

THE EFFECT OF EXPERIENTIAL MARKETING, SERVICE QUALITY, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION: A STUDY OF CUSTOMERS AT GOODBOY BARBERSHOP PONOROGO

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ABSTRACT

This study aims to determine the effect of experiential marketing, service quality, and customer value on customer satisfaction at GoodBoy Barbershop Ponorogo customers. The sample in this study were 110 respondents. The testing stages used include instrument testing, classical assumption test, coefficient of determination test and hypothesis testing. The analysis used in this study is multiple linear regression analysis. The results of this study indicate that: (1) Experiential marketing has a positive and significant effect on consumer satisfaction. (2) Service quality has a positive and significant effect on customer satisfaction. (3) Customer value has a positive and significant effect on customer satisfaction. (4) Experiential marketing, service quality, and customer value simultaneously have a positive and significant effect on customer satisfaction.

Keywords : Experiential Marketing, Service Quality, Customer Value, Customer Satisfaction

INTRODUCTION

Bagian Along with the development of urban lifestyles, appearance has become a necessity that is considered important by a segment of society, including men. There are many aspects that men pay attention to regarding their appearance, particularly hairstyle. This condition has led to a continuous increase in the demand for hair-cutting services; consequently, barbershop businesses have become increasingly widespread. A business form that specifically provides hair-cutting services for men is commonly referred to as a barbershop.

A barbershop represents an innovation or development from what was previously known as traditional barbers or hair-cutting services. In reality, barbershop businesses are often established by entrepreneurs, not all of whom possess professional expertise in hair cutting. The term “barber” itself originates from the Latin word barba (beard), thus a barber is an individual whose primary occupation is cutting, styling, grooming, and shaving men’s hair. Currently, barbershop businesses in Indonesia, particularly in major cities and in Ponorogo, are experiencing rapid growth. One of the well-known barbershops in Ponorogo is GoodBoy Barbershop. GoodBoy Barbershop employs eight staff members and operates centrally in Ponorogo. GoodBoy Barbershop was established in 2017 and is located at Jl. Gajah Mada No. 42, Surodikraman, Ponorogo 6349. Among young people, GoodBoy Barbershop has gained considerable recognition. GoodBoy Barbershop is developed with a concept that emphasizes optimal service delivery by providing skilled barbers, a comfortable environment, and a strategically accessible location.

Customers today possess a higher level of education, making it difficult to underestimate the services provided. Customers tend to be more critical, as they have a better understanding of

how they should be treated and served. The problem faced by GoodBoy Barbershop is the presence of customer dissatisfaction, as indicated by several complaints submitted to the management. This issue is an effect of customer dissatisfaction after receiving hair treatment services at GoodBoy Barbershop.

Based on these problems, such factors may influence customer satisfaction. Accordingly, the research problem formulated based on the background above is: whether there is a partial and simultaneous effect of experiential marketing, service quality, and customer value on customer satisfaction at GoodBoy Barbershop Ponorogo.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing Management

Sofjan Assauri (2013) states that marketing management is the activity of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with target markets in order to achieve the long-term objectives of the organization (company).

Murti Sumarni (as cited in Danang Sunyoto, 2014) states that marketing management involves the analysis, planning, implementation, and control of programs designed to create, develop, and maintain profitable exchanges with the organization's target buyers.

Experiential Marketing

Kustini (as cited in Irham Fahmi, 2019) states that experiential marketing refers to marketing activities in which marketers offer products and services by stimulating elements of consumers' emotions and creating various positive experiences for them.

Indicators of Experiential Marketing

The indicators of experiential marketing according to Dewi et al. (2014) are:

1. Sense (Sensory Experience)
2. Feel (Emotional Response)
3. Think (Cognitive Process)
4. Act (Behavioral Pattern)
5. Relate (Social Connection)

Service Quality

Christopher Lovelock (as cited in Fandy Tjiptono, 2011) states that service quality is the level of excellence or deficiency of services delivered by the provider in order to satisfy customers by fulfilling their needs and desires beyond their expectations.

Indicators of Service Quality

The indicators of service quality according to Syahri and Rahmah (2017) are:

1. Tangible (Physical Evidence)
2. Reliability (Dependability)
3. Responsiveness (Promptness)
4. Assurance (Guarantee)
5. Empathy (Personal Attention)

Customer Value

According to Mardikawati (2013), customer value is the comparison between the benefits perceived by customers and the costs incurred to obtain or consume a product. Therefore, customer value represents a preference perceived by customers as well as an evaluation of product attributes and the various consequences arising from product usage in achieving customers' goals and objectives.

Indicators of Customer Value

The indicators of customer value according to Dirgantara (2013) are:

1. Emotional Value
2. Social Value
3. Quality Value (Service Quality Value)
4. Price/Value for Money

Customer Satisfaction

Philip Kotler and Kevin Lane Keller (2012) state that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing perceived performance of a product or service with their expectations. When the performance meets or even exceeds expectations, customers will feel satisfied with the product or service used.

Indicators of Customer Satisfaction

The indicators of customer satisfaction according to Del I. Hawkins and David L. Mothersbaugh (Lonney referenced context) (2013) are:

1. Expectation Conformity
2. Intention to Revisit
3. Willingness to Recommend

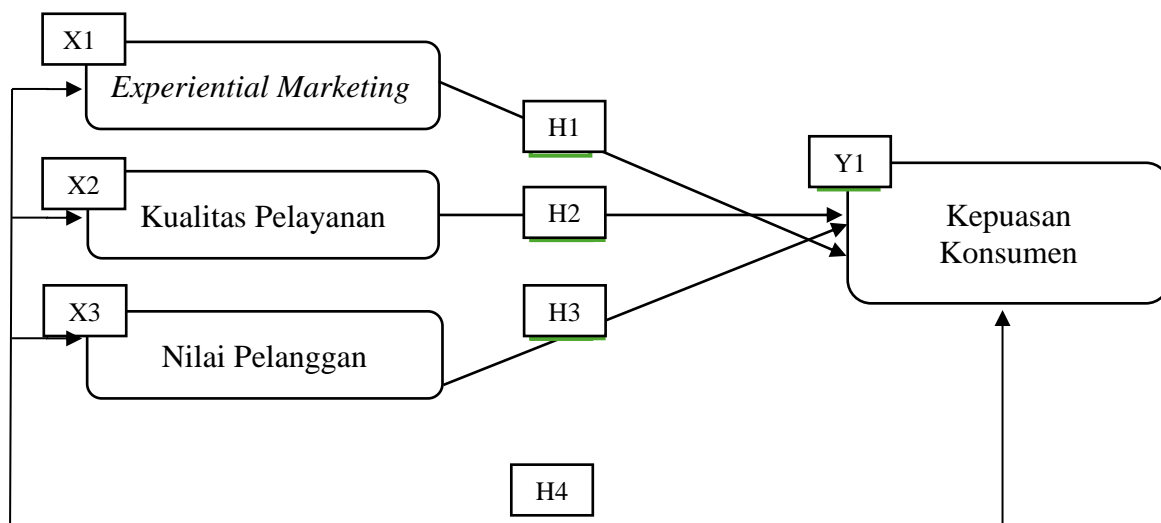
Consumer Behavior

Etta Mamang Sangadji and Sopiah (2013) state that consumer behavior refers to actions directly involved in the consumption, acquisition, and disposal of products and services, including the processes that precede and follow these actions.

John C. Mowen and Michael Minor (2013) state that consumer behavior involves the study of decision-making processes and units related to purchasing, using, and evaluating goods and services.

Conceptual Framework

This study focuses on the influence of experiential marketing, service quality, and customer value on customer satisfaction, with the conceptual framework model illustrated as follows:



Hypotheses:

1. The Effect of Experiential Marketing (X1) on Customer Satisfaction (Y)

The results of previous research conducted by Lisa et al. (2018) indicate that the experiential marketing variable has a positive and significant effect on customer satisfaction. Based on the statement above, the hypothesis in this study can be formulated as follows:

H1: Experiential Marketing has a positive and significant effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo.

2. The Effect of Service Quality (X2) on Customer Satisfaction (Y)

The results of previous research conducted by Farizky and Rahayu (2015) indicate that service quality has a positive and significant effect on customer satisfaction. Based on the statement above, the hypothesis in this study can be formulated as follows:

H2: Service Quality has a positive and significant effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo.

3. The Effect of Customer Value (X3) on Customer Satisfaction (Y)

The results of previous research conducted by Khasanah (2015) indicate that customer value has a positive and significant effect on customer satisfaction. Based on the statement above, the hypothesis in this study can be formulated as follows:

H3: Customer Value has a positive and significant effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo.

4. The Effect of Experiential Marketing (X1), Service Quality (X2), and Customer Value (X3) on Customer Satisfaction (Y)

The results of previous research conducted by Khasanah (2015) indicate that experiential marketing, service quality, and customer value simultaneously have a positive and significant effect on customer satisfaction. Based on the statement above, the hypothesis in this study can be formulated as follows:

H4: Experiential Marketing, Service Quality, and Customer Value simultaneously have a positive and significant effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo.

RESEARCH METHODOLOGY

Population and Sample

The population of this study consists of customers of GoodBoy Barbershop Ponorogo, totaling 539 individuals. The sample for this study was determined using the formula proposed by Suharsimi Arikunto (2010), resulting in 110 respondents.

Data Collection Method

The data source in this study is primary data, obtained through questionnaires using a Likert scale, which were distributed online to the respondents.

Instrument Testing

Sugiyono (2017) states that validity testing is used to measure whether a questionnaire is valid or not. Validity testing is employed to determine the appropriateness of the items in a questionnaire in explaining a variable. The criteria used are that if the calculated correlation coefficient (r -count) is greater than the r -table value and the r -value is positive at a significance level of 5%, then the item is considered valid.

Imam Ghozali (2018) states that reliability testing is a tool used to measure the consistency of a questionnaire. This means that if the measurement is repeated, the results should remain consistent. A variable is considered reliable if the results remain stable. The assessment criterion is that if the Alpha value is greater than 0.6, then the instrument is considered reliable.

Classical Assumption Tests

Imam Ghozali (2016) explains that the normality test is used to determine whether the data are normally distributed or not, using the Kolmogorov–Smirnov test. If the probability or significance value is greater than 0.05, then the data are normally distributed.

Imam Ghozali (2016) explains that the multicollinearity test is used to determine the correlation among independent variables. This is assessed using the Tolerance value and the

Variance Inflation Factor (VIF). If the VIF value is less than 10 and the tolerance value is greater than 0.1, then there is no multicollinearity in the regression model.

Imam Ghozali (2016) explains that the heteroscedasticity test is used to determine whether there is a violation of classical assumptions. This test is conducted by examining the residual plot, specifically the distribution of residual points relative to the Y values. If a certain pattern is observed, it indicates a heteroscedasticity problem. A good regression model (with a significance value of $F > 0.05$) indicates no heteroscedasticity.

Data Analysis Technique

Sugiyono (2017) states that multiple linear regression analysis is used to determine the extent to which several independent variables influence a dependent variable. The multiple linear regression equation used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Singgih Santoso (2014) states that the coefficient of determination (R) is used to determine how much variation in the dependent variable (Y) can be explained by the independent variables (X).

Hypothesis Testing

Singgih Santoso (2013) states that the t-test (partial test) is used to examine the significance level of the effect of independent variables individually on the dependent variable at a significance level of 5%. The criterion is that if t-count is greater than t-table and the significance value is less than 0.05, then the independent variable partially has a significant effect on the dependent variable.

Singgih Santoso (2013) states that the F-test (simultaneous test) is used to examine the overall effect of independent variables included in the regression model on the dependent variable simultaneously. If the F significance value is less than 0.05 or F-count is greater than F-table, then H_0 is rejected and the alternative hypothesis is accepted. This indicates that there is a significant simultaneous effect of the independent variables (X) on the dependent variable (Y).

RESULTS AND DISCUSSION

Uji Validitas

Tabel 1 Hasil Uji Validitas

Variabel	Item	r-hitung	r-tabel	Keterangan
<i>Experiential Marketing</i> (X ₁)	X _{1. 1}	0,610	0,1874	Valid
	X _{1. 2}	0,703	0,1874	Valid
	X _{1. 3}	0,677	0,1874	Valid
	X _{1. 4}	0,667	0,1874	Valid
	X _{1. 5}	0,742	0,1874	Valid
	X _{1. 6}	0,683	0,1874	Valid
Kualitas Pelayanan (X ₂)	X _{2. 1}	0,746	0,1874	Valid
	X _{2. 2}	0,774	0,1874	Valid
	X _{2. 3}	0,768	0,1874	Valid
	X _{2. 4}	0,829	0,1874	Valid

	X _{2. 5}	0,787	0,1874	Valid
	X _{2. 6}	0,799	0,1874	Valid
	X _{2. 7}	0,790	0,1874	Valid
	X _{2. 8}	0,797	0,1874	Valid
	X _{2. 9}	0,801	0,1874	Valid
	X _{2. 10}	0,778	0,1874	Valid
	X _{2. 11}	0,735	0,1874	Valid
	X _{2. 12}	0,700	0,1874	Valid
	X _{2. 13}	0,765	0,1874	Valid
Nilai Pelanggan (X ₃)	X _{3. 1}	0,729	0,1874	Valid
	X _{3. 2}	0,734	0,1874	Valid
	X _{3. 3}	0,712	0,1874	Valid
	X _{3. 4}	0,785	0,1874	Valid
Kepuasan Konsumen (Y)	Y ₁	0,794	0,1874	Valid
	Y ₂	0,868	0,1874	Valid
	Y ₃	0,825	0,1874	Valid
	Y ₄	0,810	0,1874	Valid

Sumber : Data Primer diolah SPSS 16.

The results presented in Table 1 indicate that the calculated r-values (r-count) for all variable items are greater than the r-table value. Therefore, it can be concluded that all research indicators are valid, demonstrating that the data are appropriate and reliable to be used as measurement instruments in this study.

Uji Reliabilitas

Tabel 2 Hasil Uji Reliabilitas

Variabel	Cronbach Alpha	Standard	Keterangan
<i>Experiential Marketing</i> (X ₁)	0,768	0,60	Reliable
Kualitas Pelayanan (X ₂)	0,944	0,60	Reliable
Nilai Pelanggan (X ₃)	0,724	0,60	Reliable
Kepuasan Konsumen (Y)	0,842	0,60	Reliable

Sumber : Data Primer diolah SPSS 16

The results presented in Table 2 indicate that all independent and dependent variables have Cronbach's Alpha values greater than 0.60. This implies that all questionnaire items for the variables—experiential marketing (X₁), service quality (X₂), customer value (X₃), and customer satisfaction (Y)—are considered reliable and can be used as measurement instruments in this study.

Uji Asumsi Klasik

Uji Normalitas

Tabel 3 Hasil Uji Normalitas

	Asymp. Sig. (2-tailed)	Keterangan
<i>Unstandardized Residual</i>	0.091	Berdistribusi Normal

Sumber : Data Primer diolah SPSS 16.

In this normality test, the One-Sample Kolmogorov–Smirnov test was employed, which shows an Asymp. Sig. (2-tailed) value of 0.091. This normality test is conducted to ensure the integrity of the data and to avoid potential data manipulation. The result meets the normality assumption requirements, indicating that the data in this study are normally distributed

Uji Multikolinieritas

Tabel 4 Hasil Uji Multikolinieritas

Variabel	Colinearity Statistics	
	Tolerance	VIF
<i>Experiential Marketing</i> (X1)	0.389	2,574
Kualitas Pelayanan (X2)	0,534	1,871
Nilai Pelanggan (X3)	0,434	2,305

Sumber : Data Primer diolah SPSS 16

The table shows that the variables of experiential marketing, service quality, and customer value have tolerance values greater than 0.1 and VIF values less than 10. This indicates that the model meets the assumptions and can be applied in this study, as there is no multicollinearity among the independent variables.

Uji Heteroskedastisitas

Tabel 5 Hasil Uji Heteroskedastisitas

Variabel	Nilai Signifikansi	Kriteria
<i>Experiential Marketing</i> (X1)	0,052	> 0.05
Kualitas Pelayanan (X2)	0,064	> 0.05
Nilai Pelanggan (X3)	0,406	> 0,05

Sumber : Data Primer diolah SPSS 16

It is shown that the independent variables, namely experiential marketing, service quality, and customer value, have significance values greater than 0.05. In accordance with the required criteria, this indicates that the data are free from heteroscedasticity.

Analisis Regresi Linear Berganda

Tabel 6 Hasil Uji Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	1.166		1.344	0.182
	EM	0.255	0.078	0.335	3.266	0.001
	KP	0.057	0.027	0.184	2.099	0.038
	NP	0.356	0.106	0.326	3.360	0.001

a. Dependent Variable: Kepuasan konsumen

Sumber : Data Primer diolah SPSS 16

Based on Table 6, the multiple linear regression equation is obtained as follows:

$$Y = 1.568 + 0.255X_1 + 0.057X_2 + 0.356X_3 + e$$

The multiple linear regression equation provides the following interpretation:

1. The constant value is 1.568 and is positive. This value implies that when the variables experiential marketing (X_1), service quality (X_2), and customer value (X_3) are absent or held constant, the value of customer satisfaction (Y) is 1.568. This value represents the influence of other variables not included in the regression model.
2. The experiential marketing variable (X_1) has a coefficient of 0.255, indicating a positive effect of experiential marketing on customer satisfaction. This means that if experiential marketing

(X₁) increases by one unit, customer satisfaction (Y) will increase by 0.255 units, assuming other variables remain constant.

3. The service quality variable (X₂) has a coefficient of 0.057, indicating a positive effect of service quality on customer satisfaction. This means that if service quality (X₂) increases by one unit, customer satisfaction (Y) will increase by 0.057 units, assuming other variables remain constant.
4. The customer value variable (X₃) has a coefficient of 0.356, indicating a positive effect of customer value on customer satisfaction. This means that if customer value (X₃) increases by one unit, customer satisfaction (Y) will increase by 0.356 units, assuming other variables remain constant.

Koefisien Determinasi

Tabel 7 Hasil Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.753 ^a	0.567	0.554	1.72744

a. Predictors: (Constant), NP, KP, EM

Sumber : Data Primer diolah SPSS 22

Table 7 shows that the R Square value is 0.567, which indicates that the contribution of the independent variables—experiential marketing (X₁), service quality (X₂), and customer value (X₃)—to the dependent variable, customer satisfaction (Y), is 56.7%. The remaining 43.3% is explained by other variables not included in this study.

Uji t (Parsial)

Tabel 8 Hasil Uji T (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	1.166		1.344	0.182
	EM	0.255	0.078	0.335	3.266	0.001
	KP	0.057	0.027	0.184	2.099	0.038
	NP	0.356	0.106	0.326	3.360	0.001

a. Dependent Variable: Kepuasan konsumen

Sumber : Data Primer diolah SPSS 16.

Based on the results presented in Table 8, the significance value for the experiential marketing variable (X₁) on customer satisfaction (Y) is 0.001 < 0.05, and the t-value (t-count) is 3.266 > t-table (1.98260). It can therefore be concluded that experiential marketing (X₁) has a significant effect on customer satisfaction (Y).

The service quality variable (X₂) on customer satisfaction (Y) has a significance value of 0.038 < 0.05, and the t-value (t-count) is 2.099 > t-table (1.98260). Thus, it can be concluded that service quality (X₂) has a significant effect on customer satisfaction (Y).

The customer value variable (X3) on customer satisfaction (Y) has a significance value of $0.001 < 0.05$, and the t-value (t-count) is $3.360 > t\text{-table} (1.98260)$. Therefore, it can be concluded that customer value (X3) has a significant effect on customer satisfaction (Y).

Uji F (Simultan)

Tabel 9 Hasil Uji F (Simultan)

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	413.365	3	137.788	46.175	.000 ^a
	Residual	316.308	106	2.984		
	Total	729.673	109			

a. Predictors: (Constant), NP, KP, EM

b. Dependent Variable: KK

Sumber : Data Primer diolah SPSS 22

Based on Table 9, the calculated F-value is 46.175 with a significance value of 0.000. At a significance level of 5% and degrees of freedom $df = (k-1) : (n-k) = (4-1) : (110-4) = 3 : 106$, the F-table value is 2.69. Since the calculated F-value (46.175) is greater than the F-table value (2.69), it can be concluded that experiential marketing, service quality, and customer value simultaneously have a positive effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo.

DISCUSSION

The Effect of Experiential Marketing (X1) on Customer Satisfaction among Customers of GoodBoy Barbershop Ponorogo

Based on the research findings, it can be concluded that the experiential marketing implemented by GoodBoy Barbershop is effective. Customer satisfaction is closely influenced by experiential marketing, where positive emotional engagement and meaningful experiences provided to customers are able to enhance their satisfaction during hair treatment services.

The Effect of Service Quality (X2) on Customer Satisfaction among Customers of GoodBoy Barbershop Ponorogo

Based on the research findings, it can be concluded that the service quality provided by GoodBoy Barbershop Ponorogo is considered capable of meeting customer expectations. Customers are more likely to choose companies that are able to deliver high-quality services, as this leads to greater customer satisfaction.

The Effect of Customer Value (X3) on Customer Satisfaction among Customers of GoodBoy Barbershop Ponorogo

Based on the research findings, it can be concluded that the customer value offered by GoodBoy Barbershop is satisfactory. The perceived value directly contributes to overall satisfaction. Higher emotional value perceived by customers, along with a price that is consistent with the benefits received, will enhance customer satisfaction.

The Effect of Experiential Marketing (X1), Service Quality (X2), and Customer Value (X3) on Customer Satisfaction (Y) among Customers of GoodBoy Barbershop Ponorogo

Based on the research findings, it can be concluded that experiential marketing, service quality, and customer value simultaneously have a positive and significant effect on customer satisfaction among customers of GoodBoy Barbershop Ponorogo. This indicates that well-implemented experiential marketing, high service quality, and strong customer value that align with customer expectations will positively influence customer satisfaction.

CONCLUSIONS

1. Variabel Experiential Marketing berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada pelanggan GoodBoy Barbershop Ponorogo.
2. Variabel Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada pelanggan GoodBoy Barbershop Ponorogo.
3. Variabel Nilai Pelanggan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada pelanggan GoodBoy Barbershop Ponorogo.
4. Variabel Experiential Marketing, Kualitas Pelayanan dan Nilai Pelanggan secara simultan berpengaruh positif dan signifikan terhadap Kepuasan Konsumen pada pelanggan GoodBoy Barbershop Ponorogo.

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