

The Effect of Experiential Marketing, Customer Perceived Value and Brand Image on Customer Satisfaction

*Experiential
Marketing, Customer
Perceived Value and
Brand Image*

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ABSTRACT

The development of the food and beverage business in recent years has attracted great interest among young people. The profits obtained are quite large and can apply creativity in innovating with the latest developments and changes in consumer interests. This research aims to analyze the influence of experiential marketing, customer perception value, and brand image on customer satisfaction. The independent variables used in this research are experiential marketing, customer perception value and brand image, while the dependent variable in this research is purchase satisfaction. This research uses a causal quantitative approach. Data collection was carried out by distributing questionnaires to 100 respondents who had purchased Mixue. The question items for all variables were proven to be valid and reliable. The results of this research are that experiential marketing has a positive and significant influence on customer satisfaction. The value perceived by customers also has a positive and significant influence on customer satisfaction. Brand image does not have a significant influence on customer satisfaction.

Keywords: *Experiential Marketing, Perceived Value, Brand Image, Customer Satisfaction*

ABSTRAK

Perkembangan bisnis makanan dan minuman beberapa tahun terakhir menarik minat besar di kalangan anak muda. Keuntungan yang diperoleh cukup besar dan dapat menerapkan kreativitas dalam berinovasi dengan perkembangan terkini dan perubahan minat konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh experiential marketing, customer perceived value dan brand image terhadap kepuasan pelanggan. Variabel bebas yang digunakan dalam penelitian ini adalah experiential marketing, customer perceived value dan brand image, sedangkan variabel terikat dalam penelitian ini adalah kepuasan pembelian. Penelitian ini menggunakan pendekatan kuantitatif kausal. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden yang pernah melakukan pembelian Mixue. Item pertanyaan semua variabel terbukti valid dan juga reliabel. Hasil dari penelitian tersebut adalah experiential marketing mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan. Customer perceived value juga mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan. Citra merek tidak mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan.

Kata kunci: *Experiential Marketing, Nilai yang Dirasakan, Citra Merek, Kepuasan Pelanggan*

INTRODUCTION

The development of the food and beverage business in recent years has attracted great interest among young people (Belyaeva et al., 2020). This is because the profits obtained are quite large and can apply creativity in innovating with current developments and

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changes in consumer interests. Population growth in Indonesia is also very high so the need for food and drink has increased significantly (Kurniawan & Managi, 2018). Business strategy refers to the activities carried out by a company to promote the purchase or sale of products (Tien et al., 2019). One of the drinks and food brands that has just entered and has immediately become the latest trend or model that is very well known in Indonesia is the Mixue brand product. Based on data from Momentum Shakuntala & Ramantoko (2023), there are more than 1,000 Mixue outlets spread across Vietnam, Thailand, the Philippines, Singapore, Malaysia and Indonesia. Bahrudin & Zuhro (2016), stated that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services.

Customer satisfaction is the result of an emotional evaluation of their experience in using a particular product or service. This is reflected in their assessment of how well the product meets or even exceeds their expectations. If the product or service does not meet customer expectations, it can lead to disappointment and potentially reduce customer loyalty. Various factors influence the level of customer satisfaction, including experiential marketing, customer perception of value, and brand image. Experiential marketing, as described by Febrini et al. (2019), is an approach to marketing that aims to create memorable experiences for customers during the purchase and use of products or services. This strategy aims to create an emotional connection between the brand and the customer, inducing positive feelings and building strong connections with the brand. The use of experiential marketing is becoming increasingly important in creating satisfying experiences for consumers. Through this approach, marketers seek to make customers feel happy and emotionally engaged with the brand. According to Soliha et al. (2021), experiential marketing strategies enable marketers to create sensory, affective, and cognitive stimuli that enrich the customer experience.

Thus, understanding and managing customer experiences is key to ensuring high levels of customer satisfaction. By employing effective experiential marketing strategies, companies can enhance their brand image and build long-term, robust relationships with customers, which in turn can contribute to business growth and sustainable customer loyalty. When consumers feel satisfied, they tend to be loyal, where they will buy again from the same producer (Natasha & Kristanti, 2013). This research aims to analyze the influence of experiential marketing, customer perceived value and brand image on customer satisfaction.

LITERATURE REVIEW

The influence of experiential marketing on customer satisfaction has been proven by several previous studies which stated that experiential marketing has a positive and significant effect on customer satisfaction (Febrini et al., 2019; Muljani, 2021; Amrullah, 2017). Apart from experiential marketing, there are other factors that consumers consider when making purchases, namely the existence of a good relationship between consumers and customer perceptions. According to Gummerus (2013), customer perceived value is a complex and context-specific phenomenon, which still requires researchers' attention. Customer perceived value in the marketing literature is analyzed twice. As a comparison between the value received by customers and secondly, the costs experienced when purchasing and/or using services/products. Customer Perceived Value is proven to have a significant influence on customer satisfaction.

This is proven by several previous studies which state that the value perceived by customers has a positive and significant effect on customer satisfaction (Tompo, 2022; Ndun, 2019). In building a consumer relationship with a brand, identify the product by digging up information related to the brand of product or service that the consumer will buy. A good brand is a brand that has distinctive characteristics or can differentiate itself from the company brand or what is often called brand image. Brand image is very important for a company (Iglesias et al., 2019). Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand (Kim et al., 2018).

Consumers who have a positive image of a brand are more likely to make a purchase. According to Kotler & Keller (2013), creating a positive brand image requires a marketing program that is strong, profitable and unique in brand memory. Based on the conceptual framework call out, the following research hypothesis is determined. Experiential marketing has a significant effect on Indonesian Mixue customer satisfaction. Second, customer perceived value has a significant effect on Mixue Indonesia customer satisfaction. The three brand images have a significant effect on Mixue Indonesia customer satisfaction. The influence of brand image on customer satisfaction has been proven by a number of previous studies which state that brand image positively and significantly influences customer satisfaction (Waluya et al., 2019; Sari, 2018).

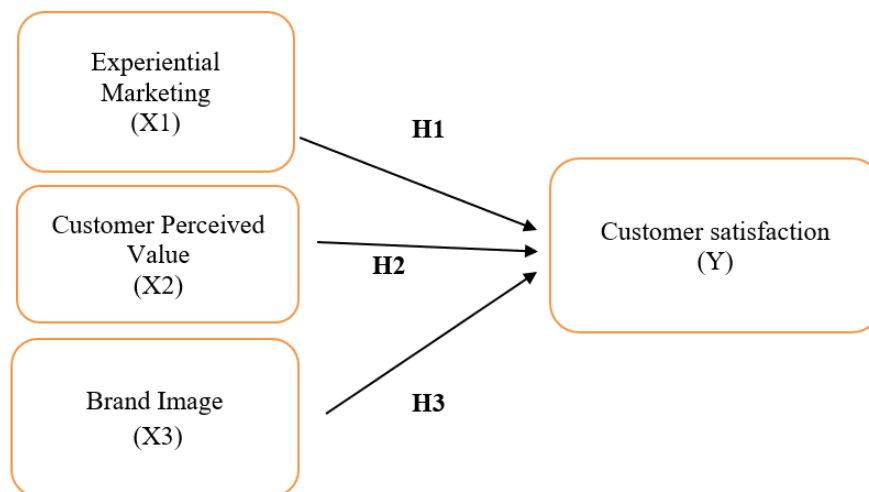


Figure 1. Research Framework

METHODS

This research was carried out in the Special Region of Yogyakarta, from January to March 2023. The Special Region of Yogyakarta is a province with quite a lot of higher education and has a sufficient number to be used as a research object. This research is a type of quantitative research using a survey method by distributing questionnaires. The population in this research is all Mixue Indonesia customers in the Special Region of Yogyakarta. The sample in this research is the general public of Mixue customers in the Special Region of Yogyakarta. The sampling method used in this research is non-probability sampling with a sampling technique using purposive sampling. According to Serra et al. (2018) purposive sampling technique, namely a sampling technique with certain considerations or objectives (purposive). Because the exact population of Mixue Indonesian customers who make purchases at outlets is not known, the Cochran formula was used to determine the sample size with the total sample used being 100 respondents.

RESULTS

Based on the equation in Table 1, the explained that the constant value and regression coefficient have the following meaning. The constant value (β_0) of 0.157 indicates that experiential marketing, perceived value and brand image as independent variables are considered constant. This means that if there is no value in the variables experiential marketing (X1), perceived value (X2) and brand image (X3) = 0, then statistically customer satisfaction (Y) is worth 0.157. Second, experiential marketing has a regression coefficient value and direction of positive influence of 0.395. This means that if experiential marketing increases by 1-unit, experiential marketing will increase by 0.395. The three perceived values have a regression coefficient value and direction of positive influence of 0.446. This means that if the perceived value increases by 1 unit, the perceived value will increase by 0.446.

Table 1. Multiple Linear Regression, Multicollinearity Test T test

Model	Ustd. Coef B	Ustd. Coef Std. Error	Std Coef. Beta	t	Sig.	Tolerance	VIF
(Constant)	0.157	1.571		0.100	0.920		
Experiential Marketing	0.421	0.102	0.395	4.111	0.000	0.411	2.432
Perceived Value	0.491	0.102	0.446	4.832	0.000	0.446	2.243
Brand Image	0.037	0.112	0.032	0.328	0.743	0.400	2.501

Source: Processed Primary Data

Based on Table 1, multicollinearity tests call out, the independent variable experiential marketing has a tolerance value of 0.411. Then perceived value has a tolerance value of 0.446 and the brand image variable has a tolerance value of 0.400. If the VIF value does not exceed 10 and the tolerance value is > 0.05 then the regression model states that multicollinearity does not occur. So, the results of the multicollinearity test for this research stated that there was no multicollinearity in the independent variables.

Therefore, in Table 2, each experiential marketing statement item (X1) shows a significance value of less than 0.05, which means the statement item in the experiential marketing variable is declared valid. Then, it can be concluded that all statements in experiential marketing can be used to measure experiential marketing variables. Perceived value statement item (X2) shows a significance value of less than 0.05, which means that the statement item in the perceived value variable is declared valid. Therefore, it can be concluded that all statements in the perceived value variable can be used to measure the perceived value variable. Brand image statement item (X3) shows a significance value of less than 0.05, which means that the statement item in the brand image variable is declared valid. Therefore, it can be concluded that all statements in the brand image variable can be used to measure the brand image variable. Customer satisfaction (Y) statement item shows a significance value of less than 0.05, which means that the statement item in the customer satisfaction variable is declared valid. Therefore, it can be concluded that all statements on the customer satisfaction variable can be used to measure the customer satisfaction variable.

Table 2. Validity test, Reliability Test

Statement	Sig	t	Cronbach's Alpha	Critical Value
Experiential Marketing				
X1.1	0.00	0.831	0.808	0,6
X1.2	0.00	0.833		
X1.3	0.00	0.792		
X1.4	0.00	0.728		
Perceived Value				
X2.1	0.00	0.731	0.706	0,6
X2.2	0.00	0.867		
X2.3	0.00	0.610		
X2.4	0.00	0.741		
Brand Image				
X3.1	0.00	0.647	0.756	0,6
X3.2	0.00	0.705		
X3.3	0.00	0.699		
X3.4	0.00	0.806		
X3.5	0.00	0.711		
Customer satisfaction				
Y1.1	0.00	0.746	0.767	0,6
Y1.2	0.00	0.818		
Y1.3	0.00	0.811		
Y1.4	0.00	0.717		

Source: Primary Data processed from Appendix 3

Based on Table 2, reliability test, the results show that the experiential marketing variable (X1) has a reliability value of 0.808, the perceived value variable (X2) has a reliability value of 0.706. Meanwhile, the brand image variable (X3) has a reliability value

of 0.756 and the customer satisfaction variable (Y) has a reliability value of 0.767. All variables, both independent and dependent variables, have a Cronbach's Alpha value greater than 0.60. This means that all statement items in the questionnaire for all variables are declared reliable.

Table 3. Normality Test

Model	Unstandardized Residual	
N	100	
Normal Parameters ^{a, b}	Mean	0.0000000
	Std. Deviation	1.40047872
Most Extreme Differences	Absolute	0.087
	Positive	0.085
	Negative	-0.087
Test Statistic	0.087	
Asymp. Sig. (2-tailed)	0.060	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Primary Data

Based on Table 3, normality test, it can be seen that the Asym Sig. (2-tailed) is 0.060, which means it is greater than 0.05. This means that the residual data in the research is normally distributed so that the data is suitable for use. Therefore, it is concluded that this research data is normally distributed or the assumption of normality is met.

Table 4. F Test and Determination Coefficient

Model	Sum of Squares	Df	Mean	F	Sig.	R	R ²	Adjusted R ²
Regression	541.460	3	180.487	55.824	0.000 ^b	0.797	0.636	0.624
Residual	310.380	96	3.233					
Total	851.840	99						

Source: Processed Primary Data

Based on Table 4, the coefficient of determination value is 0.624. This means that the independent variables (experiential marketing, perceived value, brand image) are able to influence the dependent variable (customer satisfaction) by 62.4%. Meanwhile, the remaining 37.6% was influenced by other research variables not examined in this study. The calculated f result is 55,824 and f table (with the f test formula: $f(k; n-k) = F(3; 100-3) = f(3; 97) = 2.70$) and Significance value 0.000 at a significance level of 0.05. Thus, the Sig value. $0.000 < 0.05$ and the calculated F value $> F$ table ($55.824 > 2.70$), then H_0 is rejected, and H_a is accepted, it can be concluded that the experiential marketing, perceived value and brand image variables simultaneously have a significant effect on the customer satisfaction variable. The experiential marketing variable (X1) in this study obtained a calculated t value of 4.111 with a significance of 0.00. The significance value is smaller than 0.05. This shows that H_{01} is rejected, H_{a1} is accepted. The results of this hypothesis mean that the experiential marketing variable has a positive and significant effect on customer satisfaction with Mixue Indonesia products. The results of this research are in line with research conducted by Nobar & Rostamzadeh (2018); Cheng et al. (2018); and Wiedmann et al. (2018) states that the experiential marketing variable has a positive and significant effect on customer satisfaction.

The variable perceived value (X2) obtained a calculated t value of 4,832 with a significance of 0.00. The significance value is smaller than 0.05. This shows that H_{02} is rejected, H_{a2} is accepted. The results of this hypothesis mean that the perceived value variable has a positive and significant effect on customer satisfaction with Mixue Indonesia products. The results of this research are in line with research conducted by Kassar & Loureiro (2019); Alzoubi et al. (2020); and Adly (2019) stated that the perceived value variable has a significant effect on customer satisfaction. The brand image variable (X3) obtained a calculated t value of 0.328 with a significance of 0.743. The significance value is greater than 0.05. This shows that H_{03} is accepted, H_{a3} is rejected. The results of

this hypothesis mean that the brand image variable has no effect on customer satisfaction for Mixue Indonesia products. The results of this research contradict previous research conducted by Ashraf et al. (2018); Diputra & Yasa (2021); and Dam (2021) who stated that the brand image variable has a significant effect on consumer satisfaction.

CONCLUSION

Based on the research results and discussions that have been explained, it can be concluded from this research, namely, first, the results of this research can prove that experiential marketing has a positive and significant effect on customer satisfaction. This shows that experiential marketing influences consumers in satisfying Mixue Indonesia customers. Secondly, the results of this research can prove that customer perceived value has a positive and significant effect on customer satisfaction. This shows that customer perceived value influences consumers in Mixue Indonesia customer satisfaction services. Third, the results of this research can prove that Brand Image has no effect on customer satisfaction. This shows that brand image influences consumers in assessing Mixue Indonesia customer satisfaction. Suggestions for companies should be that the company can pay attention and can also improve in terms of service quality, customer perceived value, customer perceived value, and brand image, because in the research the results showed that experiential marketing, customer perception, and this can influence Mixue customer satisfaction in buying it again at Mixue Indonesia. The company can increase the number of sales of Mixue Indonesia products by providing the best service by prioritizing concern for meeting customer needs. The suggestion for further research is to increase the number of samples even more. And if researchers want to use the same variables, it is recommended to use other indicators. The hope is to be able to develop and obtain different research results. It is also highly recommended to use other variables in the research, because there is still potential for other variables outside this research that can influence customer satisfaction.

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