

# **Experiential Marketing Analysis of Customer Satisfaction on Wings Air Aircraft User in Namlea City**

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## **Abstract**

This study aims to determine the effect of experiential marketing on customer satisfaction for Wings Air users in the city of Namlea. This research is quantitative. The research location in this paper is located in Namlea, the object in this study is the one using the Wings Airplane. Meanwhile, the author uses the research time to obtain the data needed is 2 (two) months. The data sources in this study consist of primary data sources and secondary data sources. Data collection techniques in this study consisted of interviews and questionnaires. The data analysis technique in this study uses simple regression analysis. The results showed that experimental marketing was proven to have a positive and significant effect on customer satisfaction of Wings Air in Namlea City. The findings of this study prove that experimental marketing is increasing or getting better, so the customer satisfaction level of Wings Air airline users in the city of Namlea will also increase. Thus, it can be justified that the increase in external marketing will increase customer satisfaction for users of Wings Air in the city of Namlea.

**Keywords:** Experiential Marketing, Satisfaction, Customer.

## **1. Introduction**

Marketing in practice has existed since the days of ancient civilization, but the modern marketing concepts that are known today only emerged and developed during the industrial revolution. Its emergence is marked by social changes driven by technological developments and scientific innovation. one of these changes is the emergence of industries that produce goods and services in mass. This is also supported by the development of transportation and mass media which requires producers to find ways to manage the distribution of spark plugs of goods and services.

With the development of the era which is so modern and fully internet, the company must be able to compete in the business and marketing fields. The current business competition requires company management to be more careful in determining its competitive strategy. In general, marketers always want existing customers to be maintained forever. We know that it is not easy, given the changes that can occur at any time, both changes in the customer, for

example, consumer tastes, and changes in environmental conditions that affect the psychological, social, and cultural aspects of customers.

In Indonesia, many service businesses have sprung up such as travel/ticketing agencies, hospitals, lodging, printing, delivery of goods or expeditions, vehicle rental, shuttle, and so on. Of the various service businesses in Indonesia, as consumers, of course, have a role in determining what types of services we will use and service providers will try to attract customer satisfaction and experience in the business we have, and service providers must pay attention to the quality of their products. Shopping experience (experiential marketing) can be defined as a marketing concept that aims to form loyal customers by touching customer emotions by creating positive experiences and providing a positive feeling for products and services (Rome et al.; Juanamasta et al.; Ely et al.). With the development of increasingly sophisticated times as service providers, they must follow the current trend and provide fast services, not wasting time and paying attention to what the customers are making. When consumers are satisfied by a product or service provided by a company, consumers will tend to form behavior that is loyal to the company.

Customer satisfaction can be said to be achieved if there is no longer a gap between perceptions and expectations (Tjiptono and Fandy; Rumaolat et al.). The purpose of the statement above is what the customer expects by the fact that happened and the customer satisfaction is fulfilled. Thus, the service company is required to develop the right strategy to be able to retain existing customers, especially those with high satisfaction levels, given that maintaining consumers is indeed more difficult than getting new customers.

Lion Air is a national private airline from Indonesia which was legally established on 15 November 1999 and began operating for the first time on 30 June 2000, by serving flight routes from Jakarta to Pontianak using aircraft with the Boeing 737-200 type, which at that time totaled 2 unit. Headquartered in Lion Air Tower, Jl. Gajah Mada No.7 among located in the central Jakarta area, PT. Lion Mentari Airlines or commonly known as Lion Air is a low-cost airline (Low-Cost Carrier) with the slogan "We Make People Fly". Through this, Lion Air tries to realize and change the stigma of society that anyone can fly with Lion Air while still prioritizing aspects of safety, security, and flight quality. More than fifteen years of airing and serving the community, until now Lion Air has flown to 183 flight routes which are divided into domestic routes that spread throughout Indonesia from Sabang to Merauke, and international routes to several countries such as, Singapore, Malaysia, Saudi Arabia, and China. The number of routes will certainly continue to grow because you see the aviation market in Indonesia that continues to grow so rapidly. With the ownership of as many as 112 aircraft which are divided into several types such as the Boeing 747-400, Boeing 737-800, Boeing 737-900 ER, and Airbus A330 = 300. The number of fleets will also increase according to the delivery of aircraft orders made by Lion Air.

Lion Air is part of the Lion Air Group which also oversees other airlines such as Wings Air, Batik Air, Lion Bizjet, Malaysia-based Malindo Air, and Thailand-based Thai Lion Air. The aggressive and innovative business expansion has made Lion Air Group now have complete facilities and facilities to support its aviation business, such as a training center, education, offices, and living quarters for ground crew and flight crew, as well as an aircraft fleet maintenance and maintenance center, namely Batam. Aero Technic. To continue to expand its business network, Lion Air Group also opened a business in sending packages and documents, namely Lion Parcel and hotels, namely Lion Hotel & Plaza, located in Manado.

PT Wings Abadi Airlines operated as Wings Air, is a domestic airline based in Jakarta, Indonesia. With the parent company Lion Air Group and 100% owned by Lion Air. the main character Rusdi Kirana (CEO). Wings air started operating in 2003, was inaugurated on 21 April 2003, and started operations on 13 June 2003 and operates domestic flights throughout Indonesia and 2 international flights to Malaysia. The first two routes that have been operated or flown are the Medan-Pinang and Pekanbaru-Malaka routes. Wings Air type ATR 72 500/600 with 72 seats will make the first flight of the Ambon-Namlea and Namlea-Ambon routes, Thursday 1 February 2018. Wings Air aircraft flew from Ambon Patimura airport at 06.30 WIT and arrived at Namwiwel Namlea airport with a distance of 30 minutes, the district hurried at 07.00 WIT, then started again from Namlea at 07.25 and arrived at Ambon at 08.00 WIT. And the Namlea route ticket prices offered range from Rp. 220,000 to Rp. 488,000 for one trip. Based on the background explanation above, the problem formulation in this study is: does experiential marketing affect customer satisfaction for Wings Air users in the city of Namlea.

## 2. Literature Review

Solid marketing is one of the most important parts of success in any organization. Marketing understands customer decisions about pricing, distributing, and promoting products and services effectively. Marketing is not only concerned with the business aspect and the issue of the incoming money, but marketing is a process in which a company will find customers or consumers with products and services that are owned by consumers to get a place in the hearts of consumers so that consumers will feel happy especially what the company give or promise with promotions both in terms of services, facilities, and others under the reality. William J. santon in the book Swastha and Handoko 2008: 4 states the same thing: "Marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers".

In the current development of technology and information, the traditional marketing concept that focuses on products on features and benefits for customers or consumers has begun to be abandoned by companies in carrying out their marketing strategies. The marketing concept that many companies do today is marketing that pays attention to consumer emotions in determining the use of a product or service, through the formation of experiences on a product or service that is used or often called experiential marketing (Romlah et al.; Jannah et al.). Experiential marketing comes from two words, namely Experiential and Marketing. Experiential itself comes from the word experience which means experience and marketing which means marketing. According to Schmitt "Experiential Marketing states that marketers offer products and services by stimulating the emotional elements of consumers that produce various experiences for consumers". Kartajaya also stated that "Experiential Marketing is a marketing concept that aims to form loyal customers by touching customer emotions by creating positive experiences and providing a positive feeling for products and services".

According to Farida, experiential marketing does not talk about the use of new or old marketing media used by a company, but how a company creates its marketing media, how to communicate the unique experience of a brand that cannot be replaced. It is not easy, but with the skills of the staff and the behavior of the staff and the right imagination, it will be possible. Adreani argued experiential marketing is an approach to marketing that has been done since ancient times until now by marketers. This approach is considered very effective because, in line with the times and technology, marketers emphasize product differentiation to differentiate their products from competitors' products. With experiential marketing, customers will be able to distinguish products and services from one another, because customers can experience and experience directly through five approaches (sense, feel, think, act and relate), both before and when customers consume a product and services. Also, experiential marketing is a marketing strategy technique carried out by a company with the aim not to get people to buy the product, but how to provide experience to customers when using the product. If a bitter experience is received by the customer, the answer is a disappointment, then the customer leaves with a disappointing experience and tends to tell his / her bitter experience to the environment, conversely, if the experience gained is good then it will make the customer always remember even though he has left that place. and are likely to come back to that place again. Experiential Marketing does not only offer the features and benefits of a product to win the hearts of consumers but also must be able to provide a good sensation and experience which will then become the basis and basis for customer loyalty.

The main focus of experiential marketing is on sensory responses, influences, actions, and relationships. Therefore, a company must be able to provide experiences that are related to the real-life of customers and experiential marketing can be utilized effectively when applied to certain situations and this can be the right strategy in retaining customers.

Some of the benefits that can be received and felt by a company when implementing experiential marketing include:

1. Reviving a declining brand.
2. To differentiate a product from competitors' products.
3. To create the image and identity of a company.
4. To promote innovation.
5. To persuade trial, purchase, and customer loyalty.

Schmitt and Rogers argued that if a company sells an item as a raw product, the company will get little profit. If the raw product is changed in appearance and is packaged simply, the company will get more profit. If then the company adds value to these goods by providing good service and service, then the profits created are even greater. In the end, if the company can market the product with a good experiential marketing concept, the company will get the maximum profit and the value is far more than the profit level of selling the product with just service. Schmitt in

Kartajaya, states that the experiential marketing strategy consists of five important elements, namely: sense, feel, think, act and relate.

According to Schmitt "Sense is a type of experience (experience) that appears to create five sensory experiences through the eyes, ears, skin, tongue, and nose". According to Kartajaya "Sense is one of the ways used to touch customers' emotions by providing experiences gained through the five senses of customers through products and services". Based on the definition above it can be interpreted that "Sense is a way of creating an experience for customers through the touch of the five senses".

Sense focuses on feelings to create experiences through the customer's five senses. The sense created by business actors can have a positive or negative effect on loyalty. It is possible that a product and service offered by producers are not under consumer tastes or maybe consumers are very loyal, and finally, the price offered by producers is not a problem for consumers. The five senses stimulated are expected to bring in a solid and integrated message.

There are three strategic goals of sense (Tjiptono and Tjiptono; Ervina et al.; Mu'adi et al.), namely:

a. Experience as a differentiator (Sense as Differentiator).

The experience gained through sense (five senses) may stick with consumers because they appear uniquely and especially. The method used to attract consumers exceeds normal limits so that these products and services already have special characteristics that are already in the minds of consumers.

b. Experience as motivation (Sense as Motivator).

Sense can motivate consumers by not being overly pushy, but also by not being too indifferent to consumer desires.

c. Experience as an added value (Sense as Value provider).

Sense as an added value can provide unique value to consumers, sense is influenced by the five senses, through the five senses consumers can determine the value of a product.

According to Schmitt "Feel is aimed at consumer feelings and emotions to influence experiences ranging from gentle moods to strong emotions of pleasure and pride". Kartajaya also stated that "Feel is a small attention shown to customers to touch the customer's emotions extraordinarily". Kartajaya also added that in managing this feeling, two things must be considered, namely: mood and emotion. A successful marketer can make the customer's mood and emotions the same as what he wants. Feel is a very important part of the experiential marketing strategy. Feel can be done with good service and service, as well as the friendliness of waiters or employees. For consumers to get a strong feel for a product or service, producers must be able to take into account the condition of consumers in the sense of taking into account the mood that consumers feel. Most consumers will become customers if they feel suitable for the product or service being offered, for that it takes the right time, namely when the consumer is in a good mood so that these products and services are truly able to provide unforgettable memories (memorable experience), so that has a positive impact on customer loyalty. The good feeling will make customers able to think positively.

Satisfactory service is needed including the friendliness and courtesy of employees, timely service, and a sympathetic attitude that makes customers feel satisfied to encourage customers to repurchase products or services offered in the future. Based on the above definitions, it can be concluded that feel is an effort on the part of marketers or companies to bind emotions from customers through small attention to form pleasant moods and emotions for consumers to be the same or as marketers expect. According to Schmitt "Think" is a type of experience that aims to create cognitively, problem-solving that invites consumers to think creatively". According to Kartajaya, "Thinking is one of the ways companies do to bring commodities into the experience by continuously customizing".

Companies must be responsive to the needs of consumer complaints. Companies are required to be able to think creatively. One of them is by holding programs that involve customers. According to Schmitt, "Act is a type of experience that aims to influence behavior, lifestyle, and interactions with consumers." Kartajaya also stated that "Act is one way to shape customer perceptions of the products and services concerned". Act affects the actions of consumers because of outside influence and opinions of the customer. An act is designed to create a consumer experience about the physical body, lifestyle, and interactions with other people. This act has a positive influence on customer loyalty. When the act can influence the customer's behavior and lifestyle, it will have a positive impact on customer loyalty because the customer feels the product or service is under his lifestyle. Conversely, when consumers feel that the product or service is not following their lifestyle, it will harm customer loyalty. Actions related to the whole individual (mind and body) to improve his life and lifestyle. Messages that are motivating,

inspiring and spontaneous can lead customers to do things differently, trying new ways to change their lives for the better.

According to Schmitt, "Relate is a type of experience that is used to influence customers and combines all aspects of sense, feel, think, and act and focuses on creating positive perceptions in the eyes of customers". According to Kartajaya, "Relate is one way of forming or creating a customer community with communication". Relate combines the aspects of sense, feel, think and act to connect individuals with what is outside of themselves and implement the relationship between other people and other social groups, so that they can feel proud and accepted in their community. Relate can have a positive or negative influence on customer loyalty. When relate can make customers enter the community and feel proud and accepted, it will have a positive influence on customer loyalty, but when relate does not succeed in linking the individual to what is outside him, it will have a negative influence on customer loyalty. Relate connects individual consumers with society or culture. Relate attracts the deepest desire of consumers for the formation of self-improvement, socio-economic status, and image. Relate campaign shows a group of people who are target consumers where a customer can interact, relate, and share the same fun. Companies can create relationships between their consumers by direct contact either telephone or physical contact, be accepted as part of the group, or become members so that consumers are happy and do not hesitate to continue using the product. Conversely, if this does not occur in the sense that consumers feel neglected, then consumers will rethink using the product.

The key to experiential marketing is the emergence of emotions that give rise to feelings of belonging to consumers. The context of experimental marketing is entertainment and market information where the value of goods and services depends on various external sources such as networks, consumption, standards that are set. Satisfaction is a function of perceptions or impressions of work and expectations. If the performance is below expectations, the consumer is not satisfied. If the performance meets expectations, the consumer is satisfied. And if performance exceeds expectations, consumers are either very satisfied or happy. Another view states that customer satisfaction is a function of differences between perceived performance and expectations. Customers can experience one of the most common levels of satisfaction. If the performance is as expected, the customer is satisfied. If performance exceeds expectations, customers are very satisfied, happy, or happy (Kotler; Salampessy et al.). Customer satisfaction can be said to be achieved if there is no longer a gap between perceptions and expectations (Tjiptono and Chandra). In measuring customer satisfaction, it can be measured from the gap that occurs between the level of expectations and the level of customer perception of the service received from a company. If the level of perception is less than the level of expectation, it means that the customer is not satisfied.

### 3. Method

This research is a qualitative descriptive study. The research location in this paper is located in Namlea, the object in this study is the one using the Wings Airplane. While the author uses the research time to get the data needed in 2 (two) months. There are two sources of data, namely primary data and secondary data sources. The primary data source in this study is data obtained directly from people who use Wings Air, while secondary data is additional data that is used as an additional if needed which is obtained via the internet.

According to Arikunto, (2003). To obtain the data and information needed in this study, the method used is

1. Interview method This technique is a way to obtain data by conducting direct interviews with respondents and leaders so that valid and reliable data can be obtained. In-depth interviews.
2. The questionnaire is a pre-arranged list of written questions.  
Samples are part or element of the population, Indriantoro, and Supomo (2002). Experiential marketing on customer satisfaction for users of air wings aircraft in the city of Namlea. According to Roscoe (1975), sample sizes greater than 30 and less than 500 are appropriate for most studies.

Purpose Sampling is one of the non-random sampling techniques were in determining the sampling by determining special characteristics following the research objectives so that it is expected to answer the research problem. In this study, the sampling technique used was purposive sampling where the sample was selected with the following criteria:

1. Respondents who have used Wings Air aircraft in the city of Namlea.
2. The respondent is domiciled in the City of Namlea.
3. Respondents who are not married and who are already married.

Using the simple regression analysis method is an approach method for modeling the relationship between one dependent variable and one independent variable. With the formula  $y = a + bx$

y = customer satisfaction

a = constant

b = coefficient

x = experiential marketing

The measurement scale used in this study is to use the Likert scale unit which is a scale that can be used to measure the attitudes and perceptions of a person or group of people about a phenomenon, Sugiyono (2001) with the following answer instruments.

STS	= Strongly Disagree	score: 1
TS	= Disagree	score: 2
N	= Disagree	score: 3
S	= Agree	score: 4
SS	= Strongly Agree	score: 5

#### 4. Results and Discussion

Lion Air is a national private airline from Indonesia which was legally established on November 15, 1999, and began operating for the first time on June 30, 2000, by serving flight routes from Jakarta to Pontianak using aircraft with type Boeing 737-200 which at that time totaled 2 unit. Headquartered in Lion Air Tower, Jl. Gajah Mada No.7 is located in the central Jakarta area, PT. Lion Mentari Airlines or commonly known as Lion Air is a low-cost airline (Low-Cost Carrier) with the slogan "We Make People Fly". Through this, Lion Air tries to realize and change the stigma of society that anyone can fly with Lion Air while still prioritizing aspects of safety, security, and flight quality.

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Lion Air is part of the Lion Air Group which also oversees other airlines such as Wings Air, Batik Air, Lion Bizjet, Malaysia-based Malindo Air, and Thailand-based Lion Air. The aggressive and innovative business expansion has made Lion Air Group now have complete facilities and facilities to support its aviation business, such as a training center, education, offices, and living quarters for ground crew and flight crew, as well as an aircraft fleet maintenance and maintenance center, namely Batam. Aero Technic. To continue to expand its business network, Lion Air Group also opened a business in sending packages and documents, namely Lion Parcel and hotels, namely Lion Hotel & Plaza, located in Manado. PT Wings Abadi Airlines operated as Wings Air, is a domestic airline based in Jakarta, Indonesia. With the parent company Lion Air Group and 100% owned by Lion Air. the main character Rusdi Kirana (CEO). Wings air started operating in 2003, was inaugurated on 21 April 2003, and started operations on 13 June 2003 and operates domestic flights throughout Indonesia and 2 international flights to Malaysia. The first two routes that have been operated or flown are the Medan-Pinang and Pekanbaru-Malaka routes. Wings Air type ATR 72 500/600 with 72 seats will make the first flight of the Ambon-Namlea and Namalea-Ambon routes, Thursday 1 February 2018. Wings Air aircraft flew from the Patimura Ambon airport at 06.30 WIT and arrived at Namwiwel Namlea airport, the district was rushed at 07.00 WIT, then starting again from Namlea at 07.25 and arriving Ambon at 08.00 WIT.

The characteristics in this study are related to the general description of the 30 respondents, namely: gender, age, and education as shown in table 1 below.

**Table 1.** Description of Respondent Characteristics

Age		
Age (years)	Number of people	Percentage (%)

17-25	4	4%
26-33	6	6%
34-41	7	7%
42-49	6	6%
50-58	5	5%
59-67	5	5%
Total	30	30%
Gender		
Gender	Number of people	Percentage (%)
Man	20	20%
Female	10	20%
Total	30	30%
Education		
Education	Number of people	Percentage (%)
Senior High School	5	5%
Diploma	7	7%
Bachelor degree	8	8%
Masters	10	10%
Total	30	30%

Source: processed data, (2020).

The description of the characteristics of the respondents in table 1 shows that the majority who use air wing aircraft in the city of Namlea are men as many as 20 people or 20% compared to women as many as 10 people or 10% where more are aged between 33 and. This descriptive statistical analysis is intended to determine the frequency distribution of respondents' answers from the questionnaires that have been distributed. This analysis provides descriptive meaning and the tendency that appears regarding the research variables is by the results with the results of the data without drawing any meaningful conclusions. To get the tendency of the respondent's answer, the answers to each variable will be based on the average score of the answers, then they will be categorized in the following score ranges as in Table 2 and 3.

**Table 2.** Basic Interpretation of Item Scores in Research Variables

No	Score	Interpretation
1.	1,0 – 1,8	Very less
2.	1,8 – 2,6	Less
3.	2,6 – 3,4	Enough
4.	3,4 – 4,2	Good
5.	4,2 – 5,0	Very good

**Table 3.** Independent Variable Descriptive

Item	Answer frequency							Average
	SS(5)	S(4)	N(3)	TS(2)	STS(1)	Total		
	F	F	F	F	F	F	%	
X1.1	10	17	3	-	-	30	100	4,23
X1.2	7	17	6	-	-	30	100	4,03
X1.3	7	14	9	-	-	30	100	3,93
X1.4	3	17	10	-	-	30	100	3,77
X1.5	5	19	6	-	-	30	100	3,90
X1.6	6	14	9	-	-	30	100	3,77
X1.7	7	15	6	2	-	30	100	3,90
X1.8	5	15	7	3	-	30	100	3,73
X1.9	6	15	9			30	100	3,90
X1.10	4	15	9	2	-	30	100	3,70
X1.11	3	22	4	1	-	30	100	3,90

Experiential marketing variable value	3,89
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**Source:** Data processed in 2020

Based on table 2 and 3, Respondents' answers in the table above for indicator X1.1, 10 respondents answered strongly agree with the statement that the Air Wings Airline can show consistency in meeting needs. 17 respondents agreed, and 3 respondents stated neutral, for the statement that the interior design of air wings is good (interesting) such as the arrangement of passenger seats. The average value of the X1.1 indicator is 4.23.

On indicator X1.2, 7 respondents stated that they strongly agreed, 17 respondents stated that they agreed, 6 respondents stated that they were neutral. In statement X1.2, the exterior design of air wings is as good (attractive) as the color of the image on the plane. The average value of the X1.2 indicator is 4.03.

On indicator X1.3, 7 respondents stated that they strongly agreed, 14 respondents stated that they agreed, 9 respondents stated that they were neutral. in statement X1.3, namely the freshness/coolness of the air-conditioned room in each room in the air wings plane makes me comfortable. The average value of the X1.3 indicator is 3.93.

On indicator X1.4, 3 respondents stated that they strongly agreed, 17 respondents stated that they agreed, and 10 respondents stated that they were neutral. in statement X1.4, namely Wings Air officers/employees conveying information on the plane and in the waiting room. The average value of the X1.4 indicator is 3.77.

On indicator X1.5, 5 respondents stated that they strongly agreed, 19 respondents stated that they agreed, 6 respondents stated that they were neutral. in statement X1.5, namely, In-service, officers/employees can communicate well. The average value of the X1.5 indicator is 3.90.

On indicator X1.6, 6 respondents stated that they strongly agreed, 14 respondents stated that they agreed, and 9 respondents stated that they were neutral. in statement X1.6, which is easy to find Wings Air at Namwiwel airport. The average value of the X1.6 indicator is 3.77.

On indicator X1.7, 7 respondents stated that they strongly agreed, 15 respondents stated that they agreed, 6 respondents stated that they were neutral. And 2 respondents stated that they disagreed with statement X1.7, namely the cooling / AC facility is functioning properly. The average value of the X1.7 indicator is 3.90.

On indicator X1.8, 5 respondents stated that they strongly agreed, 15 respondents agreed, 7 respondents stated that they were neutral. And 3 respondents stated that they disagreed with statement X1.8, namely Using the services of Wings Air is part of my life. The average value of the X1.8 indicator is 3.73.

On indicator X1.9, 6 respondents stated that they strongly agreed, 15 respondents stated that they agreed, and 9 respondents stated that they were neutral. in statement X1.9, namely, I routinely share experiences about Wings Air Namlea services with others. The average value of the X1.9 indicator is 3.90.

On indicator X1.10, 4 respondents stated that they strongly agreed, 15 respondents stated that they agreed, and 9 respondents stated that they were neutral. And 2 respondents stated that they disagreed with statement X1.10, namely officers/employees gave special attention to customers with alacrity in handling customer complaints. The average value of the X1.10 indicator is 3.70.

On indicator X1.11, 3 respondents stated that they strongly agreed, 22 respondents stated that they agreed, 4 respondents stated that they were neutral. And 1 respondent stated that he disagreed with the statement X1.11, namely that Wings Air provides a better service than other Air Wings. The average value of the X1.11 indicator is 3.90. Thus, the interpretive value of the experimental marketing variable is 3.89. It can be seen in table 4 below.

**Table 4.** Descriptive Dependent Variable

Item	Answer Frequency							Average
	SS(5)	S(4)	N(3)	TS(2)	STS(1)	Total		
	F	F	F	F	F	F	%	
Y1.1	10	17	3	-	-	30	100	4,23
Y1.2	7	17	6	-	-	30	100	4,03



Y1.3	7	14	9	-	-	30	100	3,93
Y1.4	3	17	10	-	-	30	100	3,77
Y1.5	5	19	6	-	-	30	100	3,90
Y1.6	8	16	5	1	-	30	100	4,03
Y1.7	5	17	6	2	-	30	100	3,83
Y1.8	4	11	10	5	-	30	100	3,47
Y1.9	5	15	8	2	-	30	100	3,77
Y1.10	5	14	6	5	-	30	100	3,63
Customer satisfaction variable value								3,85

**Source:** Data processed in 2020

Table 4 shows that respondents' answers in the table above for the Y.1 indicator, 10 respondents answered strongly agree with the statement that Wings Air services have the appropriate tariff. 17 respondents agreed, and 3 respondents stated that they were neutral for the statement that Wings Air had the appropriate tariff. The average Y.1 indicator value is 4.23

On the Y.2 indicator, 7 respondents stated that they strongly agreed, 17 respondents agreed, and 6 respondents stated Neutral in the Y.2 statement, namely, I chose Wings Air because the services provided were by expectations. The average Y.2 indicator value is 4.03.

On the Y.3 indicator, 7 respondents stated that they strongly agreed, 14 respondents agreed, and 9 respondents stated Neutral in the Y.3 statement, namely I am satisfied and happy with Wings Air's service. The average Y.3 indicator value is 3.93.

On the Y.4 indicator, 3 respondents stated that they strongly agreed, 17 respondents stated that they agreed, and 10 respondents stated that they were Netra in the Y.4 statement namely, I am satisfied with security officers who are always on standby on the plane and in the waiting room. The average Y.4 indicator value is 3.77.

On the Y.5 indicator, 5 respondents stated that they strongly agreed, 19 respondents agreed, and 6 respondents stated Neutral in the Y.5 statement, namely Wings Air is more comfortable than other aircraft. The average Y.5 indicator value is 3.90

On the Y.6 indicator, 8 respondents stated that they strongly agreed, 16 respondents stated that they agreed, 5 respondents stated Neutral and 1 respondent stated that they did not agree with Y.6's statement, namely that Wings Air is more comfortable than other public aircraft. The average Y.6 indicator value is 4.03

On the Y.7 indicator, 5 respondents stated that they strongly agreed, 17 respondents stated that they agreed, 6 respondents stated Neutral and 2 respondents stated that they disagreed with the statement Y.7, namely I will tell and recommend to relatives or friends to use Wings Air. The average Y.7 indicator value is 3.83

On the Y.8 indicator, 4 respondents stated that they strongly agreed, 11 respondents stated that they agreed, 10 respondents stated Neutral and 5 respondents stated that they did not agree with the Y.8 statement, namely I recommend Wings Air Services when someone needs transportation services. The average Y.8 indicator value is 3.68.

On the Y.9 indicator, 5 respondents stated that they strongly agreed, 15 respondents agreed, 8 respondents stated Neutral and 2 respondents stated that they did not agree with the Y.9 statement, namely I was satisfied with the choice of Wings Air services. The average Y.9 indicator value is 3.77.

On the Y.10 indicator, 5 respondents stated that they strongly agreed, 14 respondents stated that they agreed, 6 respondents stated Neutral and 5 respondents stated that they did not agree with the Y.10 statement, namely I will switch to another airline if there is a service mismatch at Wings Air. The average Y.10 indicator value is 3.63. Thus, the value of the purchasing decision variable is interpreted as 3.85 or it can be said to be good.

This study uses a simple linear regression analysis model to prove the research hypothesis. This analysis will use input based on data obtained from the questionnaire. Statistical calculations in the simple regression analysis used in this study are to use the help of the SPSS (Statistical Package For Social Science) program for windows.

The results of data processing using SPSS in this study are shown in table 5 as follows:

**Table 5.** Simple linear regression analysis  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.307	.701		1.865	.073
	Eksperimental_Marketin g	.654	.179	.568	3.656	.001

a. Dependent Variable: Satisfaction

Source: Data processed in 2020

Table 5 shows the regression equation model that can be written from these results in the form of a regression equation is as follows:

$$Y = a + bx$$

$$Y = 1.307 + 0.654X$$

The regression equation can be explained as follows: from this equation, it can be seen that the constant of 1.307 means that the consistent value of the satisfaction variable is 1.307. The experiential marketing regression coefficient of 0.654 states that every 1% addition of experiential marketing (X) value, then the satisfaction value increases by 0.654. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive.

The simple linear regression test shows that for the experimental marketing variable (X1) the t-value is 3.656 (3.656 > 0.361) with a significance value of 0.001 (0.001 < 0.05). Thus the H1 hypothesis in this study is accepted, that is, there is a positive effect of external marketing on customer satisfaction on water wings in the city of Namlea. linkage) Act (custom) is one of the considerations for customer satisfaction of users of water wings in the city of Namlea.

The sense is one of the ways used to touch customers' emotions by providing experiences that are gained through the five senses that customers have through products and services. Based on the definition above it can be interpreted that "Sense is a way of creating an experience for customers through the touch of the five senses".

Sense focuses on feeling to create experiences through the five senses of the water wing user. The sense created by business actors can have a positive or negative effect on satisfaction and loyalty. It is possible that what the Namlea air wings offer does not suit the tastes of the customer or maybe the customer is very loyal, and finally, the price offered by the manufacturer is not a problem for the customer.

Feel is small attention shown to customers to touch the customer's emotions extraordinarily. When air wings airlines provide good service and can make the mood and emotion of customers as they expect. A service company (wings air) must pay attention to the quality of service such as being friendly to passengers, providing good direction, and on time. By giving this little attention and being able to touch his feelings and give good experiential, Namlea wings air customers will remember and will be satisfied and even loyal to the airline.

Think is one of the ways companies take to bring commodities into an experience by continuously customizing. The purpose of think is to influence customers to engage in creative thinking and create awareness through a thought process that has an impact on a re-evaluation of the company (Wings Air). With a unified mindset, Wings Air customers, thoughts that might arise about rational problems that can be made sense, for example, there is a Wings Air passenger who has a problem and thinks to tell the officer in the hope that it can be fixed. This act has a positive influence on customer loyalty. When the act can influence the customer's behavior and lifestyle, it will have a positive impact on customer loyalty because the customer feels the product or service is following his lifestyle. Conversely, when consumers feel that the product or service is not under their lifestyle, it will harm customer loyalty. Actions related to the whole individual (mind and body) to improve his life and lifestyle. Messages that are motivating, inspiring and spontaneous can lead customers to do things differently, trying new ways to change their lives for the better. Relate combines the aspects of sense, feel, think and act to connect individuals with what is outside of themselves and implement the relationship between other people and other social groups, so that they can feel proud and accepted in their community.

## 5. Conclusion

Based on the discussion of the research results, it can be concluded that experimental marketing is proven to affect customer satisfaction in Wings Air in the city of Namlea positively and significantly. The findings of this study prove that experimental marketing is increasing or getting better, so the customer satisfaction level of Wings Air airline users in the city of Namlea will also increase, thus it can be justified that the increase in external marketing will increase customer satisfaction for users of Wings Air in the city of Namlea. Suggestions that can be conveyed based on the discussion of the findings of this study are: 1) Air Namwiwel wings should maintain and improve existing marketing expertise to increase customer satisfaction which ultimately will make customers satisfied and loyal. 2) Wings Air Namwiwel should pay more attention to its customers, considering that the dimensions of the act have an insignificant effect. 3) Therefore, the company is asked to pay attention to the elements of experiential marketing so that Wings Air passengers can feel satisfaction and can be loyal to Wings Air in the city of Namlea.

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