

Article

The Influence of Store Atmosphere and Experiential Marketing on Customer Satisfaction and Its Impact on Word of Mouth (Study on Jay Coffee Consumers)

Dela Nur Hikmah

Universitas Mulawarman, Indonesia ; e-mail : delanhikmah@gmail.com

* Corresponding Author : Dela Nur Hikmah

Abstract: The coffee shop industry in Samarinda City is growing rapidly driven by the hangout culture and increasing coffee consumption. Jay's Coffee, as one of the well-known coffee shops, faces challenges in maintaining customer satisfaction and increasing word of mouth amidst competition. This study analyzes the effect of store atmosphere and experiential marketing on customer satisfaction and its impact on word of mouth. Using a quantitative method with a survey, this study involved 97 Jay Coffee customers selected by non-probability sampling. Data were collected through questionnaires and analyzed with path analysis. The results showed that store atmosphere and experiential marketing have a positive and significant effect on customer satisfaction. A comfortable store atmosphere and interesting experiences increase customer satisfaction, which in turn encourages word of mouth. In addition, store atmosphere and experiential marketing also have a direct effect on word of mouth. Thus, Kopi Jay needs to develop strategies to improve store atmosphere and customer experience to maintain loyalty and improve business competitiveness.

Keywords: Customer satisfaction, Experiential marketing, Store atmosphere, Word of mouth.

1. Introduction

Changes in economic conditions due to the Covid-19 pandemic have had a major impact on various business sectors in Indonesia. However, not all businesses have experienced a decline, some of them have been able to survive with various adaptation strategies. Business actors are trying to maintain business continuity in various ways, such as switching to digital platforms, providing added value that suits customer needs at that time, and making innovations that are relevant to market conditions and demographics. Samarinda City, as the city with the largest population on the island of Kalimantan, has also experienced significant economic dynamics during and after the pandemic. One of the business sectors that is growing in this city is the food and beverage industry, which includes restaurants, cafes, food stalls, and coffee shops. Coffee shops, in particular, are one of the businesses that are often found in Samarinda. The culture of drinking coffee that has become ingrained in society, coupled with the trend of hanging out among young people and professionals, makes the coffee shop business have great opportunities to continue to grow. In addition, the topography of Samarinda which varies between lowlands and hills, as well as the humid tropical climate, also supports the growth of this business, because many people are looking for a comfortable place to relax.

Rapid development of the coffee shop business brings its own challenges for business actors. With the increasing number of coffee shops popping up, business owners must have the right business strategy to maintain the sustainability of their business. Some coffee shop owners still do not optimize their marketing and business management strategies, so that quite a few coffee shops go bankrupt (Setyo Prayoga, 2022). To win the competition, business actors need to make various innovations, both in terms of shop concepts, menu variations,

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and customer service in order to increase customer satisfaction and loyalty. Based on Euromonitor data quoted from DataIndonesia.id, coffee consumption in Indonesia has experienced significant growth. In 2015, coffee consumption was recorded at 73 liters, increasing in 2019, but experiencing a decline in 2020 due to the Covid-19 pandemic. However, in the following two years, there was a significant spike in consumption, reaching 218 liters in 2021 and increasing again to 225 liters in 2022. This data shows that even though it was affected by the pandemic, the coffee industry still has great appeal in the Indonesian market.

One of the coffee shops that is developing in Samarinda is Kopi Jay. Based on reviews on Google Maps, Kopi Jay is known as one of the favorite coffee shops in the city. Kopi Jay was founded in 2020 and is located on Jalan Rumbia, Samarinda Ilir District. This shop offers a unique concept with a hilly atmosphere that provides a view of the city of Samarinda from a height. In addition, Kopi Jay also presents various facilities, such as live music, an open building design, and decorations that are attractive to millennials. In facing increasingly tight business competition, Kopi Jay is trying to increase the number of visitors with various strategies, including improving services, improving the quality of facilities, and innovation in the menu served. Based on data obtained from Kopi Jay management, the number of customers fluctuates from year to year. In 2020, the number of buyers was recorded at 12,678 people with an average of 34 buyers per day. In 2021, there was a slight decrease to 11,764 buyers or an average of 32 buyers per day. However, in 2022 and 2023, the number of buyers increased significantly, reaching 15,014 and 16,786 buyers respectively with a daily average of 41 and 46 people.

Tight business competition encourages Kopi Jay to continue to increase its appeal. One aspect that receives primary attention is the store atmosphere. Store atmosphere is an important element in attracting customers and creating a pleasant experience when visiting a coffee shop. Setiawan et al. (2023) stated that a comfortable store atmosphere can give a positive impression to customers, improve their experience, and encourage the intention to return. In addition, according to Safitri & Sulaeman (2022), a good social impression from customers can be obtained by creating an elegant and attractive store atmosphere. The implementation of effective store atmosphere and experiential marketing can increase customer satisfaction, which ultimately has an impact on increasing word of mouth. Satisfied customers will tend to share their positive experiences with others, either directly or through social media. This can be an effective marketing strategy in increasing the number of visitors and expanding market reach. Based on the description, this study aims to analyze the influence of store atmosphere and experiential marketing on customer satisfaction and its impact on word of mouth. By understanding the factors that influence customer satisfaction, Kopi Jay can develop a more appropriate business strategy to maintain its competitiveness in the coffee shop industry in Samarinda. Therefore, this study was raised with the title "The Influence of Store Atmosphere and Experiential Marketing on Customer Satisfaction and Its Impact on Word of Mouth (Case Study on Consumers of Kopi Jay Samarinda)."

2. Literature Review

Customer experience is a unique and subjective experience experienced by customers when interacting either directly or indirectly, having a relationship with the company. Direct contact is a form of direct interaction between customers and the Company during the transaction process, use of products and services. Indirect contact is a form of indirect communication through media or channels. (Herdiana et al., 2022).

Store atmosphere refers to a physical element that is very important in every retail business (Tambun et al., 2021). It plays a role in creating a comfortable atmosphere that suits consumers' desires, making them feel at home in the store for a long time and indirectly encouraging them to make purchases. Meanwhile, Budi & Sutedjo (2022) explain that store atmosphere, created by the company, can influence visitor responses, such as enjoying the store atmosphere, spending more time, exploring various items, and increasing satisfaction and the likelihood of purchases.

Experiential marketing is a marketing approach that builds emotional connections with consumers and the buyer's feelings using and creating an unforgettable positive experience, therefore the buyer consumes and really likes a product (Lia, 2022). Experiential marketing is a type of face-to-face communication method that stimulates the emergence of emotional

and physical feelings in its buyers, it causes buyers to have the hope of relevance and interactivity in a number of brands by experiencing and feeling it wholeheartedly (Munggaran et al., 2020).

Satisfaction is a feeling of like or disappointment of an individual caused by comparing performance with product perception or results to expectations. When performance fails to meet expectations, the buyer will be dissatisfied. If performance is in line with expectations, the buyer will feel satisfied. Then, when performance exceeds expectations, the buyer will feel very satisfied or happy. (Pelanggan & Ayuningtyas, 2023).

Word Of Mouth communication or this communication involves sharing personal advice, experiences and information about products or services directly (Hartini & Hartelina, 2022). Another explanation states that Word Of Mouth is a way of conveying and delivering business information or messages to other people in the form of business partners, friends or family (Khusus, 2021) .

In this study, there are several tentative assumptions proposed to test the relationship between the variables studied. Store atmosphere is believed to have a positive and significant influence on customer satisfaction, considering that a comfortable store environment can improve the shopping experience and build a pleasant impression. In addition, experiential marketing is thought to contribute to increasing customer satisfaction by creating a more memorable and personal experience. Customer satisfaction itself is thought to have a positive impact on word of mouth , where satisfied customers tend to share their experiences with others. Store atmosphere is also thought to have a direct influence on word of mouth , because an attractive store atmosphere can be a special attraction that encourages customers to recommend it. Likewise, experiential marketing plays a role in building positive word of mouth through a pleasant and unique experience for customers.

3. Proposed Method

This study uses a quantitative method with a survey approach based on the philosophy of positivism (Sugiyono, 2015). The study population includes all visitors to Kopi Jay Samarinda in 2023. Because the population size cannot be defined with certainty, this study applies a non-probability sampling technique . The sample was determined as many as 97 respondents based on a minimum calculation of 96.04 which was rounded up to 97 (Sugiyono, 2019). Data collection was carried out through several methods. Observation was used to understand the conditions and situations directly at Kopi Jay. Interviews were conducted in the form of questionnaire-based questions and answers to gain a deeper understanding of customer perceptions. Documentation was used to collect written data relevant to the study. In addition, a questionnaire with a Likert scale was used to measure customer perceptions, satisfaction, and experiences.

Validity testing is done by correlating item scores to the total score to ensure the accuracy of the research instrument (Sujarweni, 2019). Reliability testing uses Cronbach's Alpha , where the α value > 0.60 indicates a good level of reliability (Sujarweni, 2019). Data analysis begins with the classical assumption test. The normality test is carried out with Kolmogorov-Smirnov to ensure that the data is normally distributed if the significance value is more than 0.05. The multicollinearity test is carried out by looking at the Variance Inflation Factor (VIF) value, which indicates no multicollinearity if $VIF < 10$ and $tolerance > 0.1$. The heteroscedasticity test uses the Glejser test, where data is considered free of heteroscedasticity if the significance value is more than 0.05. Path analysis is used to test the direct and indirect relationships between research variables, namely store atmosphere , experiential marketing , customer satisfaction, and word of mouth . This method allows the estimation of causal relationships based on the theory underlying the research (Sugiyono, 2019).

4. Results and Discussion

The Influence of Store Atmosphere on Customer Satisfaction

This study confirms that store atmosphere has a positive and significant effect on customer satisfaction, with a regression coefficient of 0.283 and a significance level of 0.007. This shows that improving the quality of the store atmosphere at Kopi Jay Samarinda can significantly increase customer satisfaction. This finding is in line with the research of Tambun et al. (2021) which highlights the important role of store atmosphere in shaping positive customer experiences. Store atmosphere includes various elements such as

decoration, spatial arrangement, lighting, music, and cleanliness, which directly affect customer perceptions. At Kopi Jay Samarinda, the concept of an open cafe on a hill provides its own appeal, allowing customers to enjoy coffee while feeling the fresh air and city panorama. This advantage makes Kopi Jay a favorite destination for customers looking for a relaxed atmosphere with a natural feel. In comparison, Kopi Jadi carries a classic concept with an elegant interior design that is suitable for business meetings, offering a more exclusive and private atmosphere. Meanwhile, Kopi Zairin adopts a modern minimalist style with facilities that support productivity, attracting customers looking for a place to work or study.

Based on the survey results, the majority of Kopi Jay customers stated that a comfortable atmosphere was the main factor in choosing this place compared to competitors. High customer satisfaction with the cafe atmosphere also has an impact on loyalty, where customers who feel comfortable tend to return and recommend this place to others (Gunawan & Syahputra, 2020).

To maintain competitiveness, Kopi Jay management needs to continuously improve the quality of store atmosphere, such as through rearranging the design, maintaining cleanliness, selecting appropriate music, and other aesthetic elements. By creating an attractive and comfortable environment, Kopi Jay can strengthen customer satisfaction and drive sustainable business growth.

The Influence of Experiential Marketing on Customer Satisfaction

This study shows that experiential marketing has a very strong and significant positive effect on customer satisfaction, with a regression coefficient of 0.647 ($p < 0.001$). This experiential marketing strategy has been shown to increase customer engagement and drive satisfaction, in line with research by Yanti Febrini et al. (2019). Kopi Jay excels in experiential marketing by presenting live music, an outdoor atmosphere, and views of Samarinda City from the top of the hill. This concept creates a unique experience that strengthens customer emotional attachment and encourages word of mouth naturally. Competitors such as Kopi Zairin are more prominent in exclusive service and premium coffee taste quality, while Kopi Jadi focuses on a modern minimalist concept for customer productivity. The survey results show that Kopi Jay customers are more satisfied because of the social experience and pleasant atmosphere. This supports the theory of Made Madiarsa & Suardana (2024) that experiential marketing building customer engagement through emotional and sensory interactions. With increasing customer preference for unique experiences, Kopi Jay needs to continue to develop experiential marketing strategies to maintain competitive advantage.

The Influence of Customer Satisfaction on Word of Mouth

This study shows that customer satisfaction has a positive and significant effect on word of mouth, with a regression coefficient of 0.231 ($p = 0.024$). The higher the customer satisfaction at Kopi Jay Samarinda, the more likely they are to give positive recommendations, in line with the findings of Wijaya & Sujana (2020). Strong word of mouth is a natural marketing strategy that can strengthen Kopi Jay's reputation. This shop gets high recommendations from customers who enjoy the relaxed atmosphere and affordable prices, while Kopi Zairin is more recommended by premium coffee lovers, and Kopi Jadi is more attractive to workers and students. The survey results confirm that customer experience differentiation plays an important role in building loyalty and competitiveness. In accordance with research by Permatasari et al. (2020), the perception of product quality is greatly influenced by customer experience and word of mouth. Therefore, Kopi Jay can maintain its competitive advantage by continuously improving service quality, comfortable atmosphere, and customer experience-based marketing strategies.

The Influence of Store Atmosphere on Word of Mouth

The results of this study state that store atmosphere has a positive and significant influence on word of mouth with a regression coefficient of 0.445 with a significant (p -value) of 0.013. A positive regression coefficient shows that positive experiences felt by customers through good store quality can encourage consumers to provide positive recommendations about Kopi Jay to others, in line with the study of (Alam Saputra & Budiarti, 2023) the positive and significant influence of store atmosphere on word of mouth. A good store atmosphere has an important role in forming positive word of mouth among Kopi Jay Samarinda consumers. Therefore, efforts to improve the quality of the store atmosphere can help companies in obtaining positive recommendations from customers and strengthening their positive image in the eyes of consumers.

The Influence of Experiential Marketing on Word of Mouth

The results of this study state that experiential marketing has a positive and significant influence on word of mouth with a regression coefficient of 0.320 with a significant p-value of 0.011; in line with the research (Kharolina & Transistari, 2021) on the positive and significant influence of experiential marketing on word of mouth, Kopi Jay Samarinda management can continue to implement marketing strategies that focus on consumer experience to strengthen positive Word of Mouth from their customers. A positive regression coefficient indicates that a marketing strategy that focuses on consumer experience can strengthen Word of Mouth among Kopi Jay Samarinda customers. This indicates that positive experiences presented to consumers through experiential marketing strategies not only increase customer satisfaction, but also have an important role in strengthening positive recommendations among Kopi Jay Samarinda consumers. By providing positive impressions to customers, companies can increase positive recommendations and their positive image in the eyes of consumers..

5. Conclusions and Suggestion

Based on the data analysis in this study, it can be concluded that the store atmosphere and experiential marketing have a significant influence on customer satisfaction at Kopi Jay Samarinda. In addition, customer satisfaction plays an important role in increasing word of mouth, indicating that satisfied customers tend to recommend Kopi Jay to others. Store atmosphere and experiential marketing also directly affect word of mouth, confirming that the shop atmosphere and customer experience play a crucial role in building a positive image and customer loyalty. As a practical implication, Kopi Jay Samarinda is advised to continue to improve the quality of the store atmosphere by strengthening attractive interior and exterior designs and creating a unique theme that differentiates it from competitors. In terms of experiential marketing, Kopi Jay can hold interactive events and involve customers in product innovation to increase their engagement with the brand. Customer satisfaction needs to be maintained through optimal service and a continuous evaluation system, while word of mouth strategies can be strengthened by sharing positive customer reviews and providing incentives for those who invite friends or family. For further research, it is recommended to expand the scope of variables by considering other factors such as product quality, price, and customer service, as well as increasing the number of respondents in order to obtain more accurate and representative results..

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