Experiential Marketing of Product Design Study Program, Department of Design, Politeknik Negeri Samarinda to Student Loyalty

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Abstract— *Design Study Program, Product Design Study Program, Design Department at POLNES is one of the majors opened in 2001. Product Design Study Program, Product Design Study Program, Design Department is one of the majors at the Samarinda State Polytechnic that prepares human resources to become professional and competent intermediate experts who are able to fill supervisory or implementing positions in the field of product design with specifications of the ability to design both products, graphics and interiors. Product Design Study Program, Product Design Study Program, POLNES Design Department always make various efforts to be able to improve the quality of education so as to gain good trust and appreciation from the community. The efforts of the Product Design Study Program, Product Design Study Program, POLNES Design Department to improve quality in line with the quality improvement carried out by POLNES. The objectives of this study are as follows:*
1. *To find out student responses to the performance of Experiential Marketing from the Product Design Study Program, POLNES Design Department.*
2. *To find out student loyalty to the Product Design Study Program, POLNES Design Department*
3. *To find out the influence of Experiential Marketing Product Design Study Program, POLNES Design Department on student loyalty*

It consists of three purposes. The first and second objectives are to find out students' responses to experiential marketing and their loyalty to the Product Design Study Program, Department of Design. In its implementation, this research uses descriptive research methods and verified research which are explained through data collection in the field. it is known that the strength of experiential marketing (X) directly determines the changes in student loyalty (Y) is 56%. The experiential marketing efforts that have been carried out by the Product Design Study Program, the POLNES Design Department are quite large influencing the loyalty of students of the Product Design Study Program, POLNES Design Department. Meanwhile, the proportional magnitude of influence caused by other variables outside the experiential marketing variable (X), which is 44%.

Keywords— *Experiential marketing, politeknik negeri samarinda, loyalty.*

I. INTRODUCTION

Samarinda State Polytechnic (POLNES) is an educational institution in East Kalimantan which is one of the destinations for learning, especially for the people of East Kalimantan. Every year no less than 100 students are registered as students at Product Design of the Samarinda State Polytechnic. The large number of students shows that the public's interest is high to be able to study at the Samarinda State Polytechnic. Over time, POLNES has grown so that until now POLNES has 10 majors with 25 study programs.

Design Study Program, Product Design Study Program, Design Department at POLNES is one of the majors opened in 2001. Product Design Study Program, Product Design Study Program, Design Department is one of the majors at the Samarinda State Polytechnic that prepares human resources to become professional and competent intermediate experts who are able to fill supervisory or implementing positions in the field of product design with specifications of the ability to design both products, graphics and interiors. Product Design Study Program, Product Design Study Program, POLNES Design Department always make various efforts to be able to improve the quality of education so as to gain good trust and appreciation from the community. The efforts of the Product Design Study Program, Product Design Study Program, POLNES Design Department to improve quality in line with the quality improvement carried out by POLNES.

With the competition that continues to grow, it is time for organizations/companies, both those engaged in services/industries that are closely related to services in the field of quality, to be able to develop a paradigm based on customer satisfaction (customer satisfaction). In this case, what applies as customers is students, thus student satisfaction must continue to be improved so that POLNES as an educational institution must further improve the quality of its services.

Product Design Study Program, Product Design Study Program, Design Department as one of the study programs at POLNES so far have tried their best to be able to improve the quality of their services, both by improving the quality of teaching staff and competency-based curricula. These efforts are carried out with the aim of providing more confidence in the quality of the Product Design Study Program, Product Design Study Program, Design Department both to the wider community, especially the people of East Kalimantan, as well as student satisfaction with the Product Design Study Program, Product Design Study Program, Design Department so that it is expected that the college experience of students who graduate from the Product Design Study Program, Product Design Study Program, Design Department can make student loyalty increase. Over time, one of the indications of

student loyalty of the Product Design Study Program, Product Design Study Program, POLNES Design Department that can be seen is the efforts of graduate students to invite other parties to register for college in the Product Design Study Program, POLNES Design Department.

Until now, no one has conducted research on the extent of student loyalty to the Product Design Study Program, Product Design Study Program, POLNES Design Department. It is necessary to conduct research on student loyalty to the Product Design Study Program, Product Design Study Program, POLNES Design Department to find out the extent of the success of the Product Design Study Program, Product Design Study Program, POLNES Design Department in providing satisfaction to customers in this case students. Other parties have conducted similar research at Widyatama University with the title The Influence of Experiential Marketing of Widyatama University on Student Loyalty.

With the background above, it is necessary to conduct research with the title The Influence of the Application of Experiential Marketing Strategic Product Design Study Program, Product Design Study Program, POLNES Design Department on Student Loyalty.

II. METHOD

A It consists of three purposes. The first and second objectives are to find out students' responses to experiential marketing and their loyalty to the Product Design Study Program, Department of Design. In its implementation, this research uses descriptive research methods and verified research which are explained through data collection in the field.

Descriptive Research

According to Umi Narimawati (2007:61) it is "describing or describing the results of research through revealing in the form of narratives, graphs and images". This method is used to answer research objectives (1) regarding Experiential marketing, (2) knowing student loyalty

Verified Research

According to Umi Narimawati (2007:61) is "testing research hypotheses through statistical analysis tools". This method is used to answer the purpose of research (3) knowing the effect of Experiential marketing on student loyalty

The analysis or observation unit is students and alumni of the Product Design Study Program, POLNES Design Department starting from the class of 200 1 to the class of 2010. The data needed in this study consists of two sources, namely: the results of direct research in the field (primary data) and data that was available before the existence of this study (secondary data). The sampling method that will be used to draw samples in this study is convenience sampling where the sample is selected subjectively by researchers from a population. Researchers do not study in more detail about the individual characteristics to be sampled. Researchers can select individuals due to time-match considerations only. Data collection in this study was carried out with two techniques, namely Field Research (field research) through the dissemination of interview and observation questionnaires and library research (literature research).

This study uses experiential marketing as an independent variable where the operationalization of the experiential marketing variable (X) consists of sub variables: sense, feel, thing, act and relate.

The five subvariables are measured using the following indicators: Sense, measured using the indicator of pleasure and comfort studying at the Product Design Study Program, Polnes Design Department. For subvariable think measured using indicators of trust in the quality of education of the Product Design Study Program, Polnes Design Department. The subvariable act is measured using indicators of their behavior change after studying in the Product Design Study Program, Polnes Design Department. Meanwhile, the relate subvariable is measured using student indicators with the Product Design Study Program, Polnes Design Department.

Meanwhile, this study uses student loyalty as a dependent variable where the operationalization of student interest variables consists of sub variables purchase a cross product line, retention and referral.

The three subvariables are measured using the following indicators: Purchase across product line is measured using the indicator of desire to follow a higher level if it has been opened in the Product Design Study Program, Product Design Department. For the subvariable retention is measured using indicators of student rejection of educational offers from other colleges. For subvariable referrals are measured using the indicator of the rate of recommending to others.

Methods of Analyzing and Designing Hypothesis Tests
Analysis Methods

Before the data is analyzed, data processing is first carried out. After the data is collected through a questionnaire, the next step is to tabulat, which is to provide values (scoring) according to the established system.

Scoring is done using a likert scale of $5 - 4 - 3 - 2 - 1$. In this study, the author used descriptive analysis methods and verifiable analysis. However, before processing the data, the author first conducts a data quality test with validity andre-alibity testing. The data obtained as a result of the dissemination of the questionnaire is ordinal, so in order for the analysis to continue, the measurement scale must be raised to a higher measurement scale, namely the interval measurement scale so that it can be processed further. For this reason, the Method of Successive Interval (MSI) is used. The steps performed are as follows:

Note the number (frequency) of respondents who answer (give) responses to the available alternative (category) answers.

Divide each number at frequency by the number of respondents (n), then determine the proportion for each alternative answer of that respondent.

Sum the proportions in a row so that the cumulative proportion for each respondent's answer alternative

Using the Standard Normal Distribution Table, calculate the z value for each category based on the cumulative proportion of kon each respondent's alternative answer.

Calculates the scale value for each z value using the formula: SV = (Density at lower limit minus Density at upper

limit) divided (Area under upper limit minus Area under lower limit)

Transform the scale value from the ordinal scale value to the interval scale value, with the formula: $Y = SV\ i + |SVMin|$. With a note, the SV whose value is small or the price of the largest negative is changed to equal to one (=1).

In principle, raising data from ordinal scale to interval data is relatively easy, but because each attribute must be raised one by one, this job becomes complicated and tedious because it requires precision and relatively long time. To solve this problem, researchers used the MSI program in Ms.Excel that is used to transform from ordinal data to interval data.

Data Quality Test

Conclusions in the form of answers or solutions to research problems are made based on the results of data testing pros which include: selection, collection and analysis of data. There are two concepts to measure data quality, namely validity and reliability, meaning that a study will produce conclusions that can be made if the data is less reliable and less valid, while the quality of research data is determined by the quality of the instruments used to collect data.

Validity Test

Data validity tests are carried out to determine the level of data validity and the degree of correctness of a measurement process or data collection in research instruments. This is done to find out which questions are valid or invalid with critical r = 0.300. If the measuring instrument is <0.300 then the measuring instrument is declared valid (Sugiyono, 2009). Where this validity test, the author uses the excel program in tabulation of data and enters the data into the software program SPSS for windows. Using pearson's product-moment correlation formula, to calculate

correlation between each question with a total score.

Reliability Test

The Reliability Test aims to show the extent to which the measurement results are relatively consistent when the measurements are repeated twice or more. So in other words Reliability is the in descript to what extent a measuring instrument can be trusted and relied upon. Reliability testing was carried out using the even-odd split technique, where research was carried out by grouping the odd-numbered but as the first hemisphere and grouping the even hemisphere grains as the second hemisphere.

Descriptive Analysis

Qualitative analysis in this study uses a quantitative data analysis approach using descriptive statistical data analysis tools for the purpose of describing data on each research variable, especially to see a general picture of respondents' assessments or respondents' responses carried out by making categorizations according to questions from Redi Panuju (2001: 45) who said that: "For

Determining the high, medium and low categories must first determine the minimum, maximum and interval index values and their interval distances".

The categorization is as follows:

The minimum index value is the minimum score multiplied by the number of statements multiplied by the number of respondents.

The maximum index value is the highest score multiplied by the number of statements multiplied by the number of respondents.

The interval is the difference between the maximum index and the minimum index value.

The interval distance is this interval divided by the desired number of levels.

verification analysis

In this study, the analytical method used to determine the effect of the application of Experiential marketing on student loyalty was by using statistical analysis / static test. To find the closeness of the relationship between the variable studied, correlation analysis, determination and hypothesis testing are used.

Simple Linear Regression Analysis

To test whether or not there is an influence of variable X on variable Y, statistical analysis is carried out using simple linear regression analysis. According to Sugiyono (2009) simple linear regression analysis is based on the functional or causal relationship of one independent variable with one dependent variable. The relationship between these two variables is illustrated by a mathematical model called a regression model formulated as follows:

$$Y = a + bX$$

Where:

Y = Student loyalty

a = Price Y when X = 0 (constant price)

b = Direction number or regression coefficient, which indicates the number of increases or decreases of the dependent variable based on the independent variable. If b (+) then it rises, and if b (-) then there is a decrease.

X = Experiential marketing

III. RESULT AND DISCUSSION

A. Validity Test

Data validity tests are carried out to determine the level of data validity and the degree of correctness of a measurement process or data collection in research instruments.

The validity test of the Student Loyalty variable that has been carried out shows that valid questions so that they can be further processed are:

B. Reliability Test

The Reliability Test aims to show the extent to which the measurement results are relatively consistent when the measurements are repeated twice or more. So in other words Reliability is the indescript to what extent a measuring instrument can be trusted and relied upon. After testing using SPSS for Windows the Cronbach alpha value obtained for the entire variable was valued at more than 0.5. Means a research instrument for experiential marketing variables and reliable student loyalty.

C. Student Perceptions of Experiential

Marketing Product Design Study Program, Polnes Design Department

a. Sense

Based on the calculations above, it can be seen that the

total score of respondents' perceptions in this case are students and alumni regarding the sense dimension of the Product Design Study Program, POLNES Design Department is 72.02%. Judging from the score category, this shows that the perception of the sense is good. Thus, it means that lecture halls are comfortable, clean toilet conditions cause students to not hesitate to use them, students are satisfied with parking conditions, and campus facilities are easy for students to use.

b. Feel

Based on the calculations above, it can be seen that the total score of students' perceptions of the Feel dimension in the Product Design Study Program, the POLNES Design Department obtained a total score of 88.09%. Judging from the score category, this shows that respondents' responses regarding Feel in the Product Design Study Program, POLNES Design Department are very good, judging from the students' sense of pride in the institution where they study.

c. Think

Based on the calculations above, it can be seen that the total score for the think dimension is 78.93%. Judging from the score category, this shows that students' perceptions of thinking in the Product Design Study Program, POLNES Design Department are good, judging from the quality of teaching, knowledge gained, the quality of teaching lecturers and administrative services obtained.

d. Act

Based on the above calculations, it can be seen that the total score for the act dimension is 75.56%. Judging from the score category, this shows that students' perceptions of the act in the Product Design Study Program, POLNES Design Department are good, judging from the change in behavior for the better.

e. Relate

Based on the above calculations, it can be seen that the total score for the relate dimension is 77.71%. Judging from the score category, this shows that students' perceptions of relating to the Product Design Study Program, POLNES Design Department are good, judging from the relationship between fellow students, student relations with teaching lecturers and administrative staff.

Based on the calculations above, it can be seen that the responses of students and alumni about the Experiential Marketing of the Product Design Study Program, the Design Department of the Samarinda State Polytechnic obtained a total score of 78.07%, and in classifying the number of respondents' perception scores the value is included in the good category. Based on this classification, it can be interpreted that the responses of students and alumni about the Experiential Marketing of the Product Design Study Program, POLNES Design Department are good. By looking at the results of the responses from these respondents, stating that they were impressed by attending lectures at the Product Design Study Program, POLNES Design Department and providing an experience that is hard to forget.

D. Student Perceptions of Loyalty to the Product Design Study Program, Polnes Design Department

a. Purchase Across Product Line

Based on the above calculations, it can be seen that the total score for the Purchase Across Product Line is 84.29%. Based on the score category, this shows that students' perception of the Purchase Across Product Line is very loyal to the Product Design Study Program, POLNES Design Department. This can be seen from the desire of students to continue their studies if Jurdes POLNES opens a diploma 4 program as well as the desire to take part in activities held by Jurdes POLNES such as exhibitions, seminars or workshops.

b. Retention

Based on the above calculations, it can be seen that the total score for Retention is 75.24%. Based on the score category, this shows that students' perceptions of Retention are loyal to the Product Design Study Program, POLNES Design Department. This can be seen from the rejection of the offers of other colleges.

c. Referral

Based on the above calculations, it can be seen that the total score for Referrals is 77.78%. Based on the score category, this shows that students' perceptions of Referrals are loyal to the Product Design Study Program, POLNES Design Department. This can be seen from the level of students recommending to family and colleagues to study in the Product Design Study Program, POLNES Design Department and recommending to companies recruiting Jurdes POLNES students as employees or partners.

Based on the calculations above, the number of presentations of student perception scores about loyalty obtained a score of 79.58%, and in classifying the number of respondents' perception scores these values are included in the loyal category. Thus it can be interpreted that Student Product Design Study Program, POLNES Design Department is loyal to the Product Design Study Program, Samarinda State Polytechnic Design Department.

E. The Influence of the Application of Experiential Marketing Strategic Product Design Study Program, Department of Design of Samarinda State Polytechnic on Student Loyalty

Because the pearson coefficient correlation = 0.755 and Sig. (2-tile) = 0.000, where is the value of Sig. < 0.05, there is a significant correlation between the Experiential Marketing Product Design Study Program, POLNES Design Department and Student Loyalty. The value of R = 0.755 means that the correlation between the variables X and Y is 0.755.

The correlation coefficient between variables above 0.5 which is 0.571(R Square) indicates a fairly strong correlation. From the table above, it is known that the coefficient of determination (R^2) of 0.571 means that 57.1 percent of the variability of the student loyalty variable can be explained by the experiential marketing variable.

The regression line equation can be seen from column B.
- Constan = -1.159
- Experiential Marketing = 0,416

From the SPSS model summary output table, the magnitude of the Adjusted R Square is 0.56.

it is known that the strength of experiential marketing (X) directly determines the changes in student loyalty (Y) is 56%. In other words, experiential marketing in influencing

marketing loyalty is quite large. The experiential marketing efforts that have been carried out by the Product Design Study Program, the POLNES Design Department are quite large influencing the loyalty of students of the Product Design Study Program, POLNES Design Department. Meanwhile, the proportional magnitude of influence caused by other variables outside the experiential marketing variable (X), which is 44%. This means that there are other variables or factors that are not discussed in this study that also affect student loyalty. The large number of educational institutions offering the same education, image, marketing mix, promotion mix and brand equity and other factors are thought to be other influential factors.

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