important in one company particularly in marketing company. According to Bejou *et. al.*, (2005) customer satisfaction have become an important factor because this has become the main customers

demand. Company will be abandoned by the customers if they can not satisfy this factor (Donovan, Brown & Mowen, 2004).

At the end customer satisfaction can create customer value. This can produce the relationship between customer and company (Kotler, 2007). Company will receive more benefit from this relationship. One of the benefit is that customers can recommend other people by doing mouth to mouth communication (Rangkuti, 2002). Company ultimately can have more profit from customers because many of them can use or but the products.

Hawkins and Lonney's satisfaction attributes:

Right Expectation

It is a combining factor between the reliability of products and promise that company says about their products.

Easiness to Use

Products that is easy to operate.

Willingness to Recommend

This measurement is important because there are some products which have long duration of time in buying repetition.

RESEARCH METHODOLOGY

Associative descriptive research is used in this paper research. Descriptive research on the other hand is used to give definition of some criteria as well as the variable values in the research. The associative research was conduct to investigate the relationship between independent variable and dependent variable.

According to Ridwan and Kuncoro (2008) sampling technique is a way to collect representative sample from a one population. Probability sampling with simple random sample were used to collect data.

The size of the research of the research object was to determined by using Slovin Formula with 10% tolerance sampling error.

This research used 150 respondents. The analysis was began on research instrument. From this, questionnaires were proceed by using validity and reliability test. And it continued by doing data normality test. After this, it continued by using regration and correlation analysis, descriptive and assumption test in the method of Path Analysis.

OUTCOMES AND DISCUSSION

The result of the analysis have proven that experimental marketing factor had appeared from the highest point to the lowest point of the research. This was represented by the element of Think, Act, and Feel of the bikers. On the other hand, the sense factor did not show up as an influential element.

On product quality dimension the elements of Conformance, Specification, Durability, Performance, Aesthetics, and Quality Perceived had also appeared from highest level to the lowest level of the motor cycles bikers. Reliability did not show up at all.

On customer satisfaction, it started from the element of easy to get, willingness to recommend the product, and the right expectation of the bikers. In this section, all indicators influenced each other.

CONCLUSION AND SUGGESTIONS

Conclusion

1. On the experimental marketing, choosing the motor bikes as a mode of transportation have become priority due to factors like : Think, Act, and Feel. Customers do not need "Sense" as a their consideration.
2. On quality product variable, motor bikes have become priority because the factors like : Conformance to specifications, durability, performance, aesthetics, and

perceived quality. It can be said that people do not need "reliability" as an consideration to purchase motor cycles.

3. On customer satisfaction, motor cycles have become priority due to factors like :

How easy to buy the item, right expectation, and willingness to recommend the products.

Suggestions

1. The motor bike users should be wiser in using the bikes due to the weather condition in this country. They must also keep their physical condition in good shape.

In particular time like weekend or holiday it is better for the bikers to use cars because cars can have more passengers in side so it can also minimize the traffic condition in the country.

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