

ANALYSIS OF EXPERIENTIAL MARKETING INFLUENCES ON CUSTOMER SATISFACTION TO CREATE CUSTOMER LOYALTY AND WORD OF MOUTH AT RUMAH MAKAN PAK NDUT SAMARINDA

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ABSTRACT

The research was conducted to analyze (1) Influence experiential marketing to customer satisfaction, (2) Influence customer satisfaction on customer loyalty, (3) Influence customer satisfaction on word of mouth, (4) influence experiential marketing towards customer loyalty, (5) Influence experiential marketing to customer loyalty at Rumah Makan Pak Ndut Samarinda. This research is a quantitative descriptive where the instrument is used in the form of a questionnaire. The population in this research is a customer of Rumah Makan Pak Ndut Samarinda with a purposive sampling technique and consist of 100 consumer. In this study, the analysis method used is Structural Equation Model with the Partial Least Square approach (SEM-PLS). The results show that experiential marketing has a significant positive effect on customer satisfaction, while customer satisfaction has a positive effect on customer loyalty. Besides, customer satisfaction has a significant positive effect on word of mouth, and important, significant positive experiential marketing against customer loyalty and significant positive experiential marketing to the word of mouth.

Keywords: Experiential Marketing, Customer Satisfaction, Customer Loyalty, Word of Mouth.

1. INTRODUCTION

The culinary industry is still one of the flagships of today's businesspeople. Food is the staple needs of the community so it will always be necessary. People today are more open and choose to eat outdoors as an efficient lounging event after a busy day. Samarinda is one of the potential cities to develop this culinary industry.

Table 1 Average Expenditures and Percentage of Average Per capita Expenditures per Month by Food Group in Samarinda City, 2017

Foods	Average Expenditure	Percentage Average Expenditure
(1)	(2)	(3)
Cereals	56.511	8,41
Tubers	5.989	0,89
Fish	66.916	9,96
Meat	38.490	5,73
Eggs and Milk	44.807	6,67
Vegetables	59.486	8,85
Legumes	14.665	2,18
Oil and fats	15.155	2,26
Beverage stuffs	19.494	2,90
Miscellaneous food items	15.853	2,36
Prepared food and beverages	218.015	32,45

Total	671.842	100,00
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Source: Publication Statistic Indonesia, 2019

Based on the data of the Publication Statistic Indonesia the average public expenditure of Samarinda is largely spent on food and beverage so that is as much as Rp. 218,015,- or by 32.45%. This shows the high level of food and beverage spending so that the people of Samarinda are also a great opportunity for culinary business entrepreneurs.

This opportunity is not wasted, various types of eateries are present in the city of Samarinda, with a wide range of cooking appetizing. Unfortunately, nowadays consumers are not only concerned about the taste, but also the experience gained when visiting the restaurant. Nowadays more marketing leads to the creation of experience for consumers.

Competition conditions, especially in culinary areas, are said to be so strict. The competition takes place in the market seize, product innovation, seize consumer satisfaction and even customer loyalty is a fundamental task to be done by entrepreneurs. Especially in the current situation where consumers are increasingly faced with a variety of options and the ease of obtaining information about the products that will be consumed. When consumers are not satisfied, they will easily turn to competitors at a cheaper price. This fact leads to a competitive situation in the market, anyone who is ready to offer excellence will be the winner.

In the face of this strict competition, the company must be prosecuted to offer a unique and distinct suit from that offered competitor. Regardless of the products or services sold, a marketer needs to provide an unforgettable experience for their customers because this is what the value [1]. The concept of marketing that provides a unique experience to the customer is known as experiential marketing.

Experiential marketing is following the concept of relationship marketing which is the implementation of business strategy and marketing strategy. The result of implementing the strategy is to build a chain of links to increase customer value, sustainability, and ability.

Nowadays experiential marketing approaches have been widely adopted and developed to face intense competition. This research is done by case studies at the restaurant because the restaurant is a manufacturer that offers food and beverages along with other added value that is the service and atmosphere created because of interior and exterior design that is arranged

to produce a unique and attractive look.

Satisfaction is a feeling of delight or disappointment someone who appears after comparing the perception of the performance of goods or services used ([2]. Consumers who are satisfied either from the product or service side or experience are expected to be the promotion agent for the restaurant. This is in line with the opinion that reveals that the informal discussion between consumers will have a huge impact on a product, both positive and negative. [3].

Satisfied consumers will be communication agents who voluntarily convey what it feels to the closest people as expressed that Word of Mouth is a marketing tool with the fastest development and has the most persuasive influence in sales and trusted influence as it is usually recommended by nearby people. "... [4].

Rumah Makan Pak Ndut Branch Samarinda is one of the rapidly growing restaurant business in the middle of the culinary business in Samarinda. The proliferation of eateries in Samarinda does not reduce their consumers because they always do differentiation through menus, interior design, and services so that customers are satisfied and have memories that cannot be forgotten (memorable experiences).

As for the phenomenon of this research is that amid the strict competition between the eateries in Samarinda, with not a few also the restaurant that provides various advantages, Pak Ndut still able to compete with the turnover that continues to increase to Rp. 125 million, - up to Rp. 175 million, -per month.

To direct customers to the satisfaction, creating a positive word of mouth and customer loyalty, need to provide a positive and uniquely memorable experience through the application of experiential marketing.

2. LITERATURE REVIEW

2.1. Experiential Marketing

According to Schmitt Experiential marketing, the approach to consumers not only prioritizes product information only but by stimulating elements of consumer emotions resulting in an experience for the consumer. [5]

Schmitt identifies 5 (five) types of experiences, as follows:

1. Sense
Sense according to Andreani is a type of experience related to style and verbal and visual symbols that can create the integrity of an impression [1]. This is also following Schmitt's

opinion that Sense influences the five human senses, namely vision (eyes), hearing (ears), smell (nose), taste (tongue), and touch (skin) obtained by consumers through products and services. [5]

2. Feel

Feel experience is an important part of experiential marketing. According to Schmitt, Feel Marketing is aimed at the feelings and emotions of consumers to influence experiences that start from a gentle mood to strong emotions towards pleasure and pride. Good and polite service will create a strong feel for the product or service. Consumers who feel suitable for an item or service offered if offered at the right time to be able to provide a memorable experience that has a positive impact on customer loyalty and word of mouth.

3. Think

Think marketing is a type of experience that aims to create cognitive, problem solving that invites consumers to think creatively [5]

Think is a type of experience that aims to create cognitive in problem solving that invites consumers to think creatively. [6]

4. Act

Act deals with real behavior and lifestyle of a person. This relates to how to make people do something and express their lifestyle. [6]

Act marketing is designed to create experiences for consumers that affect body experience, long-term patterns of behavior and lifestyle.

5. Relate

Relate is a combination of the four other aspects namely sense, feel, act and think. Relate to the culture of a person and his group of reflection which can create a social identity. Relate marketing associate's individuals with what is outside themselves and applies the relationship between other people and other groups so that they can be accepted in their community.

In this research the indicator used to measure experiential marketing is as it has been researched by [7] as follows:

1. Sense, things that affect the five senses are music (sense of hearing), decoration of the Room (visual senses), food taste (sense of tasting), food aroma (sense of smell)
2. Feel, the service provided by employees, a polite and friendly attitude of employees, the cleanliness of the room, a relaxing feeling created because it was in the room.
3. Think, the products offered are safe for

consumption, promotion and program are held interesting, the price offered according to the product provided.

4. Act, customers come to enjoy the atmosphere with relatives, become an alternative place to relax, lifestyle and interaction.
5. Relate is a combination of sense, feel, think, and act. Relate add to individual experiences and associate individuals with themselves, others, or cultures.

2.2. Customer Satisfaction

Satisfied consumers have the potential to be loyal to a brand, product, or service provider even willing to pay a premium price to get the product they want.

Fornell & Wenerfelt stated the interesting fact that new customers are far more expensive than retaining customers who are now also one of the triggers for increased attention to customer satisfaction. (Fandi Tjiptono & Diana, 2019)

customer satisfaction is a full evaluation where the alternative is chosen at least the same or exceeds customer expectations [8] while dissatisfaction arises when the results do not meet expectations. Customer satisfaction is an accumulation of experience while using a certain item. [9]

In this research, the indicator is used to measure customer satisfaction [10] is the following:

1. Overall satisfaction
2. Confirmation of expectations, the level of conformity between performance and expectation
3. Comparison of ideal situations, namely product performance compared with the ideal product according to consumer perception.

2.3. Customer loyalty

Customer satisfaction is incomplete when it is not followed by loyalty from the customer. The concept of loyalty itself is complex and dynamic. The customer is an important element in the sustainability of a company. Not only makes the origin of the product but the company must be able to analyze what is needed and desired by the customer. Besides, not only attract buyers but companies must be able to maintain and even retain customers.

Lovelock argues that loyalty is used in a business context, to illustrate the willingness of customers to always use company products in the long run, let alone use them exclusively and recommend company

products to friends and colleagues [11]

Also, loyalty is defined as the commitment of customers to stay in-depth to re-subscribe or re-buy products/services that are consistently selected in the future, even though the influence of the situation and marketing efforts have the potential to cause these changes. [11]

Similarly conveyed by Mouren Margaretha that loyalty is a function of customer satisfaction, transfer obstacles and customer complaints [6]

Satisfied customers will be happy to make repeat purchases in the future and notify positive things to those closest to them.

In this research the indicators used to measure customer loyalty [12] are as follows:

1. wish to re-purchase willing
2. Say a positive thing about a product and services (derivatively positive oral administration)
3. Recommend such products and services (recommendation willing),
4. Still make a purchase even if there is a price change or there is a cheaper price than the product or service (tolerance to price adjustment),
5. Consumption frequency

2.4. Word of Mouth

Arndt [13] was one of the early researchers who researched the effect of word of mouth on consumer behaviour. Arndt put forward word of mouth as something that is done verbally or conversations from person to person that is between the 'receiver' and 'communicator' without any commercial elements.

According to Hasan [14] word of mouth or word of mouth marketing spread through business, social and community networks that are considered very influential, this is also evidenced by research conducted by Marketing Research Indonesia (MRI) in September 2006 in Jakarta. This study involved 202 respondents both male and females aged 8 years and over with ABC + social classes. This research proves that the best information and gives the biggest influence in decision making is word of mouth.

Shaping customer satisfaction, causing those customers to become loyal and do Word of Mouth or say good things to their closest people. This causes

Alexander to say Word of Mouth as a free advertising i.e. if advertising can be defined as payments made over ideas, products, and services done by sponsors but the Word of Mouth is not.

In this research the indicators used to measure Word of Mouth (WoM) [15] are as follows:

1. Say something positive about the company
2. Recommend products and services with pleasure and without coercion
3. Invite others to use the same products and services
4. Advise the closest person (friends and family) to use the same products and services

3. HYPOTHESES

Customer satisfaction is evaluated based on the experience of the product used towards the product's quality expectations [16]. Many studies have shown that experiential marketing influences on customer satisfaction.

May-Ying Wu and Li-Hsia Tseng's [17] shows that experiential marketing positively affects customer satisfaction, in this research proved that the five types of experiences that are sense, feel, think, act and relate positively affect customer satisfaction.

In line with the study, Ren-Fan Chao [18] researched the influence of experiential marketing on customer loyalty with brand image and satisfaction as a variable of mediation. In this study it was discovered that experiential marketing has a significant positive effect on customer satisfaction.

Experiential marketing can increase customer loyalty through value and customer satisfaction [19].

Customer satisfaction leads to customer loyalty [20]. The research conducted by Samman Al-Maslam proved that customer satisfaction directly and significantly affects customer loyalty, so that when customer satisfaction increased, also increased customer loyalty.

In line with the Al-Maslam research, R. Ozturk [9] examined that customer satisfaction has significant effect on customer loyalty. Satisfied consumers can provide a variety of benefits including the relationship between the company and consumers into harmony, providing a good basis for the re-purchase and the creation of consumer loyalty to the company [21]

Customer satisfaction has a positive impact on consumers' willingness to recommend products or

companies to others [22]. When consumers are satisfied, the word of mouth will be created, and consumers voluntarily give recommendations to others.

Likewise, according to Putu, Sanjaya, &Yasa [23] in his research found that the satisfaction has positive and significant effect on word of mouth so that the higher consumer satisfaction in terms of this research is the patient, then the higher is also positive word of mouth done by the patient.

Loyalty is an important asset of the company. In the study of Jatmiko and Andharini revealed that experiential marketing affects positively and significantly against the loyalty of respondents. According to Griffin that the longer the loyalty of a customer, the greater the profit that the company can gain from the customer. This is what Griffin has revealed that a loyal customer is not only re-purchasing, but also referencing the product to others.

Word of Mouth is a personal or group statement submitted by others other than the Organization to the customer [22]. Also, customers who have had a unique experience of certain products, services and brands of a company, are likely to incorporate these products, services and brands into their conversation agenda so that consciously or unconsciously reveals them to others [15]).

Strong emotional responses such as trust, encourage someone to give positive comments about the services provided [24].

5. DISCUSSION

5.1 Research Model Using Partial Least Square

Therefore, hypotheses on this research are as follows:

H1: Experiential marketing has significant effect on customer satisfaction

H2: Customer satisfaction has significant effect on customer loyalty

H3: Customer satisfaction significant effect on word of mouth

H4: Experiential marketing significant effect on customer loyalty

H5: Experiential marketing significant effect on word of mouth

4. RESEARCH METHODS

Place Tables/Figures/Images in text as close to the This research is a quantitative descriptive where the instrument used is a questionnaire with a survey system.

The population in this research is the customer of Rumah Makan Pak Ndut Samarinda with sampling techniques purposive sampling and obtained as many samples as 100 people.

Data obtained is then analyzed using a PLS analysis tool with SmartPLS software.

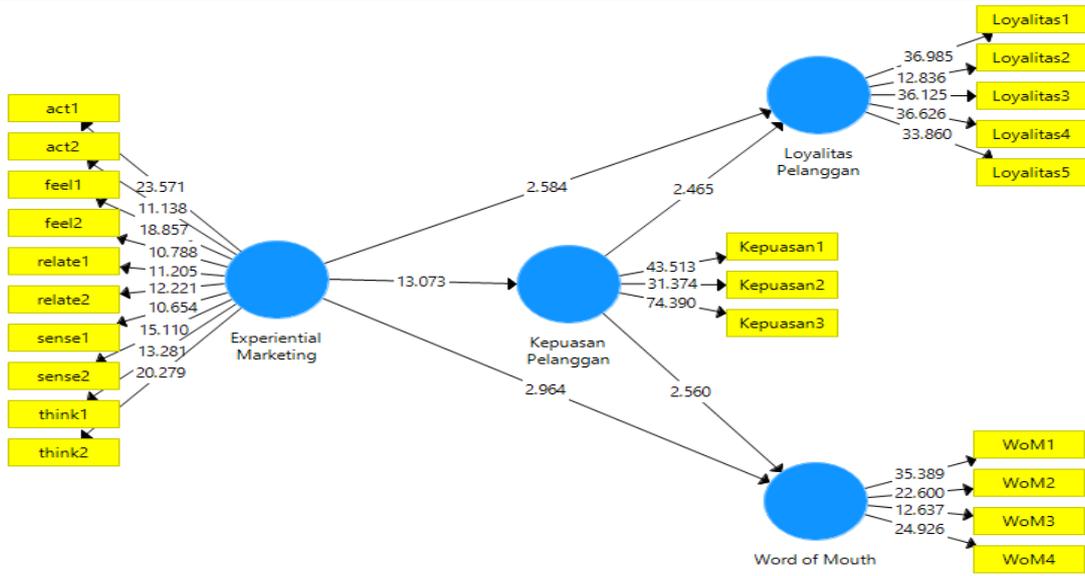


Figure 1 : Research Model

The validity test convergent validity can be seen from the value of loading factor for each construct indicator (Table 1). The individual reflective size is said to be high if it is correlated over 0.70 with a construction measured. However, according to Chin for the early stage research of the development of measuring scales, the value of loading factor 0.5 – 0.6 is still considered sufficient [25]. In this study the loading limit factor used is 0.5.

Outer model values or correlations between constructs and variables have shown values above 0.5, so there is no need to issue indicators anymore.

The results of processing using Smart PLS can be seen the results of the correlation output between indicators and their constructs in Table 1.

Table 2: Outer Loadings

	Experiential Marketing	Customer Satisfaction	Customer Loyalty	WoM
CustomerSatisfaction1		0,921		
Customer Satisfaction2		0,869		
Customer Satisfaction3		0,927		
Customer Loyalty1			0,912	
Customer Loyalty2			0,762	
Customer Loyalty 3			0,911	
Customer Loyalty 4			0,869	
Customer Loyalty 5			0,861	
WoM1				0,887
WoM2				0,860
WoM3				0,752
WoM4				0,845
act1	0,835			
act2	0,689			
feel1	0,723			

feel2	0,679			
relate1	0,678			
relate2	0,687			
sense1	0,621			
sense2	0,706			
think1	0,727			
think2	0,816			

Source: Data has been processed, 2020

5.2 Goodness of Fit

In assessing the model with PLS starts by looking at R-Square for each of the dependent latent variables. Table 3 is the result of R-Square estimation using SmartPLS.

Table 3: R-Square

	R Square
Customer Satisfaction	0,447
Customer Loyalty	0,321
Word of Mouth	0,298

Source: Data has been processed, 2020

5.3 T - test Testing

The significance of the estimated parameters provides extremely useful information regarding the relationship between the research variables.

The basis used in testing the hypothesis is that the value contained in the Output Path Coefficients Table 4 delivers an estimated output for structural model testing.

Table 4: Result for inner Weights

	Original Sample (O)	P Values	Information
Experiential Marketing ->Customer Satisfaction	0,668	0,000	Positive Significant
Experiential Marketing ->Customer Loyalty	0,300	0,010	Positive Significant
Experiential Marketing -> Word of Mouth	0,327	0,003	Positive Significant
CustomerSatisfaction -> CustomerLoyalty	0,320	0,014	Positive Significant
Customer Satisfaction -> Word of Mouth	0,271	0,011	Positive Significant

Source: Output SmartPLS, 2020

The results of testing with bootstrapping of the PLS analysis are as follows:

1. Experiential Marketing has a significant effect on customer satisfaction.

The results of the first hypothesis test showed that the concept of experiential marketing with customer satisfaction showed a line coefficient value of 0.668 with a P-values value of 0.000.

2. Customer satisfaction has a significant effect on customer loyalty.

The second hypothesis test results showed that customer satisfaction with customer loyalty showed a line coefficient value of 0.320 with a P-values value of 0.010.

3. Customer satisfaction has a significant effect on Word of Mouth.

The third hypothesis testing results showed that customer satisfaction with word of mouth showed a line coefficient value of 0.271 with a

P-values value of 0.003.

4. Experiential Marketing has a significant effect on customer loyalty.

The fourth hypothesis test results show that Experiential Marketing with customer loyalty shows a line coefficient value of 0.300 with P-values of 0.014

5. Experiential Marketing has a Significant effect on Word of Mouth.

The fifth hypothesis test results show that Experiential Marketing with Word of Mouth shows a line coefficient value of 0.327 with P-values of 0.011.

6. CONCLUSION AND RECOMMENDATION

Based on the results of analysis and research objectives, obtained the following conclusions:

1. Experiential marketing has a significant positive effect on the customer satisfaction of Rumah

Makan Pak Ndut Samarinda, meaning that the increasing Experiential marketing done by the Rumah Makan Pak Ndut Samarinda will improve the customer satisfaction in real. Customer satisfaction has a significant positive effect on the customer loyalty of Rumah Makan Pak Ndut Samarinda, meaning that every increase in customer satisfaction will be able to improve customer loyalty in real-time. Customer satisfaction has a significant positive effect on word of mouth, which means that every increase in customer satisfaction will be able to improve the word of mouth of Pak Ndut restaurant customers.

2. Experiential marketing has a significant positive effect on customer loyalty, meaning that every enhancement of Experiential marketing done by the Rumah Makan Pak Ndut Samarinda will increase customer loyalty.
3. Experiential marketing has a significant positive effect on word of mouth, which means every improvement in Experiential marketing done by Rumah Makan Pak Ndut Samarinda will improve the word of mouth of customers.

Based on the results of the research conducted, there are some suggestions submitted by the researchers to the Rumah Makan Pak Ndut which of course still needs to get a study from the management to be positive in building the restaurant Pak Ndut in the future. Here are some suggestions were given by researchers to Pak Ndut restaurant:

1. Rumah Makan Pak Ndut needs to consider occasionally hold certain events for example by holding special packages on Valentine's Day for couples, or other events that can improve experiential marketing.
2. Based on the result of the questionnaires service in Pak Ndut has been good, but the customer needs a faster service again. This can be solved by increasing the number of employees for the kitchen and the waiter so that customers are quick to serve as well as waiting time for the next customer more quickly.
3. The management of Rumah Makan Pak Ndut needs to further improve the promotion in the field of social networks, for example on Facebook, Twitter, etc., so far Pak Ndut already has a Facebook account, only rarely in updates. This social media is effective and efficient promotion advice because in the era of this technology almost everyone has a gadget, it would be better if the existing Facebook account is maximized by updating.

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