



The influence of experiential marketing on customer loyalty of sawah coffee shops in Pematangsiantar City

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ABSTRACT

This study was analyzed using descriptive analysis and a quantitative approach. This study aims to determine the effect of experiential marketing on customer loyalty at Sawah Coffee Shop, Pematangsiantar City. This study uses two variables, namely experiential marketing as the independent variable (X) and customer loyalty as the dependent variable (Y). The sample in this study were 50 respondents who were customers of the Sawah Coffee Shop, Pematangsiantar City, using a questionnaire as a data collection tool. This study uses quantitative research using simple linear regression analysis method. Based on the test results of the coefficient of determination, the result is 0.691. This shows that experiential marketing has an effect of 69.1% on customer loyalty and the remaining 30.9% is influenced by other factors not examined by the author.

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INTRODUCTION

Currently, many micro, small and medium enterprises are engaged in the coffee business. Based on Euromonitor data (2022), the sales volume of ready-to-drink coffee in Indonesia is estimated at 225 million liters in 2022. This number has increased by 3.2% compared to the previous year. This upward trend is also accompanied by rampant repurchasing of several coffee brands which are market leaders in Indonesia, such as Starbuck, Fore, Coffee Bean, Point, Kopi Kenangan and Kopi Janji Jiwa (Euromonitor, 2022)..

Customer loyalty is a buyer's deep attachment or commitment to repurchasing a product, service, brand or organization in the future, despite situational influences and marketing efforts that have the potential to trigger a behavior shift. Ludin and Cheng, (2014) describe customer loyalty as an ongoing relationship between customers and brands. Customers can develop a strong sense of loyalty to the brand, as reflected in retention, repurchase and finally recommending the brand (Kotler et al., 2017)..

Kotler et al., (2017) also revealed that in the pre-connectivity era, loyalty was often only defined as retention and repurchase. Tabaku and Zerellari, (2015) revealed that there are two approaches to customer loyalty, namely behavioral and attitudinal. The behavioral approach to

customer loyalty refers to customer consistency and purchase sustainability, while the attitudinal approach is the customer's psychological relationship with a product or service that involves preferences and components such as positive attitude and commitment. In today's competitive market, marketing specialists develop new strategies and tactics to ensure customer loyalty and customer retention, concepts that integrate a brand's ability to gain repeat purchases. The concept of experiential marketing has been globally embraced as a guide to designing memorable experiences that succeed in satisfying target consumers (Chang 2020). Customers' behavior designates differentiation in consuming diverse products and creates positive or negative experiences, the reason why businesses create several experiences for their consumers as a way to encourage interaction with the products, developing various positive reactions or perceptions (Ihtiyar et al. 2019).

Companies can study customer loyalty by analyzing loyalty patterns in the market. This can be started from studying the company's loyal customers. Highly loyal customers are a real asset. They can promote brands through personal word of mouth, as well as social media. One can be loyal to brands, shops as well as companies. Buyers can be classified according to their level of loyalty (Kotler and Armstrong, 2018).

Today's coffee shop business competition also affects customer loyalty more or less. Business Competition (KPPU) for the 2021 period which was published on its official website in April 2022. KPPU measures the Business Competition Index (IPU) with a score system with a scale of 1-7. Score 1 indicates a low level of competition, while a score of 7 (seven) indicates a high level of competition. Sawah Coffee Shop is one of the businesses that promotes the creation of a unique experience in consuming coffee products. Sawah Coffee Shop located in Pematangsiantar, North Sumatra has an outdoor coffee shop concept that was created to get a unique and interesting consumer experience that cannot be found in coffee shops in the city of Pematangsiantar. This Sawah Coffee Shop presents a different experience where this coffee shop is located between rice fields where the air is cool and far from the crowds. Consumers who come to this coffee shop not only get rid of thirst and hunger, but also get a sense of comfort, calm and peace with the natural beauty around them. This coffee shop is also suitable as a comfortable place for students to do their assignments or just hang out with friends or family.

Econsultancy (2022) states that 48% of people are more interested in buying a product/service if they have tried it (based on experience). Customer experiential marketing produces many positive outcomes, customers who get a pleasant experience will buy the product again and recommend the product to their friends and family (Febrianti & Keni, 2021). The results of Soliha et al. (2021) consumer loyalty can be influenced and formed from Experiential Marketing which is created in the perception of feeling the facility. Marketing academics and practitioners have acknowledged that consumers look for brands that provide them with unique and memorable experiences. As a result, the concept of brand experience has become of great interest to marketers. The present field study, conducted with actual consumers, addresses the question whether different consumers prefer different experiential appeals and whether experiential types create the relationships between brand experiences, satisfaction, trust and loyalty (Shahin et al, 2011).

Supported by the research of Heryanto et al., (2021) states that experiential marketing has a positive and significant effect on loyalty, meaning that when consumers feel satisfied, there will be interaction or trust that grows and is maintained between consumers and companies. An interesting experience will lead to consumer loyalty that can be maintained so that they do not easily switch to other products and brands, especially those of competing companies (Vanhamme, 2016).. Sahhar and Loohuis (2022) findings reveal three interrelated yet distinct modalities of experience in value co-creation and co-destruction presented in a continuum of triplex spaces of unreflective and reflective value experience. The first is a joyful flow of unreflective value experience in emergent and undisrupted value co-creation practice with no potential for value co-destruction. Second, a semireflective value experience caused by interruptions in value co-creation has a higher potential

for value co-destruction. Third, a fully reflective value experience through a completely interrupted value co-creation practice results in high-value co-destruction. Gheorge et al (2021) state that experiential marketing has an important role in Marketing because it is based on the whole (hedonic) consumer experience of a certain service. Thus, the aim of Experiential marketing is to reach both the rational and emotional states of the people, namely living a hedonic experience. Organizations are using Experiential Marketing because it provides high chances of building strong customer-brand connections and, therefore, building loyalty, word-of-mouth, and brand awareness. Experiential marketing was first proposed by Schmitt [13], who redefined and designed the thinking mode of marketing on the basis of consumer senses, feelings, thinking, action, and relation. The key to experiential marketing is to satisfy consumers' experience needs. Experiential marketing no longer regards consumers as being completely rational but as being both rational and perceptual when consuming products or services. Currently, experiential marketing has attracted increasing attention from enterprises and has gradually become the core mode of global marketing (Liu, Fu & He, 2022).

The experiential marketing concept carried out by Kedai Kopi Sawah is interesting for further research, because the last 10 (ten) months of operations have not met expectations, sales volume has dropped dramatically. To find out more about the influence of experiential marketing at Sawah Coffee Shops and to find out more deeply which variables have a large and low contribution in shaping consumer loyalty to Sawah Coffee Shops, a study was carried out with the title "The Effect of Experiential Marketing on Customer Loyalty at Sawah Coffee Shops in Pematangsiantar City".

According to Kotler and Armstrong (2017), customer loyalty is a repeat purchase made by a customer because of a commitment to a brand or company. This opinion is supported by Gremler and Brown (2018), customer loyalty can be said as a customer who not only repurchases an item/service but also has a positive commitment to the company by recommending others to buy. It can be concluded that loyalty is literally interpreted as loyalty, namely one's loyalty to a certain object. The loyal attitude of a customer is obtained from a sense of satisfaction with the quality of the product/service. With consumers' experience and their direct participation, experiential marketing creates an unforgettable feeling to maximize the psychological needs of consumers and enhances consumer experiential value. Of course, when the degree of value proposition engagement increases, the influence level of experiential value on consumer well-being is higher. That is, the effect of experiential marketing on consumer well-being becomes obviously enhanced through experiential value. (Tang, Guo, Gopinath, 2016).

The loyalty indicators put forward by Kotler & Keller (2016), namely: (1) Retention, customer resistance to negative influences on products/services that have been used. (2) Referrals, refer totally to the existence of a business by recommending products that have been consumed to friends. (2) Repeat purchase, make repeated purchases of products that have been consumed. Companies get many profitable benefits if they can create loyal customers. Griffin (2005:11-12) suggests several advantages of having loyal customers, namely: (1) The success of cross-selling is increased (2) Marketing costs are reduced (3) Word of mouth has the potential to be more positive through the assumption that loyal customers feel satisfied (5) The cost of failure is reduced.

According to Kotler (2017) there are five factors that influence customer loyalty, namely, satisfaction, emotional bonding, trust, convenience (choice reduction and habit), experience with the Experiential marketing according to Nasution & Kartajaya (2018), is a marketing concept with the aim of forming loyal customers by touching customer emotions by creating positive experiences and giving a positive feeling towards their services and products.

According to Kotler and Armstrong (2017) experiential marketing is a repeat purchase made by a customer because of a commitment to a brand or company. According to Lazuardi (2022), experiential marketing can be analyzed through two concepts, namely Strategic Experiential Modules (SEMs) and Experiential Providers (ExPros). The concept used in this study is Strategic Experiential Modules (SEMs) which present the types of experiences presented through variables in experiential marketing, namely: (1) Sense is a tangible and intangible aspect of a product that can be

captured by the five human senses, including sight, sound, smell, taste, and touch. buyer's mind. (2) Feel (Feelings) related to the deepest feelings and emotions of customers. (3) Think (Thoughts) Companies try to challenge consumers, by providing problem-solving experiences, and encouraging consumers to interact cognitively and/or creatively by making products. (4) Act (Action) Act related to the whole individual to improve life and lifestyle. (5) Relate (Social Relations) Connecting individual consumers with society or culture.

RESEARCH METHOD

This type of research used in quantitative research with descriptive and verification approaches. Descriptive research aims to find out how experiential marketing describes customer loyalty, while the verification research aims to find out how experiential marketing influences customer loyalty at Sawah Coffee Shop, Pematangsiantar City.

The population for this study are 200 customers of the Sawah Coffee Shop in Pematangsiantar City in 2021. The sample used in this study was part of the customers of the Sawah Coffee Shop, Pematangsiantar City. The customer criteria that will be used as a sample are customers with a customer category who have visited more than twice with the age of 18-40 years who are decision makers in a group of customers. Sampling in this study was determined using non-probability sampling with purposive sampling technique of 50 people.

This study uses validation and reliability tests. Data analysis used in this research is simple linear regression analysis. Systematically a simple linear regression analysis is described as follows:

$$Y = a + bX + e \quad (1)$$

Y: customer loyalty, X: experiential marketing, a: constant, e: error term, b: regression coefficient number, which shows the increase or decrease in the dependent variable based on the independent variable. If b (+) then it increases, and b (-) then there is a decrease X = subject to the independent variable that has a certain value.

H₀ : There is no positive effect of experiential marketing (X) on customer loyalty (Y) Sawah Coffee Shop, Pematangsiantar City.

H_a: There is a positive effect of experiential marketing on customer loyalty (Y) Sawah Coffee Shop, Pematangsiantar City.

RESULTS AND DISCUSSIONS

This study was analyzed using descriptive analysis and quantitative approach, validity and reliability tests were used to test the validity of the questionnaire statement items whether they could represent the variables in the study and the reliability of the variable dimensions, when declared valid and reliable then proceed to classical assumption testing, simple regression analysis and test coefficient of determination to find out how experiential marketing influences customer loyalty at Kedai Kopi Sawah. Figure 1 below shows a graph of the increase in the coffee business in Indonesia in the period 2015 -2022.

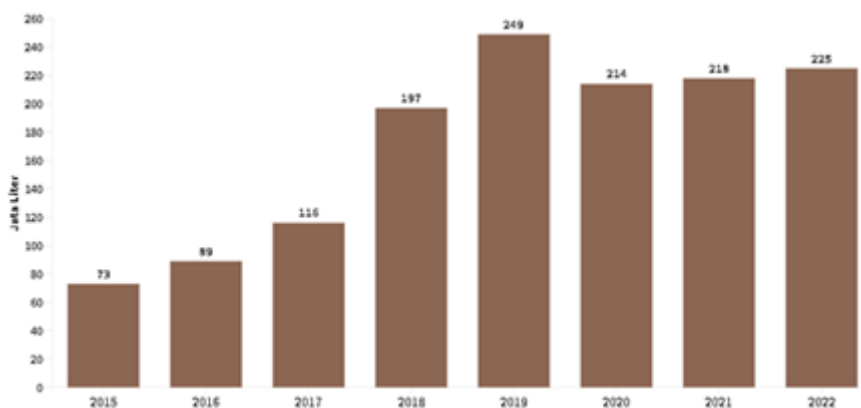


Figure 1. Increase in Sales Volume of Coffee Products in Indonesia in the 2015-2020 Period

Repeated and regular purchases of certain coffee brands illustrate the formation of quite high loyalty among coffee consumers in Indonesia, with a massive population, Indonesia is a promising market for coffee entrepreneurs. especially big cities.

The decrease in loyalty can also be seen from the indicators of consumers who do not make repeat purchases. It is a note for Kedai Kopi Sawah whether the concept built to bring back consumers is not strong enough or are there variables forming consumer loyalty in experiential marketing that must be improved and stopped because it is not going well.

Table 1. Sales of Sawah Coffee Shops for the 2021-2022 period

Period	sale
15 January 2021 - 14 December 2021	5.372 glass
15 Januari 2022 -15 October 2022	1.479 glass

Source: Coffee Kedai Sawah internal data, Pematangsiantar, 2021-2022

Referring to this condition, business owners in Indonesia must be able to build consumer loyalty, one way to maintain it is through the establishment of experiential marketing. It takes serious and in-depth efforts to build and maintain consumer loyalty, one of which is by building customer experience (Kotler, 2017). Kotler and Amstrong stated that the focus on customer experience aims to manage feel, think, relate, customers and customer touch points to maximize customer loyalty.

The results of the validity of the statement items in the questionnaire were declared valid and met the test criteria, where the results of the comparison of r count with r table (0.2780), where $df = n-2$ with sig 5%. If $r_{count} < r_{table}$ then it is valid. So the significance level used is 0.05 or 5%. Based on the results of the validity test that the researcher has done on 50 respondents, it shows that all question items of variable X are declared valid because all question items have a value of $r_{count} > r_{table}$.

Instrument reliability describes the stability of the measuring instrument used. A measuring instrument is declared highly reliable or can be trusted, if the tool is stable. So it is reliable and can be used in forecasting. In this study reliability testing used SPSS 20, with a Cronbach Alpha value limit of 0.60. If the calculated alpha level is > 0.60 then the measuring instrument has a high level of reliability. If the value on the reliability result is less than 0.60 then the result is reliability, conversely if the value on the reliability result is less than 0.60 then the result is not reliable. The results of simple linear regression analysis in this study are as follows:

Tabel 2. Hasil Uji Regresi Linear Sederhana

Model	Unstandardized Coefficients		t	Sig
	B	Std Error		

1 (Constant)	10.284	4.026		2.175	.022
Experiential Marketing	.661	.070	0.541	8.049	.000

(Source: Questionnaire processed using SPSS 20, 2022)

This value is used to see the magnitude of the contribution of experiential marketing to customer loyalty. From the results of the regression equation used to predict how high the value of the dependent variable is when the value of the independent variable is manipulated (changed). From the results of the regression analysis in table 1.3 which was processed using SPSS software, the equations were obtained, namely:

$$\hat{Y} = 10.284 + 0.661X \quad (2)$$

This equation can be interpreted that, the value of the constant a in the regression line is 10.284. This shows a constant price, that is if the variable X is equal to 0, then customer loyalty remains at 10.284. Coefficient $X = 0.661$. This shows that the experiential marketing variable has a positive effect on customer loyalty, or in other words, if the experiential marketing variable is increased by one unit, then loyalty will increase by 0.661. Before testing the coefficient of determination, hypothesis testing was carried out to find out and test the significance of variable X influencing or not influencing variable Y .

Table 3. Test Results for the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.708	.691	.39397

(Source: Questionnaire processed using SPSS 20, 2022)

From the results of the calculations carried out, the results are in accordance with the research hypothesis that has been made, namely that there is a significant influence between the experiential marketing variables on customer loyalty at Sawah Coffee Shop. From the results of the R test (Coefficient of Determination) the value of R Square (R²) or the coefficient of determination (KP) is obtained which shows how well the regression model is formed by the interaction of the independent variables and the dependent variable. The coefficient of determination value obtained is 0.691.

Experiential marketing according to Nasution & Kartajaya (2018), is a marketing concept with the aim of forming loyal customers by touching customer emotions by creating positive experiences and giving a positive feeling towards their services and products. In this study, experiential marketing has a positive effect on customer loyalty. This is also in line with previous studies which stated that 48% of people are more interested in buying a product/service if they have tried it (based on experience). Customer experiential marketing produces many positive outcomes, customers who get a pleasant experience will buy the product again and recommend the product to their friends and family (Febrianti & Keni, 2021).

The results of Soliha et al. (2021) consumer loyalty can be influenced and formed from Experiential Marketing which is created in the perception of feeling the facility. An interesting experience will lead to consumer loyalty that can be maintained so that they do not easily switch to other products and brands, especially those of competing companies (Vanhamme, 2016). In addition to experiential marketing, there are other factors that influence customer loyalty which can explain other influences besides the variables studied, namely, satisfaction, trust, convenience (choice reduction and habit), experience with the company (Kotler, 2017). Keyser and Larivier (2014) state when an enterprise provided experiential value that was inconsistent with consumer value proposition, the effect was counterproductive. Therefore, enterprises need to strengthen communication with consumers, understand the changing needs of consumers in a timely fashion,

and publicize their value propositions through official websites, forums, and self-media platforms so that the value propositions are consistent with the beliefs and values in the consumers' long-term memory.

CONCLUSION

Based on the formulation of the problem and the results of the research that has been done, it can be concluded that the first Experiential marketing has a positive effect on customer loyalty at Sawah Pematangsiantar Coffee Shop. This means that the better the experiential marketing that is applied, the better customer loyalty will be. Second, the effect of experiential marketing on customer loyalty can be seen from the results of the coefficient of determination. Based on the test results of the coefficient of determination, the result is 0.691. This shows that experiential marketing has an effect of 69.1% on customer loyalty and the remaining 30.9% is influenced by other factors not examined by the author.

Recommendation for future research its to expand the sample and population, the greater samples hopefully make more accurate result, the findings from this study have shed light on how experiential marketing effect on customer loyalty with the number of effect as much as 69%, there is 29% variable unknown that can be expanding in future research, with greater number of samples and variables its hope to carry new result that gain more knowledge in the application and implementation of experiential marketing in South East Asia, moreover Indonesia.

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