

ANALYSIS OF CUSTOMER EXPERIENCE QUALITY AT VEREL BAKERY & COFFEE SHOP MANADO**ANALISA KUALITAS PENGALAMAN PELANGGAN DI VEREL BAKERY & COFFEE SHOP MANADO**

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Abstract: Customer experience is the product of an interaction between an organization and a customer over the duration of their relationship. Customer experience means that the individual's experience during all points of contact matches the individual's expectations. The aim of this research to know how is the customer experience quality at *Verel Bakery & Coffee Shop*. To achieve these objectives the researcher got information from 10 informants using qualitative study which is in-depth interview. Meanwhile, in-depth interview is used to collect the data among the respondents which are *Verel Bakery & Coffee Shop Manado* customers. From the results, many of the respondents give a positive review but few of them give a negative review about *Verel Bakery & Coffee Shop Manado*. Some recommendations proposed for the customer, it is good to know about the customer experience because they need to understand what factors make them experience. For *Verel Bakery & Coffee Shop Manado*, this research may be useful in order to decrease the bad experience from customers and to improve *Verel Bakery & Coffee Shop* performances.

Keywords: *customer experience quality, verel bakery & coffee shop*

Abstrak: Pengalaman pelanggan adalah produk dari interaksi antara organisasi dan pelanggan selama hubungan mereka. Pengalaman pelanggan berarti bahwa pengalaman individu selama semua titik kontak sesuai dengan harapan individu. Tujuan penelitian ini untuk mengetahui bagaimana kualitas pengalaman pelanggan di *Verel Bakery & Coffee Shop*. Untuk mencapai tujuan-tujuan ini, peneliti mendapatkan informasi dari 10 informan menggunakan studi kualitatif yang merupakan wawancara mendalam. Sementara itu, wawancara mendalam digunakan untuk mengumpulkan data di antara responden yang merupakan pelanggan *Verel Bakery & Coffee Shop*. Dari hasil, banyak responden memberikan ulasan positif tetapi sedikit dari mereka memberikan ulasan negatif tentang *Verel Bakery & Coffee Shop*. Beberapa rekomendasi yang diajukan untuk pelanggan, ada baiknya untuk mengetahui tentang pengalaman pelanggan karena mereka perlu memahami faktor apa yang membuat mereka mengalami. Untuk *Verel Bakery & Coffee Shop*, penelitian ini mungkin berguna untuk mengurangi pengalaman buruk dari pelanggan dan untuk meningkatkan kinerja *Verel Bakery & Coffee Shop*.

Kata kunci: *kualitas pengalaman pelanggan, verel bakery & coffee shop*

INTRODUCTION

Research Background

Nowadays customer experience factors play an increasingly important role in determining business success because customer experience is very important for the development of market research also the business world in the era of globalization is increasingly dynamic due to the very tight competition carried out by business people, to be able to remain competitive in the business world requires creative and innovative ideas, in addition to these ideas business people must be able to see opportunities also, the feedback they must know from the customer about the quality of product or the service if they satisfied with the experience so the company can make adjustments or improve the product and service on the experience that the customer receives that can make the company grow in the future for examples of marketing such as coffee shops.

In the old days, coffee shops were known to use coffee with sugar and milk, but nowadays coffee shops are becoming a trend by putting forward the distinctive taste of coffees without using sugar by doing new methods and increasingly sophisticated coffee filtering tools. now almost every month a new coffee shop presents a unique, both from the drink and food menu, as well as in terms of the interior inside. even though it's called a coffee shop but they still have to present a food menu so that visitors who come don't just drink coffee. the coffee shop makes available various interaction to interact with its customers in order to provide the customer with a good experience each time there is an interaction, the coffee shop must do an example like Know the customers' needs and expectations for each service offered by the coffee shop so every customer will get good experience.

Verel Bakery & Coffee Shop Manado is a coffee shop located in Manado that focus on traditional coffee and is one cafe that wants to provide a good quality customer everyone has experience visiting coffee shops so it is to find out the customer experience from their review whether it is convenient and good about their products and services or them complain about products or services during a visit to *Verel Bakery & Coffee Shop Manado*

Research Objectives

Based on circumstances above the research objectives is to analyze the customer experience quality at *Verel Bakery & Coffee Shop Manado*.

THEORETICAL REVIEW

Marketing

Based on marketing concept and theory, marketing is about identifying and meeting human and social needs (Kotler and Keller 2012).

Service Marketing

Service marketing is every action offered by one party to another party which is in principle intangible and does not cause any transfer of ownership (Lupiyoadi dan Hamdani 2006).

Service Quality

Traditionally, service quality has been conceptualized as the difference between customer expectation regarding a service to be received and perception of the service being received (Gronroos,2001).

Customer Experience

The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual) (Gentile,2007).

Previous Research

Branding and Customer Experience in the Wireless Telecommunication Industry. This research explores the relationship between customer experience, brand image and brand loyalty in the wireless telecommunication service industry in Thailand. The study also extends current service research by exploring the relationship between customer experience, brand image and customer loyalty. In other words, this study demonstrates that customer perception of their interaction with a service company and their loyalty to a service brand are strongly influenced by the delivered service experience. The findings found that wireless service brands deliver different customer

experiences and images, and that customer experiences influence the strength of a brand including brand image and customer loyalty Sirapracha Juthamard and Tocquer Gerard (2012).

Understanding Customer Experiences from the Perspective of Guests and Hotel Managers: Empirical Findings from Luxury Hotels in Istanbul, Turkey, Turkey, were interviewed to determine factors affecting guest experiences. The findings imply that ambiance, space/function/amenities, design, and signs/symbols/artifacts may be considered main themes under the physical environment factor, whereas, under the social interactions factor, the guest experiences can be grouped under interactions with staff (professionalism, attentiveness/customization, attitude) and interactions with other guests (Gurel and Andre, 2015).

Effects of customer experience across service types, customer types and time. This study aims to investigate the relevance of customer experience quality (EXQ) across three different aspects. It compares the effect of EXQ on customer attitudes for hedonic vs utilitarian services; regular vs new customers; and new customers if they revisit or become regular customers. The study uses a survey design with structured questionnaires and established scales. Part of the data is collected using a longitudinal survey. Factor analysis and structural equation modeling are used as analytical techniques. The findings indicate a stronger effect of EXQ on consumer attitudes for a hedonic service. The effect of EXQ is found to be different on attitude variables for new and existing customers. A temporal change is observed for the new customers when they become regular Subhadip Roy (2018).

Exploring the role of the online customer experience in the firms' multi-channel strategy – An empirical analysis of the retail banking services sector. This study investigates current strategies of retail banking service, developing a much-needed typology of such practices. Based on in-depth interviews with 32 top executives, using the ECT method, extracting elicited behavioral aggregation, we explore firms offering more and more sophisticated online tools to compete for contemporary, digitalized customers. In particular, we explore the implications of these tools on segmentation practices. The result show to create immediate access throughout all channels to not only gain insight in the new customer-experience-driven behavior pattern, but to deliver the corresponding experiences Phil Klaus and Bang Nguyen (2013).

Conceptual Framework

Conceptual framework explains about the relation between the variables in this research



Figure 1. Conceptual Framework

Source: Author's Note, 2019

RESEARCH METHOD

Type of Research

This research is qualitative research methodology which is descriptive research to analyze customer experience quality at *Verel Bakery & Coffee Shop Manado*. Qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand (Denzin and Lincoln 1994:1).

Population, Sample, and Sampling Technique

This research uses purposive sampling, in qualitative research; the samples are likely to be chosen in a deliberate manner known as purposive sampling. The goal or purpose for selecting the specific study units is to have those that will yield the most relevant and plentiful data, given your topic of study (Yin, 2011). This research sampling size is 10 respondents which are the customers of *Verel Bakery & Coffee shop Manado*.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique is primary data.

Operational Definition of Research Variables

In this research the main variable is customer experience quality which has three indicators like product, service and store atmosphere.

Data Analysis Method

In this qualitative data analysis, there are explanations in detail of the process after collecting data till getting conclusions, there are generally steps in qualitative data analysis: Data Collection, data reduction, data display and drawing (Miles and Huberman 1984:10).

RESULT AND DISCUSSION

Result

The interview is conducted from the informants that have visited *verel bakery & coffee shop manado* and purchased their products which are coffee and other beverages

Informant 1

Informant 1 is from Maumbi, North Minahasa currently is a college student. He knows *Verel Bakery & Coffee Shop* from his friend, he said he visits 8 times in a month in *Verel Bakery & Coffee Shop Manado* to spend his time or just meet with friends. The informant said *Verrel Bakery & Coffee Shop Manado* has a different atmosphere also the price at *Verel Bakery & Coffee Shop Manado* is very affordable according to him so it is very fitting for him, the place is so attractive and comfortable that the reason why he likes to go to *Verel Bakery & Coffee Shop Manado*. Regarding product quality, the informant said the quality of the coffee from *Verel* was of the highest quality and the taste is different from other coffee shops also the packaging from *Verel Ergonomist* so it easy to carry his favorite product is coffee milk, the taste is different from the other cafes which make him motivated to come back again also he says about the service he satisfied with the service because is very good and friendly during his experience he thinks the products is the best. When asked about if he has a good or bad experience, he says he only has a good experience. For the good experience during the visit *Verel Bakery & Coffee Shop Manado* he says the Barista is friendly also have good interactions with the customer and he got to know form barista on how to make coffee. The last about the feedback he says to add more the product in *Verel Bakery Coffee Shop* and parking space availability *Manado*.

Informant 2

Informant 2 is from Kampus, Manado also a college student. When I asked first about *Verel Bakery & Coffee Shop Manado* she said she knows about that coffee shop from her friend also she thinks right now *Verel Bakery & Coffee Shop Manado* becomes a coffee shop trend in Manado and she said she visits 7 times in a month in *Verel Bakery & Coffee Shop Manado*. The informant said about the price is affordable and so suit for her, About the quality of product, service, and atmosphere in *Verel Bakery & Coffee Shop Manado* she says about the product she thinks the product coffee beans in *Verel* is better because is good and tasty the taste from the product that suit with her desire about the packaging is very interesting so it easy to remember and her favorite product is coffee latte also she recommended to add more product in *Verel Bakery & Coffee Shop Manado* and about the service she says she satisfied and is good because the barista is polite and on time when serving the product, last about the atmosphere in *Verel* she says the place is cozy and the design is aesthetic during visit *Verel Bakery & Coffee Shop Manado* that's the reason why she likes to visit *Verel*. When asked about the good experience and bad experience she says she only has good experience for the good experience during visit *Verel* she gets a discount from the product because she already a regular customer.

Informant 3

Informant 3 is from Sukur, North Minahasa currently is a college student. According to Jackly Tumangkeng, he knew *Verel Bakery & Coffee Shop Manado* from social media. But before that, he had heard it from his friend, but he did not know how it looked and when he opened social media, he only knew how it looked. Since then he tried to visit Verel, he said that the quality of the store atmosphere he thinks feels cozy during visit here and about the design of the *Verel Bakery & Coffee Shop Manado* was very good as well as the strategic and very attractive place after he visited he said the reason he liked Verel was because Verel had a good coffee shop design, during his visit 4 times in a month and about the price at Verel is very fitting for him who is still a student. when asking about how he thinks about quality of products and service according to him the quality of coffee beans from Verel product is better because it tastes good, there are many variations of taste also the taste from Verel is different from other coffee shops and the packaging is attractive, his favorite product is Matcha Latte and about the service he thinks is pretty good the staff or barista is nice and polite but he not satisfied at that time he had a bad experience. at the service Verel when he visited Verel and on that day many customers visited Verel and had to queue long and he thought the order took a long time to arrive. Feedback from him *Verel Bakery & Coffee Shop Manado* service is needed to improve better and faster so that customers do not wait long.

Informant 4

Informant 4 is from Malalayang, Manado she is an entrepreneur. She knows *Verel Bakery & Coffee Shop Manado* because it is recommended by her friends because she likes trying out new coffee shops. she has visited 4 times in a month about the price at *Verel Bakery & Coffee Shop Manado* according to her is very suitable for her and she said about the quality coffee beans of the products she thinks the taste is good, the brand packaging of the product is attractive and his favorite menu of coffee milk, for service she thinks the service is the best in Verel because she was satisfied with the service because the barista is friendly and considerate about the time when serving the coffee. at *Verel Bakery & Coffee Shop Manado* also the barista very polite and considerate when serving the coffee and according to her the atmosphere of the coffee shop is very comfortable and the design of Verel is attractive so she is not bored to come back. when asked if she ever had a good experience and a bad experience, she said she got a bad experience for a bad experience during a visit to *Verel Bakery & Coffee Shop Manado* where the parking lot was always full so about the feedback, she thinks to add more parking space availability.

Informant 5

Informant 5 is from Kampus, Manado currently is a college student. He knows Verel from his friend, he said he visits 8 times in a month in *Verel Bakery & Coffee Shop Manado* to spend his time or just meet with friends. The informant said *Verel Bakery & Coffee Shop Manado* has a different atmosphere also the price at *Verel Bakery & Coffee Shop Manado* is very affordable according to him so it is very fitting for him, and the place is clean and the design of the coffee shop is attractive. Regarding product quality, the informant said the quality of the original coffee products is the best because of the beans coffee in Verel is the highest quality his favorite product is coffee milk, the taste is different from the other cafes which make him motivated to come back again and about the packaging he thinks easy to recognize and easy to remember also he says about the service he satisfied with the service because the barista is polite when serving and friendly. When asked about if he has a good or bad experience, he says he only gets a good experience. For the good experience during the visit, *Verel Bakery & Coffee Shop Manado* he says when they make a new product, they always give free for the customer who already loyal. The last about the feedback he says to add more the product in *Verel Bakery Coffee Shop Manado* and parking space availability.

Informant 6

Informant 6 is from Wanea, Manado currently is a student. He knows Verel from his friend, he said he visits 8 times in a month in *Verel Bakery & Coffee Shop Manado* to spend his time or just meet with friends. The informant said *Verel Bakery & Coffee Shop Manado* has a different atmosphere because the design of the store is very unique also the price at *Verel Bakery & Coffee Shop Manado* is very affordable according to him so it is very fitting for him, the place is cozy and different from the other cafes that are too noisy in the city that the reason why he likes to go to *Verel Bakery & Coffee Shop Manado*. Regarding product quality, the informant said is the best because the quality of coffee from Verel is provided high-quality coffee beans products his favorite product is a coffee latte, about the packaging he thinks the design is ergonomic so it easy to carry the taste is different from the other cafes which make him motivated to come back again also he says about the service he satisfied

with the service because the service is not long and timely and the staff or the barista is friendly. When asked about if he has a good or bad experience, he says he only got a good experience. For the good experience during the visit, *Verel Bakery & Coffee Shop Manado* he says because of the regular customer the barista sometimes gives him free coffee or some snack like bread. The last about the feedback he says to add more the product in *Verel Bakery Coffee Shop Manado*.

Informant 7

Informant 7 is from Malalayang Manado she is Doctor. She knows *Verel Bakery & Coffee Shop Manado* from social media also she likes trying out new coffee shops. she has visited 4 times in a month about the price at *Verel Bakery & Coffee Shop Manado* according to him is very suitable for her and she said about the quality of the products taste good quality coffee beans also many variants of flavors and his favorite product is chocolate and about the packaging she thinks the design ergonomic so it easy to carry, for service she was satisfied and the best at *Verel Bakery & Coffee Shop Manado* because the staff or barista is very polite and considerate about the time when serving the coffee and according to her the atmosphere of the coffee shop is very comfortable so she is not bored to come back. when asked if she ever had a good experience and a bad experience she said she only got a good experience for the good experience when the first time she visits *Verel* the barista serves her well and when barista making the product from *Verel* the taste of the product fits well with her desire and about the feedback she suggest to add more product in *Verel*.

Informant 8

Informant 8 is from Perkamil Manado she is a Civil Servant. She knows *Verel Bakery & Coffee Shop Manado* because it is recommended by her friends because she likes trying out new coffee shops. she has visited 4 times in a month and about the price at *Verel Bakery & Coffee Shop Manado* according to her is very suitable for her and about the quality of the products she thinks the best because is taste high good quality coffee beans also many variants of flavors the taste of their product is different from other coffee shops so it is the reason why she likes to visit *Verel Bakery & Coffee Shop Manado* and her favorite product is coffee milk about the packaging she thinks the design is attractive so it easy to recognize , for service she was not satisfied at *Verel Bakery & Coffee Shop Manado* because she has bad experience about their service according to her their service is too long and the barista or the staff not listen about what they want so her feedback for the problem about their service don't make customer waiting too long and listen what they want and about the quality atmosphere of the coffee shop she thinks is very cozy so she is not bored to come back.

Informant 9

Informant 9 is from Sario, Manado currently is a Civil Servant. He knows *Verel* from his friend, he said he visits 4 times in a month in *Verel Bakery & Coffee Shop Manado* to spend his time. The informant said *Verel Bakery & Coffee Shop Manado* has a different quality atmosphere from other coffee shops because they maintaining a clean orderly store he feels cozy when visit here also he thinks the quality of their service is good the staff or barista is polite and friendly and he satisfied because they know about the what customer want and need so it is why he has good experience here and the reason why he likes to go to *Verel*. About the price at *Verel Bakery & Coffee Shop Manado* is very affordable according to him so it is very fitting for him, regarding product quality, the informant said the quality of the products was of the highest quality beans coffee and his favorite product is coffee milk, the taste is different from the other cafes, the packaging is ergonomic so it easy to carry also the feedback he says to add more product in *Verel Bakery & Coffee Shop Manado*.

Informant 10

Informant 10 comes from Winangun Manado, she is a Bank Officer. she knows *Verel Bakery & Coffee Shop Manado* because it was recommended by his friends because she likes trying new coffee shops. she has visited 7 times in a month and about the price at *Verel Bakery & Coffee Shop Manado* according to him is very suitable for her, she said she had a bad experience about the product when she had bought her favorite product coffee milk from *Verel* but after she tried the taste different because it tastes not sweet but the quality coffee beans she thinks high quality and about the packaging the design is attractive so it easy to remember. for service, she was satisfied at *Verel Bakery & Coffee Shop Manado* because the staff or barista it was very polite and considerate about the time when serving coffee and she thinks the quality of service in *Verel* is the best, the atmosphere of the coffee shop was very comfortable and unique so she was not bored to return. about the feedback for the problem of the product, she says the barista must be more careful in making coffee.

Discussion

Coffee Shop business is one of the small-cost businesses with high profitability. With the simplicity of requirements, many people have made business and increased competition in this type of service business. In Manado itself, the number of businesses in the coffee shop sector can be said to expand and continue to grow every year. It can be proven by how easily we meet new coffee shop businesses in various locations in Manado. Without the right business strategy, the business that you create will collapse slowly, or be difficult to develop, which is why in addition to the strategy we must also know what is good for customers so that customers who come can be satisfied with the products, services, and atmosphere of our store. therefore, we must see from the customer experience after visiting our store whether they get a good or bad experience, for example, they get bad we can find out the feedback of the problem from the customer so we can improve the performance of our store. There is a previous study or research "Customers' conscious experience in a coffee shop" The purpose of this research was to examine the formation and measuring of customer experience in services in the environment which is relatable with this research However, the number of participants or informants from previous-research differs from current-research. Where they took samples from a group of 24 students. Meanwhile, research that is currently being carried out at the *Verel Bakery & Coffee Shop Manado* takes samples from various backgrounds including some people who has a background status as a student like this previous research by Hannu Vanharanta, Jussi Kantola and Sami Seikola (2015). After conducting interviews with 10 informants from the interviews that I have done, all the informants argue that the experience they got from the quality of product, service and store atmosphere overall is that they got good experience also satisfied.

Product many of them like about the taste of product because the taste from *Verel Bakery & Coffee Shop Manado* is different from other coffee shops, many variants taste the price is affordable for them also the quality of the product is high because their coffee beans are high quality also the design packaging from *Verel Bakery & Coffee Shop Manado* is attractive, ergonomic so it easy to recognize and remember the last about the feedback for the product they suggest to add more product in *Verel Bakery & Coffee Shop Manado*.

Service performance of the *Verel Bakery & Coffee Shop Manado* because in terms of the timeliness of delivering the product to customers the result show has a good experience about the service from staff *Verel Bakery & Coffee Shop Manado* they always on time when serving the coffee and the barista is polite and friendly when serving the product. But some of them also encountered experiences about the service like the example from informant 3 and 8 said that the service is not on time when serving the coffee also the barista is not listening about what they want. So far, the results of interviews with informants that the service at *Verel Bakery & Coffee Shop Manado* is still not good so this will be a good opportunity for *Verel Bakery & Coffee Shop Manado* to improve performance in the service section of the staff and baristas.

Store atmosphere how it affected them to revisit *Verel Bakery & Coffee Shop Manado* or simply to spend their time there. many of them like to go to *Verel Bakery & Coffee Shop Manado* not only to drink coffee also spend their time or meet with their friends.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From interviews with 10 informants who are the customer from *Verel Bakery & Coffee Shop Manado*, the researchers concluded that this customer experience marketing strategy is very effective and accepted by their customers in the current modern business era and especially for the coffee shop. Customer experience becoming important because from previous experience they can feel the benefit of the quality of product, service, store atmosphere and it seems that hanging out or spending time in a coffee shop has become their new needs. The customer in this past era is becoming more determine in choosing a product or service they need but right now in making the decision the customer is considering a lot of factors such as the store atmosphere, service and product itself. The customers are more attracted to places where they can get a good experience of product and service along with a cozy and clean atmosphere because some consumers wanted to spend their time simply to enjoy or have their own quality time, and customer experience proffering it all.

The presence of customer experience as a new way of marketing strategy gave the business a chance and benefited from a growing market because the need to hang out can be their target market. *Verel Bakery & Coffee Shop Manado* offers the customer almost every factor they need, as can be seen from the interview result, they provide a unique aesthetic design, comfortable place and clean to relax as they design the place to be more distinctive yet affordable where customers could comfortably talk because the place is not noisy. about their unique products such as coffee that have good quality beans and many variants tastes also about the service that

serves him well with friendly and polite that match a perfect partner for customers to enjoy their time and have a good experience.

Many of the respondents give a positive review but few of them give a negative review about *Verel Bakery & Coffee Shop Manado* but they think that *Verel Bakery & Coffee Shop Manado* can become successful coffee shop with their marketing strategy as many people are going to the place which means if they can improve their performance and get to know about the feedback from customer about the problem. But few of the informants explained still get bad experience it is proven that *Verel Bakery & Coffee Shop Manado* still need to improve their performance and need to fix the factor that makes the customer get a bad experience. so, then if *Verel Bakery & Coffee Shop Manado* already improves their performance and deliver customer very good experience they will remember that experience also they will like every aspect in *Verel Bakery & Coffee Shop Manado*.

Recommendations

This research is conducted in order to explore generally about the experience of *Verel Bakery & Coffee Shop Manado* customers in Manado. and to help guide or giving a review for the business that applies customer experience as their marketing strategy. Here are a few recommendations for coffee shop business, customer and for future researchers who want to make similar research.

1. For the customer, it is good to know about the customer experience because they need to understand what factors that make them get experience
2. For *Verel Bakery & Coffee Shop Manado*, this research may be useful in order to decrease the bad experience from customer and to improve *Verel Bakery & Coffee Shop Manado* performances, creates and understanding of how to handle the bad experience if bad experience arises in the future. Learn and accept the bad experience as valuable feedback, not as criticism. Make it records that can be used to analyze the possibility of improving improving products, service and store atmosphere in the future.
3. For the universities, especially economic and business should give much information or education about customer experience and other marketing strategies since it could motivate every student to start their own business. Customer experience is the latest and might be the best marketing strategy but there were not much information or education that is easily accessible for students.
4. For the future researcher that would like to conduct similar research about customer experience. This research hopefully will help in doing their research using the findings regarding the topic and even help as guidance in selecting the method of the research about customer experience.

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