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**COMPARATIVE ANALYSIS OF EXPERIENTIAL MARKETING AND SOCIAL ENVIRONMENT BETWEEN SINGLE AND MARRIED CUSTOMER OF JOHNNY ANDREAN SALON MANADO TOWN SQUARE**

*ANALISA KOMPARATIF PEMASARAN MELALUI PENGALAMAN DAN LINGKUNGAN SOSIAL ANTARA PELANGGAN LAJANG DENGAN YANG SUDAH MENIKAH DARI SALON JOHNNY ANDREAN MANADO TOWN SQUARE*

by  
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**Abstract:** There is an increasing competition among the beauty salons in Manado Town Square. As one of the salons, Johnny Andrean Salon is forced to keep its customer. Customer revisit intention is a very important part of a business. Experiential marketing and social environment play a part in building customer revisit intention. In order for Johnny Andrean Salon to be able to keep its customer, this study aims to analyze whether there is a significant difference between its single customer and married customer. The result shows that there is a significant difference in experiential marketing, while not in social environment. However, according to the result based on the indicators show that, there are actually two indicators in each category that has a significant difference. In experiential marketing, they are the feel indicator and the act indicator; and social comfort indicator as well employee job enthusiasm indicator for the social environment. Hence, this research proposes that the focus of the improvement in order to develop a better strategy approach to boost the customer revisit intention should be prioritized mostly in these 4 indicators, particularly aimed to the single customer.

**Keywords:** experiential marketing, social environment, marital status

**Abstrak:** Terdapat peningkatan persaingan antara salon-salon kecantikan yang terletak di Manado Town Square. Sebagai salah satu salon disana, Johnny Andrean di tuntut untuk mempertahankan pelanggannya. Niat berkunjung kembali pelanggan merupakan bagian penting di dalam satu usaha. Pemasaran melalui pengalaman dan lingkungan sosial mempengaruhi niat berkunjung kembali pelanggan. Agar supaya salon Johnny Andrean dapat mempertahankan pelanggannya, penelitian ini bertujuan untuk menganalisa apakah terdapat perbedaan yang signifikan antara pelanggan yang masih lajang dengan pelanggan yang sudah menikah. Hasil dari penelitan ini menunjukkan terdapat perbedaan yang signifikan di pemasaran melalui pengalaman, dan tidak di lingkungan sosial. Tapi, dari hasil analisa berdasarkan indikator –indikator menunjukkan bahwa terdapat dua indikator dari setiap kategori yang menunjukkan terdapat perbedaan yang signifikan. Di pemasaran berdasarkan pengalaman, indikatornya adalah perasaan dan tindakan; sementara di lingkungan sosial, indikatornya adalah kenyamanan dan antusias pegawai. Oleh karena itu, penelitian ini menyarankan agar fokus dalam rangka untuk mengembangkan startegi terbaik untuk memicu niat berkunjung kembali pelanggan di prioritaskan pada 4 indikator ini, terutama ditujukan pada pelanggan yang lajang.

**Kata kunci:** pemasaran berdasarkan pengalaman, lingkungan sosial, status perkawinan

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## INTRODUCTION

### Research Background

Creative economy is believed to be the back bone of Indonesia future economy. Last year creative economy has contributed approximately Rp 642 billion or 7.05% of Indonesia GDP, with 3 sectors as the biggest contributors which are, culinary sector, fashion sector, and craft sector (*Tempo.co*). The fashion sector itself has contributed 27.9%. Beauty salon is one of the subsectors in fashion sector. Estimated, there are a total of approximately 115,000 beauty salons currently in Indonesia (*Antara News*).

In Manado alone, approximately there are 66 beauty salons (*IndonesiaYP*). Either it is the beauty salon that operating its business in shopping center, or the one that has its own building, or even the home-based one. The beauty salon in Manado is all from the local brand. Whether it is the well-known one like Steiner, Yus, Johnny Adrean, or the numerous smaller-sized home-based beauty salons. There is quite a competition among these beauty salons, particularly the ones that operating their business in shopping center. For instance, the competition of beauty salon in Manado Town Square.

Johnny Andrean is one of the 4 beauty salons that firstly operated their business in Manado Town Square. Considering and realizing that the competition among the beauty salon businesses in Manado Town Square has increased, Johnny Andrean salon just recently renovated its operational site, in order to keep the business attractive to its customers to keep them coming again to the salon.

Customer revisit intention is not just solely affected by the attractiveness of the physical appearance of the business place. There are other factors affecting it, like experiential marketing and social environment. As a business in the beauty salon industry, Johnny Andrean salon cannot just rely on its physical environment of business. Hence, as a business that offers service, it has to combine other factors too. In this case the social environment as well the experiential marketing being targeted to the customer could be the other factors to be combined, to boost the customer revisit intention. Hence, by taking into consideration of the description above, this research comes up with the title of "Comparative Analysis of Experiential Marketing and Social Environment Between Single and Married Customers of Johnny Andrean Salon Manado Town Square".

### Research Objectives

The research conducted aims to collect information related to the issues presented, which are to find out:

1. If there is significant difference in experiential marketing between single and married customer of Johnny Andrean Manado Town Square
2. If there is significant difference in social environment between single and married customer of Johnny Andrean Manado Town Square

## THEORETICAL FRAMEWORK

### Experiential Marketing

Schmitt (1999:53) defines experiential marketing as customers' developing recognition of and purchasing good or services from a company or brand after they experience activities and perceive stimulations. Schmitt also stated that experiential marketing is further separated into five concepts: sense, feel, think, act, and relate marketing. Sense, refers to how customers get perception and information focuses on five senses, which is from sight, sound, scent, taste, and touch. Feel, means customers get emotional perception and information about company and brand via experience. Think, can be described as engaging in creative thinking that may result in a reevaluation of the company and its products. 4. Act, is focus on effecting physical experiences, life styles and interactions. And relate, beyond the individual level, refers to the connection with other people, groups, or society, which often leads to sense, feel, think, and act experiences (Pham and Huang, 2015).

### Social Environment

Social environment is the elements in service environment (Baker, Grewal, and Parasuraman., 1994; Sherman, Mathur, and Smith., 1997). According to Supriyono (2015), social factor is a group of people who

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able to affect an individual. However, in a broad definition, social environment includes all of the social interaction between and around the people (Peter and Olson, 2008: 431). Social environment itself consists of service employees and customer climate (Lin and Liang, 2011). Service employee should be able to provide, as according to Butcher, Sparks, and O'Callaghan (2002) : (a). Social Comfort., (b). Employee Job Enthusiasm. Social comfort is defined as the customer's feeling of anxiety or relaxation arising from the social interaction with a service employee. Job enthusiasm is an individual feeling toward his work and organization (Setyo, Adila, and Ali., 2017). According to Brocato, Voorhees, and Baker., (2012), there are 3 dimension of other customer perception, which are : (a). Similarity., (b). Physical Appearance., (c). Suitable Behavior. Similarity was defined as the extent to which an individual customer felt that they were similar to and could identify with other customer in the service environment. Physical appearance was defined as the physical characteristic and overall look for other customers in the service environment. Suitable behavior was defined as the extent to which an individual customer felt that other customer in the service environment behaved appropriately given the consumption context.

### **Marital Status**

Marital status, according to UKESSAYS is defined as married which mean a female and a male by law they are husband and wife living together whereas single means an individual (female or male) which is living individually or with their parents or friends or relatives and this individual must not be stated in law or being registered to be with a partner or another individual of the opposite sex.

### **Previous Research**

The study of The Effect of Experiential Marketing on Customer Satisfaction and Revisit Intention of Beauty Salon Franchise Stores by Jeon Hyunjin (2013) shows that, the experiential marketing of beauty salon franchise stores was shown has having statistical significant effect on the revisit intention. The study of Determinants of Customer Experience and Resulting Satisfaction and Revisit Intentions: PLS-SEM Approach towards Malaysian Resort Hotels by Faizan Ali and Rosmini Omar (2014) reveals that physical and social environments are good predictors of customer satisfaction and revisit intentions. The study of The Relationship among Social Environment, Perceived Value, Customer Satisfaction and Repurchase Intention in Ice Cream Franchise Zhenyi Qin (2016) presents that social environment is positively related to customer satisfaction and repurchase intention.

### **Conceptual Framework**



**Figure 1. Conceptual Framework**

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**RESEARCH METHOD****Type of Research**

The current research is a quantitative research. According to Burns & Bush (2006:246), they define quantitative research as involvement of the use of structural questions in which the respondents' options have been predetermined and a large number of respondents are involved.

**Place and Time of Research**

The observation unit of the research is Johnny Andrean salon at Manado Town Square 1. By considering the things that might affect the research, and especially by considering the amount of sample, the research has been conducted since June until September 2017.

**Population and Sample**

The population of the research is all Johnny Andrean customer in Manado Town Square who have visited the salon more than once. The sample of the research is 100 of Johnny Andrean customers in Manado Town Square, which are divided into 50 single and 50 married customers.

**Data Collection Method**

Primary data is a first-hand experience where information is developed and gathered by researchers. Primary data is defined as "information collected for the specific purpose at hand" (Kotler *et al*, 2008:335). For the present research, the data was collected through questionnaire.

**Operational Definition of Research Variable**

Experiential marketing refers to customers' developing recognition of and purchasing good or services from a Johnny Andrean Manado Town Square after they experience activities and perceive stimulations. Social environment refers to All of the social interaction between and around the people in Johnny Andrean Salon Manado Town Square.

**Data Analysis Method****Validity, Reliability, and Normality Test**

The research has a total 100 questionnaires with 30 questions, that the validity, reliability, and normality have been tested with SPSS. To test the validity the Pearson Product Moment is used, for the reliability using Cronbach Alpha Parameter, and for the normality is based on the Shappiro-Wilk value.

**Independent Sample *t*-Test**

The study of Schlomer and The Military REACH Team (2012), explain that independent samples *t*-test is used to compare two groups whose means are not dependent on one another. In other words, when the participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to depend-ent samples).

**RESULT AND DISCUSSION****Validity Test Result**

To test the validity of the research, the Pearson Product Moment is used, by seeing the value of significance and comparing the value of  $r_{xy}$  table with  $r$  product moment. If the significance value  $> 0.05$ , and if the value of  $r_{xy} > r$  table product moment, then the instrument is declared valid.

**Table 1. Correlations**

	Total Score		N
	Pearson Correlation	Sig. (2-tailed)	
Q1	.400	.000	
Q2	.253	.011	
Q3	.576	.000	
Q4	.720	.000	
Q5	.543	.000	
Q6	.656	.000	
Q7	.686	.000	
Q8	.636	.000	
Q9	.575	.000	
Q10	.724	.000	
Q11	.713	.000	
Q12	.615	.000	
Q13	.591	.000	
Q14	.573	.000	
Q15	.581	.000	
Q16	.609	.000	
Q17	.526	.000	
Q18	.801	.000	
Q19	.570	.000	
Q20	.677	.000	
Q21	.646	.000	
Q22	.662	.000	
Q23	.643	.000	
Q24	.728	.000	
Q25	.688	.000	
Q26	.581	.000	
Q27	.569	.000	
Q28	.631	.000	
Q29	.593	.000	
Q30	.661	.000	
	1		

100

Source: SPSS Output, 2017

Table 1 shows that both the significance value is  $> 0.05$  and the value of  $r_{xy} > r$  table product moment, which is 0.196. Hence, the instrument is declared valid.

### Reliability Test Result

**Table 2. Reliability Statistic**

Crobach's Alpha	N of Items
.944	30

Source: SPSS Output, 2017

Table 2 shows that Alpha Cronbach is 0.944 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

### Normality Test Result

**Table 3. Test of Normality**

	Shapiro-Wilk		
	Statistic	df	Sig.
Experiential Marketing	0.981	100	0.166
Social Environment	.984	100	.266

Source: SPSS Output, 2017

### Independent Sample t-Test Result

**Table 4. Group Statistic**

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
<b>Sense</b>	Single	50	11,1800	1,66218	,23507
	Married	50	11,7400	1,38225	,19548
<b>Feel</b>	Single	50	10,8400	1,81108	,25612
	Married	50	11,7000	1,74087	,24620
<b>Think</b>	Single	50	10,3800	2,02928	,28698
	Married	50	10,9800	1,62242	,22944
<b>Act</b>	Single	50	9,7200	2,48292	,35114
	Married	50	10,9800	2,13322	,30168
<b>Relation</b>	Single	50	9,9200	2,01869	,28549
	Married	50	10,0000	1,88442	,26650
<b>Social Comfort</b>	Single	50	10,7000	1,90863	,26992
	Married	50	12,0400	1,79523	,25388
<b>Employee Job Enthusiasm</b>	Single	50	11,2400	1,84678	,26117
	Married	50	12,6400	1,65073	,23345
<b>Similarity</b>	Single	50	9,0000	2,11891	,29966
	Married	50	8,9600	2,38156	,33680
<b>Physical Appearance</b>	Single	50	9,6000	2,32993	,32950
	Married	50	9,1000	2,14999	,30405
<b>Suitable Behavior</b>	Single	50	10,9600	2,04999	,28991
	Married	50	11,1800	1,83715	,25981

Source :SPSS Output,2017

**Table 5. Independent Sample t-Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Sense	Equal variances assumed	,964	,329	-1,832	98	,070	-,56000	,30573	-1,16671	,04671
	Equal variances not assumed			-1,832	94,846	,070	-,56000	,30573	-1,16696	,04696
Feel	Equal variances assumed	,314	,577	-2,421	98	,017	-,86000	,35526	-1,56501	-,15499
	Equal variances not assumed			-2,421	97,847	,017	-,86000	,35526	-1,56502	-,15498
Think	Equal variances assumed	2,992	,087	-1,633	98	,106	-,60000	,36743	-1,32915	,12915
	Equal variances not assumed			-1,633	93,472	,106	-,60000	,36743	-1,32915	,12915
Act	Equal variances assumed	1,437	,233	-2,722	98	,008	-1,26000	,36743	-1,32959	,12959
	Equal variances not assumed			-2,722	95,825	,008	-1,26000	,46294	-2,17868	-,34132
Relation	Equal variances assumed	,129	,721	-,205	98	,838	-,08000	,46294	-2,17894	-,34106
	Equal variances not assumed			-,205	97,539	,838	-,08000	,39054	-,85502	,69502
Social Comfort	Equal variances assumed	1,071	,303	-3,616	98	,000	-1,34000	,37056	-2,07536	-,60464
	Equal variances not assumed			-3,616	97,635	,000	-1,34000	,37056	-2,07540	-,60460
Employee Job Enthusiasm	Equal variances assumed	,033	,857	-3,997	98	,000	-1,40000	,35030	-2,09516	-,70484
	Equal variances not assumed			-3,997	96,791	,000	-1,40000	,35030	-2,09527	-,70473

Similarity	Equal variances assumed	,285	,595	,089	98	,929	,04000	,45081	-,85462	,93462
	Equal variances not assumed			,089	96,692	,929	,04000	,45081	-,85478	,93478
Physical Appearance	Equal variances assumed	,733	,394	1,115	98	,267	,50000	,44835	-,38974	1,38974
	Equal variances not assumed			1,115	97,374	,268	,50000	,44835	-,38981	1,38981
Suitable Behavior	Equal variances assumed	,153	,697	-,565	98	,573	-,22000	,38930	-,99254	,55254
	Equal variances not assumed			-,565	96,845	,573	-,22000	,38930	-,99266	,55266

Source :SPSS Output,2017

To consider that there is significant difference, the p-value has to be under 0.05. The result in the table 5 shows that not every indicator has a result indicating that there is a significant difference. In the experiential marketing, there are only 2 out of 5 indicators with p-value resulted under 0.05, which are feel indicator and act indicator. The indicators with the p-value above 0.05 are sense indicator, think indicator, and relation indicator. Whilst, in the social environment there are only 2 out of 5 indicators as well with the result of p-value under 0.05, which are the social comfort indicator and employee enthusiasm indicator. The three indicators with the p-value above the 0.05 are the similarity indicator, physical appearance indicator, and suitable behavior indicator. By looking at the mean result from table 4, the mean value of the married customer is higher than the single customer. It indicates that, the married customer is more affected by the experiential marketing in terms of feel indicator and act indicator; and by social environment in terms of social comfort indicator and employee job enthusiasm, rather than the single customer.

The result can be useful to form a strategy beneficial for the salon to maintain and boost customer revisit intention. The result proposes to focus on the single customer as only in the feel indicator, act indicator, social comfort indicator, and employee job enthusiasm indicator. The feel indicator indicates that the customer is affected, for instance, by the way of how the salon makes the customers feel good because they are having newer experience; by the way of how the salon makes the customer feel comfortable while they are in the salon; or by the way of how the salon makes the customer happy after visiting the salon. The act indicator indicates that the customer is affected, by the way of how the salon makes the customer visit frequency increase after visiting the salon; by how the salon makes the customers feeling familiar visiting the salon to change their hairstyle; or by how the salon makes the customer enjoy doing hairstyle in the salon. The social comfort indicator indicates that customer affected equally by how the employee tone of talking; how the employee speed of talking; or how the employee individual attention and care to guests. The employee job enthusiasm shows that, the customer is affected by the employee friendliness, cleanness, and capability to be well-organized; by how the employee speed of service; or by how the employee knowledge of the product and the service.

Hence, in order to be able to have an experiential marketing and social environment that also appealed to the single customer, the salon has to provide what the feel indicator, act indicator, social comfort indicator, and employee job enthusiasm indicator have indicated as above.

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**CONCLUSION AND RECOMMENDATION**
**Conclusion**

1. There is a significant difference in terms of experiential marketing between single and married customer of Johnny Andrean Salon Manado Town Square
2. There is no significant difference in terms of social environment between single and married customer of Johnny Andrean Salon Manado Town Square.

**Recommendation**

1. As the result shows that there is a significance difference in feel indicator and sense indicator, in terms of experiential marketing; and in social comfort indicator and employee job enthusiasm indicator, in terms of social environment. Hence the focus of the improvement in order to develop a better strategy approach to boost the customer revisit intention to the salon should be prioritized mostly in these 4 indicators, particularly aimed to the single customer. For the feel indicator, could be by serving new experience so the customer would feel really great. For the act indicator, by providing the best suitable hairstyle so the customers will feel familiar to change their hairstyle in the salon. For the social comfort indicator, will be by having employee who understand the proper tone of talking and speed of talking. While for the employee job enthusiasm, will be by always having employee who is clean, and well-organized.
2. The results of this study can be used as references for contributing the knowledge of management marketing, specifically the customer revisit intention.

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