

RESEARCH ARTICLE

EXPERIENTIAL MARKETING AND CUSTOMER RELATION MARKETING INFLUENCE ON CUSTOMER VALUE IN REALIZING MSMES CUSTOMER TRUST IN THE TOURISM ENVIRONMENT OF WEST JAVA

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Abstract— This study was aimed to analyze and determine the application of the concept of experiential marketing, marketing relationship customer relationship marketing, customer value, and customer trust by the perpetrators of micro, small and medium enterprises (MSMEs) in the tourism environment in West Java. The research method in this research is descriptive and verification. The data obtained from a total sample of 270 people. The probability sampling technique used in taking the sample. The retrieval method is done by Proposionalle Cluster Staticified Random Sampling method. Data analysis was performed with SmartPLS Software version 2.0. Measurement techniques for the outer model and inner model data and hypothesis testing. Findings, this study showed that the biggest factor that contributes to the influence of customer trust is customer relationship (customer relationship marketing). Simultaneous experiential (experiential marketing) and customer relationship marketing (customer relationship marketing) have a major influence on customer trust, customer value has a big influence on customer trust.

Keywords: Experiential Marketing, Customer Relationship Marketing, Customer Value.

JEL Classifications: D2, J4, F3

I. INTRODUCTION

Every year, growth in the number of tourists visiting West Java tends to increase, except in 2014 (Pratminingsih, et al, 2014). Maryunani & Mirzanti (2015) stated the largest increase occurred in 2015, amounting to 16.83 per cent, which initially the number of tourists visiting in 2014 was only 49,954,727, increasing to 58,362,335 in 2015. Tourism has a close relationship, SMEs will grow rapidly with progress in the tourism sector. MSMEs can supply needs related to tourism, such as tourism services, culinary, and homestay to souvenirs or souvenirs. Concrete steps, Ministry of Cooperatives and Ministry of Tourism have signed a memorandum of

understanding (MoU). The aim is to develop tourist destinations and improve the quality of businesses in the tourism sector. There are three main points in the MoU; encourage marketing access and financing for businesses in the tourism sector, increase business capacity, and increase MSMEs businesses in the tourism sector.

The policy in supporting tourism has been launched by the Governor of West Java since 2015. The driving factor for the improvement of the regional economy which is supported by the micro-economic system as a driving factor for the development of the MSME sector (Kanaidi and Amrizal, 2010). The contribution of MSMEs to Indonesia's gross domestic product is quite large, which is 61.9 per cent, consisting of micro business contributions of 36.30 per cent, small businesses 10.9 per cent, and medium businesses amounting to 14.70 per cent. The large businesses only contributed 38.10 per cent of Indonesia's GDP in 2015. The low public awareness about the importance of tourism development is expected to encourage the development of MSMEs in West Java. The understanding the residents' perceptions towardstourism is **important** in order to shape future and increase economic growth. Due to the consequences at top levels of decision-making (Harun et al, 2018). Beside tourism has provided the largest foreign exchange sufficient for a country (Basariya & Ahmed2019).. In regions, it is not uncommon for regions whose original income is largely sourced from the tourism sector. Therefore, this research aims to study about the experiential Marketing and Customer Relation Marketing in the Tourism Environment of West Java.

METHOD

The method used in this study is a survey method, with a descriptive approach. This type of research is Explanatory Research. This research is included in the type of causality design, which is to identify the cause and effect relationships between variables and researchers look for the real type of facts to help understand and predict relationships (Sahu & Singh, 2016). Sampling using Probability sampling technique, the method of taking is done by Proposionalle Cluster Stabilized Random Sampling method. Data analysis was performed with SmartPLS Software version 2.0. In research using measurement techniques outer model and inner model data and hypothesis testing.

RESULTS AND DISCUSSION

Characteristics of Respondents by Gender

The characteristics below describe the sex of the tourist attractions:

Table 4.1 Respondents by Gender

Gender	Frequency	Percentage (%)
Men	147	54,5
women	123	45,5
Total	270	270

Sumber: Data Primer yang telah diolah 2020

Based on table 4.1 shows that the responses of respondents from this study were more dominated by male respondents, this reason could be present because men are household givers on the other hand formed as heads of families, and of course inviting family members to do recreation. Kotler and Armstrong (2010: 16), Rofi'i et al, (2019) state several factors that influence consumer behavior that is cultural factors which are identification and socialization that are specific to the behavior of its members and social factors that include roles and status, one's position in each group can be explained in terms of roles and status.

Characteristics of Respondents by Age

The characteristics of the data through this questionnaire explain about the age of the tourist visitor respondents:

Table 4.2 Respondents by Age

Age	Frekuensi	Persentase (%)
17-29 year	31	11,4
30-40 year	153	56,6
41-50 year	86	31,8
Total	270	100

Source: Primary data that has been processed

Based on Table 4.2 shows that the response of respondents aged 30-40 years is 56.6%. At this age the respondents have a strong stance to choose a place in accordance with their choices so that the results of income (salary), business, set aside to interact with the family. Kotler and Armstrong (2010: 16) there are several factors that influence consumer behavior, namely age and life cycle stage, a person's purchase of goods and services will change throughout his life. In line with Ramya & Ali (2016) Likewise with a person's taste related to age and occupation, with the existence of work groups, companies can produce products according to the needs of certain work groups.

Characteristics of Respondents Based on Employment Status

Collecting the data below through questionnaires based on the characteristics of respondents based on employment status:

Table 4.3 Respondents Based on Employment Status

Employment	Frequency	Percentage (%)
Government employees	59	33
Private employees	72	21
entrepreneur	54	37
Housewife	47	7
Students	36	2
other	2	0
Total	100	100

Source: Primary data that has been processed

Based on Table 4.3 shows that the response of respondents, visitors are dominated by private employees which are 37%. This is according to respondents related to visiting tourist attractions is a way to release fatigue and tired of working. David et al.,(2020) several factors influence consumer behaviour: among them cultural factors, sub-cultures have smaller sub-cultural groups that are specific identification and socialization for the behaviour of their members. There are four types of sub-culture namely nationality, religious groups, racial groups and geographical areas.

Characteristics of Respondents Based on Recent Education

Collecting data through the questionnaire below explains about the latest education from tourist visitors:

Table 4.4 Respondents by Latest Education

Latest Education	Frequency	Percentage (%)
Junior High School	9	3,2
senior High School	48	17
University	213	78,8
Total	270	100

Source: Primary data that has been processed

Based on Table 4.4 shows the responses of respondents, the number of visitors who have a tertiary education 78.8%. Certainly is motivated as a civil servant, employees, entrepreneurs are college graduates and of course, this is supported by social factors such as groups, families and social roles that are In line with the theory (Kotler and Armstrong, 2010) said that several factors influence consumer behaviour: among them social factors which include: role and status, the position of a person in each group can be explained in terms of roles and status. Each carry a status that reflects the general appreciation by the community.

Characteristics of Respondents Based on Average Monthly Earnings

Collecting data through the questionnaire below explains the average monthly income of tourist visitors:

Table 4.5 Respondents Based on Average Monthly Earnings

Average Monthly Earnings	Frequency	Percentage (%)
Rp. < 1.000.000	2	0,7,2
Rp. 1.100.000 - Rp. 2.500.000	68	25,1
Rp. 2.500.000 - Rp. 5.000.000	121	44,8
Rp. >5.000.000	79	29,2
Total	270	100

Source: Primary data that has been processed

Based on table 4.5 showed that the distribution of questionnaires from this study that earned > Rp. 5,000,000 per month as much as 44.8%, the amount of one's income, because one's income is also closely related to the work he does, namely as an entrepreneur covering his hard work (expertise), connections owned and property (land, etc.). This is in line with Géci et al., (2017)that the consumer behaviour is influenced by personal factors namely: a person's economic situation can be seen from the level of income that can affect product choices.

Respondents' Responses to Experiential Marketing

Experiential marketing consists of the dimensions of sense, feel, think, act and relate marketing:

Table 4.6 Sense Marketing

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		

1.	Whatever I see at MSMEs in the tourism environment is an experience for me	Very good	Good	Enough	Not Good	Bad	3,90	Good
		12,2%	65,6%	21,9%	0,4%	0,0%		
2.	Anything that I hear when I'm in the MSME in the tourism environment is an experience for me.	Very good	Good	Enough	Not Good	Bad	3,93	Good
		15,2%	63,3%	21,1%	0,4%	0,0%		
3.	Whatever I touch when I am at MSME in the tourism environment is an experience for me.	Very good	Good	Enough	Not Good	Bad	3,84	Good
		10,0%	64,4%	24,8%	0,7%	0,0%		
4.	The aroma that I smell when I am at the MSME in the tourism environment is an experience for me.	Very good	Good	Enough	Not Good	Bad	4,02	Good
		15,6%	1024,4%	11,1%	1,1%	0,0%		
5.	The food that I felt while I was at MSME in the tourism environment was able to provide experience for me.	Very good	Good	Enough	Not Good	Bad	3,93	Good
		16,7%	61,5%	20,4%	1,5%	0,0%		
Sense Marketing							3,92	Good

Source: Primary Data Processing Results

Based on table 4.6 above, it can be categorized that Experiential Marketing with an average sense of marketing dimension is considered good. This is evidenced by the results of the assessment of respondents in the marketing dimension sub-dimension that what is seen at the MSMEs in the tourism environment is considered to be a good experience, whatever is heard while at the MSMEs in the tourism environment is good, everything that is touched while at the MSMEs in the tourism environment becomes good experience, the aroma that smells while in the MSMEs in the tourism environment becomes a good experience and the food that is felt while in MSME in the tourism environment can provide a good experience. This proves that MSMEs in the tourism environment have given a good impression and reinforced the sense of marketing sub-dimension so that it can be stimulated by respondents which makes it a good experience.

Another dimension of the Experiential Marketing variable is Feel Marketing. The results of the assessment of respondents on Feel Marketing can be seen as in table 4.7 below:

Table 4.7 Feel Marketing

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1.	MSMEs in the tourism environment are able to provide specific stimuli that have become a special experience for me	Very good	Good	Enough	Not Good	Bad	3,89	Good
		13,0%	64,1%	22,2%	0,7%	0,0%		
2.	MSMEs in the tourism environment is able to provide an emotional touch that is an experience for me	Very good	Good	Enough	Not Good	Bad	3,71	Good
		7,8%	57,0%	33,3%	1,9%	0,0%		

3.	MSMEs in the tourism environment is able to arouse the mood that became an experience for me.	Very good	Good	Enough	Not Good	Bad	4,00	Good
		19,3%	62,2%	18,1%	0,4%	0,0%		
Feel Marketing							3,87	Good

Source: Primary Data Processing Results

Experiential Marketing variables with Feel Marketing dimensions in table 4.7 above, can be categorized that Feel Marketing sub-dimensions, such as providing specific stimuli are considered good, meaning MSMEs in the tourism environment have been able to provide specific stimuli with good that can be accepted by respondents. On the other hand, MSMEs in the tourism environment is also able to provide an emotional touch to respondents, meaning that MSMEs in the tourism environment have tried to give the feel of a good mood and customer emotion. In addition, MSMEs in the tourism environment is able to upload respondents' moods properly, meaning that MSMEs in the tourism environment understand how to upload feelings and how to provide the right level of stimulation for the feelings of consumers as the target. Overall, marketing feel is considered good. Another dimension of the Experiential Marketing variable is think marketing. The results of the assessment of respondents on Think Marketing can be seen as in table 4.8 below:

Table 4.8 Think Marketing

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	Using MSME products in the tourism environment is able to inspire my mind to produce ideas that become a solution for what I think.	Very good	Good	Enough	Not Good	Bad	3,90	Good
		15,6%	60,4%	22,6%	1,5%	0,0%		
2	Based on my experience when using MSME products, MSMEs in the tourism environment are able to guide my thoughts to flow simultaneously	Very good	Good	Enough	Not Good	Bad	3,91	Good
		14,4%	62,6%	22,6%	0,4%	0,0%		
3	Based on my experience while in MSME in this tourism environment, I think that this MSME is able to provide something that is more than what was promised.	Very good	Good	Enough	Not Good	Bad	3,87	Good
		12,6%	62,6%	24,1%	0,7%	0,0%		
4.	Based on my experience when using MSME products in this tourism environment, this MSME was able to surprise my thoughts.	Very good	Good	Enough	Not Good	Bad	4,01	Good
		15,6%	71,1%	12,6%	0,7%	0,0%		
5.	Based on my experience when using MSME products in this tourism environment, this MSME was able to create an impetus for my mind to always take advantage of this MSME product.	Very good	Good	Enough	Not Good	Bad	3,92	Good
		15,2%	63,0%	20,7%	1,1%	0,0%		
Think Marketing							3,92	Good

Source: Primary Data Processing Results

Think Marketing which is one of the dimensions of the Experiential Marketing variable, as a whole can be categorized as good. This is that using MSME products in the tourism environment can arouse respondents' minds to generate ideas as a solution for what respondents think, meaning that products produced from MSMEs in the tourism environment are able to stimulate the abilities and intellectuals of every consumer who uses it. Besides,

MSME products used in the tourism environment are able to guide respondents' thinking simultaneously, meaning that when respondents use MSME products, they are motivated to engage in thinking simultaneously when using products with the existing tourism environment. In accordance with the respondent's experience while in MSME in the environment around tourism able to provide something more than what was promised, meaning that the respondent considered that MSME in the tourism environment can provide something that exceeds the expectations of the promised respondent. In addition, the MSME is able to surprise consumers, which means customers get a deep emotional impression when using these MSME products so they can continue to remain in the minds of consumers for a long time. MSME products in the tourism environment are able to create encouragement for customers to always take advantage of these MSME products, meaning that in accordance with consumer experience when using these MSME products stimulate customers to think centrally about how to use these products.

Another dimension of the Experiential Marketing variable is act marketing. The results of the assessment of respondents on act marketing can be seen as in table 4.9 below:

Table 4.9 Act Marketing

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
14.	Based on my experience when using MSMEs in this tourism environment, I view the behaviour of MSMEs able to interact well with customers	Very good	Good	Enough	Not Good	Bad	3,90	Good
		13,7%	62,6%	23,3%	0,4%	0,0%		
15.	All types of products/services at MSME in the tourism environment are able to attract interest for customers	Very good	Good	Enough	Not Good	Bad	3,86	Good
		11,9%	62,6%	24,8%	0,7%	0,0%		
16.	Based on my experience when using MSME products in this tourism environment, the products are following my lifestyle.	Very good	Good	Enough	Not Good	Bad	4,00	Good
		14,4%	71,5%	13,3%	0,7%	0,0%		
Act Marketing						3,92	Good	

Source: Primary Data Processing Results

Experiential Marketing variables with Act Marketing dimensions, as in table 4.9 above, can be categorized that the act marketing sub dimensions, such as the ability to interact well with customers, the products offered are able to attract customer interest well, the suitability of the products offered to the customer's lifestyle is considered good. Thus overall the act marketing dimension has been good, meaning that respondents consider that the MSMEs in the tourism environment are able to provide real experiences and broader lifestyles to their customers. The Experiential Marketing variable also has a Relate Marketing dimension. The results of the assessment of respondents on Relate Marketing can be seen as in table 4.10 below:

Table 4.10 Relate Marketing

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1.	Based on my experience when using MSME products in this tourism environment, I consider this MSME in accordance with my idealization.	Very good	Good	Enough	Not Good	Bad	3,91	Good
		14,8%	62,2%	22,2%	0,7%	0,0%		
2.	Based on my experience when utilizing MSME products in this tourism environment, these MSME officers are able to collaborate well with their customers.	Very good	Good	Enough	Not Good	Bad	3,86	Good
		11,5%	63,3%	24,4%	0,7%	0,0%		

3.	Based on my experience when using MSME products in this tourism environment, this MSME is able to give the impression of being a prestigious MSME.	Very good	Good	Enough	Not Good	Bad	3,91	Good
		15,6%	61,5%	21,9%	1,1%	0,0%		
<i>Relate Marketing</i>							3,89	Good

Source: Primary Data Processing Results

Based on table 4.10 above, it can be categorized that Experiential Marketing with relating marketing dimension on average is considered good. This is evidenced by the results of the assessment of respondents in the relationship marketing sub-dimension that MSMEs in accordance with customer idealization is considered good, MSME officials are able to work with customers rated good, and MSMEs are able to give the impression of being a prestigious MSME valued good. This proves that the MSME has created a social identity for its customers with the products or services offered.

Customer Relationship Marketing

Customer relationship marketing consists of dimensions understanding customer expectation, building service partnership, total quality management, empowering employees can be stated as follows:

Table 4.11 Understanding Customer Expectation

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The MSMEs in the tourism environment always try to guarantee safety for their customers.	Very good	Good	Enough	Not Good	Bad	3,94	Good
		14,8%	65,2%	19,3%	0,7%	0,0%		
2	MSMES products / services in the tourism environment are in line with my expectations.	Very good	Good	Enough	Not Good	Bad	3,95	Good
		13,3%	68,1%	18,5%	0,0%	0,0%		
3	The MSMEs in the tourism environment can maintain all existing facilities well.	Very good	Good	Enough	Not Good	Bad	3,84	Good
		13,3%	61,5%	21,1%	4,1%	0,0%		
Understanding Customer Expectation							3,91	Good

Source: Primary Data Processing Results

The Customer Relationship Marketing variable in terms of the Understanding Customer Expectation dimension can be seen that the security guarantee for customers in the good category, MSME products is in accordance with the expectations of the customers in the category of good, the MSME also maintains the facilities properly. Thus overall the dimension of understanding customer expectation can be categorized as good, which means the respondent feels that the MSME understands and meets consumer expectations well.

Sub Dimensions of the Customer Relationship Marketing variable is building service partnership, the results of the assessment can be seen as follows:

Table 4.12 Building Service Partnership

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1.	The SMEs in the tourism environment want to listen to customer complaints.	Very good	Good	Enough	Not Good	Bad	3,94	Good
		15,9%	63,0%	20,4%	0,7%	0,0%		
2.	MSMEs in the tourism environment are able to overcome customer complaints.	Very good	Good	Enough	Not Good	Bad	4,06	Good
		21,5%	63,3%	14,8%	0,4%	0,0%		
3.	MSMEs in the tourism environment are able to engage customers to improve service quality.	Very good	Good	Enough	Not Good	Bad	4,00	Good
		18,9%	63,3%	17,0%	0,7%	0,0%		
4.	SMEs in the tourism environment are able to establish smooth communication with customers.	Very good	Good	Enough	Not Good	Bad	3,96	Good
		15,2%	65,9%	18,1%	0,7%	0,0%		
<i>Building Service Partnership</i>						3,99	Good	

Source: Primary Data Processing Results

Based on table 4.7 above, it can be categorized that Customer Relationship Marketing with the dimension of building service partnership as an average is considered good by respondents. This is evidenced by the results of the assessment of respondents in the sub-dimension of building service partnerships, namely the MSME wants to listen to complaints from customers deemed good, the MSMEs is able to handle complaints judged good, the MSME is able to engage customers to improve services considered good, the MSME is able to establish smooth communication with customers. Thus as a whole prove that the MSME in the tourism environment has been able to establish a form of partnership with existing customers around the tourism environment in adding the services desired by customers in the use of a product from the MSME. Another dimension of the Customer Relationship Marketing variable is total quality management. The results of the assessment of respondents on total quality management can be seen as in table 4.8 below:

Table 4.13 the Total Quality of Management

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
5	Pihak MSMEs di lingkungan pariwisata ini mampu menghasilkan jasa yang aman bagi pelanggan.	Very good	Good	Enough	Not Good	Bad	4,00	Good
		17,4%	65,6%	17,0%	0,0%	0,0%		

6	Pihak MSMES di lingkungan pariwisata ini mampu menghasilkan jasa yang berkualitas.	Very good	Good	Enough	Not Good	Bad	3,90	Good
		17,4%	58,9 %	19,6%	4,1%	0,0%		
7	Pihak MSMES di lingkungan pariwisata ini selalu berusaha menjamin kondisi layanan yang ramah lingkungan.	Very good	Good	Enough	Not Good	Bad	4,01	Good
		19,3%	63,3 %	16,7%	0,7%	0,0%		
Total Quality Management							3,97	Good

Source: Primary Data Processing Results

Based on table 4.13 above, it is stated that the MSMEs in the tourism environment is able to produce safe services for customers categorized as good, the MSMEs are able to produce quality services that are categorized as good, the MSMEs are able to guarantee environmentally friendly service conditions categorized as good. Thus overall that the dimension of total quality management can be categorized as good, which means that respondents feel that the MSME has made changes in an effort to reduce an error/imperfection of goods or services produced to increase customer satisfaction. Another dimension of the Customer Relationship Marketing variable is Empowering Employees. The results of the assessment of respondents on Empowering Employees can be seen as in table 4.14 below:

Table 4.14 Empowering Employees

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1.	MSMEs employees in this tourism environment are responsible for solving problems faced by customers.	Very good	Good	Enough	Not Good	Bad	3,97	Good
		15,9%	65,9%	17,4%	0,7%	0,0%		
2.	The owner of MSMEs in the tourism environment is able to provide a good working environment and atmosphere for his employees.	Very good	Good	Enough	Not Good	Bad	4,00	Good
		17,4%	65,6%	17,0%	0,0%	0,0%		
3.	MSMEs employees in this tourism environment have the ability to solve problems faced by customers.	Very good	Good	Enough	Not Good	Bad	3,92	Good
		19,3%	57,8%	18,9%	4,1%	0,0%		
Empowering Employees							3,97	Good

Source: Primary Data Processing Results

The Empowering Employees variable with the Empowering Employees dimension, as in table 4.14 above, can be categorized that MSME employees in the tourism environment are responsible for solving problems faced by customers that are considered good, MSME owners are able to provide a good working environment and

atmosphere for employees considered good, MSME employees have the ability to solve the problems faced by customers are assessed with good. Thus overall the dimensions of empowering employees can be categorized as good.

Customer Value

Customer Value consists of dimensions *benefit* and *cost* can be stated as follows:

Table 4.15 *Benefit*

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The service process at MSMEs in the tourism environment is carried out quickly.	Very good	Good	Enough	Not Good	Bad	3,88	Good
		14,1%	60,4%	24,8%	0,7%	0,0%		
2	This MSME product in the tourism environment is what I expected.	Very good	Good	Enough	Not Good	Bad	3,95	Good
		16,3%	63,3%	19,6%	0,7%	0,0%		
3	MSMEs in this tourism environment provide security guarantees for customers	Very good	Good	Enough	Not Good	Bad	3,91	Good
		14,1%	63,0%	22,6%	0,4%	0,0%		
4	MSMEs in this tourism environment provide adequate parking	Very good	Good	Enough	Not Good	Bad	3,96	Good
		20,7%	55,2%	23,7%	0,4%	0,0%		
5	MSMES in this tourism environment provides adequate waiting space for customers	Very good	Good	Enough	Not Good	Bad	3,86	Good
		12,2%	61,9%	25,6%	0,4%	0,0%		
6	MSMES employees in this tourism environment provide friendly service for customers	Very good	Good	Enough	Not Good	Bad	3,97	Good
		21,5%	54,1%	24,1%	0,4%	0,0%		
7	MSMES employees in this tourism environment provide courteous service to customers	Very good	Good	Enough	Not Good	Bad	3,84	Good
		12,6%	59,6%	27,0%	0,7%	0,0%		
8	MSMES employees in this tourism environment provide services quickly	Very good	Good	Enough	Not Good	Bad	3,96	Good
		15,9%	64,4%	18,9%	0,7%	0,0%		
9	MSMES employees in this tourism environment provide appropriate services	Very good	Good	Enough	Not Good	Bad	3,82	Good
		14,8%	48,9%	29,3%	1,1%	0,0%		

10	MSMES products/services in this tourism environment provide a sense of pride for customers	Very good	Good	Enough	Not Good	Bad	3,85	Good
		12,6%	60,4%	26,3%	0,7%	0,0%		
11	MSMES products/services in the tourism environment are able to lift customers' self-esteem	Very good	Good	Enough	Not Good	Bad	3,83	Good
		13,7%	57,4%	26,7%	2,2%	0,0%		
<i>Benefit</i>							3,89	Good

Source: Primary Data Processing Results

Variable customer value in terms of benefit dimensions can be seen as table 4.15 above, it is stated that the service process is carried out quickly in the category of good, MSME products as expected by consumers are considered good, the MSME provides security guarantees to customers rated good, the availability of adequate parking space already considered good, the availability of waiting rooms categorized as good, the services provided are judged good by the customer, the SMEs provide services politely for customers categorized as good, employees provide services quickly, employees provide appropriate services, products/services provide pride for customers considered good, the product/service can lift customer self-esteem. Thus overall the benefit dimension is categorized as good, which means that respondents feel the benefits resulting from the use of the product/service at the MSME. Another dimension of the Customer Value variable is cost. The results of the assessment of respondents to cost can be seen as in table 4.16 below:

Table 4.16: Cost

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The price of products / services that are charged by MSMEs in the tourism environment is able to save costs for me.	Very good	Good	Enough	Not Good	Bad	3,87	Good
		13,3%	60,7%	25,2%	0,7%	0,0%		
2	MSMES in this tourism environment is able to save customers time to get service.	Very good	Good	Enough	Not Good	Bad	3,91	Good
		12,2%	67,0%	20,7%	0,0%	0,0%		
3	MSMEs in the tourism environment are able to save customers energy to get their products / services.	Very good	Good	Enough	Not Good	Bad	4,04	Good
		16,3%	72,2%	10,4%	1,1%	0,0%		
4	The types of MSME products / services in the tourism environment are informed to customers.	Very good	Good	Enough	Not Good	Bad	3,96	Good
		18,5%	60,4%	19,6%	1,5%	0,0%		
<i>Cost</i>							3,94	Good

Source: Primary Data Processing Results

The dimension of cost on the customer value variable which has sub dimensions including the price of the product / service can save the cost of the customer in the good category, meaning that the costs incurred are not too high, MSMEs in the tourism environment are able to save the time of the customer in the good category, meaning when consumers want to use the product / service It does not require a long time to get the product / service. MSMEs in the tourism environment are able to save energy customers rated good, the types of products / services MSMEs in the tourism environment are informed to customers valued good. Thus overall the cost dimension is categorized as

good, which means that the sacrifice that will be incurred by the customer is not too high in obtaining MSME products / services in the tourism environment.

4.1.1 Customer Trust

Customer Teust terdiri dari dimensi *transparency, product service and quality, product comparison, incentives, partnering, comprehensive* dapat dinyatakan sebagai berikut:

Table 4.17 Transparency

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The MSMEs in the tourism environment are always honest in providing information to customers about the products / services they have.	Very good	Good	Enough	Not Good	Bad	3,95	Good
		16,3%	63,3%	19,6%	0,7%	0,0%		
2	MSMEs in the tourism environment are open in providing information to customers about the products / services they have.	Very good	Good	Enough	Not Good	Bad	3,91	Good
		14,1%	63,0%	22,6%	0,4%	0,0%		
Transparency							3,93	Good

Source: Primary Data Processing Results

Based on Table 4.17 above, it can be stated that the customer value variable which has a transparency dimension consisting of the honest attitude of the MSMEs in providing information is considered good, meaning that the MSME honestly provides information related to products / services to customers who will use it. The MSME also openly provides information about its products / services to customers. Thus overall the dimension of transparency in the good category, this is evidenced that the respondents felt openness on the part of the MSMEs when they were going to use the products / services of the MSME information provided clearly.

Product Service and Quality is one of the sub dimensions of customer value. The evaluation of respondents for Product Service and Quality can be seen as in table 4.18 below

Table 4.18 Product Service and Quality

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	MSMEs in the tourism environment are able to provide quality products / services.	Very good	Good	Enough	Not Good	Bad	3,96	Good
		20,7%	55,2%	23,7%	0,4%	0,0%		
Product Service and Quality							3,96	Good

Source: Primary Data Processing Results

Based on Table 4.18 above, MSMEs in the tourism environment are able to provide quality products/services, meaning that the products/services produced have good reliability, accuracy and ease of operation as well as other assessment attributes.

Product Comparison is one of the sub-dimensions of customer value. The evaluation of respondents for Product Comparison can be seen as in table 4.19 below:

Table 4.19 Product Comparison

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	MSMEs in the tourism environment are able to create products / services that are different from their competitors.	Very good	Good	Enough	Not Good	Bad	3,86	Good
		12,2 %	61,9%	25,6%	0,4%	0,0%		
Product Comparison							3,86	Good

Source: Primary Data Processing Results

Based on the table above, it is stated that MSMEs are able to create products/services that are different from its competitors, meaning that products produced by MSMEs in the tourism environment are able to compete because they have their characteristics and advantages.

Incentives are one of the sub-dimensions of customer value. The assessment of respondents regarding Incentives can be seen as in table 4.20 below:

Table 4.20*Incentives*

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	Pihak MSMES di lingkungan pariwisata ini mampu menyediakan produk/layanan yang memberikan manfaat yang saling menguntungkan dalam jangka panjang.	Very good	Good	Enough	Not Good	Bad	3,97	Good
		21,5%	54,1%	24,1%	0,4%	0,0%		
Incentives							3,97	Good

Source: Primary Data Processing Results

Based on Table 4.20, it is stated that the MSMEs provide products/services that provide mutually beneficial benefits in the long run, meaning that respondents feel the products produced by MSMEs do not only provide immediate satisfaction or benefits but long-term benefits.

Partnering one of the sub-dimensions of customer value. The assessment of respondents to Partnering can be seen as in table 4.16 below:

Table 4.21*Partnering*

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The MSMEs in the tourism environment are able to make consumers as partners.	Very good	Good	Enough	Not Good	Bad	3,84	Good
		12,6%	59,6%	27,0%	0,7%	0,0%		
Partnering							3,84	Good

Source: Primary Data Processing Results

The customer value variable in terms of partnering dimensions can be seen as in table 4.21 above, it can be stated that MSMEs is able to make consumers as partners categorized as good. It is proven that by making consumers as partners, MSMEs gives a level of trust to consumers in

Comprehensive one of the sub dimensions of customer value. The assessment of respondents towards Comprehensive can be seen as in table 4.16 below:

Table 4.22*Comprehensive*

No	Statement	Alternative Answers					Average score	Criteria
		5	4	3	2	1		
1	The MSMEs party in the tourism environment is responsible when carrying out advertising activities for its products / services.	Very good	Good	Enough	Not Good	Bad	3,96	Good
		15,9%	64,4%	18,9%	0,7%	0,0%		
2	MSMEs in the tourism environment is responsible when conducting product / service promotion activities	Very good	Good	Enough	Not Good	Bad	3,80	Good
		14,8%	51,9%	32,2%	1,1%	0,0%		

3	MSMES in the tourism environment is responsible when conducting sales of products / services.	Very good	Good	Enough	Not Good	Bad	3,73	Good
		13,0%	48,5%	36,7%	1,9%	0,0%		
Comprehensive							3,83	Good

Based on table 4.22 above, it can be stated that the MSMES party is responsible when carrying out advertising activities of products / services considered good, the MSMES party responsible when conducting promotional activities is considered to be good, the MSMES party is responsible when conducting sales activities is considered good. Thus overall the comprehensive dimension is categorized as good, which means the respondent feels that MSMES is fully responsible when carrying out various activities to be carried out.

Verification Analysis

Model Testing

In the SEM-PLS analysis two models will be carried out: the outer model analysis and the inner model analysis. The measurement model (outer model) is a model that defines how each block of indicators relates to their latent variables. Ghozali (2011: 13).

Outer model evaluation is carried out on constructs that are reflected by the indicators. The reflexive measure of the indicator with its construct is said to be high if it has a loading factor value of more than 0.7. However, for the initial research stage of development, a loading factor of 0.5 to 0.6 is considered to be Enough Ghozali (2011: 13).

1. The evaluation of measurement (outer) model

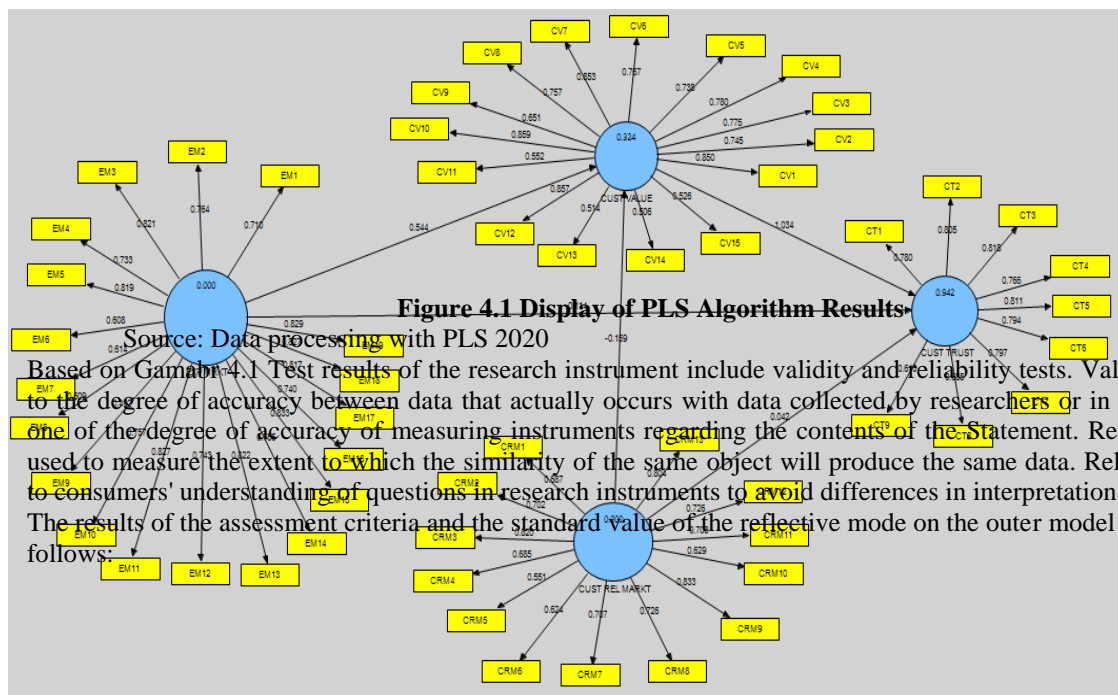


Table 4.23 Results of Criteria Assessment Outer Model

Criteria	Standard	Result											
		PLS Algorithm Results											
Validity of convergen (AVE)	> 0,5	<table border="1"> <tr> <td colspan="2">AVE</td> </tr> <tr> <td>CUST REL MARKET</td> <td>0.506649</td> </tr> <tr> <td>CUST TRUST</td> <td>0.52052</td> </tr> <tr> <td>CUST VALUE</td> <td>0.527915</td> </tr> <tr> <td>EXP MRKT</td> <td>0.561269</td> </tr> </table>		AVE		CUST REL MARKET	0.506649	CUST TRUST	0.52052	CUST VALUE	0.527915	EXP MRKT	0.561269
AVE													
CUST REL MARKET	0.506649												
CUST TRUST	0.52052												
CUST VALUE	0.527915												
EXP MRKT	0.561269												
Loading Factor	≥ 0,6	All indicators have loading factor > 0,6											

Reliability	$\geq 0,6$	Composite Reliability	
		CUST REL MARKT	0.929548
		CUST TRUST	0.926785
		CUST VALUE	0.942063
		EXP MRKT	0.959867
<i>Cross Loading/ Validity ofDiscriminate</i>	Greater than the value of correlation between variables	All AVE values of the latent variable are greater than the correlation of other latent variables	

Source: Data processing with PLS 2020

Validity test

The convergent validity

The convergent validity of the measurement model using reflective indicators is assessed based on the loading factor of the indicators that measure the construct. In this study, there are 4 constructs. Based on the test results the measurement model can be explained as follows:

1. The Experiential Marketing construct is measured using EM 1 - EM 19, all indicators have a loading factor above 0.5. Only one indicator that is declared invalid is EM 9 because the loading factor is below 0.5
2. Construction, Customer Relationship Marketing is measured using CRM 1 - CRM 13 All indicators have a loading factor above 0.5
3. Constructions, Customer Value is measured using CRM1 - CRM 15 All indicators have a loading factor above 0.5.
4. Construction, Customer Trust is measured using CT1 - CT 9 All indicators have a loading factor above 0.5. Thus, it can be concluded that the indicators are declared Valid and can be accepted as measuring variables.

2. Discriminate Validity Test

Based on the results of the PLS output above, shows the value of cross loading also shows the existence of good discriminate validity because the correlation value of the indicator to the construct is higher than the value of the correlation of indicators with other constructs.

Reliability Test

The construct reliability test was measured by composite reliability and Cronbach's alpha. The construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. From the results of SmartPLS output above all constructs have composite reliability values above 0.70 and Cronbach's alpha above 0.60. So it can be concluded that the construct has good reliability.

1. Inner Model

The structural model (Inner Model) is performed to see the relationship between constructs, significant values and R Square of the research model. The structural model is evaluated by using R Square for the dependent test t constructs as well as the significance of the path coefficient (structural path). The structural model of this research can be seen in the following figure:

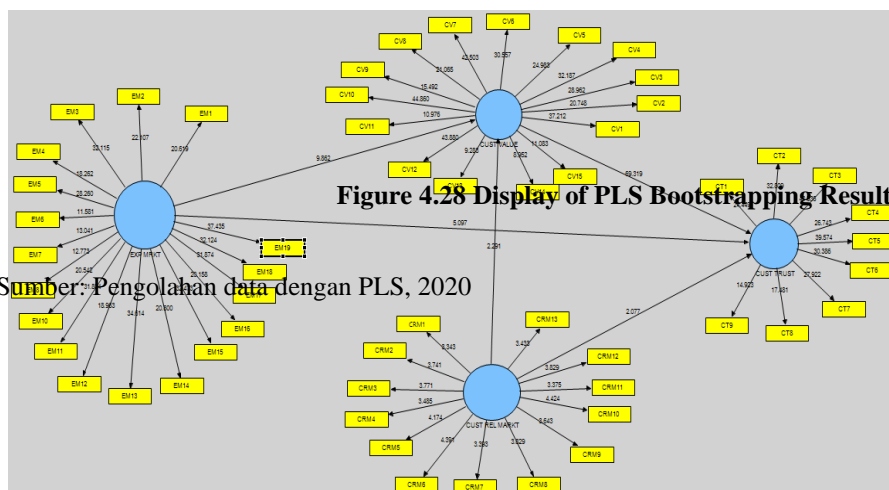


Figure 4.28 Display of PLS Bootstrapping Results

Sumber: Pengolahan data dengan PLS, 2020

A. Test Results

Test Results (t Test Statistics), t test basically shows how far the influence of one explanatory or independent variable individually in explaining the dependent variable. This decision was made based on a comparison of the values of the t value of each regression coefficient with a predetermined significance level of 5% ($\alpha = 0.05$).

If the significance of $t_{count} < t_{table}$, then H_0 is accepted and H_a is rejected, which means that the variable does not have a significant effect on the dependent variable and vice versa. If $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted which means the variable has a significant effect on the dependent variable (Ghozali, 2011: 99).

To test the statistical value of t statistics generated from PLS output compared to t table values, PLS output is an estimation of latent variables which is an agreed linear of the indicator.

1. The Effect of Experiential Marketing on Customer Value

The magnitude of the path coefficient for the Experiential Marketing variable is 0.54. The t value of statistical 9.86 is greater than t table that is 1.95. This means that these results indicate that there is a significant effect of Experiential Marketing on Customer Value. The results of this study are in line with research conducted by Dewanti (2011) that Experiential Marketing influences Customer Value.

2. The effect Customer Relationship Marketing toward Customer Value

The magnitude of the path coefficient for the Customer Relationship Marketing variable is 0.15. Statistical t value of 2.29 is greater than t table that is equal to 1.95. This means that these results indicate that there is a significant influence of Customer Relationship Marketing on Customer Value. The results of the study are in line with the results of previous studies conducted by Isnadi (2010: 99) with the title Analysis of the Effect of Customer Relationship Marketing on Customer Value and Product Excellence in Increasing Customer Satisfaction and Loyalty, that customer relationship marketing has a positive and significant effect on customer value.

3. The effect Customer Value toward Customer Trust

The magnitude of the path coefficient for the Customer Value variable is 1.03. The t value of statistics 69.31 is greater than t table that is 1.95. This means that these results indicate that there is a significant influence of Customer Value on Customer Trust.

The results of this study are in line with research conducted by (Yeri Resika, Zakaria Wahab & Muchsin Saggaf (2019) with the title customer perceived value and customer trust: identification of customer satisfaction and loyalty of consumers. The results of this study reveal that customer perceived value and customer trust positive and significant effect on customer satisfaction, customer perceived value and customer trust have a positive but not significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, customer perceived value has no significant effect on customer loyalty through customer satisfaction, and customer trust has a significant influence on customer loyalty through customer satisfaction.

4. The effect Experiential Marketing and Customer Relationship Marketing toward Customer Value

Based on the F test results obtained if $F_{count} > F_{table}$ (0.05), then H_0 is rejected and H_a is accepted, the value of $F_{count} = 2, 16 > F_{table}$ is 1.65, it can be seen H_0 is rejected H_a is accepted, so the hypothesis that reads is that there is an influence significantly between the Experiential Marketing variable and the Customer Relationship Marketing variable to the Customer Value variable. The results clearly show that Customer Value is influenced by Experiential Marketing and Customer Relationship Marketing variables. This shows that the experience is more enjoyable and the relationship is good, then it determines customer value.

The results of this study are in line with previous research with Novy Utarie's (2013: 7) research in his study entitled The Effect of Experiential Marketing and Relationship Marketing on Experiential Value and Its Impact on Customer Behavioral Intention (Case Study: Nanny's Pavillon Terrace - Central Park Mall), concludes that Relationship marketing has an influence on experiential value. This shows that the promotional programs that have been implemented by Nanny's Pavillon Terrace have formed financial and social ties and succeeded in creating value for customers, especially the value of efficiency, play, excellence, ethics, and esteem.

5. The Effect Experiential Marketing Toward Customer Trust

The magnitude of the path coefficient for the Experiential Marketing variable is 0.11. The statistical t value of 5.09 is greater than the t table of 1.95. This means that these results indicate that there is a significant effect of Experiential Marketing on Customer Trust.

The results of this study are in line with research conducted by Inggil Dharmawansyah (2013: 9), in his study entitled The Effect of Experiential Marketing and Customer Satisfaction on Customer Loyalty (Case Study at Pring Asri Bumiayu Restaurant), concludes that from the service table a company image will be developed and employee

performance, so that all service activities will be directed and focused on how to provide good service as desired by the company's customers.

6. The effect Customer Relationship Marketing toward Customer Trust

The magnitude of the path coefficient for the Customer Relationship Marketing variable is 0.04. The t value of statistics 2.07 is greater than t table, that is 1.95 This means that these results indicate that there is a significant influence of Customer Relationship Marketing on Customer trust.

The results of this study are in line with research conducted by Harun (2011: 74) in his study entitled The Effect of Customer Relationship Marketing and Customer Value on Customer Loyalty of Bank Muamalat Jambi Branch, concluded that the dimensions of the variable, Customer relationship marketing based on the significance test partial or simultaneous contribution has a high influence on customer value and customer loyalty Bank Muamalat Jambi Branch. One form of implementing CRM is a continuous marketing program (continuity marketing), which is the provision of sustainable services that aim to bind customers and increase customer loyalty. The form of services provided in the form of membership cards, discounts, vouchers and special facilities (Asminar, 2010: 6).

CONCLUSION

The results showed that there was a significant effect of experiential marketing on customer value where the magnitude of the path coefficient for the experiential marketing variable was 0.54. The t value of statistical 9.86 is greater than t table, which is 1.95. There was a significant influence of customer relationship marketing on customer value, namely the magnitude of the path coefficient for the variable customer relationship marketing of 0.15. The value of t statistic of 2.29 is greater than t table, which is 1.95. And there is a significant influence of customer value on customer trust where the path coefficient for the customer value variable is 1.03. The t value of statistics 69.31 is greater than t table, which is 1.95. The customer value is influenced by experiential marketing and customer relationship marketing variables. This shows that the experience is more pleasant and good relations, then it determines customer value. The magnitude of the path coefficient for the experiential marketing variable is 0.11. The statistical t value of 5.09 is greater than the t table of 1.95 this means that these results indicate that there is a significant effect of experiential marketing on customer trust. The magnitude of the path coefficient for the customer relationship marketing variable is 0.04. The t value of statistics 2.07 is greater than t table, that is 1.95 this means that these results indicate that there is a significant influence of customer relationship marketing on customer trust.

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