

APPLICATIONS OF DIMENSIONS SENSE, FEEL, THINK, ACT, RELATE, CUSTOMER SATISFACTION, GETOK TULAR COMMUNICATION, AND PURCHASE INTENTION IN JAKARTA ORGANIC RESTAURANTS

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Abstract

Sense, feel, think, act, relate affect the formation of customer value, customer satisfaction, word of mouth communication and organic purchase intention. Competitive changes in modern times and require companies to improve themselves and have new strategies to differentiate competitors in order to have a competitive advantage. The problem of researching organic restaurants is that they get less customer visits, even though they serve healthy dishes, even though they are more expensive. Through unique experiential marketing, entertaining customers to satisfy them. Satisfied customers are expected to communicate and have an impact on customers to intend to make repeat purchases. Experience is the main component of marketing, it aims to make consumers respond, actively buy and feel different foods, different perceptions as a consequence of consumers from the experience of eating organic food. The purpose of this study is to analyze the effect of experiential marketing dimensions, customer satisfaction, word of mouth communication, on purchase intention. The research method tested the causal relationship with 203 respondents. Purposive sampling, visitors to organic restaurants in Jakarta, Surabaya, and Yogyakarta. The research findings of experiential marketing dimensions affect customer satisfaction, getok tular communication and influence the purchase intention of organic food. However, the experiential marketing dimension with getok tular communication has no significant effect. Research contributions to make organic food popular among Indonesian customers.

Keywords: Experiential Marketing, Satisfaction, Getok Tular Communication, Purchase Intention

INTRODUCTION

Organic food is very important for one's health, especially during a pandemic, where the COVID-19 outbreak is developing. Customers who consume organic food are expected to maintain good health. Health during a pandemic is prioritized, because if a person's immunity decreases, it is easy to contract the covid 19 virus. The results of study 1 (Ruswanti et al, 2017) found that organic knowledge, organic nutritional value is not widely known to the public. But several previous studies in Korea, China have found knowledge, organic nutrition content is significant with organic consumption intentions. The findings of sales promotion, personal selling results are not significant on organic consumption intentions. But direct selling affects organic consumption intentions. While the findings of study 2 (Ruswanti et al, 2018) show that West Jakarta consumers are less motivated to consume organic food, it is possible that expensive organic food prices are an obstacle to organic food consumption. Besides that, the availability of organic products in West Jakarta is very limited both in retail stores, and traditional markets do not offer many organic products such as rice, vegetables and fruit.

This research needs to be continued, to examine the experience of organic consumption, from the dimensions of sense, feel, think, act, and relate. Related to customer satisfaction which affects getok tular communication is an efficient way to inform something to consumers who need it. Word of mouth communication from the dimensions of intensity, positive valence, negative

valence, and word of mouth content and organic purchase intention. Some West Jakarta consumers are mostly less interested in switching from consumption of non-organic foods to organic foods. Whereas organic food has nutritional content that supports health compared to non-organic food. Like the content of organic black rice there are anti-oxidants, lots of fiber, sugar content is lower than non-organic rice. Rice from Tasik Malaya, West Java, has begun to be developed for export to Saudi Arabia, Korea, Malaysia, Germany, Thailand, and China. The export price of organic rice reaches 90 thousand rupiah. while the local price of black rice is around 40 thousand rupiah. This study has a contribution to determine (1) the effect of experiential marketing dimensions on customer satisfaction (2) the effect of customer satisfaction on verbal communication (3) the effect of experiential marketing dimensions on getok tular communication (4) the effect of word-of-mouth communication on the intention to repurchase organic food.

THE RELATIONSHIP OF EXPERIENTIAL MARKETING DIMENSIONS, CUSTOMER SATISFACTION, GOOD TRANSMISSION COMMUNICATION ON ORGANIC FOOD PURCHASE INTENTIONS

Experiential marketing has an approach from a pleasant experience when tasting black rice with a side dish of soft bone chicken plus stir-fried kale and chili sauce. The unique customer experience allows customers to experience through the senses, feeling the crunch of organic vegetables, organic grilled chicken and organic grilled advertisements. Consumers are starting to think that organic food is healthy because there are no chemicals in the organic growing process. Act and engage with organic brands and incorporate unique and engaging communication features, product benefits, and services. Greg (2004) states that experiential marketing is a tool to make consumers do word-of-mouth communication such as to friends, office friends, relatives and acquaintances to receive interesting information conveyed. The word-of-mouth communication is influenced by customer satisfaction. Alagoza and Ekici (2014), found that the experiential marketing dimension affects the vacation experience. Smith, (1999) found the dimensions of sense, feel, think, act, relationships affect customer satisfaction. The findings of Sugiyarti and Hendar (2017) state that the experiential marketing dimension affects perfume brands. Schmitt (1999) states that the experience of personal events occurs in response to several stimuli. How to create the experience that customers feel when eating products using the five senses, affective experiences, creative thinking experiences, experiences related to the physical body, lifestyle, interaction experiences, creating social-related experiences. Pangastuti (2017) found that experiential marketing affects consumer satisfaction for LBC salon treatments.

H2: Customer satisfaction affects getok tular communication

The results of research by Muhammad and Artanti (2016) state that experiential marketing has a relationship with getok tular communication. Experiential marketing has a significant positive effect on getok tular communication. Experience has a positive effect on getok tular communication (Lin, 2012). Experienced marketing views customers as rational and emotional human beings, companies must be able to provide a sensation so that customers have an unforgettable experience of purchasing organic food and after the customer is satisfied it will be conveyed to other customers. Smilansky (2009) states that experiential marketing has benefits for organic restaurants, as well as avoiding price wars, to get loyal customers to do word-of-mouth

communication. The development of the experiential marketing hypothesis has a concept to make customers increase expectations of the real experience that customers get in the long term.

H3: Experiential marketing has an effect on getok tular communication.

Research conducted on organic food restaurants, by Ruswanti et al (2018) found that health awareness, organic knowledge, attitudes were significant towards the purchase intention of organic food. While the safety of consumption does not affect the intention to buy organic food. Ruswanti et al (2019a) found that of the four dimensions of integrated marketing communication, namely advertising, personal selling, and sales promotion, it did not affect the intention to consume organic food. Meanwhile, direct selling affects the intention to consume organic food. Ruswanti et al (2019b) found awareness of organic products, advertising, direct selling, attitudes affect the purchase intention of organic food. However, the price does not affect the attitude and purchase intention of organic food. For this reason, this research needs to be reviewed to examine the unique customer experience, customer satisfaction, word of mouth communication on the intention to consume organic restaurant food. The experience of respondents consuming organic food in several organic restaurants will be the object of research.

H4: Getok Tular communication has an effect on purchase intention

POPULATION AND SAMPLE RESEARCH METHODS

The population of this study is consumers who have consumed organic food at organic restaurants in Jakarta, while the population is less known. The research sample amounted to 203 respondents, the method of data collection was using purposive sampling. This research is in the form of a survey conducted in Jakarta. Through a questionnaire that was translated from a conceptual framework to capture the dimensions of experiential marketing, word of mouth communication, customer satisfaction and intention to buy organic food in restaurants. The design of this research is through surveys, developing survey items based on previous research literature reviews and exploring factors that influence the purchase of organic food in order to reveal research surveys. Factor analysis is used to identify indicators of the dimensions of the research variables. To identify the main elements in order to give the results of construct validity, experiential marketing dimension indicators, customer satisfaction, verbal communication on organic purchase intentions.

The first step is Bartlett's test of roundness in the statistical test of correlation between variables, and the Kaiser-Meyer-Olkin test to see the size of the sample adequacy which is applied to test factor analysis. KMO has a value exceeding the minimum value of 0.60 (Hair et al, 2010; Ruswanti, 2015). Bartlett's test of the effect of the significance of all factors. The Likert scale was used to answer research questions and to verify the results achieved. If the results of the study indicate that the dimensions of experiential marketing and word of mouth communication are strongly influenced by the experience of feeling the product. Previous research has shown that families who are older and have children are more likely to have purchase intentions when shopping for organic food. Meanwhile, young families who do not have children in terms of demographic characteristics affect organic purchase intentions. Meanwhile, if the price of organic food is cheaper, they choose to shop for organic food, the high price is a barrier to the consumption

of organic food. Ekici et al (2014) found that there was an influence between vacation and experiential of participants.

RESEARCH OBJECT AND DATA COLLECTION PROCEDURE

The object of research is the customers of organic restaurants in Jakarta, Surabaya, Yogyakarta. The research is in the form of a survey through the collection of questionnaires to the respondents. The research respondents were 203 organic restaurant customers, the data collection method used purposive sampling, namely customers who were visiting organic restaurants. To emphasize that not many consumers consume organic food in organic restaurants. There are 18 organic restaurants in Jakarta including: (1) Fit local (2) Honu Poke (4) Matcha bar (5) Fedwell (6) Serasa Salat Bar, (7) Sunseed (8) Saladstop (9) Burgreens (10) Beau (11) Limu (12) Berrywel (13) Snctry (14) Mappel. Oak (15) Beetsandbouts (16) Mamjkt (16) Marskitcen (16) It's a wrap (17) Warung Daun, (18) Goodfellas. Meanwhile in Surabaya, organic restaurants include LMS Restaurant Organic, RM Serba Organic, NETJATIM, D'Natural Helty Store & Resto, Asian King, Bromo Cafe, DH Vegetarian Warung, Hydroponic Village, Primarasa Grilled Chicken. For Yogyakarta, it includes Warung Bumi and Langit Giriloyo, Milas, Kedai Organic Kolonjono, Dapur El (healthy stall), Hungry Nomad, Warung Rindu, Dapur Oseng Tempur, etc. Before starting to collect data, 30 respondents will be taken to interview respondents in Jakarta, Surabaya and Yogyakarta.

RESEARCH VARIABLES AND HOW TO MEASURE

The data will be analyzed using structural equation modeling (Hair et al., 2012) to find the results of construct validity, from the five dimensions of experiential marketing indicators, customer satisfaction, word of mouth communication and intention to repurchase organic food. To be tested through the Bartlett statistical variable correlation test with the Kaiser-Meyer-Olkin word test in considering the adequacy of the sample used to test factor analysis. KMO has the benefit of passing the minimum value of 0.60 (Hair et al., 2012). Bartlett analyzed the significant effect of all factors. The Likert scale is used to answer research questionnaires and confirm the research results to be achieved. According to Al-Khattab et al (2015) stated that customers show varying degrees of intention to repurchase organic food in restaurants. Research respondents were selected who had consumed the restaurant twice. This study uses a survey by obtaining data through questionnaires collected from the respondent's entries, as well as trying to cross-check through interviews with 30 respondents. However, the organic restaurants used for this research sample were taken from limited customers of three organic restaurants from Jakarta, customers of three organic restaurants from Yogyakarta, and customers of three organic restaurants from Surabaya, all totaling 203 respondents. The gender of the respondents consisted of 128 women and 75 men, while the age of the respondents ranged from 27 years to 67 years. Before analyzing the data, it is necessary to test the validity and reliability using factor analysis.

The research variables consist of experiential marketing independent variables (1) Sense (2) Fill (3) Think (4) Act (5) Relate dimensions. To measure the satisfaction of the adoption of a questionnaire from Parasuraman et al (1991) product quality, service quality, price, feasibility. The word-of-mouth communication is measured by the adoption of Kailani and Ciobotar (2015), word-of-mouth communication has 4 dimensions. First, the intensity of word of mouth; I talk more

often, I talk to a lot of individuals, I talk about e-services. Positive valence of word of mouth; i talk about the good side of this company, i am proud i am a customer of this company, i mostly say positive things to other people. valence negative word of mouth; I mostly say negative things to other people, I talk to other people about the company's shortcomings, I want to complain to the restaurant. Getok tular communication content: I discuss website user friendliness, I discuss transaction security, internet sites, I discuss the variety of products offered, I discuss product quality, I discuss ease of transaction, I talk about fast delivery, I talk about company fame. For indicators of repurchase intentions, there are recommendations to friends, always eat at restaurants, try new recipes. The number of research indicators adopted from several previous researchers and adapted to conditions in Indonesia, all research indicators totaling 33 indicator items.

ANALYSIS AND DISCUSSION RESULTS

The research model was tested by calculating the reliability of the construct and the difference to be extracted (Hair et al (2012) extraction, the calculation of the construct depending on the difference in the extraction, and good reliability the calculation result was 0.70 with the extracted variance of 0.50. From the results the calculation shows that not all questionnaires on each variable can meet the requirements of adequate reliability. The value of construct reliability of the five dimensions of experiential marketing, customer satisfaction, word of mouth communication and intention to repurchase organic food has an adequate value according to the value of the differences extracted for the experiential dimension, customer satisfaction, word-of-mouth communication and repurchase intention of organic food with the same extracted variant 0.50, Chi-Square test showed a match. The RMSA value showed a match. The customer satisfaction interval to evaluate the calculation of the RMSEA estimate the results confirmed the proposed research model, statistically it showed show suitability.

The research model is tested by calculating the reliability of the construct and the difference to be extracted (Hair et al, 2012) extraction, the calculation of the construct depends on the difference in the extraction, and a good reliability calculation result is 0.70 with an extracted variance of 0.50. From the calculation results show that not all questionnaires on each variable can meet the requirements of adequate reliability. The value of the construct reliability of the five dimensions of experiential marketing, customer satisfaction, verbal communication and intention to repurchase organic food had adequate values while the extracted difference values for experiential dimensions, customer satisfaction, verbal communication and intention to repurchase organic food with the same extracted variants 0 .50, Chi-Square test showed a match. The RMSA value indicates a match. The customer satisfaction interval to evaluate the calculation of the RMSEA estimate the results confirm the proposed research model, statistically shows suitability

Hypothesis testing is done by analyzing the significance of the regression weight. This analysis was conducted to show the magnitude of the overall effect, direct effect and indirect effect of one variable on another variable. The basis for making the decision on the significance test for the regression weight is: If the p-value $< \alpha 0.05$ then the hypothesis becomes zero (0) and H_0 is rejected, meaning that there is an effect between the two variables statistically. If the p-value $> \alpha 0.05$, the hypothesis becomes zero (0) and H_0 is accepted, meaning that there is no

statistically significant effect between the two variables. The following table summarizes the analysis:

Tabel 1 Uji Regression Weights

Variable influence			Estimate	S.E.	C.R.	P	Label	Description
<i>Satisfaction</i>	←	<i>Experiential Marketing</i>	0,717	0,096	7,460	***	Par_30	H1 accepted
<i>Communication Getok Tular</i>	←	<i>Satisfaction</i>	1,075	0,176	6,110	***	Par_31	H2 accepted
<i>Communication Getok Tular</i>	←	<i>Experiential Marketing</i>	-,184	1,112	-1,643	,100	Par_33	H3 rejected
<i>Purchase Intention</i>	←	<i>Communication Getok Tular</i>	0,412	0,095	4,321	***	Par_32	H4 accepted

Sumber: Out put AMOS, 2020

The effect of getok tular communication with purchase intention has been tested by Lu et al (2010) and Haili (2015). Meanwhile, Wang et al (2012) have tested the impact of word of mouth communication on repurchase intention through satisfaction. Indonesian culture with the habit of being friendly with fellow officemates and relatives, is often done because of the friendship between one individual and another individual. It was this word of mouth information that led to free promotions. It can be concluded that fellow restaurant customers often tell stories to each other, when they meet at social gatherings or family gatherings. When there is an increase in covid 19, people need to understand information about organic food, it is important to help one's immunity. Like talking about how to cook organic food, rice, vegetables and organic fruit. Because word of mouth communication in Indonesia is very helpful in providing information on organic food. The findings of this study support the findings of Pangastuti (2017) which states that five dimensions of experiential marketing affect consumer satisfaction in taking care of beauty at LBC salons. The findings of this study support the results of research by Ruswanti et al (2019) showing satisfaction affects word of mouth and has an effect on intention to seek treatment again at the Batavia hospital.

Marketing based on an experiential approach can make customers combine products and services through a very interesting unique experience. The results of this study support the research of Greg (2004) and Taghizadeh et al (2013) who found the experiential marketing dimension to be an effective tool to form word-of-mouth communication. Meanwhile, the findings of Paridon (2008) show that users trust the news delivered by fellow humans more than information through paid advertisements from radio, TV, and billboards that can be read at the crossroads. Consumers

usually receive word-of-mouth communication information because this information is more trusted than e-WOM from relatives, relatives, colleagues, work friends, neighbors, or WhatsApp groups. Positive consequences are related to the unique characteristics of word-of-mouth communication information related to previous theories. The consequences are very positive and negative from the use of word of mouth information. This study looks at the purchase intention factor for organic food in specialty restaurants for organic food.

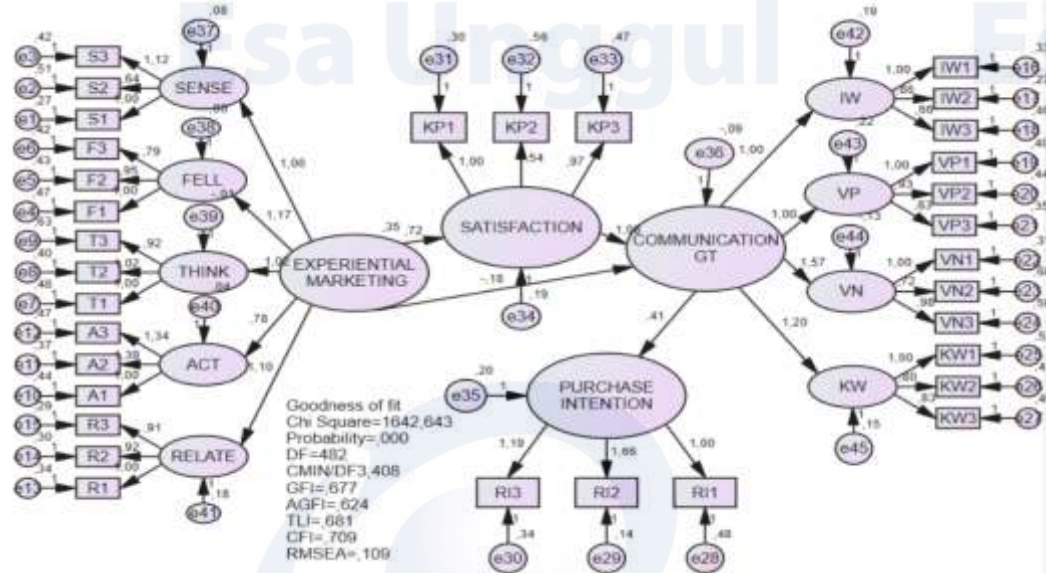


Figure 1: The results of data analysis with Structural Equation Modelling and processed by authors

Three box method calculation, the results of the three box method index calculation (Augusty Ferdinand, 2006) are as follows: The upper limit of the score range: $(\%F \times 5) / 5 = 203 \times 5 / 5 = 203$. The lower limit of the score range: $(\%F \times 1) / 5 = 203 \times 1 / 5 = 40.6$. From the results of the highest and lowest values, intervals were formed to divide groups into high, medium and low areas, then the interval obtained from the calculation was $203 - 40.6 / 3 = 54.1$. The results of these data can be concluded that the scale category can be determined as follows: 40.6 – 94.6 indicates low, for results of 94.7 – 148.7 indicates moderate, and for results 148.8 – 203 indicates high. The results of this study indicate that the three box method is moderate.

CONCLUSION

This study examines the effect of experiential marketing dimensions, customer satisfaction, word of mouth communication and intention to repurchase organic food. The conclusions of this study indicate that: hypothesis 1 of the experiential marketing dimension has a significant effect on customer satisfaction, so hypothesis 1 is accepted. Hypothesis 2 shows that customer satisfaction has a significant effect on verbal communication, so hypothesis 2 is accepted. Hypothesis 3 shows that the experiential marketing dimension has no significant effect on getok tular communication, so hypothesis 3 is accepted. Hypothesis 4 shows that word of mouth communication affects the intention to buy organic food, so hypothesis 4 is accepted. Suggestions for organic restaurants with experiential marketing dimensions need to be improved, namely sense,

feel, think, act, relationships need to be improved so that customers feel satisfied in consuming organic food. After the customer is satisfied, it affects word-of-mouth communication and also affects the intention to buy organic food. However, the five experiential dimensions do not directly affect getok tular communication. The experiential marketing dimension affects word-of-mouth communication through customer satisfaction first.

The contribution of this research is that people understand the effect of buying intention on organic food, which is influenced by getok tular communication, customer satisfaction with organic food consumption and the five dimensions of experimental marketing. But getok tular communication is not directly influenced by the five dimensions of experiential marketing, which must be done through customer satisfaction first. As for the limitations of the analysis and the direction of the research, it is necessary to consider, first, the number of respondents needs to be expanded and take samples that represent twenty-seven provinces in Indonesia so that the research results can be generalized. Currently we are taking research samples only limited to Surabaya, Jakarta, and Yogyakarta, this is because of the covid 19 pandemic that has hit all countries. As a result, many organic restaurants have closed due to a lack of customers and the existence of PPKM. Research has not had time to examine word-of-mouth communication in the quality of arguments and the credibility of information relating to attitudes and intentions to repurchase organic food in restaurants. Furthermore, future research can develop this research by adding other variables.

IMPLICATION MANAGERIAL AND LIMITATION RESEARCH

Some of the managerial implications of this research, restaurant owners need to improve the customer experience in consuming organic food with attractive menus so that customers feel the pleasure of consuming healthy food from rice that has high fiber content, low sugar content, has high antioxidants and hydroponic vegetables that are rich in hydroponic vegetables. very good nutritional content. Organic consumption is very helpful for health during a pandemic so that customers' immunity is maintained, so they are not easily infected with covid 19. By providing customer satisfaction, organic consumption is expected, customers convey to their relatives to inform that organic food during a pandemic is needed. Finally, customers who have felt, act to build relationships with relatives so that they feel satisfaction and believe in communicating word-of-mouth resulting in the intention to repurchase organic food at organic restaurants. Actually, the important thing that needs to be realized by the community is the need to increase the purchase of organic food during this pandemic so that immunity is maintained.

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