
Experiential Marketing's Impact on Visit Decisions: The Role of Visitor Satisfaction at Ullen Sentalu Museum

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ABSTRACT

This study aims to determine the effect of experiential marketing on visiting decisions through visitor satisfaction as an intervening variable (Case Study at the Ullen Sentalu Museum in Yogyakarta). The research methodology used uses quantitative methods. The population in this study is the population used by tourists who visit the Yogyakarta Ullen Sentalu Museum as many as 100 people. The sample used was 100 respondents using the Accidental sampling technique, which is a sample search based on chance, that is, anyone found by the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. Methods of data analysis using Path Analysis (Path Analysis). The results of the study show that: (1) sense experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. (2) the sense of experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. (3) experiencing a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. (4) experience experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. (5) think experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. (6) think experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. (7) act experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. (8) the act experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. (9) linking experience to a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. (10) associated experience with a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta

Keywords: Experiential Marketing, Visit Decision, Visitor Satisfaction

INTRODUCTION

Indonesia in terms of the domestic market, Indonesia's population which is ranked 4th largest in the world is a very large market potential so that it can absorb the results of domestic production. So that when external factors are less supportive, it must be based on the domestic economy. Creative industries based on physical goods can fill the domestic market with products produced in the country that have the same design quality as imported products.

So based on the above data marketing for tourism in Yogyakarta is very large. Understanding marketing based on social according to Kotler & Keller (2018) is a societal process by which individuals and groups obtain what they need and want through creating,

offering, and freely exchanging products and services of value with others. While according to marketing management Kotler (2018) is the analysis, planning, implementation, and control of programs designed to create, establish, and maintain profitable exchanges with target buyers to achieve company goals. So as to maximize the marketing management process, the management uses an experiential marketing system, (Aziz et al., 2023; Kumala et al., 2022; Redjeki & Affandi, 2021) said that Experiential marketing is a marketing concept that seeks to communicate the products being sold by attracting the attention of consumers, touching the heart to instill a good impression on the hearts and minds of consumers regarding the products being sold. There are hundreds of museums



scattered throughout Indonesia. Among all, there are 10 museums that are favorites for tourists. Ullen Sentalu in DI Yogyakarta was ranked first.

The reason for choosing Kaswargan Park as the location for Ullen Sentalu was because of its high location on the slopes of Mount Merapi. In the philosophical view of the Javanese people, mountains have a mystical value. Therefore, this museum implicitly also wants to convey that various things that are recorded, exhibited and narrated in its seven exposition rooms represent the majesty of Javanese cultural heritage. The name Ullen Sentalu itself is an acronym for "Ulatng Blencong" which means the true order of my Luma rankings. This means that this museum functions as a beacon for Javanese culture which is increasingly dimmed and eroded by the changing times. This museum has a mission as a vehicle for preserving the glorious past of Javanese culture.

According to Hasibuan (2016, p. 55) people who explain what is in the museum and based on visitor data will influence the decision to visit tourists at the Yogyakarta Ullen Sentalu Museum which is the result of Indonesian culture. The decision to visit according to Setiadi (2022) is a process of making a decision to visit which is complicated, often involving several decisions. This decision involves a choice between two or more alternatives. Decisions always require a choice between several different behaviors. visiting decisions are adapted from purchasing decisions because the stages passed by tourists in determining the choice of tourist destinations are the same as the stages of purchasing decisions in general (Gunawan & Wulandari, 2018).

In this study, customer satisfaction is an intervening variable because according to Philip Kotler (2018), customer satisfaction is the result felt by buyers who experience the performance of a company that meets their expectations. Consumer satisfaction is very dependent on the perceptions and expectations of consumers themselves. Factors that influence consumer perceptions and expectations when purchasing goods or services are the needs and desires felt by these consumers when purchasing goods or

services, past experiences when consuming these goods or services and the experiences of friends who have consume the goods or services and advertising.

Research gap from previous research according to Jannah, Andriani, & Arief, (2014) based on the title The Effect of Experiential Marketing Strategy on Visitor Satisfaction of the Sepuluh Nopember Museum Surabaya where based on the results Partially, Sense Experience and Relate Experience significantly affect the satisfaction of Ten November Museum visitors, while the Feel Experience, Think Experience, and Act Experience variables do not significantly affect Ten November Museum visitor satisfaction and inversely proportional to the results of the study (Gunawan & Wulandari, 2018) The results of the study show that Experiential Marketing (X) has a percentage of 76.48% which is in the high category and is interpreted as being rated by respondents in the good category. While the percentage of Purchase Decisions (Y) is 76.21% which is categorized as good on the continuum line including the high category entitled The Influence of Experiential Marketing on Purchase Decisions (Case Study Chingu Korean Fan Cafe Bandung in 2018)

METHODS

Population is a collection of individuals or research objects that have certain qualities and characteristics. Based on these qualities and characteristics, the population can be understood as a group of individuals or observation objects that have at least one characteristic in common (Steiner, 2022). For this study, the population used was tourists visiting the Ullen Sentalu Museum, Yogyakarta.

The sampling technique in this study uses *accidental sampling*. According to Sovita (2019), Accidental sampling technique is the determination of the sample based on coincidence, that is, anyone who is met by a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. The reason for using accidental sampling is because the population is very large with high respondent activity, namely tourists

visiting the Ullen Sentalu Museum in Yogyakarta, so it is very appropriate to use accidental sampling. Research using the SPSS analysis technique requires that a representative sample for use in research is at least 100-200 respondents, where the distribution of the questionnaire is carried out 2 months and the target age criteria for the respondents are between 17th - 40th because museum visitors are educational attractions (Avianti et al., 2023).

The collection of data used in this study is to use a personal questionnaire. This method provides responses to questionnaire statements. In this study the questionnaires were distributed directly to the respondents and the researchers were able to provide an explanation regarding the purpose of the survey and questions that were not understood by the respondents and the responses to the questionnaires could be collected directly by the researchers after being filled in by the respondents. Personal questionnaires were used to obtain data about the dimensions of the constructs being developed in this study.

This study uses data analysis by path analysis. The data analysis technique used is Path Analysis which aims to determine the direct effect *Sense Experience*, Feel Experience, Think Experience, Act Experience, Relate Experience on visiting decisions and their indirect influence through intervening consumer satisfaction. The intervening variable is an intermediate or mediating variable, which functions to mediate the relationship between the independent variables and the dependent variable. In this study the relationship between *Sense Experience*, Feel Experience, Think Experience, Act Experience, Relate Experience and Visitor satisfaction is mediated by visiting decision variables.

RESULTS and DISCUSSION

1. The Effect of Sense Experience on Visiting Decisions

The results of the research that has been done show that sense experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta.

This condition indicates that the more interesting the museum is felt by visitors, the higher the level of their interest in visiting the museum.

Sense is a type of experience that appears to create a five-sensory experience through the eyes, mouth, skin, tongue, nose. The unique interior design, the combination of colors in each room and the cool air of Mount Merapi seeping into every room at the Yogyakarta Ullen Sentalu Museum are able to touch the emotions of visitors which gives the impression of beauty, pleasure, evokes effective experiences so that visitors feel proud and happy.

This result is in line with the opinion of Kertajaya, (2006). Sense is one of the ways used to touch customer emotions by providing experiences that consumers can get through the five senses they have through products and services. Sense for consumers functions to differentiate a product from other products, to motivate buyers to act, and to form value to products or services in the minds of buyers. Human senses can be used during the experiential phase (pre-purchase, purchase and after purchase) in consuming a product or service.

2. The Effect of Sense Experience on Visiting Decisions Through Visitor Satisfaction.

The results of the research that has been done show that sense experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. Similar results also show that visitor satisfaction has a significant effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. These results indicate that visitor satisfaction is able to mediate the relationship between sense experience and visiting decisions.

Basically a sense experience created by business actors that can have a positive or negative effect on visitor satisfaction. Sense (sensory experience) is an attempt to create experiences related to the five senses through sight, sound, touch, taste and smell.

Yogyakarta Ullen Sentalu Museum is able to provide a memorable experience for visitors, various rides and museum collections are able to fulfill their tastes. What they feel and see in the museum matches their expectations so they feel satisfied. This feeling of satisfaction makes the Ullen Sentalu Yogyakarta Museum the main destination to visit again.

3. The Effect of Feel Experience on Visiting Decisions

The results of the research that has been done show that feel experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. This condition reflects that feel. In order for consumers to get a strong feel for a product or service, producers must be able to take into account the consumer's condition in the sense of taking into account the consumer's perceived mood. customer feelings in depth with the goal of creating an affective and memorable experience. Feel is not just about beauty, but the moods and emotions of the soul that can evoke happiness or even sadness.

The Yogyakarta Ullen Sentalu Museum is able to present an impressive atmosphere, with its various collections giving a deep impression, moreover visitors can see the results of the acculturation of three cultures namely Javanese, Dutch and Chinese which will make them feel happy. This is able to provide unforgettable memories (memorable experience), so that it has a positive impact on their decision to visit. Good feeling will make customers able to think positively.

This result is in line with the opinion of Kertajaya (2006) Feel aims to affect the feelings and emotions of consumers affectively, namely the existence of positive feelings towards brands that can strengthen the emotions of pleasure and consumer pride. Emotions greatly affect one's thinking, emotions shape behavior and affect one's judgement.

4. The Effect of Feel Experience on Visiting Decisions Through Visitor Satisfaction.

The results of the research that has been done show that feel experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. Similar results also show that visitor satisfaction has a significant effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. These results indicate that visitor satisfaction is able to mediate the relationship between feel experience and visiting decisions. Through the experience, the feel (feeling) given by the Ullen Sentalu Yogyakarta Museum of pleasure, satisfaction and pride are feelings that exist in general when visitors enjoy the atmosphere of the museum

Feelings here are very different from sensory impressions because they are related to the moods and emotions of a person's soul. This is not just about beauty, but the moods and emotions of the soul that can evoke happiness or even sadness.

Yogyakarta Ullen Sentalu Museum can bring a sense of comfort to its visitors so that they feel happy, then a sense of satisfaction arises with what they feel, visitors feel satisfied with the facilities provided. Visitors who are satisfied with the Ullen Sentalu Yogyakarta Museum destination tend to come back or be loyal to the museum. The tendency of loyal visitors is also shown by the attitude of those who invite and recommend the Yogyakarta Ullen Sentalu Museum to family, relatives and friends because of the emotional bond from the experience they have gained.

5. The Effect of Think Experience on Visiting Decisions

The results of the research that has been done show that think experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. Think is one of the ways companies do to turn commodities into experiences. A good thought will bring visitors to think positively,

thus giving a positive opinion of the object being offered.

The existence of the Yogyakarta Ullen Sentalu Museum provides an understanding of the life of the Mataram palace in the past to visiting tourists. This condition makes tourists think of the majesty of Javanese cultural heritage, assumes that the trip is pleasant and feels that the museum has characteristics, the higher the level of interest of visitors to return. the museum

This result is in line with Schmitt (1999) that think is one of the ways companies use to turn commodities into experience by doing continuous customization so that it has a positive impact on customer loyalty.

Based on attribution theory, experiential marketing is an important behavioral factor in a company or agency. With the experience gained by customers, it will affect the level of customer or consumer loyalty in making repeat purchases or recommending to others.

The Experiential Marketing strategy seeks to create a positive experience for consumers in consuming products or services that can be used as a reference for marketers to predict future consumer behavior in the form of repurchasing actions. In this case the emotional side of the product is developed through marketing efforts. Emotional experiences can be created by creating a brand that provides an unforgettable experience to its customers, with the support of a good marketing program. Such a good and memorable experience will create positive feelings and emotions towards the brand (Jannah et al., 2014)

6. The Effect of Think Experience on Visiting Decisions Through Visitor Satisfaction.

The results of the research that has been done show that think experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. Similar results also show that visitor satisfaction has a significant effect on the decision to visit the

Ullen Sentalu Museum, Yogyakarta. These results indicate that visitor satisfaction is able to mediate the relationship between think experience and visiting decisions.

Customer satisfaction occurs when customer expectations match or can be met by performance or close to being fulfilled and can even exceed customer expectations. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service. Satisfaction occurs as a result of psychological responses that occur by consumers who compare the gap between what was expected before and what was experienced after consumption.

Visitors to the Yogyakarta Ullen Sentalu Museum tourist attraction get more than they asked for, more fun than they expected, or something completely different from what they hoped would make tourists feel happy so they will revisit the museum.

7. The Effect of Act Experience on Visiting Decisions

The results of the research that has been done show that act experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. This condition reflects that the Think implemented by the Ullen Sentalu Yogyakarta Museum manager is good. The museum manager succeeded in making visitors think that the Ullen Sentalu Yogyakarta Museum Tourism Object is unique in itself so that this uniqueness can attract visitors to make repeat visits.

actis is a type of experience that aims to influence behavior, lifestyle, and interaction with consumers. Act is one way to shape customer perceptions of the products and services in question. Act is part of the Strategic Experiential Modules (SEMs). Act is designed to create consumer experiences in relation to physical bodies, lifestyles, and interactions with other people.

Tourists feel that the Yogyakarta Ullen Sentalu Museum has a unique concept

that is offered to tourists. The concept is felt to be part of their lifestyle, making them interested in coming to visit. When an act is able to influence the behavior and lifestyle of visitors, it will have a positive impact on visitor loyalty because visitors feel that the product or service fits their lifestyle. Conversely, when an act is able to influence behavior and lifestyle, it will have a positive impact on loyalty because they feel that the product or service is in accordance with their lifestyle. Conversely, when consumers do not feel that the product or service is in accordance with their lifestyle, it will have a negative impact on customer loyalty.

8. The Effect of Act Experience on Visiting Decisions Through Visitor Satisfaction.

The results of the research that has been done show that act experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. Similar results also show that visitor satisfaction has a significant effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. These results indicate that visitor satisfaction is able to mediate the relationship between act experience and visiting decisions.

Act marketing designed to create consumer experiences in relation to their physical body, lifestyle and interactions with others. When act marketing is able to meet the behavior and lifestyle of tourists at the Yogyakarta Ullen Sentalu Museum, they will feel satisfied. This lifestyle, when combined, will make tourists share information about the Yogyakarta Ullen Sentalu Museum with others, indirectly will help in terms of marketing, namely word of mouth so that it has a positive influence on purchasing decisions.

9. The Effect of Relate Experience on Visiting Decisions

The results of the research that has been done show that relate experience has a significant positive effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta.

These results indicate that the higher or better the relate (relationship or relation or bond) created by the Yogyakarta Ullen Sentalu Museum, the higher their decision to visit.

related in experiential marketing refers to the experience offered to consumers related to social aspects. Relate connects individual consumers with society, or culture. Relate is the main attraction of the deepest desire for consumers to form self-improvement, socio-economic status and image. Relate denotes a group of people who are target consumers where a customer can interact, relate, and share the same pleasure. Managers can create relationships between consumers by direct contact, both telephone and physical contact, accepted to be part of the group or become a member so that consumers are happy and do not hesitate to continue using the product.

Tourists consider that the Yogyakarta Ullen Sentalu Museum, which is in great demand by the outside community, can be a gathering place with friends, family and those closest to them. Besides that, the friendly attitude of the officers makes them feel part of a big family, providing a positive experience to every visitor who makes a tourist visit. The existence of a positive experience on the social aspect will encourage tourists to revisit the Yogyakarta Ullen Sentalu Museum object.

10. The Effect of Relate Experience on Visiting Decisions Through Visitor Satisfaction.

The results of the research that has been done show that relate experience has a significant positive effect on visitor satisfaction and the decision to visit the Ullen Sentalu Museum, Yogyakarta. Similar results also show that visitor satisfaction has a significant effect on the decision to visit the Ullen Sentalu Museum, Yogyakarta. These results indicate that visitor satisfaction is able to mediate the relationship between relate experience and the decision to visit.

Relate is a way of forming or creating a customer community with communication. The Ullen Sentalu Yogyakarta Museum can

create a relationship between its customers with direct contact both telephone and physical contact, being accepted as part of the group so that tourists are happy and feel satisfied so they don't hesitate to come back.

This result is in line with Yudhistianto and Hasyim, (2020). Relate Experience enables consumers to build their relationships with communities and social entities through the process of buying and consuming products. This strategy is the factors that influence consumer or customer satisfaction, which in the end they want to repurchase.

CONCLUSION

In conclusion, the analysis and discussions presented in previous chapters lead to several key findings regarding the Ullen Sentalu Museum in Yogyakarta. Firstly, sense experience significantly positively influences visitors' decision to visit, indicating that a more engaging museum experience increases visitation interest. Secondly, sense experience not only impacts the decision to visit but also enhances visitor satisfaction, which in turn affects the decision to revisit. This suggests that satisfaction mediates the relationship between sense experience and visiting decisions.

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