

# **Sensoric Marketing on Consumer Behavior and Purchase Decision Moderated By Staycation Customer Experiences in the Era New Normal Situation**

Yustisia Pasfatima Mbulu<sup>1</sup>, Sarfilianty Anggiani<sup>2</sup>, Robert Kristaung<sup>3</sup>, Farida Jasfar<sup>4</sup>

*Corresponding Author: Yustisia Pasfatima Mbulu*  
<sup>1,2,3,4</sup>*Faculty of Economics and Business, Trisakti University*

---

## **ABSTRACT:**

*This study aims to analyse the effect of sensory marketing on consumer behavior; sensory marketing influences staycation customer experience; Sensory marketing impacts on purchase decision. Moreover, to analyse customer experience staycation significantly impact on consumer behavior; staycation customer experience affects purchasing decisions. Furthermore, to analyse sensory marketing and consumer behaviour moderate by staycation customer experience; staycation customer experience moderated the relationship between sensory marketing and purchasing decisions; staycation customer experience substantially moderates the relationship between consumer behavior and purchasing decisions. Finally, to explore consumer behavior's greatly influence on purchasing decisions. This research uses a quantitative approach with SEM analysis method and SmartPLS 3.0 application program. The sample was selected using the purposive sampling technique with 100 respondents from the Jakarta area. The results of the Jakarta area positively influence sensory marketing with consumer behavior, sensory marketing with staycation customer experience, staycation customer experience with consumer behavior, staycation customer experience with purchasing decisions, and staycation customer experience strengthens the relationship between sensory marketing and purchasing decisions.*

**KEY WORD:** *Consumer Behaviour, Customer Experience, Purchase Decision, Sensory Marketing, Staycation.*

---

Date of Submission: 01-12-2021

Date of Acceptance: 14-12-2021

---

## **I. INTRODUCTION**

Mckinsey discussed Indonesian consumer sentiment during the Covid-19 pandemic. Based on Mckinsey surveyed, they found that Indonesians spending heavily decreased in most consumer product categories include hotel room occupancy. The results showed respondents' interest in staying at hotels decreased by 83%, while domestic travel fell by 83% and international travel by 80% (Dahiya & Potia, 2020). With a significant decline in consumer interest in staying at hotels, it is necessary to do a strategy to restore consumer interests. This situation challenged hotel owners to create innovations packages such as lodging packages ranging from "Staycation at Hotel" vacation packages, best price offers for 4-star hotels and above, and easy payment "Book Now, Pay Later." All of the "Staycation at Hotel" holiday package, has shifted the hotel concept from conventional to staycation hotels during the Covid-19 pandemic. Although the hotel staycation concept existed before the pandemic, it was unfamiliar, especially for domestic tourists in Indonesia. The hotel staycation concept can help hotels to survive during a pandemic and become an alternative to enjoy the holidays within the city.

Staycation stands from two words, namely, stay and vacation. Stay can be translated into "stay," while vacation means "vacation." If combined, these two words can be interpreted simply as a vacation by living or settling in a place. A staycation is a short-term vacation spent at home or in a particular area, usually to get to know the site's culture, enjoy daily aesthetics and minimize the potential effects of long-distance travel. Tourism in the world applies the concept of staycation to revive the tourism sector. Indonesia has begun to use the staycation concept in early June 2020. The hospitality sector has already started to reopen their businesses and has implemented staycation concept to attract visitors to spend their holidays at the hotel (Priasni et al., 2020).

Marketing strategies can be used by the hotel industry during Covid-19 pandemic apart from staycations are by using sensory marketing strategies. Sensory marketing aims to seduce consumers using the senses to influence consumer feelings and behavior (Erenkol, 2015). Sensory marketing is part of experiential marketing, the application of experiential marketing will allow consumers to feel and gain direct experience through five approaches (Sense, Feel, Think, Act, Relate), including pre-purchased, during the purchased and post-purchased of product or service (Muhamad, F. et al., 2017). In recent years, the hospitality industry and tourism industry have adopted sensory marketing as a marketing strategy (Kim et al., 2020). The five senses

emerge in the world of sensory marketing based on the concepts we are most likely to form, memorize, and discover in our minds when all five senses are involved. By moving away from the traditional media of sight and marketing, brands can build stronger and lasting emotional connections with consumers. Sensory marketing aims to strengthen the relationship between a brand and its customers at a deeper degree involving the human senses (Moreira, Fortes, & Santiago, 2017).

According to Schiffman & Wisenblit (2015) consumer behavior is the study of consumer actions during searching, buying, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The essence of marketing is identifying unmet needs and providing products and services to meet these needs. In addition, as a company that offers services as priority, it is important for company to highlight the needs and desires of each customer so that the company can survive in increasingly fierce business competitions. Consumers always face with widely options from hotel industry. In the meantime, consumers have their own standard and criteria when make a decision to stay at their preferences hotel. Therefore, consumer decisions depend on how companies identify consumer behavior in each stage of the consumer decision process (Subakti, 2019).

Recently, the hospitality industry must adopt the essence of understanding consumers hotel behavior especially to increase capabilities to match customer hygiene needs during new normal period. Additionally, the added value offered by the hotel industry is staycation concept, which provides opportunities for hotel consumers to make purchases. Purchasing decision journey started from a sequence of choices shaped by consumers before making a purchasing decision. It will begin when there is a need to satisfy. Consumers should reach conclusions regarding the place of purchase, desired brand, model, purchase quantity, time to purchase, amount of money to be spent, and payment method. Marketers can influence these decisions by providing information about the products or services, and to inform buying process (Hanaysha, 2018). According to (Liu, Tsai, Xiao, & Hu, 2020), creating a customer experience has become an essential element in the hospitality industry because it forms long-term memories for hotel customers.

This research conducted in Jakarta area. Jakarta has greatly affected by Covid -19 pandemic. DKI Jakarta, as the capital city and business district in Indonesia, has experienced a decline in hotel occupancy below 50 percent since the Covid-19 pandemic. The room occupancy rate of DKI Jakarta in November 2020 was 45.63%, in December 2020, it was 45.40%, and in January 2021, the room occupancy rate of DKI Jakarta only reached 41.12%.

This study aims to analyse the effect of sensory marketing on consumer behavior; sensory marketing influences staycation customer experience; Sensory marketing impacts on purchase decision. Moreover, to analyse customer experience staycation significantly impact on consumer behavior; staycation customer experience affects purchasing decisions. Furthermore, to analyse sensory marketing and consumer behaviour moderate by staycation customer experience; staycation customer experience moderated the relationship between sensory marketing and purchasing decisions; staycation customer experience substantially moderates the relationship between consumer behavior and purchasing decisions. Finally, to explore consumer behavior's greatly influence on purchasing decisions.

## **II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Sensory Marketing and Consumer Behaviour**

According to (Krishna 2012), sensory marketing involves consumers' senses and influences consumer behavior. Meanwhile, according to (Erenkol, 2015) sensory marketing is communicating with consumers through the minds of sight, hearing, smell, touch, and taste. Based on (Hulten, 2020) Sensory marketing is an integrative marketing approach and model that explains how companies can apply the five senses in business practices. Especially, to define how individuals might perceive and experience brands, objects, products, places, and service environments as multi-sensory brand experiences. Firstly, sight is the dominant sensory system and the most vital sense used in marketing. More than 80% of commercial and shopping communication is done through the sense of sight (Shabgou & Daryani, 2014). Humans are most affected by "sight"; the first impression conveyed through sight helps consumers inform products and brand images. "Sight" is the most practical sense for getting the sense of marketing messages to customers.

Secondly, the sense of smell involves 45% of communication with the brand. The sense of smell is very close to the emotions and behavior of consumers and has significantly influence on consumer behavior. Thirdly, voice has long been recognized as an essential driver of positive effects on consumer mood, preferences, and behavior. Moreover, the share of hearing in brand building is 41%. Voice can be used as an efficient tool to communicate with consumers' subconscious needs. Other studies have shown that store music can increase sales and influence purchase intentions. Fourthly, touch is the body's largest sensory organ and is a symbol of physical contact through the skin. The sense of touch involved in brand building has a 25% share. Material, temperature, weight, and shape positively impact the tactile experience and simply increase the tactile experience and increase customer loyalty (Shabgou & Daryani, 2014).

Finally, taste related to their development have a 31% share. In a situation where there is an intense competition among marketers of food products, using good taste expressions intuitively is an effective way to influence consumer behavior (Shabgou & Daryani, 2014). According to (Singh et al., 2020), the sense associated with a complete building has dozens of parts. There is a major competition among marketers of food merchandise and worst treatment in all cases. Therefore, the intuitive expression of subtle style is an efficient way to influence consumer behavior.

Consumer behavior reflects the totality of consumer decisions regarding the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by decision-making units (humans) over time (Hoyer, McInnis, & Pieters, 2013). Therefore, understanding consumer behavior will facilitate management to develop products or services according to consumer needs and desires (Ratnasari, Ula, & Sukmana, 2021).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H1o: There is no positive influence of sensory marketing on consumer behavior.

H1a: There is a positive influence of sensory marketing on consumer behavior.

### **Sensory Marketing and Customer Experience**

According to (Hulten, 2020) Sensory marketing is an integrative marketing approach and model that explains how companies can apply the five senses in business practices. Especially when it comes to how individuals might perceive and experience brands, objects, products, places, and service environments as multi-sensory brand experiences. The five senses approach is often applied to reflect customer feelings and perceptions. Many experts argue that the five senses consciously or unconsciously affect the customer experience (Ren et al., 2018). The concept of sensory experience, is considered as "an individual's perception of goods or services or other elements in the service process as images that challenge the human mind and senses. Experiences are formed during an individual's encounter with sensory stimuli in the environment (Nghiem-Phú, 2017).

(Chang, 2019) determined that the more senses are stimulated when forming a brand, the greater the memory generated by these senses and the stronger of the relationship between consumers and brands. Sensory marketing as a marketing-oriented experience is one of the innovative solutions that provide opportunities for consumers to feel and experience products and services (Shabgou & Daryani, 2014).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H2o: There is no positive influence of sensory marketing on consumer experiences.

H2a: There is a positive influence of sensory marketing on consumer experiences.

### **Sensory Marketing and Purchase Decisions**

The senses play a crucial role in consumer perception and strongly influence purchasing decisions. Marketing has long sought to integrate the insights into brand communication, although generally on a limited and partial basis. Nowadays, sensory marketing is an essential tool for strengthening the relationship between brands and consumers by stimulating all the senses and arousing emotions. Sensory marketing utilizes the five senses to influence perceptions, memories, and learning processes, to manipulate consumers' motivations, desires, and behavior (Manzano et al., 2019).

According to (Jang & Lee 2015), mechanism of sensory marketing: creates stimuli based on external environmental factors that can appeal to consumers' senses. These external environmental factors affect consumer emotions and product or brand evaluations; Therefore, these factors can ultimately influence customer purchase intentions and behavior.

Many studies have demonstrated the positive impact of multi-sensory cues in atmospheric retail on consumer purchases. Since visual cues are the dominant sense, most retail stores pay attention to them. In addition, these cues have been shown to influence cognition, emotion, and various consumer behaviors, such as time spent, consumption, decision making, and purchasing (Helmefalk & Berndt, 2018).

Developed the notion of the complexity of scents, showing that simple scents enhance cognitive processing, increasing spending, and purchasing. The more variety of information provided through different senses, the more input can be provided for the purchasing decision process (Helmefalk & Berndt, 2018).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H3o: There is no positive influence of sensory marketing on purchase decisions.

H3a: There is a positive influence of sensory marketing on purchase decisions.

### **Customer Experience and Consumer Behaviour**

The hospitality industry is very experience-oriented. Only offering commodities, goods, and services is no longer enough for hotels to maintain long-term profitability, as they must combine their services with a better

experience for customers (Cetin and Dincer, 2014). The guest experience can be expressed as the number of product services, service arrangements, and service delivery systems (Erkmen & Hancer, 2015).

According to (Lemke et al. 2010), customer experience is a holistic meeting between customers and the company, including direct or indirect encounters, for example, communication, service, or meeting consumption. Meanwhile, (Meyer & Schwager, 2007) discussed about customer experience can be characterized by subjective and internal customer respondents for each contact with the company, either directly or indirectly.

In contrast to product brands, service brands have limited tangible clues to meet consumer expectations because service is an intangible part of the transaction. Therefore service does not refer to the substantial portion of the hospitality product but the experience accompanying the actual offering (Erkmen & Hancer, 2015).

Meanwhile, consumer behavior includes all consumer activities related to the purchase, use, and disposal of goods and services, including emotional, mental, and behavioral responses that precede, determine, or follow these activities (Kardes et al., 2011).

Consumer behavior describes how individuals spend available resources (i.e., time, money, effort) on goods that marketers offer to sell. The study of consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they believe them, how often they use them, how they evaluate them after purchase, and whether or not they make a repeat order (Schiffman & Wisenblit, 2015).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H4o: There is no positive influence of Customer Experience on Consumer Behavior.

H4a: There is a positive influence of Customer Experience on Consumer Behavior.

### **Customer Experience and Purchase Decisions**

The hospitality industry is very experience-oriented. Only offering commodities, goods, and services is no longer enough for hotels to maintain long-term profitability, as they must combine their services with a better experience for customers (Cetin and Dincer, 2014). The guest experience can be expressed as the number of product services, service arrangements, and service delivery systems (Erkmen & Hancer, 2015).

According to (Lemke et al. 2010), customer experience is a holistic meeting between customers and the company, including direct or indirect encounters, for example, communication, service, or meeting consumption. Meanwhile, (Meyer and Schwager, 2007) developed about customer experience can be characterized by subjective and internal customer respondents for each contact with the company, either directly or indirectly.

In contrast to product brands, service brands have limited tangible clues to meet consumer expectations because service is an intangible part of the transaction. Therefore service does not refer to the substantial portion of the hospitality product but the experience accompanying the actual offering (Erkmen & Hancer, 2015).

Purchasing decision journey started from a sequence of choices shaped by consumers before making a purchasing decision. It will begin when there is a need to satisfy. Consumers should reach conclusions regarding place of purchase, desired brand, model, purchase quantity, time to purchase, amount of money to be spent and method of payment. In addition, marketers can influence these decisions by providing information about their products or services that can inform the consumer appraisal process (Hanaysha, 2018).

Purchasing decisions are thoughtful processes that lead consumers to identify needs, generate choices, and choose specific products and brands. Thus, it can be seen as a series of options before purchasing (Salem, 2018). According to (Hanaysha, 2018) post purchase experience considered as an internal source of information that consumers rely on before making a decision. Additionally, some consumer decisions are likely to be shaped by integrating past buying experiences and marketing programs, and non-commercial sources of information.

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H5o: There is no positive influence of Customer Experience on Purchase Decisions.

H5a: There is a positive influence of Customer Experience on Purchase Decisions.

### **Staycation customer experience significantly moderates the relationship between sensory marketing and Consumer behaviour.**

Service companies strive to meet new and memorable experiences with unique and multisensory offerings. Service providers must provide value to their customers through relevant experiences. After all, the customer experience touches all the necessary outcomes to experience the desired effect of the innovation (Lee et al., 2019). Creating a customer experience has become an essential element in the hospitality industry as it forms long-term memories for hotel customers (Liu et al., 2020). When consumers purchase a product, they also buy an experience, they expect to enjoy the whole process that has been provided by the service provider (Liu et al., 2020).

The five senses approach is often applied to reflect customer feelings and perceptions. However, many experts argue that the five senses consciously or unconsciously affect the customer experience (Ren et al.,



2018). The concept of sensory experience, is considered as "an individual's perception of goods or services or other elements in the service process as images that challenge the human mind and senses. Experiences are formed during an individual's encounter with sensory stimuli in his environment (Nghiêm-Phú, 2017).

The more senses are stimulated when forming a brand, the greater the memory generated by those senses, and the stronger the relationship between the consumer and the brand (Chang, 2019).

Sensory marketing as a marketing-oriented experience is one of the innovative solutions that provide opportunities for consumers to feel and experience products and services (Shabgou & Daryani, 2014). Sensory marketing utilizes the five senses to influence perceptions, memories, and learning processes, to manipulate consumers' motivations, desires, and behavior (Manzano et al., 2019).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H6o: Staycation customer experience does not strengthen the relationship between sensory marketing and consumer behavior.

H6a: Staycation customer experiences strengthen the relationship between sensory marketing and consumer behavior.

### **Staycation customer experience significantly moderates the relationship between sensory marketing and purchasing decisions.**

Sensory marketing involves providing consumers with experiences that appeal to each of the five human senses (smell, sound, sight, taste, and touch), and all of the senses together form the basis of a multi-sensory experience and provide the company with the opportunity to differentiate from competitors and build an image. its brand (Lashkova, Antón, & Camarero, 2020). Thus, multi-sensory experiences result from sensory reactions to different marketing elements or factors (Lashkova et al., 2020).

According to (Jang & Lee 2015), the application mechanism of sensory marketing: creates stimuli based on external environmental factors that can appeal to consumers' senses. These external environmental factors affect consumer emotions and product or brand evaluations; Therefore, these factors can ultimately influence customer purchase intentions and behavior.

Purchasing decision journey started from a sequence of choices shaped by consumers before making a purchasing decision. It will begin when there is a need to satisfy. Consumers should reach conclusions regarding place of purchase, desired brand, model, purchase quantity, time to purchase, amount of money to be spent and method of payment. In addition, marketers can influence these decisions by providing information about their products or services that can inform the consumer appraisal process (Hanaysha, 2018).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H7o: Staycation customer experience does not strengthen the relationship between sensory marketing and purchasing decisions.

H7a: Staycation customer experiences strengthen the relationship between sensory marketing and purchasing decisions.

### **Staycation customer experience significantly moderates the relationship between consumer behaviour and purchase decisions.**

According to (Lemke et al. 2010), customer experience is a holistic meeting between customers and the company, including direct or indirect encounters, for example, communication, service, or meeting consumption. Meanwhile, according to (Meyer and Schwager, 2007), customer experience can be characterized by subjective and internal customer respondents for each contact with the company, either directly or indirectly.

Schiffman & Wisenblit (2015) defined about consumer behavior as the study of consumer actions during searching, buying, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The essence of marketing is identifying unmet needs and providing products and services that meet these needs. Consumer behavior describes how individuals decide to spend available resources (i.e., time, money, effort) on goods that marketers offer to sell. The study of consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after purchase and whether they repurchase it again.

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H8o: Staycation customer experience does not strengthen the relationship between consumer behavior and purchasing decisions.

H8a: Staycation customer experiences strengthen the relationship between consumer behavior and purchasing decisions.

### **Consumer Behaviour and Purchase Decisions.**

According to (Schiffman & Wisenblit, 2015), consumer behavior is the study of consumer actions during searching, buying, using, evaluating, and disposing of products and services that they expect will satisfy

their needs. The essence of marketing is identifying unmet needs and providing products and services that meet these needs. Consumer behavior describes how individuals decide to spend available resources (i.e., time, money, effort) on goods that marketers offer to sell. The study of consumer behavior describes what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after purchase and whether they repurchase it again.

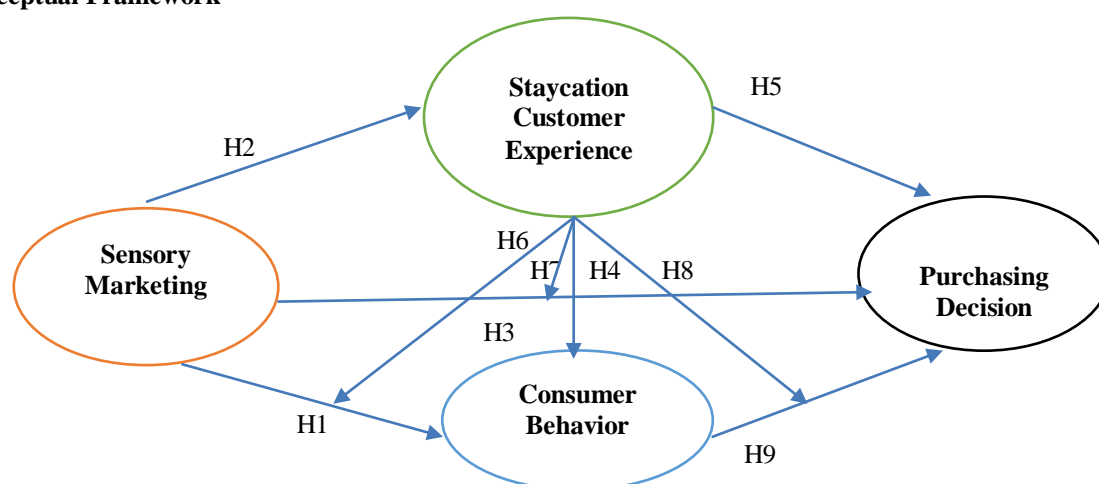
Consumer buyer behavior and the resulting purchase decisions are strongly influenced by cultural, social, personal, and psychological characteristics. Therefore, understanding the influence of these factors is very important for marketers to develop an appropriate marketing mix to attract target customers (Rani, 2014).

Based on the theory and previous research, the hypotheses developed in this study are as follows:

H9o: There is no positive influence of Consumer Behavior on Purchase Decisions.

H9a: There is a positive influence of Customer Behavior on Purchase Decisions.

### Conceptual Framework



## III. RESEARCH METHODOLOGY

### Research Design

This research design uses a quantitative approach. According to (Sugiyono, 2013) Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical to test the established hypothesis. This study also uses the windows statistics program's SEM analysis method, namely Smart PLS 3.0.

### Operational Definition of Variables

Sensory marketing involves the senses of consumers and influences consumer behavior (Krishna, 2012).

Consumer behavior is the study of consumer actions while searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman & Wisenblit, 2015), (Pantano, 2011), (Rani, 2014), (Jisana, 2014).

Purchasing decisions are thought processes that lead consumers to identify needs, generate choices, and choose specific products and brands (Salem, 2018).

Customer experience is the feeling that customers make through their interactions with its products and services (Berry and Carbone, 2007).

### Population

The population in this study is local tourists. This study measures the opinions of local domestic tourists so that researchers determine that local domestic tourists who are the population of this study aged 20 years and over are considered to provide more objective answers.

### Sample

The number of respondents from this study was 100 respondents in the Jakarta area. This study's sample uses specific criteria: (1) hotel staycation guests in Jakarta are hotel guests domiciled in Jakarta or local Jakarta domestic tourists. (2) Have at least one stay at a staycation hotel in Jakarta. (3) The stay period is from August 2020 to May 2021.

**Result of Validity and Reliability Tests**

The validity test is used to test the extent to which the research instrument proposed to measure the research variables is valid. Convergent validity is a test of indicators of a latent group that must converge or share with a high proportion of variance. The value of convergent validity can be seen from the deal of the outer weight, which shows the weight of each indicator as a measure of each latent variable. The hand with the most significant outer weight indicates that the indicator is the strongest (dominant) variable. The outer weight value shows that each indicator is valid if t statistics > 1.640 (Hair et al., 2013).

According to (Ghozali 2016), the reliability test is a test of respondents' consistency in answering questionnaire questions. The character of answers is usually tested with Cronbach Alpha.

**Table 1 Validity and Reliability Test Results**

Variable/Indicator	Loading Factor	AVE	CR	Cronbach's Alpha	Information
<b>Sensory Marketing</b>		<b>0.602</b>	<b>0.931</b>	<b>0.917</b>	Reliable
SM1	0.747				Valid
SM2	0.766				Valid
SM3	0.762				Valid
SM4	0.749				Valid
SM5	0.804				Valid
SM6	0.849				Valid
SM7	0.837				Valid
SM8	0.749				Valid
SM9	0.710				Valid
<b>Consumer Behaviour</b>		<b>0.673</b>	<b>0.911</b>	<b>0.879</b>	Reliable
CB1	0.794				Valid
CB2	0.866				Valid
CB3	0.791				Valid
CB4	0.795				Valid
CB5	0.853				Valid
<b>Purchase Decisions</b>		<b>0.560</b>	<b>0.927</b>	<b>0.912</b>	Reliable
PD1	0.688				Valid
PD2	0.729				Valid
PD3	0.660				Valid
PD4	0.688				Valid
PD5	0.755				Valid
PD6	0.756				Valid
PD7	0.787				Valid
PD8	0.764				Valid
PD9	0.794				Valid
PD10	0.843				Valid
<b>Staycation Customer Experience</b>		<b>0.654</b>	<b>0.936</b>	<b>0.959</b>	Reliable
SCE1	0.795				Valid
SCE2	0.788				Valid
SCE3	0.719				Valid
SCE4	0.857				Valid
SCE5	0.877				Valid
SCE6	0.783				Valid
SCE7	0.807				Valid
SCE8	0.799				Valid
SCE9	0.826				Valid
SCE10	0.887				Valid
SCE11	0.832				Valid
SCE12	0.742				Valid
SCE13	0.797				Valid
SCE14	0.794				Valid

Source: Results of SmartPLS program data processing

**IV. RESULTS AND DISCUSSION**

**Table 2 Hypothesis Testing  
Direct Effect Output of Partial Least Square**

Hypothesis test	Original Sample Estimate	Standard Deviation	P-value	Hypothesis
H1   Sensory marketing has a positive influence on consumer behavior.	0.307	0.110	<b>0.005</b>	H1 accepted

H2	Sensory marketing has a positive influence on staycation customer experience.	0.722	0.062	<b>0.000</b>	H2 accepted
H3	Sensory marketing has a positive influence on purchasing decisions.	0.073	0.141	0.604	H3 rejected
H4	Staycation customer experience has a positive influence on consumer behavior	0.499	0.101	<b>0.000</b>	H4 accepted
H5	Staycation customer experience has a positive influence on purchasing decisions.	0.423	0.150	<b>0.005</b>	H5 accepted
H6	The staycation customer experience significantly moderated the relationship between sensory marketing and consumer behavior.	0.101	0.059	0.088	H6 rejected
H7	The staycation customer experience significantly moderated the relationship between sensory marketing and purchasing decisions.	-0.189	0.095	<b>0.047</b>	H7 accepted
H8	The staycation customer experience significantly moderated the relationship between consumer behavior and purchasing decisions.	0.150	0.084	0.075	H8 rejected
H9	Consumer behavior has an influence on purchasing decisions.	0.141	0.100	0.158	H9 rejected

Source: Results of SmartPLS program data processing

From table 2, the value of the sensory marketing coefficient positively affects consumer behavior of 0.307. The test results show that the p-value is 0.005, where the value is smaller than 0.05 (alpha 5%). Therefore the hypothesis is accepted. Judging from the sensory marketing in the Jakarta area, it has met the needs of local domestic tourists. The most dominant is sensory of vision, where local domestic tourists see from the interior colour of the staycation hotel can create a comfortable impression and have a modern style of interior, then from the sensory of touch where the staycation hotel material chooses best quality materials such as bed linen, towels, wardrobe materials, chair materials, curtain materials, and others. This is in line with the most dominant consumer behavior in the Jakarta area based on age, lifestyle, and occupation. The output results supported by the characteristics of local domestic tourists where gender is dominated by women with an age range of 21-<31 years and 31-<41 years which determine the search, purchase, use, and evaluation of staycation hotels.

From table 2, the coefficient value of sensory marketing positively influences the staycation customer experience of 0.722. The test results show that the p-value is 0.000, where the value is smaller than 0.05 (alpha 5%). Therefore the hypothesis is accepted. Judging from the sensory marketing in the Jakarta area, it has met the needs of local domestic tourists; incredibly, the most dominant sensory vision where local domestic tourists see from the interior color of the staycation hotel can create a comfortable impression and have an interior that looks modern style. Then from the sensory of touch, the hotel's hotel materials have high-quality materials such as bed linen, towels, wardrobe materials, chair materials, curtain materials, and others. This aligns with the experience of staycation customers who are the most dominant in the Jakarta area on sensory vision and sensory touch. Supported by the characteristics of local domestic tourists where gender is dominated by women with an age range of 21- <31 years and 31-<41 years who can feel or interact directly with hotel products and hotel services.

From table 2, the coefficient of sensory marketing has a positive influence on purchasing decisions of 0.073. The test results show that the p-value is 0.604, which is more significant than 0.05 (alpha 5%). Therefore the hypothesis is rejected. The characteristics of local domestic tourists in the Jakarta area for the most dominant gender aspect are women, with the most predominant age range being 21 -<31 years and 31-<41 years. This results showed that more women do staycation holiday activities at hotel because they need an alternative places for rest, relaxation, escape from routine and vacation needs, and those who make purchasing decisions. Meanwhile, sensory marketing is not the main thing because this research was conducted during the covid-19 pandemic where the movement of local domestic tourists became narrow, and they had to do all their activities at home. So that in the preferences of local domestic tourists choosing to stay at a Staycation Hotel, it must be able to provide a refreshing effect and a more affordable price.

From table 2, the coefficient of staycation customer experience positively influences consumer behavior of 0.499. The test results show that the p-value is 0.000, where the value is smaller than 0.05 (alpha 5%). Therefore the hypothesis is accepted. The experience of staycation customers in the Jakarta area has met the needs of local domestic tourists; incredibly, the most dominant of staycation hotel facilities such as swimming pools, cafes, restaurants, fitness, spas, children's playgrounds are visually beautiful. They were then seen also from the interior colour of the staycation hotel, which can create a comfortable impression. The temperature of the staycation hotel is by the required temperature. This is in line with consumer behavior because it is by age, lifestyle, and occupation. Supported by the characteristics of local domestic tourists in the



Jakarta area for the most dominant gender aspect, women with an age range of 21 -<31 years and 31-<41 years determine the search, purchase, use, and evaluation of hotel staycations.

From table 2, the coefficient of staycation customer experience positively influences purchasing decisions of 0.423. The test results show that the p-value is 0.005, where the value is smaller than 0.05 (alpha 5%). Therefore the hypothesis is accepted. The experience of staycation customers in the Jakarta area has met the needs of local domestic tourists seen from staycation hotel facilities such as swimming pools, cafes, restaurants, fitness, spas, children's playgrounds are visually beautiful. The temperature of the staycation hotel is by the required temperature and the colour of the interior of the staycation hotel that can create a comfortable impression. This is in line with the most dominant purchasing decisions in the Jakarta area, hotels as a place to be another alternative for rest, relaxation, escape from routine and getting to know new places and because of vacation needs. Supported by the characteristics of local domestic tourists where gender is dominated by women with 21-<31 years and 31-<41 years who will make purchasing decisions. So that the effect of staycation customer experience on purchasing decisions.

From table 2, the coefficient value of the staycation customer experience significantly moderated the relationship between sensory marketing and consumer behavior of 0.101. The test results show that the p-value is 0.088, which is more significant than 0.05 (alpha 5%). Therefore the hypothesis is rejected. Judging from the characteristics of Jakarta domestic tourists, the most dominant gender aspect is women with an age range of 21 -<31 years and 31-<41 years. This shows that more women carry out staycation holiday activities at hotels and determine the search, purchase, use, and evaluation of staycation hotels. On the other hand, sensory marketing is not a top priority because this research was conducted during the Covid-19 pandemic, where the movement of local domestic tourists became narrow, and they had to carry out all their activities at home. Supported by a shift in consumer behavior towards health factors as a top priority, including the availability of sports infrastructure such as fitness centers, Fit Trails, jogging tracks, and spaces exposed to the morning sun to increase body immunity. Because the average length of stay is 1-3 nights, the preference of local domestic tourists choosing to stay at a staycation hotel must provide a refreshing effect and a more affordable price. Changes in consumer behavior that lead to a staycation customer experience do not strengthen the relationship between sensory marketing and consumer behaviour.

From table 2, the staycation customer experience coefficient value significantly moderated the relationship between sensory marketing and purchasing decisions of -0.189. The test results show that the p-value is 0.047, where the value is smaller than 0.05 (alpha 5%). Therefore the hypothesis is accepted. Judging from the experience of staycation customers for the Jakarta area, it has met the needs of local domestic tourists, incredibly the most dominant of staycation hotel facilities such as swimming pools, cafes, restaurants, fitness, spas, children's playgrounds, visually very attractive, to the interior colour of the staycation hotel, which can create a comfortable impression, the temperature of the staycation hotel is by the required temperature. This is by purchasing decisions in the Jakarta area because hotels are another alternative for rest, relaxation, escape from routine and getting to know new places, and vacation needs. Then adjusted to the characteristics of local Jakarta domestic tourists where the gender aspect is the most dominant female with an age range of 21 -<31 years and 31-<41 years. This shows that more women do staycation holiday activities at hotels by looking at other customers' experiences in terms of sensory of vision and sensory touch. Because the average length of stay at a staycation hotel is 1-3 nights, the preference of local domestic tourists to stay at a staycation hotel must provide a refreshing effect. So the staycation customer experience greatly strengthens the relationship between sensory marketing and consumer behavior.

From table 2, the coefficient value of The staycation customer experience significantly moderated the relationship between consumer behavior and purchasing decisions of 0.150. The test results show that the p-value is 0.075, which is more significant than 0.05 (alpha 5%). Therefore the hypothesis is rejected. Consumer behavior in the Jakarta area is more dominant because it is according to age, lifestyle, and work to carry out staycation holiday activities at hotels. However, due to shifted in consumer behavior during the Covid-19 pandemic, local domestic tourists in making purchasing decisions also look at health factors that are the main priority, including the availability of sports infrastructure such as fitness centers, Fit Trails, jogging tracks, and spaces exposed to the morning sun to improve their health—body immunity. Not just looking at the experiences of other staycation customers on staycation hotel facilities such as swimming pools, cafes, restaurants, fitness, spas, children's playgrounds are visually beautiful but paying attention to health factors is more critical. This is supported by the characteristics of local Jakarta domestic tourists, where the most dominant gender is women with an age range of 21-<31 years and 31-<41 years who will make purchasing decisions.

From table 2, the coefficient value of consumer behavior influences purchasing decisions of 0.141. The test results show that the p-value is 0.158, which is more significant than 0.05 (alpha 5%). Therefore the hypothesis is rejected. Consumer behavior in the Jakarta area is the most dominant because it is by age, lifestyle, and work. However, due to changes in consumer behavior during the Covid-19 pandemic, local domestic tourists in making purchasing decisions will see health factors as a top priority, including the availability of

sports infrastructures such as fitness centers, Fit Trails, jogging tracks, and spaces exposed to the morning sun to increase immunity body.

## **V. CONCLUSION, LIMITATION OF RESEARCH, AND SUGGESTION**

### **CONCLUSION**

The research results empirically proved that sensory marketing influences staycation customer experience and consumer behavior and significantly impacts purchasing decisions. Although the results showed negative, the function of staycation customer experience as a moderating variable only substantially affects the relationship between sensory marketing and customer experience. The process of staycation customer experience and consumer behavior as a mediating variable is proven to be significant.

The results of the Jakarta area positively influence sensory marketing with consumer behavior, sensory marketing with staycation customer experience, staycation customer experience with consumer behavior, staycation customer experience with purchasing decisions, and staycation customer experience strengthens the relationship between sensory marketing and purchasing decisions.

### **LIMITATION OF RESEARCH**

The results of this study perhaps can contribute to managers in the hotel industry, especially in the Jakarta area. It is expected to pay more attention to the factors that can improve sensory marketing, especially in hotel staycations in the new normal period. Based on the results of this study, it was found that sensory marketing positively influences consumer behavior and customer staycation experiences. Likewise, the staycation customer experience has a positive influence on consumer behavior and purchase decisions. Next, the customer experience of staycation significantly moderated the relationship between sensory marketing and purchasing decisions. This is because local domestic tourists in the Jakarta area see the interior, aroma, music, quality of goods, and taste of food. However, with changes in consumer behavior during the Covid-19 pandemic, the health factor becomes the main, resulting in purchase decisions and will also impact the staycation customer experience itself. So hotel managers in the Jakarta area need to pay close attention to aspects of sensory marketing, consumer behavior, purchase decisions, and staycation customer experiences to survive during the pandemic and pay attention to CHSE in operations

### **SUGGESTION**

Based on the research limitations that have been stated with these limitations, there are still many topics, other factors, and variables that can be studied, so for further research, it is recommended that:

1. Future research can be carried out other than in the Jakarta area using sensory marketing variables because the average hotel in Indonesia has not been maximal in implementing sensory marketing for hotel operations, especially in the new normal period.
2. Future research is expected to develop further sensory marketing research in other sectors such as airlines, tourist destinations, and other service industries.
3. Further research is expected to develop further consumer behavior because there are changes/shifts in consumer behavior during the Covid-19 pandemic, and pay attention to CHSE in operations.
4. Suggestions for hotel management, especially in the Jakarta area, to pay attention to sensory marketing, especially during the new normal period because it has a significant impact on the continuation of hospitality in the area and pays attention to changes in consumer behavior that prioritizes health, so it is necessary to pay attention to CHSE in operations.

## **BIBLIOGRAPHY**

- [1]. Berry, L.L. Wall, E.A. and Carbone, L.P. (2006). "Managing Service Experience Clues". *Academy of Management Perspectives*.
- [2]. Cetin, G. and Dincer, F. I. (2014). Influence of Customer Experience on Loyalty and Word-of-Mouth Hospitality Operations. *International Journal of Tourism and Hospitality Research*, Volume 25, Number 2, Pages 181-194.
- [3]. Chang, W. L. (2019). Applying ANP to analyse sensory experience in restaurants. *British Food Journal*, 122(1), 122–135. <https://doi.org/10.1108/BFJ-07-2019-0497>.
- [4]. Dahiya, K., & Potia, A. (2020). Generous: COVID-19 's Impact on Indonesian Consumer Sentiment. *McKinsey and Company*, (April).
- [5]. Erenkol, A. D. (2015). Sensory Marketing. *Journal of Administrative Sciences and Policy Studies*, 3(1). <https://doi.org/10.15640/jasps.v3n1a1>.
- [6]. Erkmén, E., & Hancer, M. (2015). Do your internal branding efforts measure up? Consumers' response to brand supporting behaviors of hospitality employees. *International Journal of Contemporary Hospitality Management*, 27(5), 878–895. <https://doi.org/10.1108/IJCHM-10-2013-0442>.
- [7]. Ghozali, I. (2016). *Desain Penelitian Kuantitatif & Kualitatif Untuk Akuntansi, Bisnis, dan Ilmu Sosial Lainnya*. Yoga Pratama.
- [8]. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks. Sage, 165.
- [9]. Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/prr-08-2017-0034>.

- [10]. Helme Falk, M., & Berndt, A. (2018). Shedding light on the use of single and multisensory cues and their effect on consumer behaviours. *International Journal of Retail and Distribution Management*, 46(11–12), 1077–1091. <https://doi.org/10.1108/IJRDM-03-2018-0057>.
- [11]. Hulten, B. (2020). *Sensory Marketing: An Introduction*.
- [12]. Hoyer, W. D., McInnis, D. J., & Pieters, R. (2013). *Consumer Behavior (Sixth Edition) Cengage Learning*.
- [13]. Jang, H.-W., & Lee, S.-B. (2015). *Applying Effective Sensory Marketing to Sustainable Coffee Shop Business Management*. <https://doi.org/10.3390/su11226430>.
- [14]. Jisana. (2014). Consumer Behaviour Models: An Overview. *Sai Om Journal of Commerce & Management*, 1(5 May 2014), 34–43.
- [15]. Kardes, F. R., Cline, T. W., & Cronley, M. L. (2011). Branding Strategy and Consumer Behavior. In *Consumer behavior: Science and practice*.
- [16]. Kim, W. H., Lee, S. H., & Kim, K. . (2020). *Effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry: the moderating roles of customers' prior experience and gender Woo-Hyuk*. <https://doi.org/https://doi.org/10.1080/13032917.2020.1783692>.
- [17]. Krishna, A. (2012). An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. *Journal of Consumer Psychology*, 22(3), 332–351. <https://doi.org/10.1016/j.jcps.2011.08.003>.
- [18]. Lashkova, M., Antón, C., & Camarero, C. (2020). Dual Effect of Sensory Experience: Engagement vs Diversive Exploration. *International Journal of Retail and Distribution Management*, 48(2), 128–151. <https://doi.org/10.1108/IJRDM-09-2018-0204>.
- [19]. Lee, M., Lee, S., & Koh, Y. (2019). Multisensory Experience for Enhancing Hotel Guest Experience: Empirical Evidence From Big Data Analytics. *International Journal of Contemporary Hospitality Management*, 31(11), 4313–4337. <https://doi.org/10.1108/IJCHM-03-2018-0263>.
- [20]. Lemke, F., Clark, M., & Wilson, H. (2010). Customer Experience Quality: An Exploration in Business and Consumer Contexts Using Repertory Grid Technique. *Journal of the Academy of Marketing Science*.
- [21]. Liu, K. N., Tsai, T. I., Xiao, Q., & Hu, C. (2020). The Impact of Experience on Brand Loyalty: Mediating Effect of Images of Taiwan Hotels. *Journal of China Tourism Research*, 00(00), 1–20. <https://doi.org/10.1080/19388160.2020.1777238>.
- [22]. Manzano, R., Serra, T., & Gavilán, D. (2019). Sensory Marketing: Straight to the Emotions.
- [23]. Meyer, C., and Schwager, A. (2007). Understanding Customer Experience. *Harvard Business Review*.
- [24]. Muhamad, F., Suharyono, & Alfisyahr, R. (2017). Pengaruh Sensory Marketing Terhadap Kepuasan Konsumen Dan Repurchase Intention (Survei pada Konsumen Nomu 9 Bites & Beverages di Kota Malang ). *Jurnal Administrasi Bisnis*, 50(5), 89–96.
- [25]. Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence Of Sensory Stimuli On Brand Experience, Brand Equity And Purchase Intention. *Journal of Business Economics and Management*, 18(1), 68–83. <https://doi.org/10.3846/16111699.2016.1252793>.
- [26]. Nghiêm-Phú, B. (2017). Sensory marketing in an outdoor out-store shopping environment – an exploratory study in Japan. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 994–1016. <https://doi.org/10.1108/APJML-09-2016-0178>.
- [27]. Pantano, E. (2011). Cultural factors affecting consumer behaviour: A new perception model. *EuroMed Journal of Business*, 6(1), 117–136. <https://doi.org/10.1108/14502191111130343>.
- [28]. Priasni, T. O., Absharina, D., Rizal, M. R. R., & Arnesia, P. D. (2020). Inovasi Staycation Dalam Bidang Digital Tourism Dengan Memanfaatkan Teknologi Internet of Things Dan Virtual Reality. *Prosiding SeNTIK*, 4(September).
- [29]. Rani, P. (2014). Factors influencing consumer behaviour. *International Journal of Current Research and Academic Review*, 52–61.
- [30]. Ratnasari, R. T., Ula, U. F., & Sukmana, R. (2021). Can Store Image Moderate The Influence of Religiosity Level on Shopping Orientation and Customers' Behavior in Indonesia? *Journal of Islamic Accounting and Business Research*, 12(1), 78–96. <https://doi.org/10.1108/JIABR-01-2017-0006>.
- [31]. Ren, L., Qiu, H., Ma, C., & Lin, P. (2018). Investigating Accommodation Experience in Budget Hotels. *International Journal of Contemporary Hospitality Management*, 30(7), 2662–2679. <https://doi.org/10.1108/IJCHM-11-2016-0625>.
- [32]. Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>.
- [33]. Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer Behavior, Eleventh Edition. In *Consumer Behavior*.
- [34]. Shabgou, M., & Daryani, S. M. (2014). Towards the sensory marketing: Stimulating the five senses (sight, hearing, smell, touch and taste) and its impact on consumer behavior. *Indian Journal of Fundamental and Applied Life Sciences*, 4(S1), 573–581. Retrieved from [http://www.cibtech.org/sp.ed/jls/2014/01/00\(68\).pdf](http://www.cibtech.org/sp.ed/jls/2014/01/00(68).pdf).
- [35]. Singh, S., Chandrakar, P., Jamsandekar, S., Ranjan, A., & Wanjari, S. (2020). *A Review on The Impact od Sensory Marketing on Consumer Buying Behaviour*. 8(6), 1308–1318.
- [36]. Subakti, A. G. (2019). (*Studi Kasus Di Hotel Y Jakarta* ). 2(1).
- [37]. Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Yustisia Pasfatima Mbulu, et. al. "Sensoric Marketing on Consumer Behavior and Purchase Decision Moderated By Staycation Customer Experiences in the Era New Normal Situation." *International Journal of Business and Management Invention (IJBMI)*, vol. 10(12), 2021, pp. 01-11. Journal DOI- 10.35629/8028