

MODEL CUSTOMER SATISFACTION AND CUSTOMER BEHAVIOUR INTENTION IN IMPROVING THE DIMENSION OF REFERRAL MARKETING, EXPERIENTIAL MARKETING, SERVICE MARKETING

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ABSTRACT

This research aims to test and analyze customer satisfaction model and customer behaviour intention in meningkatkan dimensi referral marketing, experiential Marketing, service marketing in customer user product PT. DenpooMandiri Indonesia Branch Surabaya have been respondents to the study as much as 130 people, consisting of 90 women and 40 men. This analysis uses the analysis path. Calculation of statistical analysis using SPSS aimed at calculating the significant or absence of a study. This research can contribute to the company PT. DenpooMandiri Indonesia in increasing customer satisfaction by combining the dimensions that will be researched and researchers want to help increase the sales level of Denpoo products so that the product can be felt by the customer. Findings of this research with statistical analysis calculations using SPSS Path analysis that aims to calculate the significant or absence of a study. Based on the results of the overall research of data analysis can be noted that empirically tested by Bersama–sama referral marketing variables, experiential marketing, service marketing, customer satisfaction has a significant impact to the customer behaviour intention. Customers will increase when referral marketing variables, experiential marketing, service Marketing can be tested and can provide benefits to the community and employees of the company.

Keywords: Referral Marketing, Experiential Marketing, Service Marketing, Customer Behaviour Intention and Customer Satisfaction

INTRODUCTION

Given the movement of local business is very dynamic. In addition, we also provide SMES coaching and mentoring such as production training, entrepreneurship management, and business legality. Capturing creative industry opportunities. The development of creative industries in SMES is very important because having a big role in economic building proved to contribute quite large in GDP and able to overcome the multiplicity. The strategy of SMES creative industry in the framework of the challenge of the revolution of the era of 4.0 can be done through: (1) SDM as the capital base, (2) industry, (3) technology, (4) resources, (5) institutions, and (6) financial institutions. In addition, it is covered by a good relationship to support and symbolize mutualism between the scholars (intellectuals), business and government. With this Straregi is expected that the SME

industry products are able to compete in the global market, especially in Revolution Era 4.0. Theori Gap, Referral Marketing according to (16) mentions that Referral Marketing is known to be able to have a big influence and impact on the marketing of products or services compared to the communication activities in the Umumya. According to (19) defines experiential marketing as an impressive memory or an experience that takes place into the minds of customer an. Service Marketing According to (8) is about promises. Promises are made to the customer and should be on guard. (19) stated that service marketing is part of a whole service system where the company has a form of contact with its customers, from advertising to billing, it includes the contact made at the time of service submission. The repurchase interest is part of the customer's purchasing behaviour where the suitability between the performance of the products or services offered by the company

generates customer interest to consume it again in the future (13) Repurchase Intention tendency to purchase behaviour from customers in a product or service that is done repeatedly within a certain period and actively likes and has a positive attitude towards a product of goods or services, based on the experience that has been done in the past (19) Customer satisfaction activities conducted by a company will eventually be based on the value that will be given by the customer about the satisfaction that has been felt after experiencing the product or service that it is wearing. According (6), defining about customer satisfaction is the level of feeling that customers who have felt expressed the results of comparison to the performance of products (services) received and expected. According to (1) it is said that satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived feelings between expectations before the purchase of actual performance of the product or service that is felt after its use. The purpose of a business is to make the customers feel satisfied, because maintaining customer satisfaction is a very important thing to raise the company's income according (10).

Research on the impact of referral marketing. Recommendations can be made through social media or word of mouth. (11) examines the influence of BlackBerry Referral Marketing communication on Blackberry to purchasing decisions (case study on students of the extension of the management study Program Faculty of Economics University of Pasundan Bandung in 2000-2012). The research method uses multiple linear regression. The results of the Referral Marketing Research obtained is 57.3% influence the purchase decision and enter the category quite influence. (7) examined the influence of Referral Marketing on the decision-making process of the House Of Adity products. The method used multiple linear regression. The results of the simultaneous hypothesis test of the Referral Marketing were positively and significantly affected by the House Of Adity purchasing decision. (Mranani and Lastianti, 2019) with the research title of Experiential Marketing influence analysis on the interest in repurchase customers Cafe Buntos 99 Sidoarjo. This research variables about Experiential Marketing and buying interest. In

this research the analyzers used are descriptive analysis and multiple linear regression analyses. The results showed that the experiential marketing has significant effect on customers' re-purchase interest Cafe Buntos 99 Sidoarjo. The study was held to measure the level of experiential marketing of Cafe Buntos 99 against customers repurchase interest. (Nadya, Yacob and Patricia, 2018) with research title influence experiential marketing towards customer loyalty (The effect of Experiential Marketing on Customer Loyalty). The research method of using a survey consisting of 100 respondents chosen randomly, the purpose of this research is to explain experiential marketing influences that consist of the variables Sense, Feel, Think, ACT and Relate against customer loyalty and analyzing the most dominant variables impacting customer loyalty. The results showed that the sense, feel, think, act and relate influence positive and significant towards customer loyalty. (2) titled Service marketing influence on customer purchase decision at Lulumart Minimarket in Samarinda City. The purpose of this research is to know the effect of simultaneous or partial variable retailing mix consisting of location, product, price, promotion, shop atmosphere, and service to the customer's purchase decision at the Lulumart Minimarket in Samarinda City and to know which variable retailing mix is the most pangaruh to customer purchase decision. (Kartikasari, Dimyati and Sukarno, 2018) titled Service Marketing Influence on purchasing decision of Batik Jambi. The purpose of this research is to find out if there is a significant difference in product factors, promotion price and the contribution to purchasing decision for the Showrom DEKRANASDA. The methods used in this study are descriptive and verifedative. Calculation results found that only variable price that has a dominant influence on the purchase decision of Batik in the Showroom Dekranasda Jambi province. Based on other studies conducted by (12) who examined the simultaneous and partial influence of service marketing on the re-purchase behavior of Pepsodent brand toothpaste in Denpasar, stating that service marketing simultaneously has significant effect on the repurchase behavior of Pepsodent brand toothpaste in Denpasar. While service marketing

in partial has no significant effect on the re-purchase behaviour of Pepsodent brand toothpaste in Denpasar City, and said that the price of service marketing is a significant effect on the re-purchase of Pepsodent brand toothpaste in Denpasar city, while other marketing mix, product (products), distribution system (PLACE), and promotion activities (promotion) has no effect significantly on re-purchase of Pepsodent brand toothpaste product in Denpasar city. Wilson, (20) titled "Customer Experience Influence on re-purchase of case studies on customers of our coffee shop Hotspot Kendari". The analysis technique of data in use of output SPSS obtained results that the ikatan partially influential positive and significant repurchase interest. The results of the study stated that the relationship (relate) significantly affected the re-purchase interest. (2) the purpose of this research is to know the influence of service quality and servicescape to customer satisfaction. The results concluded that the quality of service and Servicescape simultaneously have a positive influence on the satisfaction of the visitors of Hotel Gran Puri Manado. Management should improve services and servicescape so that hotel visitors are maximally satisfied with the service provided. (15) Research on the quality of products, prices and quality of service affects the customer satisfaction of a Nissan March car at PT. Wahana Wirawan Manado. The results of the study showed that the product quality, price and quality of service were simultaneously influential for customer satisfaction. Gap phenomenon that occurs nowadays electronic customers are more likely to see the product directly in order to be able to assess the quality and specifications of a product Denpoo. But not a few electronic products on the market are competing against each other to sell their goods and want to achieve their own profit. While the service is done by PT. Denpoo Mandiri Indonesia not very satisfying customers, so it does not attract the attention of customers to buy Denpoo product. Because of lack of Referral Marketing communication then at least the introduction of Denpoo products in the community. Salesman only uses Referral Marketing to the leadership of the store employees without offering and introducing to customers. And its method of introduction is also based on brochures given to shop employees, but

does not have experiential marketing to make loyal customers by touching their emotions and giving a positive feeling to the product. (3) Not least customers complain of damage to the goods used after the purchase period will make the customer infidelity to Denpoo products. The customer will re-purchase after purchasing one of Denpoo's electronic products. An interesting offer will make customers loyalty to Denpoo products, when the service marketing done by the salesman is less favorable to the interest of customers then the goods that are sold only a glimpse of the customer. As for the quality and specifications of Denpoo Electronics is still competitive by the superior brands, such as Sanken, Midea, Haier, Polytron, Samsung, Gea, Panasonic and others, which are already widely known by customers. Sales marketing has not found a marketing strategy to attract customers' intentions in order to repurchase Denpoo products. Because in terms of promotion still use the brochure alone without going through a variety of media, including television commercials (TV) and Radio, Referral Marketing to the community, distribution of brochures and so on and in terms of marketing there is no effort to withdraw the intention of customers to repurchase Denpoo products. For the service of the purchase made through the shop, if the goods are not available then the collection of goods in the warehouse, it can prevent the customers get the goods and can affect the customer satisfaction because it causes indent goods. So that customers feel dissatisfied with the lack of availability of goods desired customers. Customers make repurchase through customer satisfaction before, if customers do not settle for Denpoo product then there is no interest in re-purchase of the product. With the background above, researchers are interested in conducting this research on the promotion done by marketing, the experience that marketing has to attract customers to re-purchase and market and offer customers a product of rebuying interest through customer satisfaction. Problem Based on the problems outlined from the background, research can identify the following problems: Is there any influence of Referral Marketing to customer satisfaction electronic Denpoo products Surabaya branch, Is there any influence Experiential Marketing towards customer satisfaction

electronic Denpoo products Surabaya branch, Is there a Service Marketing influence on customer satisfaction of Denpoo Electronics branch Surabaya, What is the influence of Referral Marketing on the purchase interest of electronic Denpoo products Surabaya branch, Is there any influence of Experiential Marketing on the interest of re-buying product Denpoo electronic branch Surabaya, What is the influence of Service Marketing on the purchase interest of electronic Denpoo products Surabaya branch, Is there any influence of customer satisfaction on the interest in re-purchase of products Denpoo Electronic branch Surabaya and Urgency Research This research raises the issue about the business phenomenon that occurs in electronic services companies in East Java still need an increase in Reveral Marketing, Service Marketing, Experiential Marketing and Improvement Customer Satisfaction and Customer behaviour Intention every employee at PT. DeppoMandiri Indonesia in JawaTimur as well as planting Trust Customer to increase Customerrelationship Intention through increased Customer Satisfaction. Proven there are still many in the electronic services company in East Java that decreases the values of relationship intention nya because customer satisfaction is still not well formed so it will impact the level of customer satisfaction that will choose the purchase of products at PT. DenpooMandiri Indonesia and will weaken the public belief in the interest of customers to vote in the company of electronic services and will attenuate marketing strength to customers of users DenpooMandiri Indonesia in East Java , therefore, this research is very urgent to help the development of its business through several dimensions that will be proposed and to assist in improving the development of business in electronic services companies especially in Surabaya. According to (5) repurchase interest is part of the customer's purchasing behaviour where the suitability between the performance of the products or services offered by the company generates a customer's interest in order to consume it again in the future. With the intention of re-purchase is a motivational level of a customer to track the behavior of a product buyer when the customer has a purpose to re-purchase a product with a particular brand, then the

customer indirectly has a loyal behaviour and is satisfied with the brand. The customer's desire to purchase a product is based on trust and value relating to the action of buying or using the product. Essentially a repurchase interest is a person's behaviour caused by past behavior (consumption experience) that directly affects the interest to Reconsume in the future (1). The tight competition at this time makes the company should be able to survive and always try to provide satisfactory service in order to attract attention and retain its customers (17). (5) argues, contentment is a person's feeling of pleasure or disappointment resulting from comparing the performance of a perceived product (or outcome) to their expectation. According to (), referral marketing is known as a powerful tool to market or promote a product or company at no cost or for a very small fee. In addition, referral marketing is also the most powerful, inexpensive, effective promotional strategy that can be used in business. From the description it can be concluded that referral marketing is essentially information in the form of oral messages about products or services, even the company itself, that was once experienced by the buyer who then delivered to others in an informal way. According to (5) Referral Marketing or word of mouth communication is a process of communication in the form of a recommendation either individually or in a group of products or services aimed at providing personal information. (10) states that experiential marketing can provide more value to a product or service by the side of the customer experience while consuming it. In addition to the products and services offered, one of the media that plays an active role in the success of a product is the marketing of the product. The goal will be achieved if the company seeks to produce and deliver goods and services that customers want by providing the best service, facilities and price that support, so that will fulfill customer satisfaction. The development of marketing concepts has grown rapidly where marketing concepts now no longer focus on their products but now the concept of marketing focuses on customers. Thus, an interesting experience will give the customers something different in enjoying their products or services (19). Marketing services have a number of differences with marketing of goods that are

already known in general, therefore good understanding of service marketing needs to be supported with the understanding of the service itself. Some experts on services have sought to formulate a diverse sense of service. As for some understanding of the service. According to (5), services are any actions or performances that one party may offer to other parties that are intangible in principle and do not cause transfer of ownership. The production of services cannot be bound or not to a physical product.

METHODOLOGY

The sampling technique is a technique to take samples, in determining the sample there are two techniques that are Probability sampling techniques consisting of simple random, proportionate stratified random sampling, disproportionate stratified random sampling and area sampling. While non probability sampling consist of systematic sampling, quota sampling, sampling accidental, purposive sampling, saturation sampling and snowball sampling. In this study the sampling used non probability sampling by using accidental sampling techniques, according to (18) Accidental sampling is a technique of sampling based on coincidence, ie anyone who incidentally or incidental meet with the researcher can be used as a sample, when viewed by the person who happened to found it suitable as a data source, in this research all customers 21.00 17.00 of electronic Products Denpoo Branch Surabaya , in addition to using conventional questionnaires as above authors also shared an online questionnaire for respondents i.e. electronic customers.

Data collection methods and research instruments

Data Collection Methods

Data collection techniques are a step that is perfectly field research, because the main purpose of the research is data collection. By conducting a live review of the institution that is the object to get the primary data. By the way of the questionnaire, library studies, documentation

Data Collection Process

From the data collected, then processed, compiled, and compared and analyzed on the basis of theory and drawn a conclusion to give the necessary advice. The data processing process includes: Editing, Coding, Tabulation.

Research instruments

In quantitative research the main instrument was to conduct data analysis using Likert scale. According to (18) The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. But in this study it used only four levels of Likert scale because most of the respondents in Indonesia tend to choose neutral or hesitant and avoid unconventional research results. The following scales of Likert used in this study, as follows: Strongly disagree (STS); Disagree (TS); Agree (S); Strongly Agree (SS)

Data Analysis Techniques

Data analysis techniques in this research using SPSS version 21 software in which data analysis using path analysis is a research method that was first developed by a geneticist, namely Sewall Wright (18). A pathway analysis is an applied form of multi-regression analysis stating that the analysis of the pathway is used to test the likelihood of a causal relationship between three or more variables. Thus, the analysis of the pathway is essentially a means of analyzing the causal relationship between variables to know both the direct influence and indirect effect of the independent variable against the dependent variable. The analysis of this pathway is an extension of double regression used to assess causality (causal) relationships between predefined variables, as well as to test the amount of contributions or contributions of each exogenous variable to the endogenous Ghozali variable (2006). The equation of the model formula for regression analysis data hypothesis, the equation is as follows:

$$Y_1 = \rho Y_1 X_1 + \rho Y_1 X_2 + \rho Y_1 X_3 + \rho Y_1 \epsilon_1$$

(Model 1)

$$Y_2 = \rho Y_2 X_1 + \rho Y_2 X_2 + \rho Y_2 X_3 + \rho Y_2 \epsilon_2$$

(Model 2)

$$Y_2 = \rho Y_2 X_1 + \rho Y_2 X_2 + \rho Y_2 X_3 + \rho Y_2 Y_1 + \rho Y_1 \epsilon_1$$

(Model 3)

Description :

X₁ (Variabel endogen/independen) = Referral Marketing

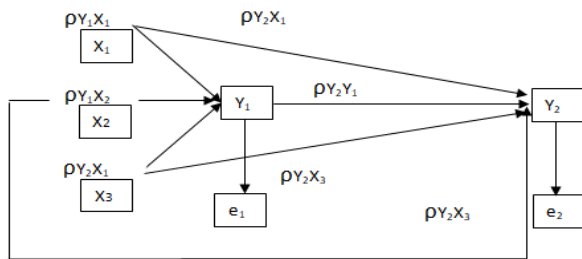
X₂ (Variabel endogen/independen) = Experiential Marketing

X₃ (Variabel endogen/independen) = Service Marketing

Y₁ (Variabel Intervening) = Customer Satisfaction

Y_2 (Variabel eksogen/dependen)
 = Customer Behaviour Intention
 ϵ = Standart Error

Based on the above two equations, the analysis path image, to determine the following structural



sub-sub:

Figure 3.1 : Sub Structural Research Path Analysis
 Source: Ferdinand, (2016)

The Path Analysis equation Model

Path Analysis test is used to know referral marketing, experiential marketing, service marketing directly or indirectly to the interest of

Variable	Direct Effect	Indirect Effect	Total Effect	t	Sig.	Ket
X1 - Y1	0,146	0	0,146	1,662	0,099	Not Significant
X2 - Y1	0,134	0	0,134	1,477	0,142	Not Significant
X3 - Y1	0,193	0	0,193	2,156	0,033	Significant
X1 - Y2	0,120	0	0,120	1,365	0,175	Not Significant
X2 - Y2	0,228	0	0,228	2,514	0,013	Significant
X3 - Y2	0,107	0	0,107	1,196	0,234	Not Significant
X1 - Y2	0,119	(0,146 x 0,008) = 0,001	(0,119 + 0,001) = 0,120	1,332	0,185	Not Significant
X2 - Y2	0,227	(0,134 x 0,008) = 0,001	(0,227 + 0,001) = 0,228	2,471	0,015	Significant
X3 - Y2	0,106	(0,392 x 0,008) = 0,002	(0,106 + 0,002) = 0,108	1,153	0,251	Not Significant
Y1 - Y2	0,008	0	0,008	0,089	0,629	Not Significant

re-purchase through customer satisfaction. Here is an overview of test Model Path Analysis in the form of direct and indirect influence table:

Table 4.1

Direct and indirect impact tables

Direct Effect

Here's a summary of the direct influences between the referral marketing variables (X1), experiential Marketing (X2), service marketing (X3) and customer satisfaction (Y1) on the re-purchase interest (Y2) that can be seen in the 4.9 table:

1. Direct influence of Referral marketing (X1) to Customer satisfaction (Y1) = 0.146. This value indicates that the referral marketing variable does not affect the customer satisfaction variable of the Denpoo electronic branch product by 14.6% with a significant value of 0.099.

This means that the referral marketing variables do not affect the increasing customer satisfaction of the product Denpoo electronic branch Surabaya. So it can be interpreted insignificant because the

2. weaker referral marketing created by the company, the weaker the level of customer satisfaction.
3. Direct influence of experiential marketing (X2) against customer satisfaction (Y1) = 0.134. This value shows that the experiential marketing variables do not affect the customer satisfaction variables of the product Denpoo electronic branch Surabaya by 13.4% with a significant value of 0.142. Meaning variable experiential marketing does not affect the increasing customer satisfaction of the product Denpoo electronic branch Surabaya. So it can be interpreted insignificant because the weaker level of experiential marketing is obtained by customers, the weaker the level of customer satisfaction.
4. Direct effect of service marketing (X3) to Customer satisfaction (Y1) = 0.193. This value indicates that the service marketing variable is able to affect the customer satisfaction variables of the product Denpoo electronic branch Surabaya by 19.3% with the value of Signifikan0,033. This means that the service marketing variables affect the increasing customer satisfaction of the product Denpoo electronic branch Surabaya. So it can also be interpreted that the higher the level of service marketing, the higher the level of customer satisfaction.
5. Direct influence of Referral marketing (X1) against repurchase interest (Y2) = 0.120. This value indicates that the referral marketing variable does not affect the repurchase interest variable of the product's Denpoo electronic branch by 12% with a significant value of 0.175. This means that the referral marketing variables do not affect the increase interest in the product re-purchase Denpoo electronic branch Surabaya. So it can be interpreted insignificant because

- the weaker referral marketing is created by the company, the weaker the interest rate is re-purchase.
6. Direct influence of experiential marketing (X2) against repurchase interest (Y2) = 0.228. This value indicates that the experiential marketing variables do not affect the purchase interest variable of the product Denpoo Electronic branch by 22.8% with a significant value of 0.013. It means that variable experiential marketing is able to influence the increased interest in buying product Denpoo electronic branch Surabaya. So it can be interpreted significantly because the more powerful experiential marketing created by the company, the stronger the interest rate of re-purchase.
 7. Immediate effect of service marketing (X3) against repurchase interest (Y2) = 0.107. This value indicates that the service marketing variable does not affect the repurchase interest variable of the product's Denpoo electronic branch by 10.7% with a significant value of 0.234. This means that variables do not affect the increasing interest in the product re-purchase Denpoo electronic branch Surabaya. So it can be interpreted insignificant because the weaker service marketing created by the company, the weaker also the interest rate of re-purchase.
 8. Direct influence of Referral marketing (X1) against repurchase interest (Y2) = 0.119. This value indicates that the referral marketing variable does not affect the repurchase interest variable of the Denpoo electronic branch brand product of 11.9% with a significant value of 0.185. This means that the referral marketing variables do not affect the interest in re-purchase of products Denpoo Electronic branch Surabaya. So it can be interpreted insignificant that the weaker referral marketing created by the company then the weaker interest re-purchase to use the product
 9. Direct influence of experiential marketing (X2) against repurchase interest (Y2) = 0.227 This value indicates that a variable

experiential marketing is able to influence the variable interest re-buy product Denpoo electronic branch Surabaya by 22.7% with a significant value of 0.015. The meaning of experiential marketing variables greatly affects the emergence of repurchase interest to use the product Denpoo Electronic branch Surabaya. So it can be interpreted that the higher level of servicemarketing perceived by customers will affect the high level of re-purchase interest using the product.

Based on the results it is known that having the most direct influence is experiential marketing variable to the re-purchase interest variable of 2.28%. It is stated that the stronger experiential marketing created by the product Denpoo Electronics Branch Surabaya will affect the high level of customer satisfaction.

1. Indirect Effect : Here's a summary of the indirect influences between the referral marketing variables (X1), experiential Marketing (X2), service marketing (X3) against the re-purchase interest (Y2) through customer satisfaction (Y1) that can be seen in the 4.1 table:
2. Indirect effect of referral marketing (X1) on a repurchase interest (Y2) through customer satisfaction (Y1) of 0.001. This means that the referral marketing variable indirectly affects a re-purchase interest variable through a customer satisfaction variable of 00.1% with a significant value of 0.815. The figure is negative, so it can be said that the referral marketing variable has a country's influence over the re-purchase interest variables via customer satisfaction variables. Thus the total influence is $0.119 + 0.001 = 0.120$.
3. Indirect influence experiential Marketing (X2) against repurchase interest (Y2) through customer satisfaction (Y1) amounting to 0.001. The meaning of experiential marketing variables indirectly affects the re-purchase interest variable through a customer satisfaction variable of 00.1% with a significant value of 0.015. These numbers are positive, so it can be said that the experiential marketing variables have a positive influence over the re-purchase interest

variables via customer satisfaction variables. Thus the total influence is $0.227 + 0.001 = 0.228$.

4. Indirect effect of service marketing (X3) against repurchase interest (Y2) through customer satisfaction (Y1) of 0.002. This means that the service marketing variables indirectly affect the re-purchase interest variables via customer satisfaction variables of 00.2% with a significant value of 0.251. These numbers are negative, so it can be said that the service marketing variables have a negative influence on the re-purchase interest variables via customer satisfaction variables. Thus the total influence is $0.106 + 0.002 = 0.108$.

Results and Discussion

Based on the results of the descriptive analysis that has been done by each variable customer satisfaction, interest re-buy, Referral Marketing, Experiential Marketing and Service Marketing have been positively perceived by customers. This research aims to determine the most dominant customer in the gender category is 90 respondents of 130 respondents. Findings of research results on the analysis and test hypotheses that have been done that the Referral Marketing variables have no significant effect on customer satisfaction of the products electronic Denpoo Surabaya Branch so that the proposed research hypothesis can not be proved correct. And subsequent findings of analysis research results and hypotheses that have been conducted that the Experiential Marketing variables have no significant effect on customer satisfaction of the products electronic Denpoo Surabaya Branch so that the proposed research hypothesis can not be proved correct. Further findings of analysis and hypothesis test results that have been done that the Service Marketing variable has a significant effect on customer satisfaction of the product electronic Denpoo Surabaya Branch so that the proposed research hypothesis can be proven correct. Further findings of analysis and hypothesis test results that have been done that the Referral Marketing variables have no significant effect on the interest in re-buy product Denpoo Electronic branch Surabaya so that the proposed research hypothesis is not demonstrable. Further findings of analysis and

hypothesis test results have been conducted that Experiential Marketing variables have significant effect on the interest of re-purchase products electronic Denpoo Branch Surabaya so that the proposed research hypothesis can be proven correct. Furthermore, the results of the results of analysis and hypothesis tests that have been done that the Service Marketing variables have no significant effect on the interest in re-buy product Denpoo Electronic branch Surabaya so that the proposed research hypothesis can not be proved correct. Findings of analysis and hypothesis tests that have been conducted that variable customer satisfaction has no significant effect on the interest in re-buy product Denpoo Electronic branch Surabaya so that the proposed research hypothesis can not be proved correct. Based on the results of analysis and hypothesized test that has been done that the Referral Marketing variables have no significant effect on the interest of repurchase through customer satisfaction of the product Denpoo electronics Surabaya Branch so that the proposed research hypothesis is not demonstrable. Based on the results of the analysis and the hypothesis test that has been done that Experiential Marketing variables have significant effect on the interest of re-purchase through customer satisfaction electronic Denpoo branch of Surabaya so that the proposed research hypothesis can be proven correct. Based on the results of the analysis and the hypothesis test that has been done that the Service Marketing variables have no significant effect on the interest of re-purchase through customer satisfaction of the product Denpoo electronic branch Surabaya so that the proposed research hypothesis is not demonstrable.

V. SUGGESTIONS

Based on the results of the study and the above conclusion, the suggestion that the researcher said: because it found the result of insignificant variables that can affect the variable customer satisfaction and re-buy interest products Denpoo Electronic Branch Surabaya which resulted in a reduced sense of consumer satisfaction and repurchase interest The results of this study can be used as the basis for subsequent studies to measure the level of customer satisfaction and repurchase interest. This study uses 5 variables classified as 3 free variables, 1 bound variable and 1 variable intervening with a sample of 130

respondents. In addition, the sampling should be expanded and developed into more so that it can be obtained significant research results and Akuran.

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