

# Consumer Engagement through Experiential Marketing: A Case Study of Kopi Chuseyo in Depok

Consumer Engagement  
through Experiential  
Marketing

Nurfadillah Sulastris

Department of Marketing Management, Institut Bisnis Dan Informatika Kesatuan,  
Bogor, Indonesia

E-Mail: sulastrinurfadillah5@gmail.com

775

Adil Fadillah

Department of Marketing Management, Institut Bisnis Dan Informatika Kesatuan,  
Bogor, Indonesia

Submitted:  
12 JUNE 2023

Accepted:  
21 NOVEMBER 2023

## ABSTRACT

Business creates goods or services using experiential marketing strategies, engaging the consumer's five senses, heart, and mind. If a product successfully triggers consumers' emotions, they might consider it an unforgettable experience. A memorable experience is when customers undergo a pleasurable event that they can recall, leading to customer satisfaction as their expectations align with what's delivered. This has a significantly positive impact on businesses as happy customers are more inclined to recommend the business's goods and services to others. The purpose of this discussion is to Understand the application of experiential marketing at Kopi Chuseyo, Identify the constraints in applying experiential marketing at Kopi Chuseyo, and Recognize methods to address the constraints in applying experiential marketing at Kopi Chuseyo. The implementation of experiential marketing at Kopi Chuseyo in Depok has been successful in attracting many customers and complies with the five factors of experiential marketing: sense, feel, think, act, and relate. Kopi Chuseyo in Depok creates diverse and engaging events that boost consumer purchasing interest. However, in implementing experiential marketing, Kopi Chuseyo in Depok faces some limitations: limited venue capacity, available facilities, and event merchandise. Efforts to resolve these issues in implementing experiential marketing at Kopi Chuseyo in Depok include expanding venue capacity, increasing facilities, and augmenting event merchandise supplies.

**Keywords:** Experiential marketing, Consumer engagement, Customer satisfaction, Event marketing, Business constraints

## ABSTRAK

Bisnis menciptakan barang atau jasa menggunakan strategi pemasaran berdasarkan pengalaman, melibatkan panca indera, hati, dan pikiran konsumen. Jika suatu produk berhasil memicu emosi konsumen, mereka mungkin akan menganggapnya sebagai pengalaman yang tak terlupakan. Pengalaman yang mengesankan adalah ketika pelanggan mengalami peristiwa menyenangkan yang dapat mereka ingat, yang menghasilkan kepuasan pelanggan karena harapan mereka sejalan dengan apa yang disampaikan. Hal ini memiliki dampak positif yang signifikan terhadap bisnis karena pelanggan yang puas lebih cenderung merekomendasikan barang dan jasa bisnis tersebut kepada orang lain. Tujuan dari diskusi ini adalah untuk Memahami penerapan experiential marketing di Kopi Chuseyo, Mengidentifikasi kendala dalam penerapan experiential marketing di Kopi Chuseyo, dan Mengenali metode untuk mengatasi kendala dalam penerapan experiential marketing di Kopi Chuseyo. Penerapan experiential marketing pada Kopi Chuseyo di Depok telah berhasil menarik banyak pelanggan dan memenuhi lima faktor experiential marketing: sense, feeling, think, act, dan related. Kopi Chuseyo di Depok menciptakan acara yang beragam dan menarik sehingga meningkatkan minat beli konsumen. Namun dalam menerapkan experiential

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 11 No. 3, 2023  
pp. 775-782  
STIE Kesatuan  
ISSN 2337 - 7860

marketing, *Kopi Chuseyo di Depok menghadapi beberapa keterbatasan: keterbatasan kapasitas venue, ketersediaan fasilitas, dan merchandise acara. Upaya untuk mengatasi permasalahan dalam penerapan experiential marketing pada Kopi Chuseyo di Depok antara lain dengan memperluas kapasitas venue, menambah fasilitas, dan menambah pasokan merchandise acara.*

**Kata kunci:** *Pemasaran eksperiensial, Keterlibatan konsumen, Kepuasan pelanggan, Acara pemasaran, Kendala bisnis*

## INTRODUCTION

The modern business landscape is rapidly expanding, evident in the increasing number of entrepreneurs and companies operating across various industries. It's possible that these companies operate within the same industry, even competing for the same market share. Consequently, the business environment becomes more complex, especially with the tightening competition in the current goods and services market (Korhonen et al., 2015). The businesses in both goods and services industries are currently competitive, such as in the café industry (Eravia & Handayani, 2015). Boafu et al., (2021) expressed that cafes are places for consuming fast food in a relaxed and informal setting. Cafes often have seating both indoors and outdoors. For entrepreneurs, the café industry presents potential. Many people utilize cafes as a gathering place besides a dining area. The increasing number of cafes in Indonesia offering various concepts that pique public curiosity also contributes to this issue. Business owners face challenges and threats from the competition (Akpan et al., 2022).

Consequently, business operators strive to think more imaginatively by developing new concepts within existing cafes that leave a lasting impression on the clientele for their running businesses. Creating events that can bring people together in a personalized consumer-oriented way is one tactic that could be used. Some business owners provide more to customers by refining the idea of room decoration to suit customers' preferences when visiting a café, while others foster comfort in the workplace (Maspul & Almalki, 2023). Although having a competitive advantage in technical product capabilities is essential, ultimately, customers decide whether a product will succeed or fail in the market. Companies acknowledge the importance of consumers and work to promote consumer interest. Consumer interest research provides insight into how well a company performs (Otto et al., 2023).

There is a marketing concept called experiential marketing. Businesses create products or services using experiential marketing strategies that involve the consumer's five senses, emotions, and thoughts. If a product successfully appeals to the emotions of consumers, they may consider it an unforgettable experience. A memorable experience is when consumers have a pleasant event they can remember, making them satisfied as their expectations match the experience (Shahid et al., 2022). This has a highly positive impact on businesses because happy customers are more likely to recommend the business's products and services to others. Satisfaction with a product or service can be observed from consumer activities afterward, how often they visit a café, or even their recommendations to others. While neutral clients are generally not thrilled with the products and services they receive, these items don't disappoint either. Experiential marketing aims to develop distinctive and genuine client experiences. It can enhance direct sales as well as awareness, participation, and loyalty (Ting et al., 2021).

The strategy of experiential marketing is indeed different from other marketing tactics that are usually one-way. Due to the two-way nature of this strategy, businesses involve customers in their created programs. Experiential marketing allows customers to have unique, enjoyable, and memorable experiences (Keiningham et al., 2020). As a result, customers are impressed, and their memories of using the company's products are permanently etched. Customers then develop loyalty and inform others about the business's products. Entrepreneurs prioritize service quality and anything that adds value

to the business to stand out from competitors while keeping up with technological advancements.

The popular culture of Korea, known as K-pop, is the attraction of Korean culture abroad, known as the Hallyu phenomenon, sometimes referred to as the Korean Wave (Seo & Kim, 2020). This phenomenon encompasses various forms of Korean entertainment, including pop music, animation, gaming, movies, and dramas. The dissemination of this culture also influences Indonesia, especially as it is a developing country easily influenced by developed nations. The spread of Korean pop culture is facilitated by various active media outlets that introduce this culture, and the internet and television serve as active channels for this culture. The current development of Korean culture is dominated by the music works known as K-pop. K-pop culture offers performances by boy bands and girl groups such as NCT, Treasure, New Jeans, ZEROBASEONE, Itzy, The Boyz, among others. They introduce Korean culture through their music and modern dance, thus considered capable of attracting various audiences.

The author intends to undertake a review titled “Consumer Engagement through Experiential Marketing: A Case Study of Kopi Chuseyo in Depok,” aiming to address several key objectives. These include understanding the practical application of experiential marketing at Kopi Chuseyo, identifying the obstacles encountered during its implementation, and exploring strategies to overcome these hindrances in applying experiential marketing at the cafe. The review will encompass a comprehensive analysis of how Kopi Chuseyo employs experiential marketing, the challenges faced during its execution, and proposed solutions to address these hurdles for an improved marketing approach.

## **RESEARCH METHOD**

The research was conducted from 1 June to 23 June 2023, at Kopi Chuseyo which is located on Jl. Margonda No. 436, Pondok Cina, Beji District, Depok City, West Java, 16424. This type of research is qualitative descriptive research where data is collected through observation, interviews with related parties, and a comprehensive review of existing literature. The main focus is to examine the experiential marketing strategy implemented by Kopi Chuseyo. Using a qualitative approach, this research aims to explore the unique experiences offered in coffee shops, aiming to capture and analyze customer experiences within a specified time period.

## **RESULTS AND DISCUSSION**

### **Application of Experiential Marketing to Chuseyo Coffee**

One of the culinary tourism industries that implements experiential marketing is Chuseyo Coffee with different criteria from other cafes. Kopi Chuseyo is a K-pop Hub that embodies the idea of Korea and serves as a place for K-pop fans to express their love; Therefore, in its marketing initiatives Chuseyo Coffee uses interesting events so that it succeeds in increasing sales of Chuseyo Coffee products. The increasing number of Korean fans, or what are also called K-Popers in Indonesia, has attracted the attention of Kopi Chuseyo to market their products by targeting specific targets, namely K-popers (Juliana et al., 2021).

Experiential marketing can be measured using 5 factors, namely sense (five senses), feel (feelings), think (thoughts), act (actions), and relate (relationships) (Schmitt & Zarantonello, 2013). Chuseyo Coffee applies these 5 factors in its marketing, namely sense, feel, think, act, and relate. *Sense*. The emergence of K-Pop idols through various posters, music videos, and neon signs becomes an attraction at this cozy two-story café. The lower floor exudes a captivating atmosphere with leather upholstered chairs, adorned with plush cushions and a row of bar tables. While the upper floor lacks the vibrant ambiance of the lower level, it presents a different concept, adopting a casual seating style. Minimal decorations and unobtrusive background music make it suitable for visitors aiming to work on tasks, accompanied by numerous power outlets that make it more

inviting to spend time at Kopi Chuseyo Depok. The air-conditioned and smoke-free environment further enhances its comfort.

Kopi Chuseyo provides a comfortable environment, facilities, and décor, especially catering to K-Pop enthusiasts, ensuring customers feel at ease when visiting. The taste of the food and beverages, including desserts and more, also delights customers, providing a pleasant experience for K-Pop lovers to visit, repurchase, and enjoy engaging events at Kopi Chuseyo. *Feel.* One of the fascinating events at Kopi Chuseyo is the cupsleeve event. Cupsleeves are cup insulators designed to keep drinks hot or cold, allowing customers to hold the cup comfortably. Kopi Chuseyo can double its sales by hosting cupsleeve events themed around Korean celebrities. As seen on the Instagram story posted on @kopichuseyo.id, during the event, all branches are crowded with visitors, and the shop is filled with customers. A Kopi Chuseyo founder mentioned that some customers buy plenty of coffee just to collect various cupsleeve designs featuring different Korean idol images.

Beyond the cupsleeve event, there's also a noraebang event, offering free karaoke for K-pop enthusiasts who want to gather and sing together. Noraebang, taken from the Korean language, where "norea" means song and "bang" means room, translates to karaoke. There, fans can freely express themselves by singing their favorite songs. Moreover, Kopi Chuseyo frequently hosts highly beneficial events, such as free Korean language classes conducted through Zoom meetings, guided by experienced teachers in partnership with Teayang Kulture. Besides the Korean language classes, they offer Korean makeup classes at a very affordable price of 50,000 IDR, which includes free food and drinks and offers valuable beauty knowledge. The services at Kopi Chuseyo Depok are very friendly, with staff showing welcoming attitudes, smiling generously, and being responsive.

Kopi Chuseyo also offers the K-Chu app, which provides various benefits for consumers. Through K-Chu, consumers can check what events have occurred, are currently ongoing, or are upcoming, enabling fans to choose which events to attend. Fans can even create their own events after following the applicable rules. K-Chu also includes an open chat menu where K-pop enthusiasts in Indonesia can converse, vote for their favorite idols to win food truck events, and more. Think. The slogan "The Only K-pop Hub in The Nation" Kopi Chuseyo can inspire consumers' minds to always choose Kopi Chuseyo. When they want to gather with fellow fans, the Korean concept that Kopi Chuseyo takes can be an influence for consumers who want to try other-style food and drinks. Korea to come to Chuseyo Coffee. This is proof that the thinking factor can really influence someone in buying something or visiting a place, therefore it is very important for companies to make their business memorable, one of which is by having an attractive concept, slogan and business.

In its approach to the "Think" aspect of experiential marketing, Kopi Chuseyo employs various principles to engage consumers beyond their expectations (Lupiyoadi, 2013). This includes surprising consumers by organizing video calls with Korean idols or Indonesian artists, providing a unique and fulfilling experience by enabling direct interaction with their admired personalities. Further enhancing intrigue, Kopi Chuseyo hosts events where consumers are directly served by Indonesian artists, allowing them to meet, interact, and even take photos together. Moreover, the cafe arranges free events that enable consumers to meet idol artists through giveaways, providing multiple and highly satisfying benefits that contribute to an exceptional consumer experience. Act. The lifestyle of a K-Pop fan is usually to always follow the developments of their favorite idol boyband or girlband via the internet such as social media Instagram, TikTok, YouTube, to see what activities their idols are doing. Then collect knick-knacks and merchandise, do dance covers, join fan communities, and download music videos, songs, concerts and variety shows of their favorite idols. Because Kopi Chuseyo Depok provides a place for fans to freely express their hobby, this is an encouragement for fans to visit, purchase, and even become customers at Kopi Chuseyo Depok because of the atmosphere that supports their hobby.

Relate. Chuseyo Coffee has a very good relationship with its customers, because Chuseyo Coffee actively interacts on social media such as Instagram, TikTok, etc. Chuseyo Coffee often conducts Q & A or question and answer and always answers questions from its customers with quick responses. The customers of Kopi Chuseyo Depok are generally people who like K-pop or people who like K-pop culture, so it's not surprising to see people in the shop really enjoying the atmosphere at Kopi Chuseyo Depok and even singing happily along to the tunes. K-pop songs are playing. The employees and customers at Kopi Chuseyo Depok often sing, dance, and even make challenges together so that the relationship becomes better, so it's no wonder that Kopi Chuseyo Depok customers are happy to visit and make repeat purchases at Kopi Chuseyo Depok.

### **Obstacles in Implementing Experiential Marketing**

In implementing experiential marketing at Kopi Chuseyo Depok, one of the prominent challenges encountered was the café's limited capacity, especially during events (Anggraini, 2017). At times, the number of enthusiastic fans often surpassed the café's available space, leading to events falling short of expectations. However, this was not a consistent issue and primarily occurred during particularly popular events. For instance, events like free karaoke sessions for fans typically attracted larger crowds, exceeding the café's capacity due to the event's free nature. Conversely, events that ran seamlessly and as anticipated were usually those that extended over longer durations, such as cupsleeve events that continued until supplies were exhausted. As a result, attendees were distributed across multiple days. Events with pre-registration requirements and maximum capacities, like Meet and Greet, restricted the number of participants, prioritizing those who had registered beforehand. The maximum occupancy at Kopi Chuseyo Depok is 35 people.

Moreover, another challenge arose when the event merchandise ran out, causing disappointment among fans. Some fans specifically visit Kopi Chuseyo for events and are solely interested in the merchandise. If no event is scheduled, these visitors rarely patronize the café, except for those interested in the food and beverages offered. The limited facilities at Kopi Chuseyo Depok contribute to customer discomfort during events, particularly those hosted on the café's second floor. With only one air conditioner available, the confined space often becomes uncomfortably warm. Additionally, during joint viewing events, the café provides only an infocus and speakers. When a considerable number of attendees show up, the provided facilities may prove insufficient. These challenges underscore the need for the café to adapt and enhance its infrastructure to better accommodate event participants, ensuring a more pleasant and fulfilling experience for visitors.

### **Efforts to Overcome Obstacles to Implementing Experiential Marketing**

In overcoming the challenges associated with implementing experiential marketing at Kopi Chuseyo Depok, several key steps have been taken. The foremost issue was the limitation in venue capacity, prompting the need to enhance the available space. To address this, Kopi Chuseyo expanded its capacity by utilizing the typically underutilized 3rd floor of their establishment, as the first and second floors alone couldn't accommodate the growing demand during events. This expansion was instrumental in facilitating a smoother, more comfortable event experience, better aligning with their customers' expectations (Tsai, 2005).

Another challenge encountered was the constraints in available facilities. When consumer turnout exceeded the establishment's capacity, Kopi Chuseyo employees and consumers collaborated to resolve these limitations. The solution involved implementing mutual agreements, such as introducing additional amenities like fans and preparing various necessary facilities, including speakers and projectors. These adjustments ensured that events progressed seamlessly, despite the limitations initially present in the café's facilities.

Furthermore, addressing the inventory of event merchandise was vital. To guarantee the satisfaction of all attendees, especially K-pop fans, Kopi Chuseyo augmented its merchandise inventory. Increasing the availability of merchandise was essential to ensure that every fan attending the event could acquire their desired merchandise, enhancing their satisfaction and overall experience during these events. This initiative aimed to cater to the needs and expectations of fans, making their visit to Kopi Chuseyo more rewarding and enjoyable.

## CONCLUSION

The implementation of experiential marketing at Kopi Chuseyo Depok has proven successful in attracting a significant customer base. Their strategies align well with the five key elements of experiential marketing: engaging the senses, evoking emotions, stimulating thoughts, encouraging participation, and fostering connections. The café has hosted a variety of captivating events, enhancing consumer interest and purchase intent. However, amid these achievements, certain challenges have surfaced in its application.

These challenges encompass limitations regarding space capacity, available facilities, and event merchandise supplies. The café has faced constraints due to its capacity limitations, at times causing events to exceed the venue's intended occupancy. Additionally, the limited available facilities and event-related merchandise have posed hindrances in executing experiential marketing seamlessly. To address these challenges and ensure a smoother implementation of experiential marketing, Kopi Chuseyo Depok has taken measures to augment its venue capacity, enhance its facilities, and increase the inventory of event-related merchandise.

The proactive steps taken by Kopi Chuseyo Depok to resolve these issues underscore their commitment to offering an optimal experiential environment for their customers. By expanding capacity, improving facilities, and bolstering event-related merchandise availability, the café aims to rectify the hurdles it encountered in its experiential marketing initiatives. These efforts are geared towards creating a more fulfilling and engaging customer experience, reinforcing the café's dedication to enhancing its service delivery and meeting consumer demands.

## REFERENCES

- [1] Akpan, I. J., Udoh, E. A. P., & Adebisi, B. (2022). Small business awareness and adoption of state-of-the-art technologies in emerging and developing markets, and lessons from the COVID-19 pandemic. *Journal of Small Business & Entrepreneurship*, 34(2), 123-140.
- [2] Anggraini T. W. (2017). *Pemasaran Jasa*. Indonesia: Jakad Media Publishing.
- [3] Bofo, J., Sarku, R., & Obodai, J. (2021). From the kitchen to fast food restaurants: The changing culture of food in urban Ghana. *Food Studies*, 10(4), 15.
- [4] Eravia, D., & Handayani, T. (2015). The opportunities and threats of small and medium enterprises in Pekanbaru: Comparison between SMEs in food and restaurant industries. *Procedia-Social and Behavioral Sciences*, 169, 88-97.
- [5] Juliana, J., Beanardo, M. F., Hering, J. N., Jennifer, I., & Ricky, R. (2021). Integration expectation confirmation theory and AISAS model in coffee shop repurchase intention. *Jurnal Manajemen Bisnis*, 8(2), 255-267.
- [6] Keiningham, T., Aksoy, L., Bruce, H. L., Cadet, F., Clennell, N., Hodgkinson, I. R., & Kearney, T. (2020). Customer experience driven business model innovation. *Journal of Business Research*, 116, 431-440.
- [7] Korhonen, J., Pätäri, S., Toppinen, A., & Tuppurä, A. (2015). The role of environmental regulation in the future competitiveness of the pulp and paper industry: the case of the sulfur emissions directive in Northern Europe. *Journal of Cleaner Production*, 108, 864-872.
- [8] Lupiyoadi, R (2013). *Manajemen Pemasaran jasa*. Jakarta. Salemba Empat.
- [9] Maspul, K. A., & Almalki, F. A. (2023). From Cafés to Collaborative Hubs: Empowering Communities and Transforming the Coffee Value Chain in Buraydah. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(1), 179-206.
- [10] Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. *Journal of the Academy of Marketing science*, 48, 543-564.

- [11] Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Review of marketing Research*, 25-61.
- [12] Seo, J. H., & Kim, B. (2020). The “Hallyu” phenomenon: Utilizing tourism destination as product placement in K-POP culture. *Tourism Economics*, 26(4), 719-728.
- [13] Shahid, S., Paul, J., Gilal, F. G., & Ansari, S. (2022). The role of sensory marketing and brand experience in building emotional attachment and brand loyalty in luxury retail stores. *Psychology & Marketing*, 39(7), 1398-1412.
- [14] Ting, D. H., Abbasi, A. Z., & Ahmed, S. (2021). Examining the mediating role of social interactivity between customer engagement and brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1139-1158.
- [15] Tsai, S. P. (2005). Integrated marketing as management of holistic consumer experience. *Business Horizons*, 48(5), 431-441.

*Consumer Engagement  
through Experiential  
Marketing*

**782**

---