

THE EFFECT OF EXPERIENTIAL MARKETING AND STORE ATMOSPHERE ON CUSTOMER LOYALTY (STUDY ON TM 100 COFFEE CUSTOMERS)

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Abstract

This study aims to determine the effect of experiential marketing and store atmosphere on customer loyalty (study on TM 100 coffee customers). This type of research is quantitative research with an associative approach, that is, the relationship between two or more variables. This study used a sampling technique using the slovin formula with an error rate of 10%. The number of samples taken was 75 respondents who were consumers of TM 100 Coffee. The test equipment used is instrument test, classical assumption test, and hypothesis test. The results of this study show that the experiential marketing variable (X1) has no partial effect on customer loyalty (Y) in TM 100 Coffee. The store atmosphere variable (X2) partially affects customer loyalty (Y) on TM 100 Coffee.

Keywords: *Experiential Marketing, Store Atmosphere, Customer Loyalty*

INTRODUCTION

Customer loyalty has an important role in business. Maintaining them means improving financial performance and maintaining the profitability of your business. This is the main reason companies attract and retain them. The two most important things for a company to maintain customer loyalty are, first of all, the cost of acquiring new customers in a highly competitive environment. The second is the fact that the level of profitability that a company achieves is directly related to its ability to maintain customer loyalty.

Experiential marketing provide opportunities for customers to obtain a series of experiences on brands, products or services that provide sufficient information to make purchasing decisions. Emotional aspects and rational aspects are aspects that marketers want to target through this program and often these two aspects have a tremendous effect on the company.(Andreani, 2015). This experiential marketing activity has been carried out by many business people, one of which is a business in the cafe sector. Business people who are involved in this business are competing with each other to provide satisfaction for consumers and maintain consumer loyalty by offering a variety of attractive food and beverage products.

The company's commitment to supporting or retaining customers is to create an atmosphere that can support the creation of customer satisfaction. A comfortable atmosphere with unique and creative decorations is the main attraction of restaurants and stalls and encourages consumers to visit these restaurants. In fact, it is not uncommon for consumers to choose to eat out just because they like the atmosphere of the restaurant.

The store atmosphere influences the consumer's emotional state, which leads to an increase or decrease in purchases.

The emotional state will create two dominant feelings, namely feelings of pleasure and arousing desires, both arising from psychological sets or sudden desires (impulses). (Sutisna, 2013). The Store Atmosphere can provide a response and create comfort for consumers while enjoying the atmosphere in the store, and in turn can influence consumer purchase intentions.

LITERATURE REVIEW

(Gersom Hendarsono, 2013) In his research, Experiential Marketing consists of 2 words, namely Experience and Marketing. The definition of Experience which means experience are exclusive incidents that occur due to certain stimuli (for example those given by the marketer before & after purchasing goods or services). Whereas (Schmitt, 1999), said Experiential Marketing is the process of offering products and services by the seller to the buyer by providing a stimulus to the buying emotion resulting in a positive experience for the buyer.

Store atmosphere (store atmosphere) is a planned atmosphere that suits the target market and can attract consumers to buy (Kotler, 2016). The broader definition is explained by (Peter and Olson, 2016) which explains that store atmosphere includes broad matters such as the availability of air conditioning (AC), store layout, use of paint colors, use of carpet types, carpet colors, materials for goods storage racks, shelf forms and others. According to (Levi and Weitz, 2013), the atmosphere can be classified into two parts, namely Instore atmosphere and Outstore atmosphere.

According to (Kotler, 2016), states that customer loyalty is a repeat purchase made by a customer because of a commitment to a brand or company. Loyalty according to (Tjiptono, 2019) interpreted repurchase bias is the result of market domination by a company that managed to make its product the only available alternative.

METHOD

Data collection techniques or methods used in this research are interviews and distributing questionnaires. The data source for this research was obtained directly from the original source (not through intermediaries).

Data Analysis Method : According to (Sugiyono, 2019) "A valid instrument means that the measuring instrument used to obtain (measure) data is valid. The questionnaire is said to be valid if the questionnaire statement can reveal or represent the benchmarks of the questionnaire. According to (Ghozali, 2019) argues that, the reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time, in researchers measuring the reliability of a variable by looking at Cronbach Alpha with a significance used greater than 0.70 where a construct or variable is said to be reliable if it provides Cronbach Alpha value > 0.70 .

According to (Ghozali, 2016). The normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal

or abnormal distribution. In the data normality test, it can be done using the one sample Komogorow Smirnov test, namely with the provision that if the significant value is above 5% or 0.05, the data does not have a normal distribution.

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. In a good regression model between independent variables there should be no correlation(Ghozali, 2018). To test whether or not there is multicollinearity in the regression model, it is done by looking at the tolerance value and the variance inflation factor (VIF) value which can be seen from the SPSS output.

- 1) If the tolerance value is > 10 percent and the VIF value is < 10, it can be concluded that there is no multicollinearity between the independent variables in the regression.
- 2) If the tolerance value is <10 percent and the VIF value is > 10, it can be concluded that there is multicollinearity between the independent variables in the regression model.

In this study, the data technique used was multiple linear regression method, where data was collected through interviews, then analyzed using the indicators used. The formula for the method is:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = Customer Loyalty

a = Constant

b = Regression Coefficient Value

X1 = *Experiential Marketing*

X2 = *Store Atmosphere*

e = *Standard error*

According to(Ghozali, 2016)the purpose of the coefficient of determination (R^2) in essence is "To measure how far the model's ability to explain the variation of the independent variables. The value of the coefficient of determination is between zero and one, a small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. Analysis of the coefficient of determination or abbreviated as Kd is obtained by squaring the correlation coefficient, namely:

$$KD = r^2 \times 100\%$$

Information:

KD = Coefficient of Determination

R = Correlation Coefficient

- a. The t test is used to determine the effect of each (independent) variable on the dependent variable partially. Decision making is based on a comparison of the calculated t value and the critical value according to the significant level used, namely 0.05.

- b. Simultaneous test (F test) is to identify work discipline and professionalism on the quality of public service employees of the Bandar Tengah Village Office simultaneously using SPSS.

On the basis of the following conditions:

- a) If $F_{count} > F_{table}$ or $sig < 0.05$, then H_1 is accepted.
 b) If $F_{count} < F_{table}$ or $sig > 0.05$, then H_1 is not accepted.

RESULTS AND DISCUSSION

Content Results and Discussion

Validity Test Results

Y variable			
Statement	rcount	rtable	validity
1	0.682	0.3610	Valid
2	0.495	0.3610	Valid
3	0.501	0.3610	Valid
Experiential Marketing Variable (X1)			
Statement	rcount	rtable	validity
1	0.653	0.3610	Valid
2	0.575	0.3610	Valid
3	0.425	0.3610	Valid
4	0.603	0.3610	Valid
5	0.512	0.3610	Valid
Variable Store Atmosphere (X2)			
Statement	rcount	rtable	validity
1	0.825	0.3610	Valid
2	0.741	0.3610	Valid
3	0.786	0.3610	Valid
4	0.659	0.3610	Valid

Based on the table above, it can be concluded that all statements for each variable are declared valid.

Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Customer Loyalty Variable (Y)	0.633	0.6	Reliable
Experiential Marketing Variable (X1)	0.702	0.6	Reliable
Variable Store Atmosphere (X2)	0.797	0.6	Reliable

Based on the reliability test using Cronbach Alpha, all research variables are reliable/reliable because CronbachAlpha is greater than 0.6, so the results of this study

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indicate that the measurement tools in this study have fulfilled the reliability test (reliable and can be used as a measuring tool).

One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			75
Normal Parameters, b	Means		.0000000
	std. Deviation		1.48702308
Most Extreme Differences	absolute		.122
	Positive		.051
	Negative		-.122
Test Statistics			.122
asymp. Sig. (2-tailed)			.008c
Monte Carlo Sig. (2-tailed)	Sig.		.280d
	99% Confidence Intervals	Lower Bound	.146
		Upper Bound	.414

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 75 sampled tables with a starting seed of 2000000.

From the output in the table it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.280. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

Multicollinearity Test Results

Coefficientsa

Model		correlations			Collinearity Statistics	
		Zer	parti	Pa	toleran	VIF
1	(Constant)					
	EXPERIENTIAL MARKETING	.47	.195	.15	.673	1,48
	ATMOSPHERE STORE	.59	.454	.40	.673	1,48

a. Dependent Variable: CUSTOMER LOYALTY

Based on the table it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Glejser Test Results

Coefficientsa

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Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Betas			
1	(Constant)	1,068	.939			1.138	.259
	EXPERIENTIAL MARKETING	.024	.049	.070		.487	.628
	ATMOSPHERE STORE	-.023	.060	-.055		-.383	.703

a. Dependent Variable: ABS_RES

The Glejser test results show a significant value of the Experiential Marketing variable (X1) of 0.628 and the Store Atmosphere variable (X2) of 0.703 where all significance is greater than 0.050 so that it can be concluded that there are no symptoms of heteroscedasticity in this research model.

Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	std. Error	Betas	
1	(Constant)	2,449	1,548		
	EXPERIENTIAL MARKETING	.135	.080	.190	
	ATMOSPHERE STORE	.425	.098	.488	

a. Dependent Variable: CUSTOMER LOYALTY

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + \epsilon$, so that the equation is obtained: $Y = 2.449 + 0.135 X_1 + 0.425 X_2$

Coefficient of Determination

Summary modelb

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
				R Square Change	F	Sig.
1	.364	.364	1.50753	.381	22.158	.000

a. Predictors: (Constant), STORE ATMOSPHERE, EXPERIENTIAL MARKETING

b. Dependent Variable: CUSTOMER LOYALTY

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Based on the table, it can be seen that the value of the adjusted R square is 0.364 or 36.4%. This shows that the Experiential Marketing variable (X1) and the Store Atmosphere variable (X2) can explain the Y variable by 36.4%, the remaining 63.6% (100% - 36.4%) is explained by other variables outside the research model This.

Partial Test (t)

Coefficientsa

Model		Unstandardize		Standardi		t	g.	Si
		B	Error	Betas	zed Coefficients			
1	(Constant)	2,4	1,5			1,5		.1
		49	48			82	18	
	EXPERIENTI	.13	.080	.190		168		.09
	AL MARKETING	5				5	6	
	ATMOSPHE	.42	.09	.488		4,3		.0
	RE STORE	5	8			21	00	

a. Dependent Variable: CUSTOMER LOYALTY

- a. Hypothesis Test of the Effect of Experiential Marketing Variable (X1) on Customer Loyalty Variable (Y)

From the table it is obtained that the tcount is 1.685 With $\alpha = 5\%$, ttable (5%; 75-2 = 73) obtained a ttable value of 1.993 From this description it can be seen that tcount (1.685) < ttable (1.993), as well as the significance value of 0.096 < 0.05, meaning the Experiential Marketing variable (X1) has no effect to the variable Customer Loyalty (Y)

- b. Hypothesis Test of the Effect of Store Atmosphere Variable (X2) on Variable (Y)

From the table, the tcount value is 4.321 with $\alpha = 5\%$, ttable (5%; 75-2= 73, the ttable value is 1.993. From this description it can be seen that tcount (4.321) > ttable (1.993), and the significance value is 0.000 < 0.05, that is the Store Atmosphere variable (X2) has an effect on the variable Customer Loyalty (Y).

Simultaneous Test Results (F)

ANOVAa

Model		Sum	D	MeanSqua	F	Sig.
		of Squares	f	re		
1	Regressi	100,71	2	50,358	22.15	.000
	on	5			8	b
	residual	163,63	7	2,273		
		2	2			
	Total	264,34	7			
		7	4			

a. Dependent Variable: CUSTOMER LOYALTY

- b. Predictors: (Constant), STORE ATMOSPHERE, EXPERIENTIAL MARKETING

From the table, the Fcount value is 22.158. With $\alpha = 5\%$, dk quantifier: k, dk denominator: 75-2-1 (5%; 2; 72) the Ftable value is 3.12. From this description it can be seen that Fcount (22.158) > Ftable (3.12), and a significance value of 0.000 < 0.05, meaning the Experiential Marketing variable (X1) and the Store Atmosphere variable (X2) have a simultaneous effect on the Customer Loyalty variable (Y).

Contents of Discussion Results

1. Effect of Experiential Marketing (X1) on Customer Loyalty (Y)

In this study, researchers used 5 indicators of Experiential Marketing proposed by, namely Sense/Five Indras, Feel/Feelings, Think/Think, Act/Action, and Relate/Relationship. The relationship in this study cannot fully influence customer loyalty and customer loyalty can be influenced by other factors such as service quality, price, and taste which are not discussed in this study.

2. Effect of Store Atmosphere (X2) on Customer Loyalty (Y)

It can be seen from the results of the tests conducted in this study which explain that the store atmosphere variable has a positive and significant effect on customer loyalty. Based on the table in statements 1, 2 and 3, the majority of respondents agree that the design, lighting and atmosphere at Kopi TM 100 are comfortable and cool so that consumers are interested in visiting again.

3. Effect of Experiential Marketing (X₁) and Store Atmosphere (X₂) on Customer Loyalty (Y)

The results showing that the Experiential Marketing and Store Atmosphere variables jointly affect the Customer Loyalty variable can be seen in the results of the simultaneous test (F test) and the coefficient of determination test (R²). Meanwhile the test results of the coefficient of determination show an R value of 0.617, where the value of this coefficient shows the relationship between Experiential Marketing and Store Atmosphere on Customer Loyalty and the Adjusted R Square value indicates that Experiential Marketing and Store Atmosphere contribute together by 36.4% in influencing the variable Customer Loyalty.

CLOSING

Conclusion

1. The Experiential Marketing variable does not significantly influence Customer Loyalty by Kopi TM 100 customers,
2. The Store Atmosphere variable has a significant effect on Customer Loyalty by Kopi TM 100 customers
3. The Experiential Marketing and Store Atmosphere variables have a simultaneous effect on Customer Loyalty by TM 100 Coffee Customers.

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