

The Effect of Service Quality, Company Image, And Experiential Marketing On Consumer Loyalty of Ace Hardware BG Junction Surabaya

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ABSTRACT

The purpose of this study is to determine the effect of Service Quality, Company Image and Experiential Marketing on Consumer Loyalty of ACE Hardware BG Junction Surabaya simultaneously and partially. The analysis technique uses Multiple Regression Test (multiple regression) with the SPSS program. The results showed that the variables of service quality, company image and experiential marketing had a joint or simultaneous effect on customer satisfaction at ACE Hardware at BG Junction Surabaya. For Service quality has a positive and significant influence on customer satisfaction. Company image does not have a positive and significant effect on customer satisfaction. Experiential marketing has a positive and significant influence on customer satisfaction.

Keywords: Service Quality, Company Image, Experiential Marketing, Consumer Loyalty

INTRODUCTION

In the recent global market competition, many goods and services have emerged in the market and consumers have become critical in buying products. Consumers will buy any brand or product as long as the product is good, quality and affordable. Therefore, entrepreneurs must be able to attract consumers to buy their products. One way that can be done is by providing good service so that consumers are loyal to the company. Loyalty is defined as the attitude of a customer to subscribe to a certain brand even though there are situations where customers have the potential to switch to buying other products. With consumer loyalty, it can be said that this is a tangible manifestation of the success of a service company in carrying out all its activities

The creation of customer satisfaction can provide benefits, including harmonious relations between the company and customers, providing a good basis for repeat purchases and creating customer loyalty and forming a word of mouth recommendation that is profitable for the company. indicators that make up customer satisfaction are pleasure, satisfaction with service, satisfaction with the system and financial satisfaction (Mranani et al., 2019).

Loyalty includes the possibility of further purchases or changes to the service agreement or vice versa how likely the customer will switch to another brand or service provider. Several studies have proven that there is a significant influence between value, service quality and satisfaction on customer loyalty. Among them are Samuel and Wijaya (2009) who conclude that there is a significant influence between Perceive Value, Service Quality, Satisfaction, Trust on Loyalty to PT

Ace Hardware Customers, where Trust cannot be an intervening variable but Satisfaction acts as an intervening for Perceived Value and Service Quality for Loyalty.

Established in 1995 as a subsidiary of PT. Kawan Lama Sejahtera - the #1 engineering and industrial equipment center in Indonesia, PT. Ace Hardware Indonesia, Tbk. is the sole licensee of ACE Hardware in this country, directly appointed by ACE Hardware Corporation, USA. The first ACE Hardware Indonesia store opened in Supermal Karawaci, Tangerang, in the same year, followed by a series of other stores in various regions quickly. This rapid growth is fully supported by various logistics warehouses at central points, an integrated modern distribution system, as well as professional staff whose abilities are continuously improved through various trainings, seminars, and other skill improvement systems.

Currently, ACE is a Pioneer and Complete Center for Home & Lifestyle Equipment, with 99 stores in various bustling centers in major cities in Indonesia. The largest ACE store, which is also the largest in the world, is located in Alam Sutera, Serpong - Tangerang. ACE Alam Sutera is the flagship of ACE Stores in this country, which has an area of 15,000 square meters, and provides more than 75,000 types of quality products in complete categories. The breakthrough in providing a wide range of products under one roof has made ACE the main destination in finding solutions for home appliances and modern Indonesian family lifestyles.

Meanwhile, the concept of "The Helpful Place" is the answer to various needs that are commonly encountered by customers on a daily basis. In addition to a complete product collection, we continue to innovate in providing the best service, from presales to aftersales, including Free Delivery Service, Free Installation, 10 Days Return Policy, Price Guarantee, and so on. ACE offers not just conventional buying and selling transactions, but more than that, a rewarding shopping experience.

But so far PT Ace Hardware Indonesia tbk has not grown without competitors because there are also large retail stores such as Carrefour and Hypermart which are the main competitors in the retail sector in Indonesia. And Carrefour and Hypermart also have their own advantages because apart from being a provider of household utensils, they are also supermarkets that provide food needs. This of course makes competition happen not only regarding the existing products but also to the quality of service to attract more customers. Based on the description above, the authors are interested in conducting research on "The Effect of Service Quality, Company Image and Experiential Marketing on Consumer Loyalty of ACE Hardware BG Junction Surabaya"

RESEARCH METHODS

Research design

Researchers use a quantitative approach by looking at the phenomenon & to measure the effect of service quality, company image and experiential marketing on consumer loyalty. The type of research is clause research.

Variable

The variables of this study consist of the independent variable and the dependent variable, each of which has a cause-and-effect relationship. The independent variable that will be used in this research is Service Quality (X1), Company Image (X2), and Experiential Marketing (X3) . While the dependent variable is Consumer Loyalty (Y).

Variable Operational Definition

1. Service Quality (X1)

Service Quality is an effort by ACE Hardware to meet consumer needs and desires as well as accuracy in delivery which is intended to balance consumer expectations. In this study, the measurement for service quality is divided into 5 (five) dimensions, namely:

1. Reliability (X1.1), namely the ability of sales to provide the promised service accurately and reliably;
2. Responsiveness (X1.2), namely the willingness of sales to help consumers and provide fast service;
3. Guarantee (X1.3), which includes knowledge, competence, courtesy, and trustworthiness of the salesperson, free from danger, risk or doubt.
4. Empathy (X1.4), including ease in establishing good communication including personal attention and understanding of the specific needs of customers with sales;
5. Physical Evidence (X1.5), including physical facilities in accordance with the services offered.

2. Company image (X2)

Company image is the impression obtained by consumers in accordance with one's knowledge and experience about ACE Hardware, which is a company image attached to the minds of consumers which will add to the consumer's experience in utilizing ACE Hardware products, resulting in higher consumer loyalty to ACE Hardware products. This variable is measured from the answers to the questionnaire regarding;

- a. Company image compared to competitors (X2.1), defined that ACE Hardware has a more impressive reputation in the minds of consumers than other companies;
- b. Product image in the eyes of consumers (X2.2), it is defined that ACE Hardware products are more trustworthy and more able to meet consumer needs compared to other companies;

c. Satisfactory service image (X2.3), defined that ACE Hardware's service is better than other companies.

3. Experiential Marketing (X3)

Experiential marketing is a relational approach carried out by ACE Hardware sales that involves the emotions and feelings of consumers by creating unforgettable positive experiences, so that consumers consume and are fanatical about ACE Hardware products. Customer involvement at this stage includes five things called Strategic Experiential Modules (SEMs), which were developed by Schmitt (1999) which are modules that can be used to create various types of experiences for consumers, including;

1. sense (X3.1)
2. feel (X3.2),
3. think (X3.3),
4. act (habit) (X3.4),
5. relate (ACE Hardware X3.5),

4. Consumer Loyalty (Y)

seeks to understand, interact with consumers and empathize with their needs. With this strategy, it is expected that consumers will become loyal, willing to make long-term relationships, use the company's products and services continuously and recommend them to their friends and closest people, including:

1. Repurchase (Y.1), is the willingness of consumers to re-transaction by utilizing the services provided;
2. Recommendation (Y.2), is verbal communication made by Gojek consumers regarding their good transaction experiences to others (word of mouth);
3. Commitment (Y.3), is the willingness of consumers to continue to use the services provided by ACE Hardware in the future and is reluctant to stop as consumers.

Data collection technique

To get the data needed, the authors carry out data collection activities in two ways:

1. Field research (field research)
2. Literature research (literature research)

As for the type of data, the authors distinguish into two types of data, namely: primary data and secondary data.

Population, Sample, and Sampling technique

According to Sugiyono (2014:80) the population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population to be studied is the consumers of ACE Hardware BG Junction Surabaya whose population is unknown. The sampling method used

in this study is systematic random sampling according to the order of arrival of visitors, namely between 5 visitors.

Research Instruments

The research instrument is a tool used to measure the observed natural and social phenomena. Specifically, all these phenomena are called research variables (Sugiyono, 2009). In this study, the researcher used a structured scale where the questionnaire in this study was given directly to the respondents. While the statements were used in the form of closed statements and open statements.

Data analysis

According to (Hadi, 2000) said that data analysis is the method used to process the data obtained so that a conclusion is obtained. The data analysis method used is statistical analysis. The statistical method used is the Product Moment Correlation Analysis technique which is a correlation analysis of a relationship between one variable and another (Muhid, 2010).

Data Analysis Method

Data analysis methods used are:

1. Multiple regression test (multiple regression)
2. F test
3. t test
4. Coefficient of Determination

Quantitative Data Analysis

Quantitative analysis is a form of analysis that is presented in numbers that can be measured and calculated. The results of the calculation of the score or value are then used in statistical analysis carried out using the SPSS program.

RESULTS AND DISCUSSION

Respondents and gender

Table 1. The number of respondents analyzed in this study amounted to 100 people

Descriptive Data by Gender

Gender	Number of Respondents	Percentage
Man	61	61
Woman	39	39
TOTAL	100	100

Based on the table, it is known that the majority of respondents are male, as many as 61 people (%) while female respondents are 39 people (39%). This is because the goods sold at ACE Hardware are male consumptive.

Respondents by Age

The results of the study indicate that the majority of respondents are aged 24-29 years, as many as 36 people (36%), followed by respondents aged more than 30 years as many as 33 people (33%), then respondents aged 30-35 years as many as 20 people (20%).

Table 2. This is because at that age usually someone has the desire to shop varied.

Age	Number of respondents	Percentage
18-23 years old	11	11
24-29 years old	36	36
30-35 years old	20	20
>30 years	33	33
TOTAL	100	100

Respondents by Monthly Income

Based on the results of the study, it is known that the income of the most respondents per month is between 1,000,000-3,000,000, namely 42 people (42%), then more than 5,000,000 as many as 28 people (28%) and income between 3,000,000-5,000. 000 as many as 23 people (23%).

Table 3. Respondents by Monthly Income

Income	Number of respondents	Percentage
<1.000.000	7	7
1.000.000-3.000.000	42	42
3.000.000-5.000.000	23	23
>5.000.000	28	28
TOTAL	100	100

Descriptive Data by Last Education

Based on the research, it is known that the most recent education of respondents is S1 as many as 72 people (72%), then as many as 20 people (20%), then S2 as many as 5 people (5%) and SMP as many as 3 people (3%) . The resulting table is as follows:

Table 4. Descriptive Data by Last Education

Education	Number of respondents	Percentage
SD	0	0
JUNIOR HIGH SCHOOL	3	3
SMA/SMK	20	20
D3	0	0
S1	72	72
S2	5	5
S3	0	0
TOTAL	100	100

Data Analysis and Discussion

Overview of Research Variables

Variable descriptions in descriptive statistics used in this study include the minimum, maximum, range, mean and standard deviation of one dependent variable, namely customer satisfaction and three independent variables, namely service quality, company image and experiential marketing.

Table 5. Overview of Research Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	100	2,60	5,00	3,6740	,50585
Company Image	100	2,30	5,00	3,6280	,51583
Experiential Marketing	100	2,20	5,00	3,5100	,51198
Kepuasan Pelanggan	100	2,30	5,00	3,6780	,48712
Valid N (listwise)	100				

From the table above, it can be seen that there is a sufficient gap in the maximum and minimum values of the service quality variable, company image. experiential marketing and customer satisfaction.

1. Description of Service Quality

From the table it can be explained that the lowest (minimum) score is 2.60 and the highest (maximum) is 5.00 with a range of 5. The average score of the answers to these variables is 3.6740 with a standard deviation of 0.505 so that the standard deviation is smaller than the value. average. This indicates that the distribution of data on respondents' perceptions of service quality (X1) of ACE Hardware consumers at BG Junction Surabaya is good.

2. Company Image Description

From the table it can be explained that the lowest (minimum) score is 2.30 and the highest (maximum) is 5.00 with a range of 5. The average score of the answers to these variables is 3.628 with a standard deviation of 0.515 so that the standard deviation is smaller than the average value. flat. This indicates that the distribution of data on respondents' perceptions of the company image (X2) of ACE Hardware consumers at BG Junction Surabaya is good.

3. Experiential Marketing Description

From the table it can be explained that the lowest (minimum) score is 2.20 and the highest (maximum) is 5.00 with a range of 5. The average score of the answers to these variables is 3.510 with a standard deviation of 0.511 so that the standard deviation is smaller than the average value. flat. This indicates that the distribution of data on respondents' perceptions of experiential marketing (X3) of ACE Hardware consumers at BG Junction Surabaya is good.

4. Description of Customer Satisfaction

From the table it can be explained that the lowest (minimum) score is 2.30 and the highest (maximum) is 5.00 with a range of 5. The average score of the answers to these variables is 3.678 with a standard deviation of 0.487 so that the standard deviation is smaller than the average value. flat. This indicates that the distribution of data on respondents' perceptions of customer satisfaction (Y) for ACE Hardware consumers at BG Junction Surabaya is good.

Validity Test

Validity test is used to measure the validity or validity of a questionnaire. The results of the study are considered valid if there are similarities between the data collected and the data that actually occurs in the object under study. In this case, question items are used which are expected to accurately reveal the measured variables (Widiyanto, 2005). Testing the validity of using Pearson's product moment formula is carried out by calculating the correlation between each question item score of each variable with the total score of that variable. For this study, the value of df can be calculated as follows $df = n - k$ or $100 - 3 = 97$, with a significance level of 0.05, the r table is 0.1663 (one tail).

Table 6. Results of The Validity Test

Variabel/Item	R hitung	R tabel (one tail)	Valid/Tida
<i>Service Image</i>			
X1.1	0.536	0.1663	Valid
X1.2	0.557	0.1663	Valid
X1.3	0.596	0.1663	Valid
X1.4	0.582	0.1663	Valid
X1.5	0.480	0.1663	Valid
<i>Company Image</i>			
X2.1	0.519	0.1663	Valid
X2.2	0.614	0.1663	Valid
X2.3	0.458	0.1663	Valid
<i>Experiential Marketing</i>			
X3.1	0.533	0.1663	Valid
X3.2	0.522	0.1663	Valid
X3.3	0.511	0.1663	Valid
X3.4	0.393	0.1663	Valid
X3.5	0.497	0.1663	Valid
<i>Customer satisfaction</i>			
Y1	0.506	0.1663	Valid
Y2	0.547	0.1663	Valid
Y3	0.427	0.1663	Valid

Reliability Test

The reliability test was used to measure the consistency of the research constructs/variables. A variable is said to be reliable if the respondent's answers to questions are consistent or stable from time to time. The level of reliability of a research construct/variable can be seen from the statistical results of Cronbach Alpha (α). A variable is said to be reliable if it gives a Cronbach alpha value > 0.60 (Ghozali, 2005).

Table 6. Results of the reliability calculation by SPSS

Reliability Statistics	
Cronbach's Alpha	N of Items
.735	17

As can be seen in the table, all statements on the questionnaire are considered reliable because the value of Cronbach's Alpha Based on Standardized Items in each variable is >0.6 .

Classic assumption test

1. Multicollinearity Test

Multicollinearity test was conducted to test whether the regression model found a correlation between independent variables.

A good regression model should not have a correlation between the independent variables. Testing for the presence or absence of multicollinearity symptoms is carried out by taking into account the value of the correlation matrix generated during data processing and the value of VIF (Variance Inflation Factor) and Tolerance. If no correlation matrix value is greater than 0.5, it can be said that the data to be analyzed is free from multicollinearity. Then if the VIF value is below 10 and the tolerance value is close to 1, it can be concluded that the regression model does not have multicollinearity (Singgih Santoso, 2000).

Table 7. Multicollinearity test results

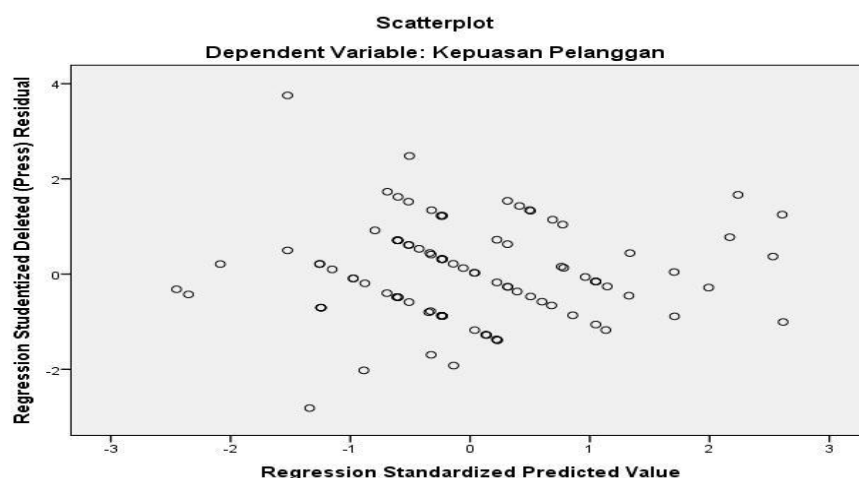
Collinearity Statistic		
Variabel	Toleran	VIF
Service Quality	0.468	2.138
Company Image	0.471	2.125
Experiential Marketing	0.983	1.017

Based on the table above, it can be seen that the regression model does not experience multicollinearity disorders. This can be seen in the tolerance value of each variable is greater than 10 percent (0.1). The results of the VIF calculation also show that the VIF value of each variable is less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

2. Heteroscedasticity Test

Heteroscedasticity test is carried out to test whether in a regression model the residual variance inequality from one observation to another is fixed, it is called Heteroscedasticity (Singgih Santoso, 2000). One way to detect heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and the residual value (SRESID). If the dots form a certain regular pattern such as a large wave widening, then narrowing then heteroscedasticity has occurred. If the points spread above and below the number

0 on the Y axis without forming a certain pattern, then there is no heteroscedasticity. The results of the heteroscedasticity test from the SPSS program can be seen in the following figure:

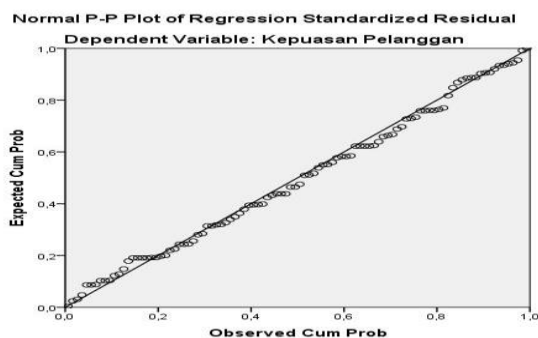


In the picture above, it can be seen that the points on the scatterplot graph do not have a clear distribution pattern and the points spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity disorder in the regression model.

3. Normality Test

The purpose of the normality test is to test whether in a regression model, the dependent variable and the independent variable or both have a normal distribution or not. A good regression model is a normal or close to normal data distribution. Normality detection is done by looking at the Normal Probability Plot graph (Ghozali, 2005).

To test whether the data distribution is normal or not, it can be done by looking at the normal probability plot graph which compares the cumulative distribution of the actual data with the cumulative distribution of the normal distribution. If the data spreads around the line and follows the direction of the diagonal line then the regression model fulfills the assumption of normality but if the data spreads away from the diagonal line and/or follows the direction of the diagonal line then the regression model does not meet the assumption of normality. The results of the normality test can be seen in the following figure:



In the figure it can be seen that the normal probability plot graph shows a normal graph pattern. This can be seen from the points that spread around the normal graph. This can be seen from the points that spread around the diagonal line and the spread follows the diagonal line. Therefore, it can be concluded that the regression model is feasible to use because it meets the assumption of normality.

4. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in period t-1 (previous). Detection of autocorrelation was carried out with the Durbin-Watson statistical test (Ghozali, 2013:110)

Table 8. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,732 ^a	,536	,521	,33701	2,133

a. Predictors: (Constant), Experiential Marketing, Company Image, Service Quality

b. Dependent Variable: Kepuasan Pelanggan

Based on the table above from the results of the autocorrelation test, the calculation of the Durbin-Watson value shows that it has a value of 2.133, it means that in this study there is an autocorrelation problem because Durbin-Watson is at $du < d < 4-du$, namely $1.6131 < 2.133 > 1,7364$

5. Linearity Test

The linear test aims to prove whether the model used is linear or not. To detect whether the model should use linear or not, several methods are used, one of which is the linearity test with the Ramsey method used in this study.

Table 9. Linearity Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,589	3	4,196	36,947	,000 ^b
	Residual	10,903	96	,114		
	Total	23,492	99			

a. Dependent Variable: Kepuasan Pelanggan

a b. Predictors: (Constant), Experiential Marketing, Company Image, Service Quality

sed on the table above, the results of the SPSS output obtained by the calculated F value ($36,947 > F \text{ table } (2,699)$) it is stated that the regression model is linear, where $F \text{ table} = 2,699$ is obtained from alpha 5%, $m = 1$ and $(n - k) = 100 - 3 = 97$.

Multiple Linear Regression Analysis

This study uses multiple linear regression to prove the research hypothesis. This analysis uses input based on the data obtained from the questionnaire. The complete results of data processing using the SPSS program are in the appendix and are further summarized as follows:

Table 10. Multiple Linear Regression Analysis

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,780	,331		2,357	,020		
	Sevice Quality	,164	,098	,171	1,680	,096	,468	2,138
	Company Image	-,004	,096	-,004	-,044	,965	,471	2,125
	Experiential Marketing	,658	,067	,691	9,859	,000	,983	1,017

a. Dependent Variable: Kepuasan Pelanggan

Based on the data table above where the results of the regression analysis obtained the following regression equation:

$$Y = 0.780 + 0.164 X_1 - 0.004 X_2 + 0.658 X_3$$

The results of multiple linear regression analysis which are still in the form of numbers can be explained in easy-to-understand language as follows:

1. Constant = 0.780

It can be explained that the magnitude of this constant of 0.780 indicates that if there are no variables including service quality (X_1), company image (X_2) and experiential marketing (X_3) variables, then customer satisfaction increases by 0.780 units.

2. $b_1 = 0.164$

The value of 0.164 on the service quality variable (X_1) is positive, so it can be said that the higher the level of service quality provided to ACE Hardware consumers, the higher the customer satisfaction.

3. $b_2 = -0.004$

The value of -0.004 in the company image variable (X_2) is negative, so it can be said that the lower the level of company image given to ACE Hardware consumers, the lower customer satisfaction will be.

4. $b_3 = 0.658$

The value of 0.658 on the experiential marketing variable (X_3) is positive so it can be said that the higher the level of experiential marketing given to ACE Hardware consumers, the higher the customer satisfaction.

Statistical Hypothesis Testing

1. t test

Basically the T test shows how far the influence of one independent variable partially in explaining the variation of the dependent variable. The complete results of data processing using the SPSS program are in the appendix and are further summarized as follows:

Table 11. Statistical Hypothesis Testing

Model	T	Sig.
(Constant)	2,357	,020
x1	1,680	,006
x2	-0,044	,965
X3	9,859	,000

The results of the coefficients through hypothesis testing and then compared with the T table, namely $n = \text{number of samples} = 100$ with $\alpha = 0.05$, then the T table is 1.66023. So from the results of each variable it can be seen which variables affect customer satisfaction as follows:

H1: Test the service quality hypothesis on customer satisfaction from the calculation results obtained that T count for X1 is 1.680 greater than T table 1.660 with a significance of 0.006 less than a significance level of 0.05. It means that it can be concluded that H_0 is rejected, so this shows that the service quality variable has a positive and significant effect on customer satisfaction

H2: Test the company image hypothesis on customer satisfaction from the calculation results obtained that T arithmetic for X2 is -0.044 smaller than T table 1.660 with a significance of 0.965 greater than a significance level of 0.05. It means that it can be concluded that H_0 is accepted, then this shows that the company image variable has no positive and significant effect on customer satisfaction

H3: Test the experiential marketing hypothesis on customer satisfaction from the calculation results obtained that T count for X3 is 9.859 which is greater than T table 1.660 with a significance of 0.000 less than a significance level of 0.05. It means that it can be concluded that H_0 is rejected, then this shows that the experiential marketing variable has a positive and significant effect on customer satisfaction

2. Simultaneous Test (F Test)

Used to determine the relationship between the independent variable and the dependent variable, whether the service quality (X1), company image (X2) and experiential marketing (X3) variables really have a simultaneous (together) effect on the dependent variable Y (customer satisfaction).

The testing steps are as follows (Ghozali, 2005):

a. Determining Hypothesis Formulation

$H_0 : 1 = 2 \ 0$, meaning that the variables X_1 , X_2 , X_3 , X_4 and X_5 have no simultaneous significant effect on the Y variable.

$H_1 : 1 = 2 \ 0$, meaning that the variables X_1 , X_2 , X_3 , X_4 and X_5 have a significant effect simultaneously on the Y variable.

b. Determine the 95% confidence degree ($\alpha = 0.05$)

c. Determining significance

- The significance value (P Value) < 0.05 , then H_0 is rejected and H_a is accepted.
- The significance value (P Value) > 0.05 then H_0 is accepted and H_a is rejected.

d. Making conclusions

- If (P Value) < 0.05 then H_0 is rejected and H_a is accepted. This means that the independent variables simultaneously (together) affect the dependent variable.
- If (P Value) > 0.05 then H_0 is accepted and H_a is rejected. This means that the independent variables simultaneously (together) do not affect the dependent variable.

Table 12. Results of the F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,589	3	4,196	36,947	,000 ^b
	Residual	10,903	96	,114		
	Total	23,492	99			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Experiential Marketing, Company Image, Service Quality

From the results of the F test in this study, the calculated F value was 36.947 with a significance number (P value) of 0.000. With a significance level of 95% ($\alpha = 0.05$). The significance number (P value) is $0.000 < 0.05$. On the basis of this comparison, H_0 is rejected or it means that the service quality, company image and experiential marketing variables have a significant influence together on the customer satisfaction variable.

3. Coefficient of Determination

The coefficient of determination (R^2) is carried out to see whether there is a perfect relationship or not, which is indicated by whether changes in the independent variables (service quality, company image and experiential marketing) will be followed by the dependent variable (customer satisfaction) in the same proportion. This test is done by looking at the value of R Square (R^2). The value of the coefficient of determination is between 0 to 1.

Furthermore, a small R^2 value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to 1 means that

the independent variables provide almost all the information needed to predict the dependent variation (Ghozali, 2005).

The value used in this study is the Adjusted R² value because this value can increase or decrease if one independent variable is added to the model being tested.

Table 13. Adjusted R² value
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,732 ^a	,536	,521	,33701	2,133

a. Predictors: (Constant), Experiential Marketing, Company Image, Service Quality

b. Dependent Variable: Kepuasan Pelanggan

In table 13 it can be seen that the value of Adjusted R² is 0.521. This means that the independent variables (service quality, company image and experiential marketing) can explain the dependent variable (customer satisfaction) by 52.1%, while the rest is explained by other factors not examined.

The Influence of Service Quality on Customer Satisfaction

The results of the research that has been carried out by researchers can be concluded that the service quality variable is partially tested resulting in a T count of 1.680 which is greater than T table of 1.660 and a sig value of 0.006 which is smaller than the significance rate of 0.05. Based on the data above, the service quality variable in this study has a positive and significant effect on customer satisfaction with ACE Hardware at BG Junction Surabaya.

Based on the results of multiple linear regression analysis, the value of $b_1 = 0.164$ was obtained. This means that the service quality variable affects customer satisfaction by 0.164 or has a positive effect, which means that if the service quality variable increases, it will affect customer satisfaction by 0.164.

The researcher concludes that if the service quality is of high quality, then customer satisfaction will increase. Because the service quality that is in the opinion of consumers is able to affect customer satisfaction ACE Hardware at BG Junction Surabaya. The majority of ACE Hardware consumers are consumers who are very concerned about service quality, so they have good quality.

Based on the discussion above that H₀ (hypothesis 0) in this study was rejected, which means that service quality has a positive and significant effect on the customer satisfaction variable.

The Effect of Company Image on Customer Satisfaction

The results of the research that has been carried out by researchers can be concluded that the company image variable is partially tested resulting in a T count of -0.044 which is smaller than the T table of 1.660 and the sig value of 0.965, which is greater than the significance rate of 0.05.

Based on the data above, the company image variable in this study has a positive and significant effect on customer satisfaction with ACE Hardware at BG Junction Surabaya.

Based on the results of multiple linear regression analysis, the value of $b_2 = -0.004$ was obtained. This means that the company image variable affects customer satisfaction by -0.004 or affects

negatively, which means that if the company image variable decreases, it will affect customer satisfaction by -0.004 .

The Effect of Experiential Marketing on Customer Satisfaction

The results of the research that has been carried out by researchers can be concluded that the experiential marketing variable was partially tested resulting in a T count of 9.859 which is greater than T table of 1.660 and a sig value of 0.000 which is smaller than the significance rate of 0.05. Based on the data above, the experiential marketing variable in this study has a positive and significant effect on the customer satisfaction variable for ACE Hardware at BG Junction Surabaya.

Based on the results of multiple linear regression analysis, the value of $b_3 = 0.658$ was obtained. This means that the experiential marketing variable affects customer satisfaction by 0.658 or has a positive effect, which means that if the experiential marketing variable increases, it will affect customer satisfaction by 0.658.

The Influence of Service Quality, Company Image and Experiential Marketing on Customer Satisfaction

Based on the results of research conducted by researchers that the variables of service quality, company image and experiential marketing have a positive and significant effect simultaneously on customer satisfaction at ACE Hardware at BG Junction Surabaya. This is based on the results of the F test calculation, by comparing the calculated F and the F table, it is obtained that the calculated F (36.947) is greater than the F table (2.699), and the significance value is 0.000 less than the significance level of 0.05. The results of the analysis of the coefficient of determination (R^2) show the number of Adjusted R Square 0.521 or 52.1%. This means that 52.1% of service quality, company image and experiential marketing variables can explain the variance of customer satisfaction variables, the remaining 47.9% can be explained by other variables outside of the research variables not discussed in this study.

The analysis and data above show that service quality, company image and experiential marketing have a positive and significant effect on customer satisfaction.

Based on the analysis and data above, it can be concluded that H1 (Hypothesis 1) in this study, namely service quality, company image and experiential marketing have a positive and significant effect simultaneously on ACE Hardware customer satisfaction at BG Junction

Surabaya. By improving service quality, company image and experiential marketing, it will have a positive effect on customer satisfaction.

CONCLUSION

Based on the data obtained after reprocessing, the results of research on the effect of service quality, company image and experiential marketing on customer satisfaction at ACE Hardware at BG Junction Surabaya, Testing together, shows that the variables of service quality, company image and experiential marketing have a joint or simultaneous effect on customer satisfaction at ACE Hardware at BG Junction Surabaya. So that H1 (Hypothesis 1) which states that service quality, company image and experiential marketing have a joint or simultaneous effect on customer satisfaction at ACE Hardware at BG Junction Surabaya, is accepted.

Service quality has a positive and significant influence on customer satisfaction. So that H2 (Hypothesis 2) which states that service quality has a positive and partially significant effect on customer satisfaction at ACE Hardware at BG Junction Surabaya, is accepted. Company image does not have a positive and significant effect on customer satisfaction. So H2 (Hypothesis 2) which states that company image does not have a positive and partially significant effect on customer satisfaction at ACE Hardware at BG Junction Surabaya, is rejected. Experiential marketing has a positive and significant influence on customer satisfaction. So H2 (Hypothesis 2) which states that experiential marketing has a positive and partially significant effect on customer satisfaction at ACE Hardware at BG Junction Surabaya, is accepted.

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