

THE ENVIRONMENTAL STIMULI OF THE WEDDING DECORATION TOWARDS CUSTOMER SATISFACTION

DORONGAN LINGKUNGAN DALAM DEKORASI PERNIKAHAN TERHADAP KEPUASAN PELANGGAN

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ABSTRACT

The rapid growth, economy crisis and the changing of consumer's lifestyle emerge the challenge for the marketer in this era. Consumers have wide insight in order to satisfy their needs and wants. The study aims to analyze how the environmental stimuli of wedding decoration towards customer satisfaction. 100 people who experienced in the wedding decoration were surveyed as respondents. The result shows the wedding decoration, the environment is stimulating by visual and sound; touch; and taste and smell have influences toward customer satisfaction simultaneously and partially. And it shows that visual and sound have the most dominant influence toward customer satisfaction in wedding decoration partially compared to the other human senses, so the vendor has to think the creative ideas and concepts for making the surrounding can sensed by eye and ear, it is also about how to make a nice decoration with a blend of visual and sound.

Keywords: Customer Satisfaction, Human Senses, Wedding Decoration, Wedding Service.

ABSTRAK

Pertumbuhan globalisasi yang cepat, krisis ekonomi dan perubahan gaya hidup konsumen menimbulkan tantangan bagi para pemasar di era sekarang ini. Saat ini, para konsumen mempunyai wawasan yang luas dalam hal untuk memuaskan kebutuhan dan keinginan mereka. Dalam penelitian ini, populasi mengacu pada pasangan yang sudah menikah yang sudah pernah menggunakan dan mengalami dekorasi pernikahan dan jumlah sampelnya adalah 100 responden dan menggunakan teknik purposive sampling.. Hasil penelitian menunjukkan bahwa lingkungan yang didorong oleh penglihatan dan pendengaran; peraba; dan perasa dan penciuman mempunyai pengaruh terhadap kepuasan pelanggan secara simultan dan secara parsial. Dan hasilnya menunjukkan bahwa penglihatan dan pendengaran mempunyai pengaruh yang paling dominan terhadap kepuasan pelanggan dalam dekorasi pernikahan secara parsial yang dibandingkan dengan panca indera lainnya jadi para pelaku usaha dekorasi pernikahan ini harus memikirkan tentang ide-ide dan konsep-konsep kreatif untuk membuat suasana sekeliling yang dapat dirasakan oleh mata dan telinga menjadi luar biasa dan mengesankan, itu juga tentang bagaimana membuat sebuah dekorasi yang menarik dengan penggabungan dari penglihatan dan pendengaran.

Kata Kunci: Kepuasan Pelanggan, Panca Indera, Dekorasi Pernikahan, Jasa Pernikahan.

1. INTRODUCTION

Research Background

Service industry has been advancedly developing and the wedding industry is one of them. The company creates a product or a service in such a manner for getting a private and eternal impression in consumer's mind. The experience that is given can draw the consumer to create a pleasure and unforgettable experience. According to (Pine II and Gilmore, 1999), an experience happen when the consumer in many ways belongs to the product or the service then the result is the eternal impression made by them. The experience in a wedding event is such an important one for marketer to looking forward.

A wedding is one of the most important events in everyone's life especially in a couple's life. It is not only for people who want to share their lives together for the first time but also it can be a celebration of the renewal of vows and anniversaries. In addition, this is one way of expressing one's passion and values. Until very recently, many civilizations believed in the economic functions of a marriage over personal satisfactions (Coontz, 2006). Marriages were made for family and economic benefits, with the hope that the marriage would result in love later on (Coontz). This new concept of a wedding speaks to many brides and encourages them to make their fantasy weddings come true. The feeling of a dream wedding as a necessity intensifies the lavishness of weddings each year. Hence, when the brides (customers) meet or exceed their fantasy or expectation, it will appear a satisfaction on them as said by (e.g., Kotler 2000, p. 36) that exceeding customer expectations is key to customer satisfaction, delight, and loyalty.

The purpose of weddings varies, it is essential for the couples to have a pleasant, enduring, memory of that occasion. In view of this, decorations of the celebration must be customary in accordance to the preference of the couple as customized wedding decoration can ensure a more affluent experience not only for the couple but for the wedding guests as well. So, physical environment's support which is stimulating the five senses could make a positive impact on couples and guests' perceptions and behavior.

As much as stimulants, in association with five senses, are in harmony and have high stimulating power, they will have more affect on the audience and customer (Hulten et al. 2012). The precise and correct understanding of these sensory stimuli indicates that favorable impressions of sensation and perception in consumer behavior are applied, and this suggests the sensory marketing research perspective (Krishna, 2012). When the sensory stimuli of the bride - groom and the guests occur on feeling the pleasure of the ambience, this can make them have a good thought and memory in experiencing the service and this can make a relationship with them in order the consumer may be a loyal consumer and they can make a word-of-mouth. This is related to the Smilansy perception which said Sensory approach is based on a bilateral interaction in real time and immediately causes a sensory experience and thus looks for a deeper, long-term relationship with the consumer (Smilansy, 2000). So, this led the researcher to take the title: the environmental stimuli of the wedding decoration towards customer satisfaction.

Research Objectives

The objectives of this research are to analyze:

1. The influence of visual and sound, touch, and taste and smell toward customer satisfaction
2. The influence of visual and sound toward customer satisfaction
3. The influence of touch towards customer satisfaction
4. The influence of taste and smell toward customer satisfaction

2. THEORITICAL FRAMEWORK

Customer Satisfaction

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations (Schiffman and Kanuk, 2007-2008). Satisfaction of Consumers with products and services of company is considered as most important factor leading towards competitiveness and success (Hennig-Thurau and Klee, 1997). Three general components can be identified: 1) consumer satisfaction is a response (emotional or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and 3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

Consumer Behavior

Consumer behavior can be observed by consumers' reaction and/or satisfactions to the products or services they had purchased. Further, Vargas (2008) argues that consumer's behavior can be, and often is, affected by different factors and forces that are outside consumers' conscious awareness. Wolvén (1994) continues this reasoning by stating that the behavior of consumers is linked with received information from the surrounding environment, where the overall behavior of the recipient can be influenced by this information.

Environmental Stimuli

It is stated that there are three main dimensions of customer satisfaction such as Price, Product quality and Service Quality. Furthermore, there are three sub dimensions of Service Quality: Interaction quality, Outcome quality, and Physical environment quality. Assuming that, these three sub dimensions construed with five other dimensions which are identified as SERVQUAL: responsiveness, assurance, tangibles, empathy as well as reliability. (Zeithaml and Bitner 2003) From which, the physical surroundings, equipment, employees, and communication materials are considered as tangibles. Despite the fact, that physical environment is just one element from all these dimensions, it is necessary to analyze how important is it for the customer satisfaction. (Parasurman *et al.* 1988; Zeithaml and Bitner 2003). It was suggested that physical environment's support could make a positive impact on guests' perceptions and behavior. Some noticeable elements of the expected physical environment are such as aesthetics, design and décor. Physical environment is how people perceive things with their own perceptions and their personal taste. Definition was: "physical environment is how it looks, how it feels, how it makes you feel. Colors: are they soft, are they hard." (Ant-Wuorinen 2012). Dimensions in the physical environment are:

1. **Social interaction:** The physical environment could influence a lot the social interactions among the people in it. Otherwise, it is a crucial factor in the overall management process to define if the design is appropriate for the needed social interaction. Moreover, there are important things for the designers such as the use of space; the design of seating arrangements (It could be used to manage customers' interaction); the décor (materials, furniture, colors and etc.); Lighting and background music (Bowie and Buttle 2004, 231)
2. **Cognitive:** Bowie and Buttle (2004) in their book are stating that surroundings influences people's wishes about places, which also creates expectations about the characteristics of the place. Cognition is defined as perception and knowledge. In this case design, décor, odors, employees dresses are playing as a decision making factor for the customer.

3. **Emotional:** In the same way Bowie and Buttle (2004) consider the second type of human response to the physical environment. All human beings are depending on their emotions which are also important in perception of the ambiance.
4. **Physiological response.** Nowadays business owners and managers should take into consideration that customers have different physiological responses to environmental stimuli. This obstacle should be taken into account: surroundings could be sensed through the domination of one of the following stimuli or any others combinations:
 1. Aural stimuli (the volume and character of sounds)
 2. Visual stimuli (brightness or darkness; colors; shapes)
 3. Olfactory stimuli (scent and smell)
 4. Oral stimuli (salty, sweet, bitter tastes, cold and hot)
 5. Tactile stimuli (the softness, the level of comfort with the temperature)
 (Bowie and Buttle, 2004)

The Human Senses

The human senses have long been overlooked in the field of marketing, but have during the last decade received more and more attention, where it is meaning for consumers experience and behavior have been emphasized (Hultén 2011a). Schmitt (1999) the purpose of using the human senses in marketing is to provide customers with excitement, satisfaction and pleasure, where the sensory experience is in focus.

1. Sense of Vision (Visual)

Today we are living in a visual based world (Lindgren and Nordström, 2009), where the sense of sight has been described as our most seductive sense having the power to convince us despite no logic (Lindstrom, 2005). Vision is not only regarded as the human's most significant sense but also the most dominant sensory system (Schiffman, 2001). Further, visual stimuli have been shown to be of importance when verbal material is absent, creating a perception of quality which has a direct impact on the building of a strong brand (Henderson *et al.* 2003).

1. **Lighting:** Ackerman (1990) explains that the sense of sight is used to gather huge amount of information from the environment around us, where we are stimulated by light in numerous ways that are then affecting our behavior, feelings as well as our well being.
2. **Color:** Gorn et al (1997) explain that it is well known that people's feelings can be influenced by color. It is stated that customers are influenced by the visual stimuli of color which can affect consumers in how they evaluate products as well as how activated they become (Babin et al. 2003).

2. Sense of Sound (Aural)

The human sense of sound is second to be developed of our human senses (Montagu, 1986) and is vital for communication and learning and is the only sense that can provide us with warning signals from all possible directions (Lukács, 1993). Sound has long been recognized as an important driver of positive effects on mood, preferences and consumer behavior (Alpert *et al.* 2005) and it can be used as an efficient tool for communicating with the unconscious needs of the consumer. It is argued by Wallin (1991) that the organism of sound helps us to evaluate the world around us through emotion, memory, attention and learning, where the link to emotions is especially emphasized.

3. Sense of Touch (Tactile)

The sense of touch is referred to as the most sensitive of our body's organs (Montagu, 1986) and is the very first of our human senses to be developed (Field, 2001). The skin is not only important for the physical development of human beings, but also plays an important role for our behavioral development (Montagu, 1986). Rolls (1999) develops this reasoning by stating that touch can create a tactile stimulation that creates a

rewarding feeling of pleasure that activates our brain, impacting our feelings and behavior. Material, temperature, weight and shape impact positively on touch experience and enhance customer loyalty (Rodrigues *et al.* 2011).

4. **Sense of Smell (Olfactory)**

The sense of smell is very close to our emotions and behavior and it has great influence on our behavior (Mahmoudi *et al.* 2012). Krishna *et al* (2010), they study result in long-term effect of smell causes more fragrant memory and an aromatic object is much attractive than non-aromatic one. Increasing attention to using the odor allows the sellers to look at using odor strategically in the competitive environment (Bone and Ellen, 1999).

5. **Sense of Taste (Oral)**

In fierce competition among the marketers of food products, using an intuitive expression of good taste is an effective way to influence consumer behavior. Providing and the way of serving the food and beverages as intuitive expression are important for taste experience (Klosse *et al.* 2004).

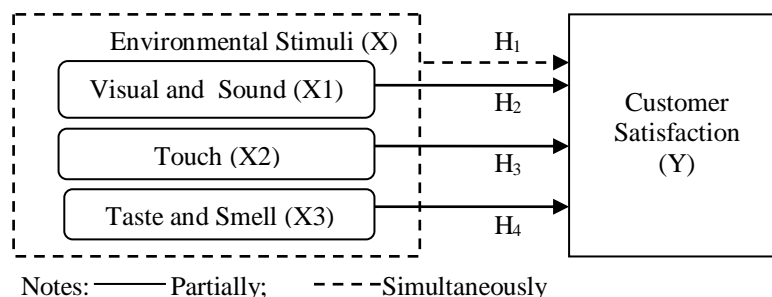
Designing Event Experiences

Experiences result from engaging people in a personal way, and because of this their value (of the event) persists long after the work of the event stager is done (Pine and Gilmore 1999:12–13). Ergo, it is of great interest to deepen our understanding of how such event experiences are designed and created. Event design is the concept of a structure for an event, the manifest expression of that concept expressed verbally and visually which leads, finally, to the execution of the concept (Monroe 2006: 4). Experience then occurs through the creation of such an intentional construction that engages customers (Darmer and Sunbo 2008). The ultimate success of the event depends on this ability, therefore, to follow a design-led approach that allows the creation of the environment to meet and satisfy guests’ expectations.

Previous Research

A Multi-Sensory Brand-Experience: Sensorial interplay and its impact on consumers touch behavior, Eriksson (2011) discovered a combination of the sensorial cues of sight and sound together contributes to an experience that is positive and memorable for the customers. Towards the sensory marketing: stimulating the five senses (sight, hearing, smell, touch and taste) and its impact on consumer behavior, Shabgou (2014) found that human senses have crucial role in their shopping experience and through strategic stimulation of these senses, consumer buying behavior will be influenced in so innovative way. The physical environment and its relevance to customer satisfaction in boutique hotels; Hotel Haven, Helsinki, Jysmä (2012) found that physical surroundings could be the best instrument to attract customers, satisfy them according to their expectations as well as to get them for the constant loyalty.

Conceptual framework



Notes: ——— Partially; - - - - Simultaneously

Picture 1. Conceptual Framework

Source: Data Processed, 2015

There are three main hypothesis those can be drawn and further examined, which are :

- H₁: visual and sound, touch, and taste & smell have significant influence toward customer satisfaction simultaneously
- H₂: visual and sound of environmental stimuli has significant influence toward customer satisfaction partially
- H₃: touch of environmental stimuli has significant influence toward customer satisfaction partially
- H₄: taste and smell of environmental stimuli has significant influence toward customer satisfaction partially

3. RESEARCH METHOD

Type of Research

This research uses causal research because it will investigate and determine visual & sound, touch, and taste and smell of the wedding decoration towards customer satisfaction.

Place and Time of Research

This research is conducted in Manado City, Indonesia from April to June 2015.

Population and Sample

In this research the population is customers or the married couples who ever used or experienced the wedding decoration. This research consists of 3 independent variables and 1 dependent variable. Total question in questionnaire is 20 questions. So the numbers of sample must be 5 (five) times the total questions (20 questions) or equal of 100 respondents. This research has done by using purposive sampling method.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem (Sekaran and Boogie, 2009:35). The researcher obtains primary data from results of survey and questionnaires.

Measurement Research Variable

Questions in the questionnaire made by using Likert scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze the data.

Data Analysis Method

Validity and Reliability Test

Validity test is to analyze the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer of questions.

Heteroskedasticity Test

Newbold, *et al* (2003:508) explains that models in which the errors do not all have the same variance are said to exhibit heteroscedasticity. When this phenomenon is present, the least

square is not the most efficient procedure for estimating the coefficient of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficient are no longer valid.

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between the independent variables. Regression model should not have happened better correlation between the independent variables (Ghozali, 2005). The multicollinearity is made by determining the tolerance and VIF value.

Multiple Regression Analysis

Cooper and Schindler (2001:706) stated that multiple regression analysis is ad technique to observed value of more than one X to estimate or predict corresponding Y value. Once gathered the data from the field, the next step to analysis the data and solving the problem using Multiple Regression Method, it also to test the hypotheses that have been stated. The data then inserted into the statistical tools SPSS 21. This method has been chosen to measure the influences of the environmental stimuli of the wedding decoration towards customer satisfaction.

4. RESULT AND DISCUSSION

Validity and reliability test

Table 1. Validity and Test Result

Variable(s)	Indicator(s)	R _{count}	R _{table α 5%}
Visual and Sound (X1)	X1.1	0.810	0.195
	X1.2	0.366	0.195
	X1.3	0.552	0.195
	X1.4	0.761	0.195
	X1.5	0.293	0.195
Touch (X2)	X2.1	0,355	0.195
	X2.2	0,34	0.195
	X2.3	0,47	0.195
	X2.4	0,515	0.195
	X2.5	0,679	0.195
Taste and Smell (X3)	X3.1	0,597	0.195
	X3.2	0,708	0.195
	X3.3	0,684	0.195
	X3.4	0,508	0.195
	X3.5	0,322	0.195
Customer Satisfaction (Y1)	Y1.1	0,618	0.195
	Y1.2	0,359	0.195
	Y1.3	0,6	0.195
	Y1.4	0,696	0.195
	Y1.5	0,66	0.195

Source: Data Processed SPSS 21, 2015

Table 2. Reliability and Test Result

Cronbach's Alpha	N of Items
0,812	4

Source: Data Processed SPSS 21, 2015

Data above shows that the significant score for each statement is > 0.279 . Can be conclude that each statements are valid. The alpha score Cronbach's for each statements > 0.6 so can be conclude also that each statement is highly reliable.

Classical Assumption Test

Multicolinearity Test

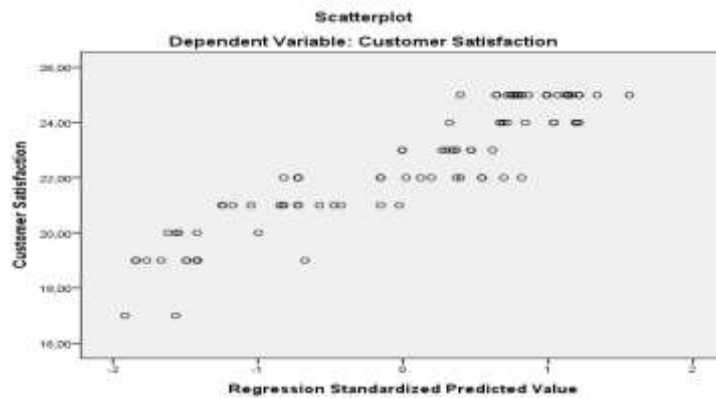
Table 3. Multicolinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Visual and Sound	0,697	1,435
Touch	0,803	1,245
Taste and Smell	0,807	1,24

a. Dependent Variable: Customer Satisfaction

Source: Data Processed SPSS 21, 2015

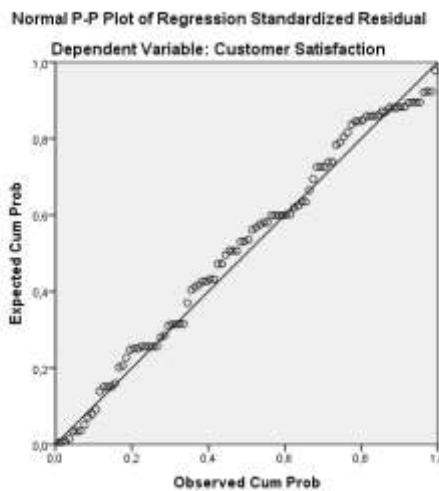
Heterocedasticity Test



Graph1. Heterocedasticity Test

Source : Data processed SPSS 21, 2015

Normality Test



Graph2. Normality Test

Source : Data processed SPSS 21, 2015

Multiple Regression Analysis

Table 4. Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4,758	1,209		-3,935	0
Visual and Sound	0,711	0,055	0,608	12,951	0
Touch	0,151	0,047	0,139	3,183	0,002
Taste and Smell	0,355	0,039	0,393	9,01	0

Source : Data processed SPSS 21, 2015

$$Y = -4.758 + 0.711 X_1 + 0.151 X_2 + 0.355 X_3 + e$$

The Constants (b0) of -4.758 shows the influence of all the independent variables which are Visual and Sound (X1), Touch (X2), Taste and Smell (X3) are equal to zero (0), then the dependent variable which is Customer Satisfaction (Y) is predicted to be -4.758.

Variable X₁ (Visual and Sound) has an effect to Y (Customer Satisfaction) for 0.711, means that if the variables in this research of Visual and Sound (X₁) increased by one unit, then Customer Satisfaction (Y) will increase 0.711. Variable X₂ (Touch) has an effect to Y (Customer Satisfaction) for 0.151, means that if the variables in this research of Touch (X₂) increased by one unit, then Customer Satisfaction (Y) will increase 0.151. Variable X₃ (Taste and Smell) has an effect to Y (Customer Satisfaction) for 0.355 means that if the variables in this research of Taste and Smell (X₃) increased by one unit, then Customer Satisfaction (Y) will increase 0.355.

Coefficient determination (R²)

Table 5. Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,923 ^a	0,853	0,848	0,8609

Source : Data processed SPSS 21, 2015

The value of R is 0.923 indicating a substantial positive association between independent and dependent variable. The value of R² is 0.853 means that Visual and Sound (X₁), Touch (X₂), and Taste and Smell (X₃) as independent variables have very strong positive association and influence for Customer Satisfaction (Y) as much as 85.3% while the rest 14.7% from other factors that are not included in this research.

Hypothesis testing F-test and T-test

Picture 5. Multiple Regression Analysis

Model	T	Sig.	F	Sig.
(Constant)	-3,935	0		
Visual and Sound	12,951	0	185,158	,000b
Touch	3,183	0,002		
Taste and Smell	9,01	0		

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Taste and Smell, Touch, Visual and Sound

Source : Data processed SPSS 21, 2015

Based on the ANOVA F-test result, $F_{\text{count}} = 185.158$ with a significance level of F (sig F) is 0.000. In this research, $F_{\text{count}} > F_{\text{table}}$ (F_{count} is greater than F_{table}), then the regression model of F-Test can be $185.158 > 2.70$ and $\text{Sig F} < 5\%$ ($0.000 < 0.05$) which means H_0 is rejected and H_1 is accepted. The regression model can be used to declare that the independent variable of X_1 (Visual and Sound), X_2 (Touch), and X_3 (Taste and Smell) simultaneously affects the dependent variable Y (Customer Satisfaction).

The result of T test shows that variable X_1 which is visual and sound data output tcounted = $12,951 > t_{\text{table}} = 1.664$ indicated that visual and sound have a partial effect on customer satisfaction. X_2 which is touch data output tcounted = $3,183 > t_{\text{table}} = 1.664$ indicated that touch has a partial effect on customer satisfaction. X_3 which is taste and smell data output tcounted = $9,01 > t_{\text{table}} = 1.664$ indicated that taste and smell have a partial effect on customer satisfaction.

The of visual and sound, touch, and taste and smell have an affects to customer satisfaction simultaneously can be supported by previous research by Shabgou (2014) with the title towards the sensory marketing: stimulating the five senses (sight, hearing, smell, touch and taste) and its impact on consumer behavior, found that human senses have crucial role in their shopping experience and through strategic stimulation of these senses, consumer buying behavior will be influenced in so innovative way.

Based on result, visual and sound stimuli have significant influence to the customer satisfaction in wedding decoration. This result is supported by the previous research by Eriksson (2011) discovered a combination of the sensorial cues of sight and sound together contributes to an experience that is positive and memorable for the customers. Based on result, touch stimuli has significant influence to the customer satisfaction in wedding decoration. As described by Rolls (1999) stating that touch can create a tactile stimulation that creates a rewarding feeling of pleasure that activates our brain, impacting our feelings and behavior. Based on result, taste and smell have significant influence to the customer satisfaction in wedding decoration. The functional significance of neural responses to combinations of odor and taste stimuli (Rolls and Baylis, 1994) and second, the existence of central loci where neural inputs conveying olfactory and taste information from our everyday chemosensory experience are integrated, in essence, a 'flavor' substrate (Schul *et al*, 1996).

5. CONCLUSION AND RECOMMENDATION

Conclusions

1. Visual and sound, touch, and taste and smell have influence toward customer satisfaction through Collaboration.
2. Visual and sound, touch, and taste and smell have influence toward customer satisfaction separately.
3. Visual and sound have the most dominant influence toward customer satisfaction.
4. The value of the coefficient of correlation is 0.923 indicating a substantial positive association between independent and dependent variable.
5. The value of the coefficient of determination 0.853 means that visual and sound, touch, and taste and smell as independent variables have very strong positive association and influence for customer satisfaction as much as 85.3% while the rest 14.7% from other factors that are not included in this research.

Recommendations

Based on the result, the multi-sensory interplay of visual and sound is the most dominant influence toward the customer satisfaction in wedding decoration. This is because mostly the first impression of anything will come after the eye and the ear gather the huge amount of information from the environment around us and because the sensory cues of visual and sound can create a positive feeling and a memorable experience if the information in surrounding is good. From this result, the vendors of the wedding decoration have to more pay attention to the sense of visual and sound. The vendor has to think about the creative ideas and concepts for making the surrounding that can sensed by eye and ear are become incredible and memorable, it is also about how to make a nice decoration with a blend of visual and sound.

As for the couple-to-be, in order to looking for the way to make the dream wedding comes true, the bride and groom-to-be have to search for the information about the ideas and concepts of the decoration, about the imagination and other incredible concepts. So, after find it and have decided to that ideas and concepts then ask the wedding decoration service or the vendor of wedding decoration to make it real as desired.

Because there are the limited resources and the limitation of the research, it is highly recommended for the future researchers in this field to research again with more focusing in every details. It may be suggested to make it with the different method, or the aim to the other object, or with other variables, or with the different population and sample.

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