

THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON CUSTOMER SATISFACTION IN ESSPECTO COFFEE TONDANO*PENGARUH PENGALAMAN PELANGGAN DAN CITRA MEREK TERHADAP KEPUASAN PELANGGAN DI ESSPECTO COFFEE TONDANO*

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Abstract: This study was conducted to determine the influence of customer experience and brand image on customer satisfaction in Esspecto Coffee Tondano. Customer experience is about experience that customers get when they are visit and buying or using a product or services and a good customer experience can affect the customer satisfaction. Other thing that affects the customer satisfaction is brand image. The aims of this research are to analyze the influence of the customer experience and brand image on customer satisfaction in Esspecto Coffee Tondano. This research method uses questionnaire data collection techniques with the respondent data of 100 people. The result of this research shows that customer experience and brand image have significant influence on customer satisfaction simultaneously and partially.

Keywords: Customer experience, brand image and customer satisfaction

Abstrak: Penelitian ini dilakukan untuk mengetahui pengaruh customer experience dan brand image terhadap kepuasan pelanggan di Esspecto Coffee Tondano. Pengalaman pelanggan adalah tentang pengalaman yang pelanggan dapatkan ketika mereka mengunjungi dan membeli atau menggunakan produk atau layanan dan pengalaman pelanggan yang baik dapat mempengaruhi kepuasan pelanggan. Hal lain yang mempengaruhi kepuasan pelanggan adalah citra merek. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh pengalaman pelanggan dan citra merek terhadap kepuasan pelanggan di Esspecto Coffee Tondano. Metode penelitian ini menggunakan teknik pengumpulan data kuesioner dengan data responden 100 orang. Hasil penelitian ini menunjukkan bahwa pengalaman pelanggan dan citra merek memiliki pengaruh signifikan terhadap kepuasan pelanggan secara bersamaan dan sebagian.

Kata Kunci: Pengalaman pelanggan, citra merek dan kepuasan pelanggan

INTRODUCTION

Research Background

Every successful business depends on the satisfaction of every customer. When those companies succeed to satisfy the customers, they will get the top position in the market. Because customer satisfaction is the key component for the success of the business and it plays the important role to expand the market value. In general, customers are the ones who buy goods and services markets or businesses that meet their needs and desires. Customers purchase products to meet expectations in terms of money. Therefore, the company must determine the price with the quality of products that attract customers and retain long-term affiliations. In today's development, the theory of customer satisfaction that is considered as the key to marketing concept. Some researchers believe customer satisfaction can encourage business to success (Bennet and Rundle-Thiele, 2004).

Today, because products and services are easily imitated, companies face challenges to differentiate themselves to compete in the market. One of the most effective ways to make a difference in the market is to create a strong brand. A strong brand image is intangible assets for companies that are difficult to replicate. According to Low and Lamb (2000), the brand images help companies in predicting customer's experience. Customer perception of image of the brand will determine the brand expectations, the experience will be shaped based on this expectation. The higher the expectation, the more difficult to consider satisfactory. So, the men behind the brand succeed to delivering the experience, the customer experience will be better. Provide a customer experience by presenting products and services that meet with customer's lifestyle and hobbies, it will be automatically stored in the customer's memory. This experience gives little special memories to consumers, if consumers get positive memories, they will satisfied and will tell his experience to others. So, it is very important to give a positive experience to get customer satisfaction.

Research Objectives:

Based on the research problem, this research has several objectives:

1. To identify the simultaneously effect of customer experience and brand image on customer satisfaction.
2. To identify the partial effect of customer experience on customer satisfaction.
3. To identify the partial effect of brand image on customer satisfaction.

THEORETICAL FRAMEWORK

Marketing

Marketing refers to activities that companies do to promote the purchase or sale of products or services. Marketing includes advertising, selling, and shipping products to consumers or others businesses. Marketing as a discipline involves all the actions the company takes to attract customers and maintain relationships with them. Kotler and Keller (2006) defined marketing as the task of creating, promoting and delivering goods and services to consumers and businesses. Marketers are skilled in stimulating demand for a company's product, but this is too limited a view of the task marketers performs. Just as production and logistics professionals are responsible for supply management, marketers are responsible for demand management.

Customer Satisfaction

Tjiptono (2001) defined customer satisfaction is a customer response to the evaluation of the difference between the expectations and actual performance of the product in the wearer. Evaluation is then used the customer as a reference in the future purchasing decisions. Satisfied customers may tend to buy the same product or service from the same brand and not looking for another brand alternative. On the other side, dissatisfied customers may look other alternatives to (Blackwell, Miniard, and Engel, 2012).

Brand

Brand is a name, term, sign, symbol, or design, or a combination of these, that identifies the maker or seller of a product or service according to Kotler et al. (2011). Consumers view a brand as an important part of a product, and branding can add value to a product. Brand is one of the main factors which impacts on customer's behavior. The brand is an intangible and conditional asset for a company which has a compromise the functional and emotional value (Martisiute, Vilutyte, and Grundey, 2010).

Brand Image

Ballantyne, Warren, and Nobbs (2006) defined brand image as the material property associated with the brand such as the product name and packaging that could make profits or sense for customers and help describing the characteristics of the brand. Keller (1993) defined brand image as a summation of brand associations in the memory of the consumer which leads him toward brand perception and brand association including brand attributes, brand benefits, and brand attitude.

Customer Experience

Customer experience refers to customer's feelings and the result of customer interaction with the company physically and emotionally. Result this interaction can affect the minds of consumers and influence the

consumer's assessment of company. Schmitt (1999) suggests there are five customer experience type as the basis for analysis overall marketing experience namely: sense, feel, think, act, and relate. In addition, this acquired experience will be more likely to spread among people surround the individual.

Previous Research

Cuong (2020) did an empirical research on the impact of customer satisfaction, brand image on brand love, and brand loyalty at fast-food restaurants in Vietnam. He examined study data from 272 clients at fast-food restaurants in Ho Chi Minh City, Vietnam. The research model was recommended from previous researches. PLS - Partial Least Squares method was employed to analyze the measurement model and the structural model. The findings of the study disclosed that customer satisfaction had a positive effect on brand loyalty and brand love. The findings also stated that brand image had a positive influence on customer satisfaction. Moreover, the results of the research also demonstrated that brand image had a positive impact on brand love and brand loyalty.

Sastra and Indrawati (2018) measured customer experience of IndiHome customers in incident and problem management using Customer Experience Quality (EXQ) model from Maklan & Klaus (2013). The results of these measurements are then analyzed to see which variables of IndiHome customer experience have to be improved to achieve excellent customer experience. The survey respondents are IndiHome customers in Jakarta, Bandung and Surabaya who have reported their IndiHome incident by conducting online surveys. The results showed that customer experience of IndiHome customers in incident and problem management should be improved. The research results also show that customer experience influences important marketing outcomes, customer satisfaction, loyalty intentions and word of mouth Behavior.

Handayani, Widowati and Nuryakin (2021) determined the relationship among e-service quality, trust, and brand image to customer loyalty. Customer satisfaction was a mediator which focused on Shopee customers in Yogyakarta. The research respondents consisted of 245 customers. The reliability and validity tests were conducted. The collected data were analyzed using the SEM AMOS method. The research results showed that: 1) e-service quality had a positive and significant influence on customer loyalty; 2) trust had a positive and significant influence on customer loyalty; 3) brand image had a positive and significant influence on customer satisfaction; 4) e-service quality had a positive and significant influence on customer loyalty; 5) customer trust had a positive and significant influence on customer loyalty; 6) brand image had a positive and significant influence on customer loyalty; 7) customer satisfaction had a positive and significant influence on customer loyalty; 8) e-service quality had a direct influence on customer loyalty without customer satisfaction as a mediator; 9) trust had a direct influence on customer loyalty without customer satisfaction as a mediator; 10) brand image had a direct influence on customer loyalty without customer satisfaction as a mediator.

Conceptual Framework

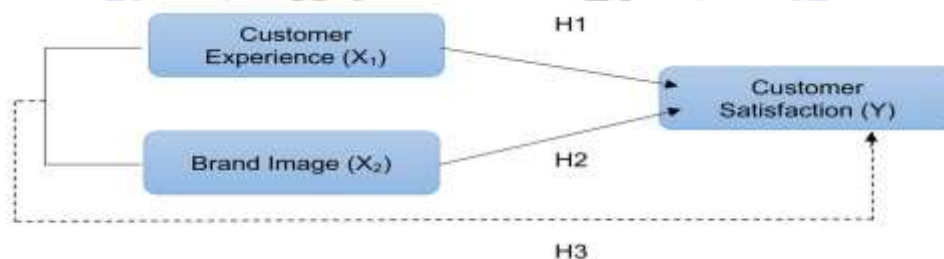


Figure 1. Conceptual Framework

Source: Data Processed, 2021

RESEARCH METHOD

Research Approach

This study uses quantitative research method. According to Sugiyono (2014), quantitative research is a study based on philosophy of positivism, used to examine a particular population or sample with data collection and analysis techniques in the form of numerical or numerical numbers.

Population and Sample

According to Sekaran (2009), population is the entire group of people, events, of things of interest that the research wishes to investigate. Sekaran and Bougie (2010) noted that, all elements in the populations are considered and each element has an equal chance of being chosen as the subject. The sample of this research is 100 customer of Esspecto Coffee Tondano.

Data Collection Techniques

The techniques that uses in this research is questionnaire to collecting a collection of questions and asked in writing to a person about customer experience, brand, brand image and customer satisfaction of Esspecto Coffee Tondano, and the answers is also done in writing.

Variable Operational Definitions and Measurements

1. Customer experience in this study is a personal and subjective response from a customer to any direct and indirect contact with Esspecto Coffee Tondano. The indicators of Customer Experience in this study are: Sense, feel, think, act, relate.
2. Brand Image in this study is the perception of customers towards Esspecto Coffee Tondano. And the indicators of brand image are: Personal relevance, consistency, desirable, deliverable, and point of difference.
3. Customer satisfaction is the reaction of the customer to the state of satisfaction and customer's judgement of satisfaction level of Esspecto Coffee. The indicators of customer satisfaction in this study are: product quality, price, service quality, and convenience.

Data Analysis Method

Validity and Reliability Test

Validity tests are related to the degree of data trust or accuracy of the data. Reliability test established by testing for both consistency and stability of the answer of questions.

Multiple Linier Regression Analysis

Multiple linear regression analysis, according to Sugiyono (2014), multiple linear regression analysis is used to determine how much simulant influence between independent and dependent variables. In this study, multiple regression analysis was to identify variables. The multiple linear regression equations defined are as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Formula means:

- Y = Customer Satisfaction
 a = Constant
 X₁ = Customer Experience
 X₂ = Brand Image
 b₁, b₂ = Regression Coefficients of independent variables
 e = Standard Error

RESULT AND DISCUSSION

Result

Validity Test and Reliability Test

Pearson Correlation value each indicator (r-count) variable Customer Experience (X₁), Brand Image (X₂) and Customer Satisfaction (Y) have a higher value than r-table. The value is 0.196. A significant level of 5% or 0.05. This means that every indicator in the questionnaire in this study are valid and can be used to further analysis. The SPSS output shows that the value of Cronbach's Alpha of 30 items in this research is 0.962. Based on the theory, if the value of Cronbach's Alpha is more than 0.6 then it is reliable. The result shows that it is reliable since the value of Cronbach's Alpha is 0.962.

Classical Assumption Test

Normality Test

Figure 1 shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. Therefore, it means the data in this research is normally distributed.

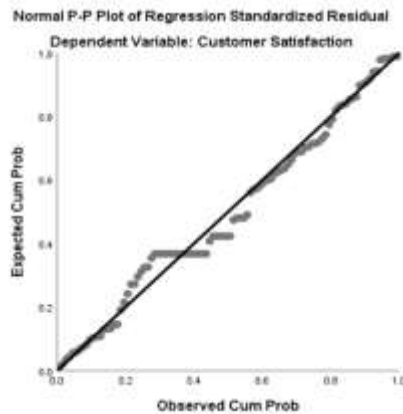


Figure 2. Normality Test
 Source: Data Processed, 2021

Heteroscedasticity Test

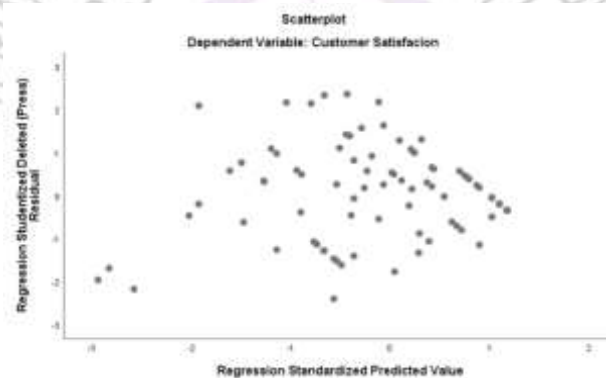


Figure 3. Heteroscedasticity Test
 Source: Data Processed, 2021

Figure 3 shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that there is no heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variable.

Multicollinearity Test

Table 1. Multicollinearity Test

Model		Collinearity Statistics	
1	(Constant).	Tolerance	VIF
	Customer Experience	.309	3.235
	Brand Image	.309	3.235

Dependent variable: Customer Satisfaction

Source: Data Processed, 2021

Table 1 shows that the tolerance value of Customer Experience is 0.309 and value of Brand Image is 0.309 and it means the tolerance value of these independent variable is more than 0.2. The VIF of Customer

Experience is 3.235 and value of Brand Image is 3.235, the value of these variable is less than 10. It can be concluded that the result passed the test of tolerance and VIF. This research is free from multicollinearity.

Multiple Linier Regression Analysis

Table 2. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9.626	1.943		4.954	.000
	Customer Experience	.328	.061	.454	5.370	.000
	Brand Image	.536	.096	.472	5.586	.000

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2021

From the result in the table 4.5 can be shown through the regression equation as follows:

$$Y = 9.626 + 0.328X_1 + 0.536X_2 + e$$

The explanation of the equation:

1. Constant (α) 9.626 shows the relationship between Customer Experience (X_1) and Brand Image (X_2), factors to Customer Satisfaction. This means that if all independent variables are equal to zero, Customer Experience factor is predicted to be 9.626.
2. If the others are constant, an increase of one point in Customer Experience (X_1) will result in an average increase of at least 0.328 in Customer Satisfaction (Y)
3. If the others are constant, an increase of one point in Brand Image (X_2) will result in an average increase of at least 0.536 in Customer Satisfaction.

Table 3. Correlation Coefficient and Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.886 ^a	.786	.781	2.272	

a. Predictors: (Constant), Brand Image, Customer Experience

b. Dependent Variable: Customer Satisfaction

Table 3 shows the correlation coefficient and coefficient of determination. If the coefficient correlation value close to 1, it means there is a strong relationship between independent variables and dependent variables. The R number 0.886, then the relationship between variables is strong. R square explains that 78.6%, Customer Satisfaction (Y) influenced by Customer Experience (X_1) and Brand Image (X_2). The rest of 21.4% influenced by the other factors.

Hypothesis Testing

T-Test

T-table used for comparison is found at the level of significant of 0.05, which is at the confidence level of 95% and the value if $t\text{-table} = 0.194$, which indicates that $t\text{-count} > t\text{-table}$.

1. Customer Experience (X_1) and Customer Satisfaction (Y), the table above shows $T\text{-count} > T\text{-table} = 5.370 > 0.194$. This confirms that Customer Experience (X_1) has significance influence on Customer Satisfaction (Y) partially. Then, the first hypothesis (H_1) is accepted.
2. Brand Image (X_2) and Customer Satisfaction (Y), the table above shows $T\text{-count} > T\text{-table} = 5.586 > 0.194$. This confirms that Brand Image has significant influence on Customer Satisfaction (Y) partially. Then, the second hypothesis (H_2) is accepted.

Table 4. T-test Result

Model		Coefficients ^a		T	Sig.	
		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta		
1	(Constant)	9.626	1.943		4.954	.000
	Customer Experience	.328	.061	.454	5.370	.000
	Brand Image	.536	.096	.472	5.586	.000

a. Dependent Variable: Customer Satisfaction

Source: Data Processed, 2021

F-Test

Table 5 shows that F-count 177.767 with level of significance 0.000 since the value of F-count > F-table = 177.767 > 3.09. Based on the result, then means that Customer Experience (X₁) and Brand Image (X₂) as independent variables have significant effect on Customer Satisfaction as dependent variable simultaneously. The third hypothesis (H₃) is accepted.

Table 5 F-Test Result

Model		ANOVA ^a			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	1835.408	2	917.704	177.767	.000 ^b
	Residual	500.752	97	5.162		
	Total	2336.160	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Brand Image, Customer Experience

Source: Data Processed, 2021

Discussion

Customer Experience

Customer experience as an independent variable in this research consists of five indicators namely sense, feel, relate, think and act with 12 statements and distributed to 100 respondents, then conducted by tests and processing data using SPSS 25. Based on the results of the partial test (T-test) on the table 4.7 shows that Customer Experience has a positive and significant influence on Customer Satisfaction, which is the value of sig. 0.000 < 0.05 and the value of t-count > t-table = 5.370 > 0.194. This means that customer experience has a significant influence on customer satisfaction. Lukina (2009) states the awareness of customer experience arises when an organization wants to increase its customer satisfaction. Customer satisfaction implies customer loyalty and increases the profitability of a company or business. So, this means when company want to increase its profit or the satisfaction of the customer, it has to maintain the customer experience for the business. The results of this research are accordance with the result of Sastra and Indrawati (2018) that customer experience influences important marketing outcomes, customer satisfaction, loyalty intentions and word of mouth Behavior.

Brand Image on Customer Satisfaction

Brand image is an independent variable consisting of 5 indicators and 8 statements. Based on the result of the partial test (T-test) the result show that Brand Image has a significant influence on customer satisfaction, this can be seen from the significant value of the brand image variable, which is the value of sig 0.000 < 0.05 and the value of t-count > t-table = 5.586 > 0.194. Based on the results and data analysis that shows brand image influence customer satisfaction which is also supported by the results of previous research that also has the same results. From the data that has been collected before, young people dominate on purchases at Esspecto Coffee Tondano and they already visited for more than three times and the average shows that they agree that brand image influence of their satisfaction on Esspecto Coffee. Like the expectations of the image of coffee that they expect. Including the logo and name of the coffeeshop that greatly effect on customer satisfaction. According to the questionnaire that already distributed shows that brand image influence on every customer that visit at

Esspecto Coffee Tondano. This research result is in accordance with the result of Cuong (2020) that brand image had a positive influence on customer satisfaction

CONCLUSION AND RECOMMENDATIONS

Conclusions

Based on analysis and discussion there are three conclusions.

1. Customer experience and brand image does influence customer satisfaction simultaneously. The result showed that there is a significant influence between customer experiences, brand image on customer satisfaction.
2. Customer experience has influence on customer satisfaction partially. The increasing in each indicator of the customer experience causes the increasing value of customer satisfaction. So, Esspecto Coffee should pay attention on each indicator which is sense, feel, relate, think, and act in order to meet the customer satisfaction.
3. Brand image has influence on customer satisfaction partially. The highest perception about brand image is related to the ability of customer to recognize Esspecto Coffee among competing brand. Brand image with indicator personal relevance, consistency, desirable, deliverable and point of differences are to evaluating the quality and to obtain satisfaction out of product differentiation.

Recommendations

1. It is important for Esspecto Coffee to keep building and maintaining the reputation of the brand name, also to maintaining the customer experience in order to meet customer expectations due to increasingly fierce competition for example by making innovations in the development of concepts because in that region began to appear some new similar business.
2. Maintaining the reputation of brand image to get the satisfaction for the customer of Esspecto Coffee Tondano.
3. For the future research, hopefully the results of this study can be reference if there will be the same theme or the same theme with different object.

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