

CUSTOMER INTENTION TOWARD THEME PARK: THE MEDIATING ROLE OF SERVICE QUALITY AND EXPERIENTIAL MARKETING ON THE IMPACT OF CUSTOMER ATTITUDE

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ABSTRACT

Dunia Fantasi (Dufan) located in Taman Impian Jaya Ancol is one leading recreational unit with specific characteristics as a theme park. A research was done towards with service quality and implementation of experiential marketing applied in Dufan using path analysis. Experiential marketing was studied to have a direct effect, positive and significant impact on customer attitude variables. The basic objective of this research is to determine the effect of service quality and implementation of experiential marketing to customer attitude and its impact on customer intention of Dufan. Data collection was conducted through questionnaire given to Dufan visitors. From the results of data analysis we found that service quality has not significantly influenced customer's attitude. The study revealed that the direct effect between experiential marketing and customer intention is 'strong'. As a subsequent finding, service quality has not given a significant effect on customer intention. However, experiential marketing was found having an indirect influence on customer intention mediated by attitude, in which the results of the study suggested that the indirect effect is 'strong'. Eventually, customer attitude has a direct positive and significant impact on customer intention variables. The direct influence of customer attitude to customer intention in Fantasy World, was 'strong'.

Keywords: service quality, experiential marketing, customer attitude, customer intention

ABSTRAK

Dunia Fantasi (Dufan) yang terletak di Taman Impian Jaya Ancol adalah suatu unit rekreasi terkemuka dengan karakteristik tertentu sebagai taman bermain. Sebuah penelitian dilakukan terhadap dengan kualitas pelayanan dan pelaksanaan experiential marketing yang diterapkan di Dufan menggunakan analisis jalur. Experiential marketing dipelajari apakah memiliki efek langsung, dampak positif dan signifikan terhadap variabel sikap pelanggan. Tujuan dasar dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan dan pelaksanaan experiential marketing terhadap sikap pelanggan dan dampaknya terhadap niat pelanggan Dufan. Pengumpulan data dilakukan melalui kuesioner yang diberikan kepada pengunjung Dufan. Dari hasil analisis data kami menemukan bahwa kualitas pelayanan tidak berpengaruh signifikan terhadap sikap pelanggan. Hasil penelitian menunjukkan bahwa pengaruh langsung antara experiential marketing dan niat pelanggan adalah 'kuat'. Sebagai temuan berikutnya, kualitas pelayanan belum memberikan dampak yang signifikan terhadap niat pelanggan. Namun, experiential marketing ditemukan memiliki pengaruh tidak langsung yang kuat pada niat pelanggan yang dimediasi oleh sikap. Akhirnya, sikap pelanggan memiliki dampak positif dan signifikan terhadap variabel niat pelanggan. Pengaruh langsung sikap pelanggan untuk niat pelanggan di Dunia Fantasi adalah 'kuat'.

Kata kunci: kualitas pelayanan, pemasaran pengalaman, sikap pelanggan, niat pelanggan

INTRODUCTION

Positive developments in the business travel and tourism industry brings fresh air to the entrepreneurs to continue developing their business. Theme park is one trend in tourism business widely developed around the world. Dunia Fantasi often called Dufan is a leading theme park in Indonesia owned by PT. Pembangunan Jaya Ancol (Taman Impian Jaya Ancol). Dufan becomes the most visited destination by people from both local and outside Jakarta, from children to adults.

Having loyal customers is one of the goals of every company. Therefore, it is important for Dunia Fantasi to pursue the formation of customers' positive attitudes that will bring positive intentions for the company.

Attitude is a pattern of feelings, beliefs, and behavioral tendencies of people, ideas, or objects that remain in the long term (in Prasetijo & Ihalauw Lefton, 2005). Schiffman & Kanuk in Prasetijo & Ihalauw (2005:104) says that attitude is a learned predisposition to respond consistently in some object, in the form of likes and dislikes. The former component of attitude in Prasetijo & Ihalauw (2005:106) are: the cognitive component, affective component and the conative component.

According to Zeithaml, Berry and Parasuraman (1996), behavioral intentions are the result of a process that emphasizes the satisfaction of the intention to understand the behavior of a customer's decision to remain in or move out of the company. Customer Intention dimension by Parasuraman et al; Bloemer, de Ruyter, and Wetzels in Japariato (2006:46) are: the repurchase intention, word of mouth, loyalty, price sensitivity and behavior complain.

Dunia Fantasi also needs to determine the contribution of service quality and execution of experiential marketing applied. It is very useful for the evaluation and continuous improvement of Dunia Fantasi.

Service quality is something special that is expected to be top quality and controlled on a special quality to meet consumer needs (Zeithaml and Bitner, 2000). Dimensions of Service Quality by PZB, as quoted by Chin and Wu (2009), are: direct evidence (tangibles), reliability, responsiveness, assurance and empathy.

According to Lee, Hsiao, and Yang (2010) experiential marketing means the memory is not forgotten or experience is deeply rooted in one's mind. The consumer insists on their own experience during the process of consumption. This allows consumers to engage in sentimental and emotional experience that impressive to increase consumer purchases and increase the added value of a product. The dimension of experiential marketing, as quoted in Andreani (2007) and Rini (2009), are: sense, feel, think, act and relate.

Researchers observed that Dunia Fantasi has long been implementing experiential marketing where visitors get to experience all the stimuli when visiting Dunia Fantasi. Then, researchers assessed the quality service provided by each personnel of Dunia Fantasi to visitors. The research objectives are as follow: (1) to analyze whether the service quality and implementation of experiential marketing strategies of Dunia Fantasi bring effects to customer attitude either partially or in a combination; (2) to analyze whether the service quality and implementation of experiential marketing strategy, as well as customer attitude affect customer intention; (3) to analyze any effects of service quality on customer intention either directly or indirectly through customer attitude variables; (4) to analyze whether the implementation of experiential marketing influences customer intention both directly and indirectly through customer attitude variables; (5) to analyze whether customer attitude directly affects customer intention.

Therefore, the problem formulations are as follow: (1) Is the service quality and implementation of experiential marketing strategies bring effects either partial or a combination of customer attitude on Dunia Fantasi? (2) Is the service quality and implementation of experiential marketing strategy, as well as customer attitude effect either partially or by a combination with customer intention for Dunia Fantasi? (3) Is service quality brings effects on customer intention for Dunia Fantasi either directly or indirectly through customer attitude variables? (4) Is experiential marketing implementation influence customer intention for Dunia Fantasi either directly or indirectly through customer attitude variables? (5) Is customer attitude directly affects customer intention for Dunia Fantasi?

There are a lot of benefits of the research. For PT Pembangunan Jaya Ancol, Tbk.: (1) the results of this study can provide useful input to the PT. Pembangunan Jaya Ancol Tbk in determining the future policies for the Dunia Fantasi; (2) The results of this study can be used as a measurement of service quality and marketing strategies. Therefore, it can be used for consideration in future decision-making as the basis for developing the marketing strategy of Dunia Fantasi. For Readers, the research provides: (1) insight and knowledge about policies of service quality and marketing strategies; (2) information about how to study the effect among the variables. For the development of science, the research can be used as a reference and consideration in doing further research.

The hypothesis to be tested in the study based on the objectives of the study (95% confidence level, precision level of error is believed to be 5%) described as follows:

To test whether the service quality and experiential marketing strategies bring effects to customer attitude for Dunia Fantasi either partially or in a combination, we use the following hypotheses:

Hypothesis 1:

Ho: Service Quality (X_1) and experiential marketing (X_2) does not contribute significantly to Customer Attitude (Y) in Dunia Fantasi.

Ha : Service Quality (X_1) and experiential marketing (X_2) contribute significantly to Customer Attitude (Y) in Dunia Fantasi

Hypothesis 2:

Ho: Service Quality (X_1) does not contribute significantly to the Customer Attitude (Y) in Dunia Fantasi.

Ha: Service Quality (X_1) contribute significantly to the Customer Attitude (Y) in Dunia Fantasi.

Hypothesis 3:

Ho: Experiential marketing (X_2) does not contribute significantly to the Customer Attitude (Y) in Dunia Fantasi.

Ha: Experiential marketing (X_2) contribute significantly to the Customer Attitude (Y) in Dunia Fantasi.

To test whether the service quality and implementation of experiential marketing strategy, as well as customer attitude bring effects to customer intention for Dunia Fantasi either partially or in a combination, we use the following hypotheses:

Hypothesis 4:

Ho: Service Quality (X_1), experiential marketing (X_2) and Customer Attitude (Y) do not have significant contribution to the variable Customer Intention (Z) for Dunia Fantasi.

Ha: Service Quality (X_1), experiential marketing (X_2) and Customer Attitude (Y) contribute significantly to Customer Intention (Z) for Dunia Fantasi.

Hypothesis 5:

Ho: Service Quality (X_1) does not contribute significantly to the Customer Intention (Z) for Dunia Fantasi.

Ha: Service Quality (X_1) contributes significantly to variable Customer Intention (Z) at Dunia Fantasi.

Hypothesis 6:

Ho: Experiential Marketing (X_2) does not contribute significantly to the Customer Intention (Z) for Dunia Fantasi.

Ha: Experiential marketing (X_2) contributes significantly to Customer Intention (Z) for Dunia Fantasi.

Hypothesis 7:

Ho: Customer Attitude (Y) does not contribute significantly to the Customer Intention (Z) for Dunia Fantasi.

Ha: Customer Attitude (Y) contributes significantly to variable Customer Intention (Z) for Dunia Fantasi.

METHOD

Analysis

This type of this study is associative, which is conducted to reveal the association of two or more variables. Individual analysis unit, and the time horizon used are cross sectional. The type of data used is qualitative, while the data source consists of primary data and secondary data.

Once data collected, we tested the validity, reliability, ordinal to interval data transformation, and then we tested the normality of the data. When the data is certainly normal, valid, and reliable, we performed analysis for each research objective using path analysis.

Data Collection

This study uses multiple data collection techniques, such as; literature study, interviews, observation, and questionnaire. The statements in the questionnaire is positive statements by Riduwan & Kuncoro (2008:20) with the following assessment: (1) strongly disagree (STS), (2) disagree (TS), (3) neutral (N), (4) agree (S), (5) strongly agree (SS).

Sampling Techniques

Population were visitors in the past year who come at least twice a year and experience the service of Dunia Fantasi. The survey conducted on December 11, 2012, obtained as many as 200 people as samples. Probability sampling procedure was used in this study. Simple random sampling is a way of sampling from the members of the population by using random without regard to the strata (levels) in the members of this population (Riduwan & Kuncoro, 2008:41).

To obtain a sample that can describe and represent the population, we used the formula of Slovin (Umar 2004:108) as follows: (fixed at 5% with 95% confidence level).

$$n = \frac{200}{1 + 200(0,05)^2}$$

$$n = 133,33 \sim 140 \text{ respondents}$$

RESULTS AND DISCUSSION

Analysis and Implications

Below is the result of descriptive statistics, validity, reliability and normality

Sex : 42% women and 58% men

Age : 40% 21-25, 37% <20, 10% 26-30, and the remainders are over 30.

Education : 54% high school, 24% elementary school, 18% junior high school, the remaining is diploma and undergraduate degree

Profession : 55% students, 39% employees, the rest are housewives, entrepreneurs and others.

Income range : 45% Rp.1,000,001-Rp.3,000,000, 31% <Rp.1,000,000, 11% Rp.3,000,001-Rp.5,000,000, and the rest are above Rp.5,000,000.

Frequency of visit: 82% 2-3 times, 18% 4-5 times.

Favorite ride: 21% arung jeram, 15% tornado, 14% istana boneka, 10% kora-kora, 9% halilintar, 6% hysteria, and the rest miscellaneous.

The data meets the requirements of validity, reliability, and normality. The transformation of ordinal data into intervals is as follows (Tabel 1).

Table 1 Transformation of Ordinal Data into Intervals

<i>Service Quality</i>			<i>Experiential Marketing</i>		
Ordinal Scale	Changed	Interval Scale	Ordinal Scale	Changed	Interval Scale
Alternatif Answer 1	Into	1	Alternatif Answer 1	Into	1
Alternatif Answer 2	into	1,862304	Alternatif Answer 2	into	1,57267
Alternatif Answer 3	Into	2,8255197	Alternatif Answer 3	Into	2,635788
Alternatif Answer 4	Into	3,887701	Alternatif Answer 4	Into	3,753458
Alternatif Answer 5	Into	5,073845	Alternatif Answer 5	Into	4,981053
<i>Customer Attitude</i>			<i>Customer Intention</i>		
Ordinal Scale	Changed	Interval Scale	Ordinal Scale	Changed	Interval Scale
Alternatif Answer 1	Into	1	Alternatif Answer 1	Into	1
Alternatif Answer 2	into	1,8009	Alternatif Answer 2	into	2,188739
Alternatif Answer 3	Into	2,771059	Alternatif Answer 3	Into	3,240491
Alternatif Answer 4	Into	3,777283	Alternatif Answer 4	Into	4,125888
Alternatif Answer 5	Into	4,910402	Alternatif Answer 5	Into	5,172806

Descriptive Analysis

Based on the output from SPSS, descriptive statistics to interpret data, we used Sturges formula to calculate the number of classes (k) and the class width (l), where the number of classes (k) has been determined in advance as many as five classes, namely "very bad", "bad", "fair", "good", "very good". The Sturges formula for the class width (l) is:

$$l = (X_{\max} - X_{\min}) / k$$

Variables X1, X2, Y and Z use the new value on a scale interval. So the result of assessment criteria for each variable is as shown on Tabel 2:

Table 2 Result of assessment criteria for each variable

Interval Variable X ₁	Criteria	Interval Variable X ₂	Criteria
1,00 – 1,82	Very Bad	1,00 – 1,80	Very Bad
1,83 – 2,65	Bad	1,81 – 2,61	Bad
2,66 – 3,48	Enough	2,62 – 3,42	Enough
3,49 – 4,31	Good	3,43 – 4,23	Good
4,32 – 5,14	Very Good	4,24 – 5,04	Very Good
Interval Variable Y	Criteria	Interval Variable Z	Criteria
1,00 – 1,78	Very Bad	1,00 – 1,84	Very Bad
1,79 – 2,57	Bad	1,85 – 2,69	Bad
2,58 – 3,36	Enough	2,70 – 3,54	Enough
3,37 – 4,15	Good	3,55 – 4,39	Good
4,16 – 4,94	Very Good	4,40 – 5,24	Very Good

Referring to Table 2 above, Quality of Service (X₁) = 3.4739, so the criteria for the quality of service at the Dunia Fantasi is ‘enough’. Experiential marketing (X₂) with = 3.8473, so the criteria is ‘good’. Customer Attitude variables (Y) = 3.5620, which means that visitors attitude is ‘good’ for Dunia Fantasi. Customer Intention (Z) = 3.9715 which means that customer intention for Dunia Fantasi is ‘good’.

Pearson’s Correlation

Substruktur 1:

Correlation	Value	Correlation Characteristic
X ₁ to X ₂	0,555	Quite strong and unidirectional
X ₁ to Y	0,445	Quite strong and unidirectional
X ₂ to Y	0,633	Strong and unidirectional

Substruktur 2:

Correlation	Value	Correlation Characteristic
X ₁ to Z	0,330	Low (weak) and unidirectional
X ₂ to Z	0,401	Quite strong and unidirectional
Y to Z	0,556	Quite strong and unidirectional

Hypothesis Testing

If Sig \geq α , Ho is received

If Sig $<$ α , Ho is rejected

Below are the test results whether the service quality and experiential marketing strategies bring effects to customer attitude for Dunia Fantasi either partially or in a combination.

Hypothesis 1:

Sig = 0,000 $<$ 0,05 then Ho was rejected. Thus, the Service Quality (X₁) and experiential marketing (X₂) contributed significantly to the simultaneous and Customer Attitude variables (Y).

Hypothesis 2:

Sig = 0,086 > 0,05 so Ho was rejected. Thus, the variable Service Quality (X_1) did not contribute significantly to the Customer Attitude variables (Y) in Dunia Fantasi.

Hypothesis 3:

Sig = 0,000 < 0,05 then Ho was rejected. Thus, experiential marketing variables (X_2) contributed significantly to the Customer Attitude variables (Y) in Dunia Fantasi.

Below are the test results whether the service quality and implementation of experiential marketing strategy as well as customer attitude bring effects to customer intention for Dunia Fantasi either partially or in a combination.

Hypothesis 4:

Sig = 0,000 < 0,05 then Ho was rejected. Then the variable Service Quality (X_1), experiential marketing (X_2) and Customer Attitude (Y) contributed significantly to Customer Intention (Z) for Dunia Fantasi.

Hypothesis 5:

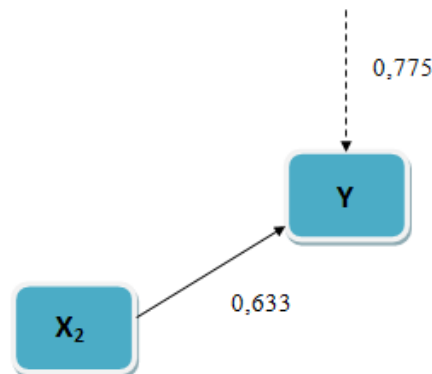
Sig = 0,301 > 0,05 so Ho was received. Then it can be concluded that the Service Quality (X_1) does not contribute significantly to the Customer Intention (Z) for Dunia Fantasi.

Hypothesis 6:

Sig = 0,677 < 0,05 then Ho was rejected. Thus, experiential marketing (X_2) contribute significantly to the Customer Intention (Z) for Dunia Fantasi.

Hypothesis 7:

Sig = 0,000 < 0,05 then Ho was rejected. Thus, Customer Attitude (Y) contributes significantly to Customer Intention (Z) for Dunia Fantasi.

Path Coefficient**Substruktur 1**

The path coefficient of experiential marketing (X_2) to the Customer Attitude (Y) was 0.633 with the determinant value or R-square coefficient (R^2) was $0.40 = 40.0\%$. This figure means that the influence of experiential marketing (X_2) to the Customer Attitude (Y) on a consolidated basis was 40.0%. Meanwhile the rest 60.0% was affected by other factors.

In other words, Customer Attitude can be explained using experiential marketing by 40.0%, while the rest 60.0% was by other variables. The influence magnitude of other variables beyond the study which affected the value of Z_1 is calculated by the following formula:

$$\sqrt{1 - R^2} = \sqrt{1 - 0,40} = 0,775$$

The R value (correlation coefficient) was obtained 0.633. This means that the relationship between experiential Marketing (X_2) to Customer Attitude (Y) was strong because the value of $R > 0.5$ and direction is positive.

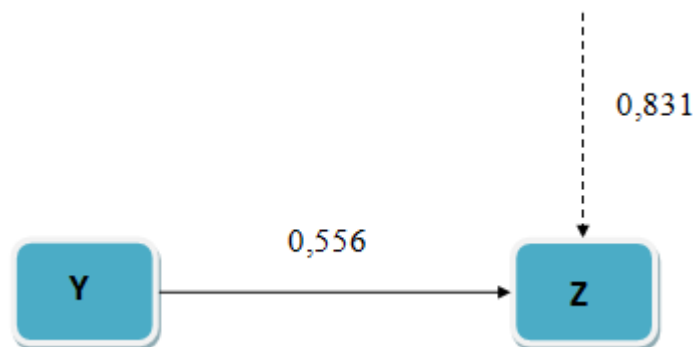
Structural Equation 1:

$$Y = \rho_{YX_2} X_2 + \rho_Y \varepsilon_1$$

$$Y = 0,633 X_2 + 0,775 \varepsilon_1$$

where $R^2 = 0,40$

Substruktur 2



The path coefficient of Customer Attitude (Y) to the Customer Intention (Z) was 0.556. With the value of the determinant or R-square coefficient (R^2) was 0.309 = 30.9%. This figure means that the effect of Customer Attitude (Y) to the Customer Intention (Z) are combined as much as 30.9%. while the remaining 69.1% amount was affected by other factors. In other words, Customer Intention can be explained using Customer Attitude by 30.9%, while the rest 69.1% was caused by other variables. The influence magnitude of other variables beyond the study which affected the value of Z_2 is calculated by the following formula:

$$\sqrt{1 - R^2} = \sqrt{1 - 0,309} = 0,831$$

The R value (correlation coefficient) was obtained 0.556. This means that the relationship between Attitude Customer independent variable (Y) on the dependent variable Intention Customer (Z) was strong because the value of $R > 0.5$ and direction is positive.

Structural Equation 2:

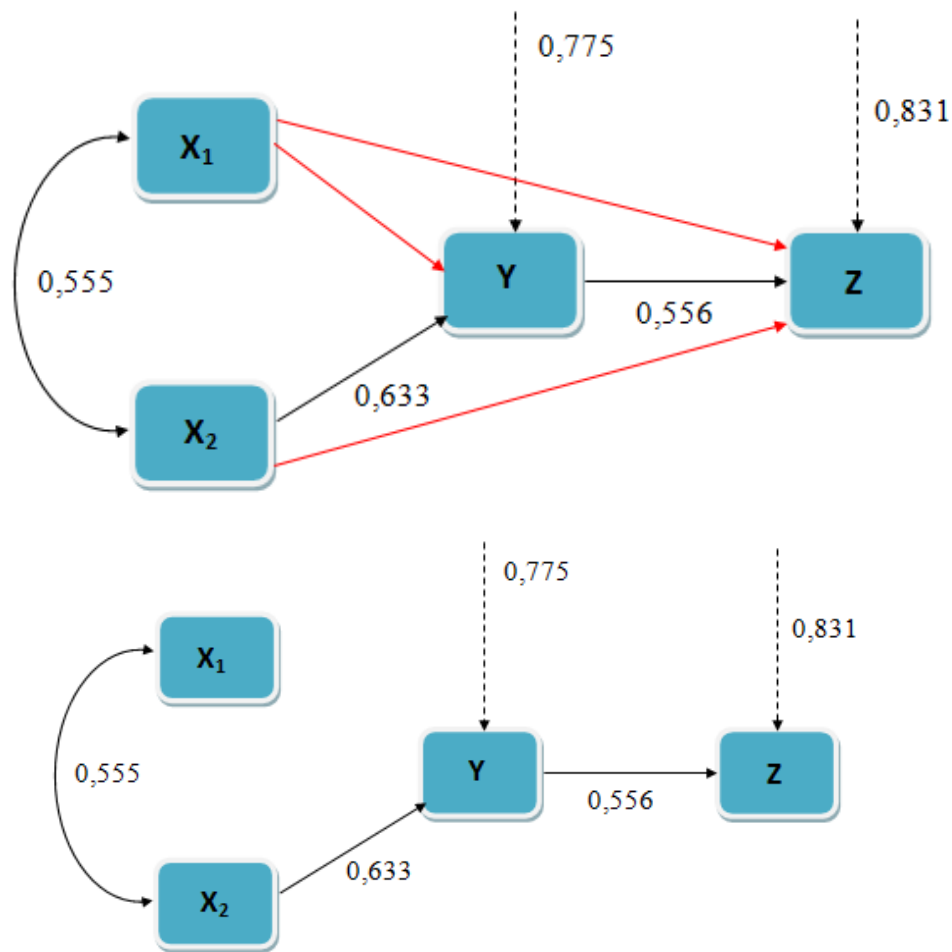
$$Z = \rho_{ZY} Y + \rho_Z \varepsilon_2$$

$$Z = 0,556 Y + 0,831 \varepsilon_2$$

where $R^2 = 0,309$

Empirical Causal Relations

Based on the results of the path coefficients in the substructure 1 and substructure 2, the empirical causal relationship can be described as a whole in the complete structure of the model between the variables X_1 , X_2 and Y to Z as follows.



CONCLUSION

Service quality at Dunia Fantasi did not give a significant direct impact on customer attitude of visitors. The absence of these effects can be caused by the quality of services obtained by the customer who is not yet strong enough to be able to directly affect both components of cognitive, affective and conative that make up the overall attitude (attitude) to Dunia Fantasi. This can be caused during the visit, the level of interaction or lower involvement of staff with the visitors.

The implementation of experiential marketing at the Dunia Fantasi provided a direct and significant impact on customer attitude of visitors. The emergence of these effects can be caused by a lack of experience by visitors during the visit of the Dunia Fantasi through continuous stimuli. This allows visitors to have strong, sentimental and memorable experiences during the visit. Positive experience is deeply rooted in the memory of visitors. Providing more knowledge to visitors will bring the perceptions, beliefs, feelings of pleasure. Thus it encourages the formation of positive attitude of visitors towards Dunia Fantasi.

Service quality did not bring a positive effect on customer intention either directly or indirectly. The absence of direct or indirect influence of positive service quality to the customer intention has not affected their overall attitude yet. They were also not enough to affect the intentions of customers in behavior directly.

Implementation of experiential marketing did not bring a direct influence on customer intention. However, experiential marketing has an indirect influence on customer intention through customer attitude. This can be caused by the customer experience obtained during the visit. Although rated "good", experiential marketing was not necessarily able to gain positive intention from customer when they have not had opinion or feeling of pleasure at Dunia Fantasi.

Customer attitude pengunjung Dunia Fantasi memiliki pengaruh langsung dan positif terhadap *customer intention* pengunjung Dunia Fantasi. Hal ini dapat disebabkan karena adanya *beliefs* (keyakinan) pengunjung yang kuat, salah satunya bahwa Dunia Fantasi adalah tempat rekreasi yang menyenangkan untuk berbagi keceriaan bersama keluarga dan teman-teman. Semakin kuat sikap positif, semakin kuat niat sehingga semakin memperbesar kemungkinan *customer* melakukan perilaku yang juga positif terhadap Dunia Fantasi.

Customer attitude Dunia Fantasi has a direct and positive impact on customer intention. This may be due to visitor's strong positive opinion about Dunia Fantasi. One example is that Dunia Fantasi is a fun recreation place to share the joy with family and friends. The stronger customers' positive attitude, the stronger their intention will be. Thus, it will increase the possibility that customer make positive behavior towards Dunia Fantasi.

Recommendations for PT. Pembangunan Jaya, Tbk. are as follows: In relation to service quality, companies should continue to maintain service quality has been assessed quite well by customers. Next, the company should further enhance the confidence of visitors, especially related to safety on rides of Dunia Fantasi. Maintenance of attractions and rides need more attention. Then, just as important, staff involvement or interaction with visitors should be improved. Some of them could be by increasing the number of entertainers in each area, and increase the number of the attractions of the Dunia Fantasi parade. The existence of the Dunia Fantasi mascot is very important, and it will be very good for visitors to be able to interact with them more often.

In relation to the implementation of experiential marketing, the company should maintain that experiential marketing has been assessed properly by the customer. It is important to improve the customer experience. For instance, providing stimuli to the customer with the stronger educational attractions where there are still many visitors who have not been aware that the Dunia Fantasi is a pleasant place for recreation as well as education.

In relation to customer attitude, the company should still keep the attitude established over years. Customer attitudes formed on the basis of beliefs (cognitive), emotional response (affective) and the tendency to behave (conative). Therefore, for an increase in the foreseeable future, companies should consider the things that can drive the formation of all three components.

In relation to customer intention, the company should continue to maintain customer intention is also well established over the years. To increase customer intention in the foreseeable future, the company should further optimize the service quality, implementation of experiential marketing, and customer attitude formation visitor Dunia Fantasi as a whole. The next suggestion, the customer service line should be further developed, so that customers do not hesitate to deliver a positive feedback.

As it is known that the scope of this study was to Dunia Fantasi, Taman Impian Jaya Ancol in North Jakarta. Further researchers can conduct research at the Dunia Fantasi, with different study variables, or a similar study but with the addition of variables, for example by including a variable customer satisfaction with attention to scale and indicator research carefully. Further researchers can use structural equation modeling addressed if the variables are not measurable.

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APPENDIX

Summary of Results

Coefficient of the substructure Line 1:

Effect of Inter-Line Variable	Path Coefficient (beta)	Sig Value	Testing Result
X ₁ to Y	0,136	0,086	Ho received
X ₂ to Y	0,557	0,000	Ho rejected

Coefficient of the substructure Line 1:

Effect of Inter-Line Variable	Path Coefficient (beta)	Sig Value	Testing Result	Determination Coefficient	Other Variable Coefficient ($\rho_{Z1\varepsilon_2}$)
X ₂ to Y	0,633	0,000	Ho rejected	0,4=40,0%	0,775

Coefficient of the substructure Line 2:

Effect of Inter-Line Variable	Path Coefficient (beta)	Sig Value	Testing Result
X ₁ to Z	0,089	0,301	Ho received
X ₂ to Z	0,042	0,677	Ho received
Y to Z	0,490	0,000	Ho rejected

After “trimming”

Coefficient of the substructure Line 2:

Effect of Inter-Line Variable	Path Coefficient (beta)	Sig Value	Testing Result	Determination Coefficient	Other Variable Coefficient ($\rho_{Z_1\varepsilon_2}$)
Y to Z	0,556	0,000	Ho rejected	0,309 = 30,9%	0,831

Summary of Decomposition of Path Coefficients:

Effect of Variables	Causal Effect					Joint Effect
	Direct	Indirect			Total	
		Through Variable Y	Through Variable Z_1	Through Variable Y and Z_1		
X_1 to Y	-	-	-	-	-	-
X_1 to Z	-	-	-	-	-	-
X_2 to Y	0,633	-	-	-	0,633	-
X_2 to Z	-	0,633 x 0,556 = 0,352	-	-	0,352	-
Y to Z	0,556	-	-	-	0,556	-
ε_1	0,775 ² = 0,601	-	-	-	-	-
ε_2	0,831 ² = 0,691	-	-	-	-	-
X_2	-	-	-	-	-	0,40
Y	-	-	-	-	-	0,309