
DIFFERENTIATION MODERATION EFFECTS: EXPERIENTIAL MARKETING AND GREEN MARKETING ON THE PURCHASING INTENTION OF MOTORCYCLE SCOOTERS

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KEYWORDS

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ABSTRACT

Due to their flexibility and capacity to maneuver through heavy traffic, motorcycles are a common mode of transportation in Jakarta. The purpose of this study to examine the moderating effect of product differentiation on the impact of experiential marketing and green marketing on motorcycle scooter purchasing interest in Jakarta. The sampling technique used purposive sampling method. The primary data was collected by questionnaires distributed to motorcycle users in Jakarta with a sample of 96 respondents. The results showed that experiential marketing had a positive and significant effect on purchasing intention. Green products had a positive and significant effect on purchase intention. Also, product differentiation had a positive and significant effect on purchase intention. According to this study, there is no moderating effect of product differentiation on the impact of experiential marketing and green marketing on motorcycle scooter purchasing intention in Jakarta.

INTRODUCTION

Jakarta has the world's 29th heaviest traffic with an average travel time of 22 minutes and 40 seconds per 10 kilometres ([TomTom Traffic Index, 2022](#)). Due to their flexibility and capacity to maneuver through heavy traffic, motorcycles are a common mode of transportation in Jakarta. Moreover, using public transportation is expensive and inconvenient as Indonesia's transportation system is not fully interconnected ([Ratnasari & Nasruddin, 2014](#); [Rosa & Widad, 2018](#)). In Jakarta, Honda scooter are among the most popular motorcycles. According to the Indonesian Motorcycle Association ([AIS, 2020](#)), 87.9% of all motorcycle sales comprise of Honda scooters, indicating a high consumer intention in purchasing Honda scooters.

It was mentioned in previous studies that many aspects had influence on customer purchasing intention. The research of ([Khan & Rahman, 2014](#)) explained that experiential marketing has a positive effect on consumer purchasing intentions in passenger cars. Further, the research results of ([Kang & Hwang, 2022](#)) showed that products with a green image are found to be more attractive and have a positive effect on consumer purchasing intentions. Finally, research by ([Chen et al., 2020](#)) showed that product differentiation is proven to have an effect on increasing product market competitiveness and increasing company profits.

In previous research, researchers identified experiential marketing, green marketing, and product differences as independent variables and determined their effect on consumer purchasing interest. In this study, the differentiation product acts as a moderator rather than as an independent

variable. The purpose of this study to examine the moderating effect of product differentiation on the impact of experiential marketing and green marketing on Honda scooters purchasing interest in Jakarta.

The expected outcome of this study is a better understanding of how experiential marketing and green marketing can influence motor scooter purchase intent. In addition, the study is also expected to provide insight into the moderating effect of differentiation between the two factors.

RESEARCH METHODS

This research is an explanatory study that seeks to explain the role of product differentiation in moderating the effect of experiential marketing and green products on purchase intention. The population in this research consists of Jakarta residents who have purchased and used Honda brand scooters, the number of which is unknown. To get a representative sample, this research employed the purposive sampling technique, in which the specific eligibility requirements were (1) prior ownership and use of a Honda scooter and (2) age between 19 and 50 years old. According to the number of samples determined by the Lemeshow formula (Sugiyono, 2018), 96 respondents were used as samples in this study. The scale used to measure the opinion of respondents was the Likert scale, which measures the subject's response into five points. The type of data used in this study is quantitative data, which aims to test hypotheses through theoretical validation. The primary data collection technique used is the survey method (Sugiyono, 2018). Questionnaires were distributed to people in Jakarta who were known to have used and purchased Honda scooters.

RESULTS AND DISCUSSION

Respondent Profile

Bekasi had the highest proportion of responses (30.2%), followed by Bogor (20.8%), Jakarta (17.7%), Depok (15.6%), and Tangerang (15.6%). The majority of respondents (83.3%) work as private employees, while 7.3% are students, 3.1% are entrepreneurs, 5.3% are others, and 1% are government officer. Most of them had an income of IDR > 4 million - 6 million (71.9%), IDR 2 million - 4 million (12.5%), IDR 2 million (7.3%), and > 6 million (8.3%). They have used scooters more than 6 months (90.6%), while 9.4% have used them for 1 to 5 months.

Measurement Model Evaluation

Validity test

Convergent validity determines the validity of each relationship between indicators and constructs (Ghozali, 2021). In this study, factor loadings and the average variance extracted (AVE) value were investigated for convergent validity (Ghozali & Isteni, 2015). The minimum value of the loading factors used is > 0.5. (Ghozali & Isteni, 2015). According to the results, all of the loading factors had a value greater than 0.5 (see table 1).

Table 1
Outer loadings

	Indicators	Outer loadings	Conclusions
Experiential Marketing (X1)	X1.P1	0.664	Valid
	X1.P2	0.787	Valid
	X1.P3	0.768	Valid
	X1.P4	0.655	Valid
	X1.P5	0.777	Valid

Green Marketing (X2)	X2.P1	0.747	Valid
	X2.P2	0.734	Valid
	X2.P3	0.849	Valid
	X2.P4	0.535	Valid
Purchasing intentions (Y)	Y.P1	0.718	Valid
	Y.P2	0.778	Valid
	Y.P3	0.795	Valid
	Y.P4	0.700	Valid
Differentiation (Z)	Z.P1	0.677	Valid
	Z.P2	0.780	Valid
	Z.P3	0.552	Valid
	Z.P4	0.687	Valid
	Z.P5	0.727	Valid
	Z.P6	0.665	Valid
	Z.P7	0.675	Valid
	Z.P8	0.804	Valid
	Z.P9	0.587	Valid

Source : Processed data (2022)

The minimum value of AVE used in this study is > 0.5 (Ghozali, 2021). After modifying the data, the results showed that the value of AVE for each variable was > 0.5 (see table 2).

Table 2
Average Variance Extracted (AVE)

Variable	Average Variance Extracted
Experiential Marketing (X1)	0.540
Green Marketing (X2)	0.526
Purchasing Intentions (Y)	0.561
Differentiation (Z)	0.500

Source : Processed data (2022)

As all loading factor values are > 0.5 and the AVE value is > 0.5 , it means that the convergent validity requirements in this study have been met. To ensure that a reflective construct has the strongest with its own construct, the validity test is followed by a discriminant validity test (Ghozali, 2021).

Table 3
Cross Loading

Indikator	ME 1	ME 2	EP (X1)	GP (X2)	PI (Y)	DF (Z)
X1*Z	1.000	0.798	0.119	0.008	0.239	0.079
X2*Z	0.798	1.000	0.009	-0.232	0.150	-0.025
X1.P1	0.258	0.188	0.664	0.297	0.457	0.384
X1.P2	0.072	0.008	0.787	0.499	0.570	0.596
X1.P3	0.079	0.010	0.767	0.578	0.630	0.572
X1.P4	-0.035	-0.143	0.787	0.538	0.601	0.620
X1.P5	0.110	0.015	0.655	0.454	0.478	0.565

X2.P1	0.014	-0.196	0.440	0.747	0.412	0.481
X2.P2	0.026	-0.132	0.486	0.735	0.458	0.492
X2.P3	-0.022	-0.218	0.585	0.849	0.573	0.534
X2.P4	0.027	-0.108	0.358	0.535	0.206	0.279
Y.P1	0.233	0.113	0.568	0.446	0.720	0.542
Y.P2	0.110	0.109	0.595	0.491	0.775	0.585
Y.P3	0.183	0.037	0.620	0.558	0.794	0.593
Y.P4	0.200	0.220	0.451	0.283	0.702	0.519
Z.P1	0.121	-0.000	0.434	0.381	0.499	0.697
Z.P2	-0.039	-0.076	0.670	0.582	0.721	0.780
Z.P4	0.086	-0.003	0.540	0.318	0.482	0.701
Z.P5	0.242	0.096	0.575	0.450	0.518	0.729

Source : Processed data (2022)

As the AVE value of each construct is greater than 0.5 and the crossloading value is less than the construct correlation with the indicators, the results show that the discriminant validity requirements in this study are acceptable. The results show that the discriminant validity requirements in this study are acceptable because the AVE value of each construct is more than 0.5 and the cross-loading value is less than the construct correlation with the indicators.

Reliability Test

The reliability test explains the extent to which measurement results using the same object will produce the same value (Ghozali, 2021). In the reference research used to test reliability is Cronbach's Alpha value and Composite reliability value with a value limit of > 0.7 (Ghozali & Laten, 2015) with the following results:

Table 4
Cronbach's Alpha, Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Experiential Marketing (X1)	0.786	0.853
Green Marketing (X2)	0.706	0.812
Purchasing Intentions (Y)	0.739	0.836
Differentiation (Z)	0.856	0.888

Source : Processed data (2022)

As the value of Cronbach's Alpha and Composite Reliability is > 0.7 , meaning that the reliability requirements are acceptable. The results of the evaluation of the measurement model explained that the measurement model in the study met the requirements of validity and reliability.

Structural Model Evaluation

The coefficient of determination explains the extent to which the ability of the independent variables jointly explains the dependent variable (Ghozali, 2021). In this study the dependent

variable is the purchase intention variable, the independent (exogenous) variable is experiential marketing and green product and product differentiation as a variable with the following results:

Table 5
R- Square

Variable	R-Square	R-Square Adjusted
Purchasing Intentions (Y)	0.684	0.667

Source : Processed data (2022)

According to the table above, the R-square value of the buying interest construct is 0.684. These findings indicate the effect of experience marketing (X1) and green products (X2) on purchase intention (Y) is 68.4% in the feasibility of this study model, with the remaining 31.6% influenced by other variables.

Table 6
Path Coefficients

Variable	Original Sample (O)	T Statistic	P-Value
Moderating Effect 1 -> Y Purchasing Intentions	0.016	0.159	0.874
Moderating Effect 2 -> Y Purchasing Intentions	0.159	1.511	0.132
X1 <i>Experiential Marketing</i> -> Y Purchasing Intentions	0.347	3.288	0.001
X2 <i>Green Product</i> -> Y Purchasing Intentions	0.182	2.014	0.045
Z <i>Diferensiasi Produk</i> -> Y Purchasing Intentions	0.376	3.727	0.000

Source : Processed data (2022)

The effect of experiential marketing on purchasing intentions

The results of this study indicate that there is an effect of experiential marketing on purchase intention with a t statistic value of $3.288 > t_{table} 1.96$, meaning that experiential marketing has a positive and significant effect on purchase intention, and the H1 is accepted. This is consistent with the research of (Tsaor et al., 2006), which explains the effect of experiential marketing on consumer emotions and influences customer behavior through the satisfaction mechanism. Similarly, the results of this study are in line with the research of (Khan & Rahman, 2014) that found the effect of experiential marketing on customer purchasing interest. In their studies, (Khan & Rahman, 2014) examine how feelings, actions, and sense of experience have a beneficial influence on customer interest in purchasing passenger cars. This study's findings indicate that experiential marketing has proven to be an effective tool for generating positive consumer experiences and influencing consumers' intentions to purchase Honda scooters. In addition, experiential marketing showed its effectiveness in influencing consumer feelings and emotions, which have an impact on consumer interest in purchasing a Honda scooter.

The effect of Green Marketing on Purchasing intentions.

The results of hypothesis testing (H2) indicate that green products have an effect on consumer interest in purchasing a Honda scooter, with a t statistic value of $>2.014 > t$ table 1.96, implying that H2 is accepted. This study's findings are consistent with (Chanda et al., 2023) research, which examined whether consumers' attitudes toward green products and their environmental knowledge positively influence their purchasing intent. In addition, the results of this research are consistent with the study of (Kang & Hwang, 2022), which examines how products' positioning under a green brand influences consumers' purchase intentions. Lastly, this research is consistent with (Lavuri, 2022) study, which explains that millennials' green attitudes positively impacted their purchasing intentions and indirectly influenced their purchase behavior. The study's findings show how marketers may incorporate environmental concerns into product advantages.

The effect of differentiation product on purchase intentions

The results of hypothesis testing (H3) have proven that product differentiation has a positive and significant effect on interest in buying a Honda scooter, with a t statistic value of $3,727 > t$ table value of 1.96 meaning that hypothesis 3 is accepted. The results of this study are in line with the opinion of Porter (1985), who said that product uniqueness is a source of competitive advantage. Likewise, the results of this study support the results of previous research conducted by (Sun et al., 2021) that having an eco-label on a product makes the product unique and has an impact on consumers' purchase intentions. The results of this study are also in line with the research of (Riana et al., 2023), which found a significant influence of product differentiation on purchase intention. Also, the research of Lenti (2020) examines how product differentiation creates product advantages that have an impact on increasing consumer buying interest. The Honda scooter has an injection system that is different from other motorcycles, proven engine quality, an extensive service network, and various color choices that make it different from other motorcycle products.

Moderation Effect of Differentiation Products on Experiential Marketing on Purchasing Intentions

The hypothesis testing result (H4) indicates that there is no moderation effect of product differentiation on the impact of green marketing on purchase intention, with a t statistic value of 0.159 and a t table of 1.96. Although previous studies show that there is a direct effect of product differentiation on purchasing intentions (Liang et al., 2013; Sun et al., 2021) and a direct effect of experiential marketing on purchasing intentions (Khan & Rahman, 2014; Liang et al., 2013; Fauzi & Wibowo, 2020; Tsaur et al., 2006), this study found that there is no moderation effect of product differentiation.

Moderation Effect of Differentiation on Green Marketing on Purchasing Intentions

The result of the hypothesis test (H4) shows that there is no effect of product differentiation as a moderating variable on the impact of the experiential marketing relationship on purchase intention, with the t statistic value of 0.159 t table 1.96. Although previous studies show that there is a direct effect of product differentiation on purchasing intentions (Chen et al., 2020; Sun et al., 2021) and a direct effect of experiential marketing on purchasing intentions (Kang & Hwang, 2022; Nekmahmud et al., 2022; Sun & Wang, 2020), this study found that there is no moderation effect of product differentiation.

CONCLUSION

Experiential marketing has a good and significant effect on the intention to purchase Honda scooters. This demonstrates that experiential marketing creates a favorable experience that people will remember, resulting in a desire to acquire and use Honda scooter products. Experiential marketing has a good and significant effect on the intention to purchase Honda scooters. This demonstrates that experiential marketing creates a favorable experience that people will remember, resulting in a desire to acquire and use Honda scooter products. Green product knowledge had a favorable and substantial effect on the desire to acquire Honda scooters in Jabodetabek, indicating that green product knowledge influences purchase intention directly through self-acceptance. The Honda scooter motorbike's eco-label indicates that it is an environmentally friendly product, which influences customer interest in purchasing green products. Product differentiation has a positive and significant effect on the intention of buying Honda scooters in Jabodetabek, according to empirical evidence. The above instance demonstrates how product differentiation provides high editing value to users. The value added supplied to consumers is the selling price of Honda scooter motorbikes, which provide the biggest service network compared to other brands and have their own unique characteristics. Moderation of product differentiation in experiential marketing has no significant beneficial effect on purchase intention. The relationship between experiential marketing and interest in purchasing Honda scooters in Jabodetabek cannot be moderated by product differentiation.

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