The Effect of Experiential Marketing, Store Atsmosphere, Product Quality and Service Quality on Customer Satisfaction at Café Rosella

by ennyistanti 1

The effect experiential marketing, store atsmosphere, product and service on satisfaction

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A R T I C L E I N F O

ABSTRACT

Café Rosella is a cafe located in the city of Porong, Sidoarjo, which offers a unique concept and provides a variety of food and drinks suitable for students or people who are enjoying their time. However, there are some problems that are not considered, such as inadequate parking facilities, poor toilet cleanliness, loud music, unfriendly employee service, long employee service. The purpose of this study was to analyze the influence of Experiential Marketing, Store Atsmosphere, Product Quality and Service Quality on Consumer Satisfaction. This type of research is quantitative research. The method used in this research is purposive sampling by distributing questionnaires. Based on the results of the study, it shows that the independent variables, namely Experiential Marketing, Store Atmosphere, Product Quality and Service Quality, have a positive simultaneous effect on customer satisfaction. Partially, the Experiential Marketing variable has no effect on customer satisfaction. Store Atmosphere has a partial effect on consumer satisfaction. Product quality variable has a partial effect on consumer satisfaction. The service quality variable has a partial effect on customer satisfaction. Product quality variable has a partial effect on consumer satisfaction. The service quality variable has a partial effect on customer satisfaction. Product quality variable has a partial effect on consumer satisfaction. The service quality variable has a partial effect on customer satisfaction.

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INTRODUCTION

Café Rosella is a cafe located in the city of Porong, Sidoarjo which offers a unique concept in the appearance of its shop and provides a variety of food and drinks suitable for students or the public who are enjoying their time relaxing or just chatting with their friends. The lifestyle of today's people who like to relax outside the home, just to enjoy the atmosphere outside the home with friends or family is taken into consideration for Café Rosella to open a food service that provides relaxed food and drinks. Apart from the concept and the various menus offered, there are some things that are lacking in Café Rosella which were obtained based on the results of interviews with several

customers who have made purchases such as parking facilities that are not spacious & inadequate so that customers who visit have difficulty parking or picking up their motorbikes, they are always in a hurry with other motorbikes, toilet cleanliness is not maintained, customers often find paper towels and cigarette butts in the toilet, the sound of music is too loud so that customers who chat with their friends have to sound a little loud so they can be heard, unfriendly employee service, often found service only takes orders, did not greet customers and did not welcome customers, long employee service so that customers who ordered food and drinks had to wait a long time before they could enjoy the order.

The purpose of this study was to analyze the influence of Experiential Marketing, Store Atsmosphere, Product Quality and Service Quality on Consumer Satisfaction. The definition of experiential marketing according to (Andreani, 2017) is a business that is used by companies or marketers to package products so that they are able to offer emotional experiences that touch the hearts and feelings of consumers, store Atmosphere according (Weits, 2014)refers to the design of the environment through visual communication, lighting, color, music, and smell to stimulate consumer perceptual and emotional responses and ultimately influence purchase behavior. According to (Sumarwan, 2014), product class is the most extensive level of product knowledge, which includes some form, brand, or model. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. (Algifari, 2016). According to (Lovelock, 2012) ToSatisfaction is an attitude that is decided based on the experience gained.

Previous research that underlies this research is research conducted by Imanuddin(Hasby, 2020)with the title The Influence of Store Atmosphere, Experiential Marketing and Service Quality on Customer Satisfaction at Kurnia Lamongan Restaurant. (Prasastono, 2012) with the title The Effect of Experiential Marketing, Product Quality and Service Quality on Consumer Satisfaction Kentucky Fried Chicken Semarang. (Abdurrohman, 2017) with the title The Influence of Experiential Marketing on Customer Satisfaction Eiger Adventure Flagship Store Jalan Sumatra Bandung. (Rismawati, 2020) with the title The Effect of Store Atmosphere and Experiential Marketing on Customer Satisfaction Waroeng Setiabudhi Cihampelas. (Sinaga, 2013) with the title The Influence of Experiential Marketing on Consumer Satisfaction. (Christian, 2017) with the title The Influence of Store Atmosphere and Quality of Service on Loyalty Through Customer Satisfaction at Employee Multi-Purpose Cooperative Stores. (Anwar, 2022) with the title Customer perceptions of service quality at BMT yadika bangil. (Suriyok, 2022) Analysis of Marketing Strategy in an Effort to Increase Number of New Student Admissions. (Saifudin, 2017) The Impact of Creativity and Innovation on Increasing Micro Enterprise Income at PKL Gading Fajar Sidoarjo.

RESEARCH METHOD

The population in this study were Cafe Rosella customers. The sampling technique used was purposive sampling, namely a sampling technique with certain criteria, namely Cafe Rosella customers who made purchases more than once as many as 43 respondents. There are 2 sources of data in this study, namely: Primary data, original data sources without going through an intermediary media. Secondary data is research data obtained by researchers indirectly through intermediary media such as literature, previous research journals. As for data collection techniques through interviews, questionnaires, observation and literature study.

Reliability Test

Reliability 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 (Ghozali, 2016).

Validity test

In research the validity test is used to measure the legitimacy or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2016).

Classic assumption test

In regression analysis research there may be problems in fitting the predictive model to the model included in the data set. This problem can be tested with the classical assumption test.

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016).

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. A good regression model should not have a correlation between the independent variables (Ghozali, 2016).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. One way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID (Ghozali, 2016).

Multiple Linear Analysis

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \qquad (1)$$

Source: Research Data for 2022

Determination Coefficient Analysis (R2)

$$R^2 = 1 - \frac{SS\ Eror}{SS\ Total} = 1 - \frac{\sum(y^1 - \dot{y}^1)^2}{\sum(y^1 - \dot{y})^2} \qquad (2)$$

Source: Research Data for 2022

Hypothesis test
Simultaneous Test (F-Test)

In this study, the simultaneous test (F test) is used to examine if the independent variables simultaneously or together have a significant influence on the dependent variable.

Partial Test (Test t – Test)

Partial test (t test) is used to test the significant relationship between X and Y variables, whether the variables X1, X2, X3, X4 (Experiential Marketing, Store Atsmosphere, Product Quality, Service Quality) really affect Y (Customer Satisfaction) in a separate or partial.

RESULTS AND DISCUSSIONS

Results of Data Analysis
Validity test

Table 1. Experiential marketing variable validity test (X1)				
Item-Total Statistics				
Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

Item-Total Statistics				
X1.1	16.4884	4,589	.627	.510	.739
X1.2	16.7674	4,230	.808	.659	.681
X1.3	16.6512	5.185	.422	.592	.799
X1.4	16.7674	4,564	.661	.615	.729
X1.5	16.6744	4,653	.423	.546	.816

Source: SPSS Output Data 25.00 processed in 2022

In the data table above, it can be concluded that the results of the analysis of the value of the Experiential Marketing variable fulfill the validity test and can be said to be valid.

Table 2. Test the validity of variable store atsmosphere (X2)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.9767	2,642	.622	.443	.629
X2.2	12.0930	2,610	.633	.437	.622
X2.3	12.2558	2,862	.395	.170	.760
X2.4	12.1628	2,711	.500	.281	.697

Source: SPSS Output Data 25.00 processed in 2022

In the data table above, it can be concluded that the results of the analysis of the value of the Store Atmosphere variable fulfill the validity test and can be said to be valid.

Table 3. Product quality variable validity test (X3)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	11.9070	2,944	.671	.606	.655
X3.2	11.9535	3,617	.429	.307	.790
X3.3	11.8605	3,790	.421	.528	.788
X3.4	11.8605	3.218	.831	.756	.595

Source: SPSS Output Data 25.00 processed in 2022

In the table data above, it can be concluded that the results of the analysis of the value of the Product Quality variable fulfill the validity test and can be said to be valid.

Table 4. Test the validity of service quality variables (X4)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	11.8605	3,409	.594	.373	.771
X4.2	11.7907	3,788	.675	.471	.725
X4.3	11.8605	3,837	.685	.484	.722
X4.4	11.7907	4,027	.535	.300	.788

Source: SPSS Output Data 25.00 processed in 2022

In the table data above, it can be concluded that the results of the analysis of the value of the Service Quality variable fulfill the validity test and can be said to be valid.

Table 5. Test the validity of consumer satisfaction variable (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	12.0233	4,071	.617	.753	.755
Y1.2	11.9302	4.162	.582	.627	.771
Y1.3	11.8372	4,520	.536	.470	.792
Y1.4	12.1395	3,171	.760	.803	.678

Source: SPSS Output Data 25.00 processed in 2022

In the table data above, it can be concluded that the results of the analysis of the value of the Consumer Satisfaction variable fulfill the validity test and can be said to be valid.

Reliability Test

Table 6. Experiential marketing variable reliability test (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.794	.804	5

Source: SPSS Output Data 25.00 processed in 2022

Based on the results of the analysis of the value of the Experiential marketing variable (X1) it fulfills the reliability test and can be said to be reliable

Table 7. Store atmosphere variable reliability test (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.738	.745	4

Source: SPSS Output Data 25.00 processed in 2022

Based on the results of the analysis of the value of the Store atmosphere variable (X2) it fulfills the reliability test and can be said to be reliable.

Table 8. Product quality variable reliability test (X3)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.780	4

Source: SPSS Output Data 25.00 processed in 2022

Based on the results of the analysis of the value of the Product Quality variable (X3) it fulfills the reliability test and can be said to be reliable.

Table 9. Service quality variable reliability test (X4)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.808	4

Source: SPSS Output Data 25.00 processed in 2022

Based on the results of the analysis of the value of the Service Quality variable (X4) it fulfills the reliability test and can be said to be reliable.

Table 10. Reliability test of consumer satisfaction variable (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.802	4

Source: SPSS Output Data 25.00 processed in 2022

Based on the results of the analysis of the value of the Consumer Satisfaction variable (Y), it meets the reliability test and is said to be reliable

Classic assumption test
Multicollinearity Test

Table 11. Multicollinearity test results

Coefficientsa

Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	X1	.309	3,236
	X2	.231	4,324
	X3	.116	8,629
	X4	.134	7,482

Source: SPSS Output Data 25.00 processed in 2022

From the test results it was found that the overall tolerance value was greater than 0.1 so it could be concluded that there was no multicollinearity between the independent variables.

Heteroscedasticity Test
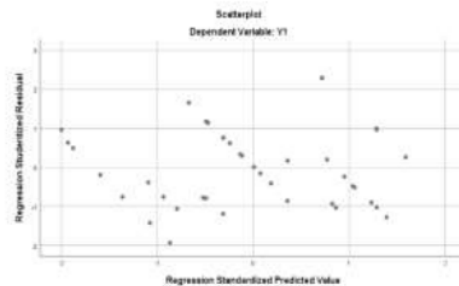
Figure 3. Heteroscedasticity test
Source: SPSS Output Data 25.00 processed in 2022

From Figure 3 it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity and is suitable for use in research.

Normality test
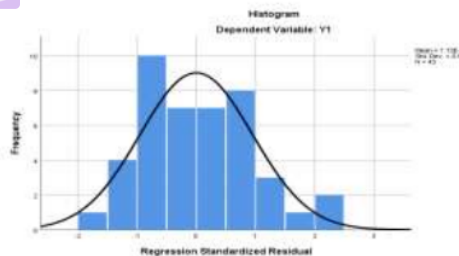
Figure 4. Histogram display normal curve
Source: SPSS Output Data 25.00 processed in 2022

The data in curve 4 is indeed a bitcondong but not significant, so that the variable data of Experiential Marketing (X1), Store Atmosphere (X2), Product Quality (X3), Service Quality (X4) and Consumer Satisfaction (Y) pass the normal test.
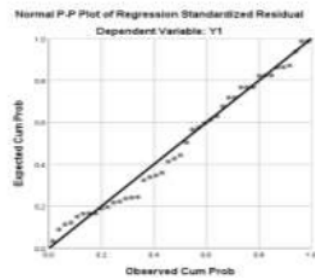
Figure 5. Normal probability plots
Source: SPSS Output Data 25.00 processed in 2022

The data in Figure 5 can be seen that the plotting in the figure follows a diagonal line, it can be concluded that all data is normally distributed.

Multiple Linear Regression Equation Analysis

Table 12. Multiple linear regression equation analysis

| | | Coefficientsa | | |
| | | Unstandardized Coefficients | | Standardized Coefficients |
Model		B	std. Error	Betas
	(Constant)	.134	.351	
	X1	-.156	.139	-.127
1	X2	.129	.160	.105
	X3	.586	.202	.538
	X4	.423	.177	.411

Source: SPSS Output Data 25.00 processed in 2022

From the results of multiple linear regression analysis, the equation Y = 0.134 - 0.156X1 + 0.129X2 + 0.586X3 + 0.423X4 + e
The results of the explanation of the multiple linear regression equation are:
1. *Experiential Marketing*(X1), Store Atsmosphere (X2), Product Quality (X3), Service Quality (X4) equals 0, so the variable Y is 0.134.
2. If X1 (Experiential Marketing) is considered 1 then the equation Y = 0.134 - 0.156 will be obtained. This means that if X1 increases by 1 level, Consumer Satisfaction will decrease by 0.156.
3. If X2 (Store Atsmosphere) is considered 1 then the equation Y = 0.134 + 0.129 will be obtained. This means that if X2 goes up 1 level then Consumer Satisfaction increases by 0.129.
4. If X3 (Product Quality) is considered 1 then the equation Y = 0.134 + 0.586 will be obtained. This means that if X3 rises 1 level then managerial performance increases by 0.586.
5. If X4 (Quality of Service) is considered 1 then the equation Y = 0.134 + 0.423 will be obtained. This means that if X4 rises 1 level then managerial performance increases by 0.423

Analysis of the Coefficient of Determination (R2)

Table 13. Coefficient of determination
Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.922a	.849	.833	.26302

Source: SPSS Output Data 25.00 processed in 2022

The results of the regression calculation are 0.833, this means that 83.3% of the variable consumer satisfaction is influenced by the independent variables namely Experiential Marketing (X1), Store Atsmosphere (X2), Product Quality (X3), Service Quality (X4) while the remaining is 16.7% explained by other factors such as those not explained in the study such as prices, discounts, etc.

Hypothesis test
Hypothesis I (F Test / Simultaneous)

Table 14. Hypothesis testing results I (F Test / Simultaneous)

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	14,807	4	3,702	53,508	.000b
	residual	2,629	38	.069		
	Total	17,436	42			

Source: SPSS Output Data 25.00 processed in 2022

Based on the calculation, the calculated F value is 53,508. While the F table (df1 = 4 and df2 = 38) is 2.62 with a significant level (a) of 0.05 and sig F of 0.000. So it can be concluded that the independent variables Experiential Marketing (X1), Store Atsmosphere (X2), Product Quality (X3), Service Quality (X4) have a significant effect on consumer satisfaction (Y) together.

Hypothesis II (T / Partial Test)

Table 15. Results of hypothesis testing II (T / Partial Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	.134	.351		.382	.705
	X1	-.156	.139	-.127	-1,121	.269
	X2	.129	.160	.105	.802	.428
	X3	.586	.202	.538	2,908	006
	X4	.423	.177	.411	2,385	022

Source: SPSS Output Data 25.00 processed in 2022

Based on the calculation, the t table value is 2.02269 (df residual = 43) nk / 43-4 = 39. with a significant level (a) of 0.05. And obtained the following results:

1. Pada variable Experiential Marketing (X1) has a t count value < t table ie-1.121 < 2.02269 and sig > a which is 0.269 > 0.05, it is concluded that Ho is accepted and Ha is rejected so that it is explained that there is no partial insignificant effect on consumer satisfaction (Y).
2. Pada variable Store Atmosphere (X2) has a t count value < t table ie 0.802 < 2.02269 and sig > a which is 0.428 > 0.05, it is concluded that Ho is rejected and Ha is accepted so that it is explained that there is a partially insignificant effect on consumer satisfaction (Y).
3. Pada variable product quality (X3) has a t count > t table, namely 2,908> 2.02269 and sig < a, namely 0.006 < 0.05, it is concluded that Ho is rejected and Ha is accepted so that it is explained that there is a positive and partially significant effect on consumer satisfaction (Y).
4. Pada variable service quality (X4) has a t count > t table, namely 2,385> 2.02269 and sig < a, namely 0.022 < 0.05, it is concluded that Ho is rejected and Ha is accepted so that it is explained that there is a positive and partially significant effect on consumer satisfaction (Y).

Discussions

Based on the research results from the analysis of hypothesis testing I that Experiential Marketing (X1), Store Atmosphere (X2) product quality (X3) and service quality (X4) simultaneously have a significant effect on Consumer Satisfaction (Y), as evidenced by the value of F count > F table, namely 53,508 > 2.62 and sig F < level of significance (a), namely 0.000 < 0.05. From the results of the analysis of testing the second hypothesis that Experiential Marketing(X1), Store Atmosphere (X2) product quality (X3) and service quality (X4) of the four variables, it can be seen that there are two variables that have a significant effect on customer satisfaction (Y) as evidenced by the t count > t table or sig t < level of significance (a) for each variable, namely:

1. Experiential Marketing Variable (X1) has a t count value < t table ie-1.121 < 2.02269 and sig > a which is 0.269 > 0.05, which means that there is no partial insignificant effect. Because based on the profiles of respondents in the education table, in the education table most are high school, where consumers with high school education do not see the Café experience but are more likely to see the cheap prices of a Café, so they cannot satisfy consumers.

2. Variable Store Atmosphere (X2) has a t count value < t table ie 0.802 < 2.02269 and sig > a, namely 0.428 > 0.05, which means that there is a partially insignificant positive effect. Because based on the profile of respondents in the table of gender and education, in the table the most gender is male and the education table is mostly high school, where male consumers and those with high school education do not see the Café atmosphere but are more likely to see cheap prices and fast service because most male consumers don't want to wait long from a Café, so they can't satisfy consumers, so it has an effect but not significant on customer satisfaction.

3. Product Quality Variable (X3) has a t count > t table, namely 2,908> 2.02269 and sig < a, namely 0.006 < 0.05, which means that there is a positive and significant effect partially. Because the quality of Café Rosella's products always maintains the quality of the ingredients used and the taste of the products according to the prices and wishes of consumers, so that they can satisfy consumers.

4. Service Quality Variable (X4) has a t count > t table, namely 2,385> 2.02269 and sig < a, namely 0.022 < 0.05, which means that there is a positive and significant effect partially. Because the service quality of Rosella Café is very good in terms of speed of serving, friendliness of waiters and cashier services, so that consumers like to visit again to satisfy consumers.

CONCLUSION

From the discussion that has been described, it can be concluded as follows: **1)** The results show that the independent variables Experiential Marketing (X1), Store Atmosphere (X2), Product Quality (X3) and Service Quality (X4) have a significant effect on consumer satisfaction (Y) together. The results show that the Experiential Marketing variable (X1) has no partially insignificant effect. Because based on the profiles of respondents in the education table, in the education table most are high school, where consumers with high school education do not see the Café experience but are more likely to see the cheap prices of a Café, so they cannot satisfy consumers. 2) The results show that the Store Atmosphere Variable (X2) has a partially insignificant positive effect. Because based on the profile of respondents in the table of gender and education, in the table the most gender is male and the education table is mostly high school, where male consumers and those with high school education do not see the Café atmosphere but are more likely to see cheap prices and fast service because most male consumers don't want to wait long from a Café, so they can't satisfy consumers, so it has an effect but not significant on customer satisfaction. 3) The results show that the Product Quality Variable (X3) has a partially positive and significant effect. Because the quality of Café Rosella's products always maintains the quality of the ingredients used and the taste of the products according to the prices and wishes of consumers, so that they can satisfy consumers. 4) The results show that the Service Quality Variable (X4) has a partially positive and significant effect. Because

the service quality of Rosella Café is very good in terms of speed of serving, friendliness of waiters and cashier services, so that consumers like to visit again to satisfy consumers.

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Article Error You may need to remove this article.

Proper Noun If this word is a proper noun, you need to capitalize it.

Missing "," You may need to place a comma after this word.

Article Error You may need to use an article before this word. Consider using the article **a**.

Article Error You may need to remove this article.

Proper Noun If this word is a proper noun, you need to capitalize it.

Missing "," You have a spelling or typing mistake that makes the sentence appear to have a comma error.

S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.

Wrong Article You may have used the wrong article or pronoun. Proofread the sentence to make sure that the article or pronoun agrees with the word it describes.

Run-on This sentence may be a run-on sentence. Proofread it to see if it contains too many independent clauses or contains independent clauses that have been combined without conjunctions or punctuation. Look at the "Writer's Handbook" for advice about correcting run-on sentences.

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

Sentence Cap. Remember to capitalize the first word of each sentence.

S/V This subject and verb may not agree. Proofread the sentence to make sure the subject agrees with the verb.

Wrong Article You may have used the wrong article or pronoun. Proofread the sentence to make sure that the article or pronoun agrees with the word it describes.

Missing "," You may need to place a comma after this word.

Frag. This sentence may be a fragment or may have incorrect punctuation. Proofread the sentence to be sure that it has correct punctuation and that it has an independent clause with a complete subject and predicate.

P/V You have used the passive voice in this sentence. Depending upon what you wish to emphasize in the sentence, you may want to revise it using the active voice.

Article Error You may need to use an article before this word.

Missing "," You may need to place a comma after this word.

Article Error You may need to use an article before this word. Consider using the article **the**.

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Proofread This part of the sentence contains a grammatical error or misspelled word that makes your meaning unclear.

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Article Error You may need to remove this article.

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Wrong Article You may have used the wrong article or pronoun. Proofread the sentence to make sure that the article or pronoun agrees with the word it describes.

Confused You have used **a** in this sentence. You may need to use **an** instead.

Article Error You may need to use an article before this word. Consider using the article **the**.

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Prep. You may be using the wrong preposition.

Missing "," You may need to place a comma after this word.

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