THE IMPACT OF EXPERIENTIAL MARKETING ON ENHANCING CUSTOMER SATISFACTION IN KOPITAGRAM BEKASI CITY

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Abstract: The more coffee shops that provide coffee drinks, the more competition there is, where many coffee shops provide various kinds of coffee flavors, unique and creative places for customer comfort and satisfaction. To face this competition, a marketing concept can be used, namely experiential marketing, with this concept customers can differentiate between one coffee shop and another because Individuals have the opportunity to acquire firsthand experience employing a sensory, tactile, interactive, relational, and cognitive approach. The primary research technique involved gathering data directly through the distribution of questionnaires to 100 respondents who are customers of Kopitagram Bekasi. Analytical tools such as the Likert scale, Acceptedity test, reliability test, correlation, determination, t-test, and f-test were applied. Based on the outcomes of the conducted analysis, it is deduced that Experiential Marketing, which consists of the Five Senses, Feelings, Thinking and Action variables, has a partial and simultaneous influence on satisfaction with Kopitagram Bekasi.
Keywords: Influence of Experiential Marketing, Customer Satisfaction

INTRODUCTION

Food and drink are basic human needs for daily consumption which are made from raw materials and processed and served for eating and drinking. Currently, there are many types of food and drinks that are popular in society, one of which is noodle type food and coffee type drinks. One type of drink that people like is coffee, because coffee has a distinctive taste and affects a person's body coordination which has an effect on increasing work morale, thinking faster, concentrating and reducing mental fatigue (Yulisa, Indriani, & Situmorang, 2013).

Currently drinking coffee in Indonesia is no longer a necessity but has become a lifestyle for people from teenagers to the elderly. The taste of coffee is becoming more varied and coffee sales are also growing following the era when coffee could first be bought in packaged shops, now coffee can be enjoyed in coffee shops, restaurants and cafes that serve coffee drinks. In Indonesia, there are many coffee shops that provide coffee menus with different flavors and variants as well as unique comfortable places for customers who come to the coffee shop.

Various comfortable and interesting cafes continue to appear in the city of Bekasi. As a busy and congested city, Bekasi residents like hanging out as a way to relieve fatigue from their daily activities. Spending time with loved ones by chatting or taking photos certainly makes your mood happier. Now Bekasi has a cafe called Kopitagram.Kopitagram is a coffee shop that is quite popular and has many outlets in various regions and is now presenting a new branch in the Vida Bekasi area which is a new hit and is busy with young people. This hangout place is said to have just opened on November 18 2022.

The more coffee shops that provide coffee drinks, the more competition there is, where many coffee shops provide various kinds of coffee flavors, unique and creative places for customer comfort and satisfaction. To face this competition, a marketing concept can be used, namely experiential marketing, with this concept customers can differentiate between one coffee shop and another because they can get direct experience through this approach. (sense), (feel), (act), (relate), and (think). Implementing experiential marketing proves highly advantageous for companies in cultivating customer satisfaction. As per Andreani's (2007) perspective, experiential marketing represents an age-old marketing approach continually adopted by marketers throughout history. Hence, this study will delve into the topic through a research endeavor titled " The Impact Of Experiential Marketing On Enhancing Customer Satisfaction In Kopitagram Bekasi City ".

HERITAGE REVIEW
Understanding Experiential Marketing

Experiential Marketing is a marketing concept with the goal of cultivating an emotional connection and fostering positive sentiments towards products and services (Kartajaya, 2004). According to Kartajaya (2004), evaluating experiential marketing involves considering five factors:

The five senses (Sense): This approach involves engaging customers through experiences that appeal to their five senses (eyes, ears, tongue, skin, and nose) in connection with products and services (Kartajaya, 2004).

Feelings (Feel): The feel experience consists of small gestures aimed at eliciting extraordinary emotional responses from customers (Kartajaya, 2004).

Thinking (Think): Think experience represents a method employed by companies to transform commodities into experiences through continuous customization (Kartajaya, 2006).

Action (Act): Act marketing is a strategy to shape customer perceptions of the relevant products and services (Kartajaya, 2004).

Affinity (Relate): Relate Marketing serves as a means to establish a customer community through effective communication (Kartajaya, 2004).

Understanding Consumer Satisfaction:

In broad terms, satisfaction is defined as "a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product (or results) against their expectations" (Kotler, 2008).

RESEARCH METHODOLOGY
Object of Research:

This study explores the impact of Experiential Marketing on Customer Satisfaction at Kopitagram Bekasi City, involving sample collection from the population and utilizing a questionnaire as a data collection tool. The research focuses on Kopitagram customers in Bekasi City.

Data: Primary Data is essential for this research, representing information obtained directly from the field by researchers.

Variables: In line with research variables, everything determined by the researcher for study purposes is considered, and information is gathered to draw conclusions. The variables used in this research include:

Independent Variable (X): An independent variable influences the dependent variable, whether positively or negatively. The independent variables in this research are: Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5).

Dependent Variable (Y): A dependent variable is influenced or becomes a result due to the presence of a free variable or independent variable. The dependent variable in this research is Satisfaction (Y).

RESULTS AND DISCUSSION
Research Results Data

The instrument used in this research was a questionnaire, the number of statements was 21 statements for variable X and 4 statements for variable Y, the total number of statements was 25 statements. The questionnaire distributed to respondents contained questions regarding the influence of Experiential Marketing with variables*Sense (X1), Feel (X2), Think (X3), Act, (X4), Relate (X5)* and Customer Satisfaction (Y). The respondents of this research were Kopitagram Bekasi customers with a total of 100 samples in this research.

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Characteristics of Respondents Based on Gender

Based on the results of distributing questionnaires to 100 respondents, the characteristics of respondents based on gender were obtained which are presented in the following picture:

Figure 1. Characteristics of Respondents Based on Gender

Based on Figure 1, it is known that the largest number of respondents in this study were male at 58% (58 respondents), while the majority of respondents were female at 42% (42 respondents).

Characteristics of Respondents Based on Age

Based on the results of distributing questionnaires to 100 respondents, the characteristics of respondents based on age were obtained which are presented in the following picture:
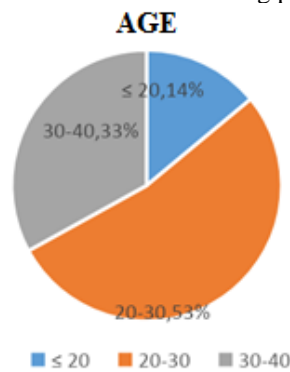

Figure 2. Characteristics of Respondents Based on Age

Based on Figure 2, it is known that the number of respondents aged < 20 years is 14% (14 people), respondents aged 20-30 years are 53% (53 years), and respondents aged 30-40 years are 33% (33 years).

Characteristics of Respondents Based on Occupation

Based on the results of distributing questionnaires to 100 respondents, the characteristics of respondents based on work were obtained which are presented in the following picture:
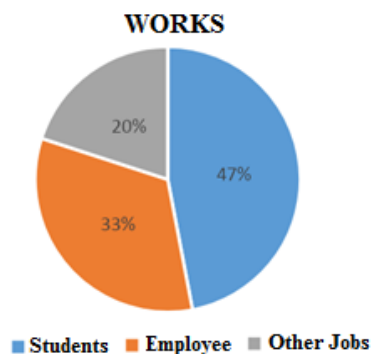

Figure 3. Characteristics of Respondents Based on Occupation

Based on Figure 3, it is known that the number of

respondents based on work in the student category was 20% (20 people), while the employee category was 33% (33 people), and other job categories were 47% (47 people).

Analysis Test Results
Acceptedity test
      The following are the results of the Acceptedity test, based on the calculations that have been carried out, the following results can be obtained:

Table 1. Acceptedity Test Results

Variable	Statement	r count	r table	Information
Five Senses X1	Five Senses 1	0,424	0,1966	Accepted
	Five Senses 2	0,522	0,1966	Accepted
	Five Senses 3	0,481	0,1966	Accepted
	Five Senses 4	0,633	0,1966	Accepted
Perasaan X2	Feelings 1	0,465	0,1966	Accepted
	Feelings 2	0,505	0,1966	Accepted
	Feelings 3	0,419	0,1966	Accepted
	Feelings 4	0,634	0,1966	Accepted
	Feelings 5	0,418	0,1966	Accepted
Think X3	Thinking 1	0,312	0,1966	Accepted
	Thinking 2	0,411	0,1966	Accepted
	Thinking 3	0,393	0,1966	Accepted
	Thinking 4	0,615	0,1966	Accepted
Action X4	Action 1	0,451	0,1966	Accepted
	Action 2	0,396	0,1966	Accepted
	Action 3	0,418	0,1966	Accepted
	Action 4	0,639	0,1966	Accepted
X5 affinity	Relationship 1	0,456	0,1966	Accepted
	Relationship 2	0,538	0,1966	Accepted
	Relationship 3	0,343	0,1966	Accepted
	Relationship 4	0,631	0,1966	Accepted
Customer Satisfaction Y	Customer Satisfaction 1	0,434	0,1966	Accepted
	Customer Satisfaction 2	0,431	0,1966	Accepted
	Customer Satisfaction 3	0,201	0,1966	Accepted
	Customer Satisfaction 4	0,653	0,1966	Accepted

Based on Table 1, it is known that all statements are Accepted, because all calculated r values are greater than rtable 0.196.
Reliability Test
The following are the results of the reliability test, based on the calculations that have been carried out, the following results are obtained:

Table 2. Reliability Test Results

Reliability Statistics

Source: SPSS

20.0 Output Results,

Cronbach's Alpha	N of Items
,885	25

Based on Table 2 above, it shows that Cronbach's Alpha is 0.877. It can be concluded that the existing statement is very reliable, because Cronbach's Alpha > 0.6.

Classic assumption

Based on the results of research that has been carried out through normality tests, multicollinearity and heteroscedasticity tests, it can be seen that these three tests have passed the classical assumption test, so further tests can be carried out, namely, the multiple linear regression test.

Multiple Linear Regression Analysis

Based on analysis using SPSS 21, multiple linear regression results were obtained as shown in the following table:

Table 3. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,861	,986		,853	,347
	Five senses	,233	,077	,266	2,762	,004
	Feelings	,161	,066	,212	2,560	,017
	Think	,181	,073	,197	2,453	,014
	Action	,225	,079	,234	2,484	,007
	Affinity	,086	,090	,091	2,186	,035

a. Dependent Variable: Customer Satisfaction

Based on Table 3, Multiple Linear Regression Test Results, the regression equation formed is as follows:

$$Y = 0.861 + 0.233X_1 + 0.161X_2 + 0.181X_3 + 0.225X_4 + 0.086X_5$$

The analysis of the regression equation yields the following insights:

1. Constant Value (0.861): The positive constant value indicates that the level of Customer Satisfaction at Kopitagram in the Bekasi area is influenced by the five variables considered. Even in the absence of the Five Senses, Feelings, Thinking, Actions, and Relationships variables, the Customer Satisfaction level would still be represented by this constant.
2. Five Senses Variable ($X1$ - 0.233): The positive coefficient suggests a favorable impact on the Customer Satisfaction variable (Y). If the Five Senses variable increases by one unit, Customer Satisfaction at Kopitagram Bekasi (Y) is projected to increase by 0.233, assuming the other variables remain constant.
3. Feeling Variable ($X2$ - 0.161): The positive coefficient indicates a positive influence on the Customer Satisfaction variable (Y). An increase of one unit in the Feeling variable corresponds to a 0.161 increase in Customer Satisfaction at Kopitagram Bekasi, assuming other variables remain constant.
4. Thinking Variable ($X3$ - 0.181): With a positive coefficient, the Thinking variable has a positive impact on the Customer Satisfaction variable (Y). An increase of one unit in the Thinking variable is associated with a 0.181 increase in Customer Satisfaction at

Kopitagram Bekasi, assuming other variables remain constant.

5. Action Variable (X4 - 0.225): The positive coefficient indicates a favorable influence on the Customer Satisfaction variable (Y). A one-unit increase in the Action variable is anticipated to result in a 0.225 increase in Customer Satisfaction at Kopitagram Bekasi, assuming other variables are constant.

6. Relationship Variable (X5 - 0.086): The positive coefficient signifies a positive impact on the Customer Satisfaction variable (Y). An increase of one unit in the Relationship variable is expected to lead to a 0.086 increase in Customer Satisfaction at Kopitagram Bekasi, assuming other variables remain constant.

T Test (Partial):

The t test is employed to ascertain the significance of the partial relationship or influence of independent variables on the dependent variable. The significance level (α) is set at 0.05 for this test, determining the statistical significance of each variable's contribution to Customer Satisfaction.

Table 4. T Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	,861	,986		,853	,347
	Five senses	,233	,077	,266	**2,762**	**,004**
	Feelings	,161	,066	,212	**2,560**	**,017**
	Think	,181	,073	,197	**2,453**	**,014**
	Action	,225	,079	,234	**2,484**	**,007**
	Affinity	,086	,090	,091	**2,186**	**,035**

a. Dependent Variable: Customer Satisfaction

Based on Table 4 of the T Test Results, it can be concluded that the Five Senses, Feelings, Thinking, Actions and Relationships variables have a significant influence, namely < 0.005 with T count > 1.985 on the Customer Satisfaction variable

F Test (Simultaneous)

The simultaneous F test is carried out to show whether all independent (free) variables have a joint influence on the dependent (dependent) variable.

Table 5. F Test Results (Simultaneous)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	279,972	5	55,994	**50,726**	**,000[a]**
	Residual	103,988	94	1,106		
	Total	383,960	99			

a. Predictors: (Constant), Relationships, Thinking, Feelings, Actions, Five Senses
b. Dependent Variable: Customer Satisfaction

Based on Table 5, the results of the F test can be explained. From the results of the Anova test or F test, the calculated F value is 50.726 with a significant probability showing 0.000. Which means that the test value is smaller than the significant level (α) = 0.05. For F_{count}50.726 is greater than F_{table}2.47 then Ha is accepted. Thus, the Five Senses, Feelings, Thinking, Actions and Relationships have a significant effect on customer satisfaction at Kopitagram Bekasi.

Termination Test (R^2)
The termination test is carried out to measure how far the model's ability to explain the dependent variables.

Table 6. Termination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,854ª	,729	**,732**	1,05178

a. Predictors: (Constant), Relationships, Thinking, Feelings, Actions, Five Senses

Based on Table 6 Determination Test Results (R^2) it is known that the value of the coefficient of determination*(adjusted R Square)* is 0.732 or 73.2%. So the influence of the independent variables, namely the Five Senses, Feelings, Thinking, Actions, Relationships on the dependent variable Customer Satisfaction is 73.2% and the remaining 26.8% is influenced by other variables that were not studied.

DISCUSSION
The Influence of the Five Senses on Kopitagram Customer Satisfaction
The calculated t value for the Five Senses variable is 2.762, exceeding the critical t-table value of 1.985 at a significance level of 0.05, with a significant value of 0.004. This indicates a statistically significant effect of the Five Senses variable on customer satisfaction. The findings affirm that Kopitagram's focus on aesthetic interior design and maintaining comfortable and clean spaces positively impacts customer satisfaction. This aligns with previous research by Syaqila Adila Hendrawan, Totok Pujianto, and Dwi Purnomo (2022) on "Analysis of the Effect of Experiential Marketing on Customer Satisfaction at 372 Kopi Setiabudhi, Bandung City," supporting the notion that the five sensory variables influence customer satisfaction.

The Influence of Feelings on Kopitagram Customer Satisfaction
The calculated t value for the Feeling variable is 2.560, surpassing the critical t-table value of 1.985 at a significance level of 0.05, with a significant value of 0.017. This establishes that the Feeling variable has a significant impact on customer satisfaction. The study Acceptedates that Kopitagram's provision of friendly and polite customer service, along with the neatness of its employees, contributes positively to customer satisfaction. These results resonate with research conducted by Eko Yuliawan and Mbayak Ginting (2016) on "The Influence of Experiential Marketing on Customer Satisfaction at PT Bank Mandiri Medan City Hall Branch," supporting the assertion that the feeling variable influences customer satisfaction.

The Influence of Thinking on Kopitagram Customer Satisfaction
The calculated t value for the Thinking variable is 2.453, surpassing the critical t-table value of 1.985 at a significance level of 0.05, with a significant value of 0.014. This signifies a statistically significant effect of the Thinking variable on customer satisfaction. The research demonstrates that Kopitagram's implementation of promotions and menu innovation positively impacts customer satisfaction. These findings align with research by Sherli Noviani and Retno Budi Lestari on "The Influence of Sense Feel Think Act and Relate on Bingen Caffe Customer Satisfaction in the city of Palembang," supporting the notion that the thinking variable influences customer satisfaction.

The Influence of Actions on Customer Satisfaction of Kopitagram
The calculated t value for the Action variable is 2.484, exceeding the critical t-table value of 1.985 at a significance level of 0.05, with a significant value of 0.007. This affirms that the Action variable has a significant effect on customer satisfaction. The study provides evidence that Kopitagram's facilitation of convenient payment

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transactions, such as non-cash payments, and additional services, like customer service, positively impact customer satisfaction. These findings are in line with research by Lilik Indrawati and Devi Dian Amalia (2020) on "The Impact of Sense Feel Think Act and Relate on Café Customer Satisfaction in Surabaya," supporting the assertion that action variables influence customer satisfaction.

The Influence of Relationships on Kopitagram Customer Satisfaction
The calculated t value for the Relationship variable is 2.186, surpassing the critical t-table value of 1.985 at a significance level of 0.05, with a significant value of 0.035. This establishes that the Relationship variable has a significant effect on customer satisfaction. The study indicates that Kopitagram's fostering of a good relationship with customers, leading to positive recommendations, positively influences customer satisfaction. These findings resonate with research by Nur Hidayat on "The Influence of Experiential Marketing on Consumer Satisfaction and its Impact on Word of Mouth (Study on Carrefour Kubu Raya Transmart Visitors)," supporting the notion that the relationship variable influences consumer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS
CONCLUSIONS
After conducting research and discussions on the impact of experiential marketing on Kopitagram customer satisfaction, the following conclusions can be derived:
1. The partial influence of the five senses, feelings, thinking, actions, and relationships variables significantly affects customer satisfaction at Kopitagram.
2. The combined impact of the five senses, feelings, thinking, actions, and relationships variables collectively contributes to customer satisfaction at Gabus Pucung Khas Betawi Ibu Wati Bekasi Restaurant.

SUGGESTIONS
Drawing from the findings of this research, the following suggestions are proposed:
1. Kopitagram should enhance its marketing strategies, focusing on increasing innovation and creativity in its products or menu offerings to further elevate customer satisfaction.
2. Future researchers are encouraged to consider incorporating additional independent variables such as consumer behavior and facilities to provide a more comprehensive understanding of factors contributing to customer satisfaction at Kopitagram Bekasi.

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