



# THE INFLUENCE OF EXPERIENTIAL MARKETING, CUSTOMER VALUE, AND TRUST ON CUSTOMER SATISFACTION AT WARUNG KOPI KLOTOK, KALIURANG, YOGYAKARTA

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## ABSTRACT

*This research aims to determine the effect of Experiential marketing, Customer Value, and Customer Trust on Customer Satisfaction at Warung Kopi Klotok, Kaliurang, Yogyakarta. The data collection method uses a questionnaire method. The sampling technique in this study was purposive sampling technique based on certain criteria, namely people who have visited and made purchases at Warung Kopi Klotok with a sample size of 100 respondents. The data analysis technique used in this study is the validity and reliability instrument test. The data were analyzed using the classical assumption test and feasibility test. The results showed: (1) experiential marketing has a positive and significant effect on customer satisfaction, (2) customer value has a positive and significant effect on customer satisfaction, (3) trust has a positive and significant effect on customer satisfaction.*

**Keywords:** *experiential marketing, customer value, trust, customer satisfaction*

## 1. Introduction

Indonesia is the country that is famous for being the best coffee producer in the world. Currently the development of coffee cultivation in Indonesia continues to experience tremendous progress. This can be seen from how some of Indonesia is known as the best coffee producer in the world such as in Lampung which has a type of robusta coffee. Sumatra Island is considered to be the largest producer of high quality coffee that has a high existence abroad. These types of coffee include North Sumatra sidikalang coffee, Mandailing coffee, Mayagayo air conditioning coffee and South Sumatra coffee.

Abundant coffee in Indonesia has become a mandatory drink for some Indonesians. Yogyakarta is one of the regions that has many coffee shops in it. In this region we find almost every corner of Yogyakarta city many places gathered on the edge of the road such as angkringan, coffee jos and others. This existence actually supports the increase in coffee business in Yogyakarta. The competition of the copies in Yogyakarta is great because it is a region that is intended by many consumers.

Warung Kopi Klotok is one of the coffee shops that are rising in Yogyakarta exactly in Kaliurang. Warung Kopi Klotok has an appeal in terms of presentation still using traditional impressions that make visitors feel comfortable, in addition to coffee food is also not less interesting because it is served in a good home concept, the attraction that makes Warung Kopi Klotok a destination. This is what differentiates Warung Kopi Klotok in absorbing its own market share by daring to display the originality and authentic atmosphere of the village to attract consumers. Consumers who come diverse from surrounding residents, students, local tourists, artists, public figures and officials also visit this Warung Kopi Klotok.

Customers who come will be given a lot of knowledge about Indonesian culture. Unique and distinctive interior design, clean, neat environment, and friendly and fast-serve officers can provide a unique experience for each customer. Experiential Marketing is useful in creating customer satisfaction because the company can touch the emotions of each customer over the experience that has been felt. Consumer experience in consuming goods and services is closely related to the concept of experiential marketing. According to Kertajaya (2010) in Nafiah & Trihudiyatmanto (2021:64) Experiential marketing is a marketing concept that aims to shape loyal customers by touching customers' emotions by creating positive experiences and a positive feeling of their services and products. Warung Kopi Klotok applies experiential marketing as a way to make customers get a good experience. Customers who come will be given a unique experience in enjoying food. The concept of dining experience in rural style houses with the simplicity of Javanese home cuisine cooked with traditional firewood furnaces. Ancient building shaped without ceiling, visitors queue food at once can enjoy food in the dining room, in the front yard of the stall or in the yard of the owner's house face to face with rice fields. This is the difference between Warung Kopi Klotok Kaliurang and other Warung Kopi Klotok.

According to Slater and Narver (2000:) in Hairiah, Saroh & Hardati (2020:331) Customer value is the result that customers obtain in terms of greater value of the product or service offered in the customer cost life cycle. Customer value has a significant influence on customer satisfaction of Warung Kopi Klotok Kaliurang. The values Kopi Klotok offers, such as the distinctive coffee flavor, a beautiful rural atmosphere, and staff friendliness, can improve customer satisfaction and encourage them to come back again.

According to Imanda and Nuridin (2018) in Pringgadini & Basiya (2022:575) trust is the willingness of one party to accept risks from another based on belief and expectation that the other party will give treatment according to what it wants, although both parties do not know each other and can establish relationships in the long run. Trust is clearly useful and important to build customer satisfaction. Trust by customers is always associated with the level of satisfaction they get. Customer trust is an important factor that can affect customer satisfaction of Warung Kopi Klotok Kaliurang. Kopi Klotok builds trust by providing quality service and quality of visitor experience and providing special experiences without burdening visitors pockets. Reviews on Google can be an important source of information for customers to build trust in Kopi Klotok.

Research Dewi, Kumadji & Mawardi (2015) that experiential marketing has a significant influence on customer satisfaction. Khasanah Research (2015) produced customer value variables have the most influence on customer satisfaction by consumers among other free variables studied. This is a supportive influence between trust and customer satisfaction such as research conducted by Pratiwi (2015) and Assalafy (2019) which found that there is a positive and significant influence on customer satisfaction.

This research will conduct testing of several variables that can affect Customer Satisfaction. Variables in this study are Experiential Marketing, Customer Value, and Trust.

- a. Does experiential marketing affect customer satisfaction?
- b. Does customer value affect customer satisfaction?
- c. Does trust affect customer satisfaction?

Based on the formulation of the problem that has been outlined, then the purpose of this research is:

- a. To know the influence of experiential marketing on customer satisfaction.
- b. To know the impact of customer value on customer satisfaction.
- c. To know the influence of trust on customer satisfaction.

## **2. Literature Review**

### *2.1 Experiential Marketing*

According to Kertajaya (2010: 23) in Susanti, Welsa, and Cahyani (2021: 52) states that experiential marketing is a marketing concept that aims to shape loyal customers by touching customers' emotions by creating positive experiences and a positive feeling for their services and products. Experiential marketing is effective for marketers to build brand awareness, brand perception, brand equity, and brand loyalty to purchase decision from consumers. According to Smilansky (2018) experiential marketing is the process of identifying and satisfying consumer needs and profitable aspirations, involving consumers through two-way communication that can read brand personality to live to add to the value of consumers' targets. According to Smith & Hanover (2016:31) experiential marketing is the experience of creating emotions that encourage people to respond to each other and feel like they act in a certain way.

### *2.2 Customer Value*

According to Woodruff (1997) in Krisnanto & Yulianthini (2021:76) customer value is the perceived choice of customers and evaluation of product attributes, attributes performance and consequences arising from the use of products to achieve consumer goals and intentions when using the product. The relationship of customer value to customer satisfaction is also associated with customer value as customer perception of the desired consequences of the product's use. Furthermore, it can also define customer value as customer perception of the desired consequences of the use of a product. According to Perwira et.al., (2016) customer value is the value of customer after feeling the benefits of positive or negative value products. Customer value is based on the difference between which customers have and which customers provide as possible different options. Means-End Chain, a simple knowledge structure that contains the attribute of consequences and values regarding product usability (Smith and Mark, 2007).

### *2.3 Trust*

According to Sangadji and Sopiah (2013:201) in Hasanuddin & Wahono (2020:41), it states that trust is the power of knowledge possessed by consumers and all that consumers make that the product has objects, attributes, and benefits. Trust is clearly useful and important to build customer satisfaction and relationships. Factors that make up trust are trust value, reliance reliance and quality of communication. On good communication in trust will lead to customer satisfaction. Trust by customers is always associated with the level of satisfaction they get. In this case, the higher the sense of trust the customer feels, the higher the satisfaction obtained (Ball and Machas, 2004).

### *2.4 Customer Satisfaction*

According to Kotler and Keller (2012) in Febrini, Widowati and Anwar (2019:38), customer satisfaction occurs when customer expectations are appropriate or can be met by performance or approach are met can even exceed customer expectations. A customer is someone who continuously and repeatedly comes to the same place to satisfy his desire by having a product or getting a service and paying for the product or service. In Suryadana & Octavia, (2015) there are three methods that can be used to measure the height of customer satisfaction: conduct periodic surveys, measure customer loss rate by directly observing the consumer who becomes a permanent customer, store information from customers. Customer satisfaction is a consequence of the comparison made by customers who compare between the levels of perceived benefits to the benefits expected by customers.

### 2.5 Hypothesis Development

In the present condition, experiential marketing is a marketing concept that aims to shape loyal consumers by touching their emotions and giving positive feelings for products and services, Kartajaya (2004) dalam Febrini et.al., (2019:38). Experiential Marketing is in fact more than just providing customers with information and opportunities to gain experience of the benefits of the product or service itself but also evokes emotions and feelings that impact customer satisfaction (Hamzah, 2007). Experiential marketing strategies that marketers use to shape memorable experiences for consumers. From the foundation of the theory exposed, it can be proposed hypotheses

$H_1$ : Experiential Marketing partially affects customer satisfaction

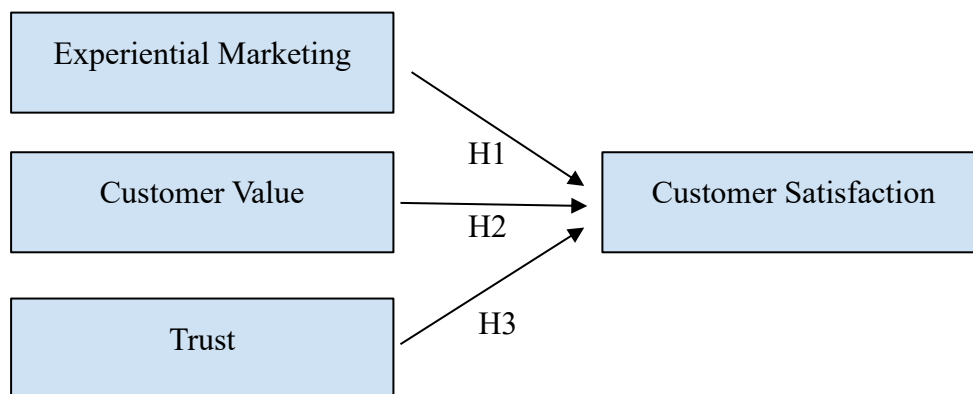
Customer value is a more directed goal of effect that the customer value feels stronger than customer satisfaction. As discussed by Heinonen et al. (2019), customer value perception needs to be noted that is taken as an antecedent in determining customer satisfaction. The higher the customer value the higher the customer satisfaction according to Lapierre (2000) in Khasanah (2015:3). From the foundation of the theory exposed, it can be proposed hypotheses

$H_2$ : Customer value partially affects customer satisfaction

Trust is the ability of a product to be trusted, based on the belief that goods are capable of fulfilling the promised value and good intensity based on the belief that consumers can prioritize and meet the interests of consumers according to Chaudhuri and Holbrokk (2001) in Sebayang & Situmorang (2019:224). From the foundation of the theory exposed, it can be proposed hypotheses

$H_3$ : Partial trust affects customer satisfaction

Figure 1. Conceptual Research Framework



### 3. Research Methods

#### 3.1 Research Design

The research design used is descriptive study. According to Sugiyono (2018) descriptive research is a study conducted to determine the value of self-variable, either one or more (independent) variable without making comparisons, or connecting with other variables.

Table 1. Definition of Operations

Definition of Variable	Sub Variable	Indicator
<b>Experiential Marketing</b> <b>Theoretical definition:</b>	<i>Sense</i>	The aroma of the product can evoke consumer tastes.

<p>Experiential Marketing According to Alma (2016:264), is a marketing concept that aims to form loyal customers by touching their emotions and giving positive feeding to products and services.</p> <p><b>Operational Definition:</b> Experiential Marketing is the effort of marketers to pack products in Klotok Kopi Warung in such a way that it gives an emotional feel and provides a touching experience of the heart and emotions of the consumer.</p>	<i>Feel</i>	Feel comfort with the service provided to customers
	<i>Think</i>	The menu offered varies
	<i>Act</i>	Visiting can have the opportunity to see the process of presenting the cuisine.
	<i>Relate</i>	The right location is used as a place to gather with friends
<p><b>Customer Value</b></p> <p><b>Theoretical definition:</b> According to Woodruff (2019), customer value is the choice and assessment that customers feel about the attributes of a product and service, performance characteristics, and the consequences of using a product to achieve consumer goals and intentions when using the product.</p> <p><b>Operational Definition:</b> Customer value is the conformity of the perceived value of consumers Warung Kopi Klotok between product price and product quality received.</p>	<i>Emotional Value</i>	Customers are satisfied with what Klotok Coffee has given.
	<i>Social Value</i>	Employees are friendly and polite to customers.
	<i>Quality/Performance Value</i>	Employees are able to provide complete product information.
	<i>Price/Value of Money</i>	The price offered is enough affordable

<p><b>Trust</b></p> <p><b>Theoretical definition:</b> Trust is the willingness of one to be aroused by the actions of another based on the expectations of one</p>	Consistent in quality	The quality of the taste given according to no change
	Understand the consumer’s wishes	Employees are quick to respond to consumers

<p>who believes in it, without depending on one's ability to supervise and control it (Mayer et al. in Prakoso, 2017)</p> <p><b>Operational Definition:</b> trust is the customer's belief that Klo tok Coffee Stalls can provide a positive experience and fit their expectations.</p>	<p>Composition of information with product quality</p>	<p>Information about the menu is clear and the conformity of the waiter's standard is good</p>
	<p>Consumer trust, reliable products</p>	<p>Quality Taste, food and beverage display according to what is listed on the menu.</p>
<p><b>Customer Satisfaction</b></p> <p><b>Theoretical definition:</b> According to Syaifullah and Mira (2019:87) customer satisfaction is the result of comparison of performance or perceived results compared to their expectations so as to cause feelings of pleasure or disappointment.</p> <p><b>Operational Definition:</b> Customer satisfaction is the level of consumer pleasure or disappointment towards the products, services and atmosphere offered by Warung Kopi Klotok.</p>	<p>Feeling satisfied (in the sense of satisfaction with the product and service)</p>	<p>The skill in the service procedure is appropriate</p>
	<p>Always buy products</p>	<p>Guaranteed quality of food and drinks</p>
	<p>Would recommend to others</p>	<p>With satisfied experience, it will recommend to others</p>
	<p>Fulfill customer expectations after buying the product</p>	<p>Fulfillment of expectations from presentation given</p>

### 3.1.1 Population and Sample

The population used in this study is the whole community who have visited Warung Kopi Klotok Yogyakarta. The number of samples used is as many as 100 respondents. The sampling technique in this study is Purposive Sampling. The sample criteria are addressed to people who have visited and made purchases at Warung Kopi Klotok Yogyakarta.

### 3.1.2 Research Data

Research data is obtained from data collection by questionnaire method. By spreading questionnaires to respondents who have qualified as samples in the study.

## 3.2 Data Analysis Technique

### 3.2.1 Test Instrument Validity and Reliability

The data analysis techniques used in this study are the Validity Test and Reliability of the research questionnaire. Sugiyono (2019:176) explains that validity is an instrument that can be used to measure between data that occurs in objects and data that can be collected by researchers. The significance test is done by way of the r count value compared to the r table value. According to Sugiyono (2017: 130) states that reliability test is the extent to which the measurement results using the same object will produce the same data. Reliability of this questionnaire is tested using Cronbach Alpha technique. According to Ghazali (2018) indicates that Cronbach's Alpha is acceptable if >0.6. The closer Cronbach's alpha to 1, the higher the reliability of internal consistency.

### 3.2.2 Classical Assumptions Test

For quantitative calculations in this study, the data analysis technique used is descriptive statistical analysis that provides an overview of the data viewed based on the Classical Assumption Test. According to Sugiyono (2017:239), normality tests are used to examine the variable normalities studied whether the data is distributed normally or not. This is important

because if the data of each variable is not normal, the hypothesis testing cannot use parametric statistics. According to Ghozali (2016:82), the multicollinearity test aims to test whether the regression model is found to be a correlation between free (independent) variables. The basis of multicollinearity test decision making is as follows:

- b. The magnitude of the variable Inflation Factor/VIF guidelines of a Multicholinerity free regression model i.e. VIF value < 10.
- c. The magnitude of Tolerance guidelines a model of free regression Multicholinerity is the value of Tolerance < 0.1.

This variant homogeneity (constant variant) is known as ""homoscedasticity"" (homoscedasticity). There are cases where all disturbances do not have the same variant (the variant is not constant). The condition of this non-constant variant or nir-homogeneous variant is called ""heteroscedasticity"". If there is no certain pattern and does not spread above or below the zero on the y axis, then it can be concluded that there is no heteroskedasticity.

### 3.2.3 Test feasibility

The test was conducted to see if the model analyzed has a high degree of model eligibility, the variables used by the model is able to explain the phenomenon analyzed, two indicators used, (Ferdinand 2006:300) in Wulandari (2017:12). F test is used to know there is no joint influence between free variables on bonded variables.

### 3.2 Hypothesis Test

T statistical test or partial test aims to find out how far the influence of the free variable individually in explaining the bound variable (Ghozali, 2005:110) dalam Sahanggamu et.al., (2015:1090).

## 4 Results of Discussion

### 4.1 Data Analysis Technique

#### 4.1.1 Test Instrument Validity and Realibility

Table 1. Validity Test Results

Variabel	Grain	R <sub>count</sub>	r <sub>table</sub>	Description	ig (2 tailed)	Sig	Description
<b>Experiential Marketing (X1)</b>	X1.1	0.720	0,1966	Valid	0,000	0,05	Valid
	X1.2	0.799	0,1966	Valid	0,000	0,05	Valid
	X1.3	0.668	0,1966	Valid	0,000	0,05	Valid
	X1.4	0.660	0,1966	Valid	0,000	0,05	Valid
	X1.5	0.740	0,1966	Valid	0,000	0,05	Valid
<b>Customer value (X2)</b>	X2.1	0.743	0,1966	Valid	0,000	0,05	Valid
	X2.2	0.759	0,1966	Valid	0,000	0,05	Valid
	X2.3	0.754	0,1966	Valid	0,000	0,05	Valid
	X2.4	0.754	0,1966	Valid	0,000	0,05	Valid
<b>Trust (X3)</b>	X3.1	0.746	0,1966	Valid	0,000	0,05	Valid
	X3.2	0.767	0,1966	Valid	0,000	0,05	Valid
	X3.3	0.667	0,1966	Valid	0,000	0,05	Valid
	X3.4	0.684	0,1966	Valid	0,000	0,05	Valid
<b>Customer satisfaction (Y)</b>	Y.1	0.782	0,1966	Valid	0,000	0,05	Valid
	Y.2	0.831	0,1966	Valid	0,000	0,05	Valid
	Y.3	0.843	0,1966	Valid	0,000	0,05	Valid
	Y.4	0.706	0,1966	Valid	0,000	0,05	Valid

The results of the above validity test can be concluded that the r count value is greater than the table r and the sig value (2 tailed) is smaller than 0.05. Then the above variable is declared valid.

Table 2. Reability Test results

Variabel	Cronbach's Alpha	r-Tablel	Description
Experiential Marketing (X1)	0,760	0,1966	Reliabel
Customer value (X2)	0,745	0,1966	Reliabel
Trust (X3)	0,683	0,1966	Reliabel
Customer satisfaction (Y)	0,793	0,1966	Reliabel

The result of the above reability test can be concluded that the Cronbach's Alpha value for all variables has a value above 0.60 and the Cronbach's Alpha value is greater than the r-Table. Then the data can be declared reliable or consistent.

#### 4.1.2 Descriptive Analysis

Table 3. Gender

Gender	Frequency	Percentage
Female	79	79%
Male	21	21%
Total	100	100%

Based on the table above can be concluded that the consumer of Warung Kopi Klotok is the majority of respondents with a percentage of 79%.

Table 4. Age

Age	Frequency	Percentage
15-20 years	43	43%
20-25 years	57	57%
>25 years	0	0
Total	100	100%

Based on the table above can be concluded that the majority of Warung Kopi Klotok consumers are respondents aged 20-25 years with a percentage of 57%.

Table 5. Jobs

Type of job	Frequency	Percentage
Student	4	4%
Collage student	87	87%



Employee	9	9%
Total	100	100%

Based on the table above can be concluded that the majority of Warung Kopi Klotok consumers are respondents who have a job as a student with a percentage of 87%.

Table 6. Income

Average	Frequency	Percentage
<Rp 1.000.000	53	53%
Rp 1.000.000 – Rp 2.000.000	34	34%
Rp 2.000.000 – Rp 3.000.000	6	6%
>Rp 3.000.000	7	7%
Total	100	100%

Based on the table above can be concluded that the consumer of Warung Kopi Klotok is the majority of respondents who have an average income of less than Rp 1,000,000 with a percentage of 53%.

Table 7. Descriptive Statistics

Variabel	Mean	Description
Experiential Marketing (X1)	1,968	Setuju
Customer value (X2)	1,9875	Setuju
Trust (X3)	2,0125	Setuju
Customer satisfaction (Y)	1,945	Setuju

Based on the table above can be concluded that descriptive statistics with 100 respondents, the Trust variable has the highest average value of 2,0125.

#### 4.2 Test Normality

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.25222779
Most Extreme Differences	Absolute	.086

	Positive	.086
	Negative	-.049
Test Statistic		.086
Asymp. Sig. (2-tailed)		.065 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The signification value is 0.065 (>0.05) then the above data is normal distribution.

#### 4.3 Multicholenial Test

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.314	.608		.516	.607		
	TotalX1	.120	.070	.155	1.708	.091	.467	2.142
	TotalX2	.367	.100	.322	3.662	.000	.500	2.000
	TotalX3	.418	.095	.415	4.421	.000	.438	2.285

a. Dependent Variable: TotalY

The tolerance values of each independent variable are:

- Experiential Marketing : 0.467
- Customer Value : 0.500
- Trust : 0.438

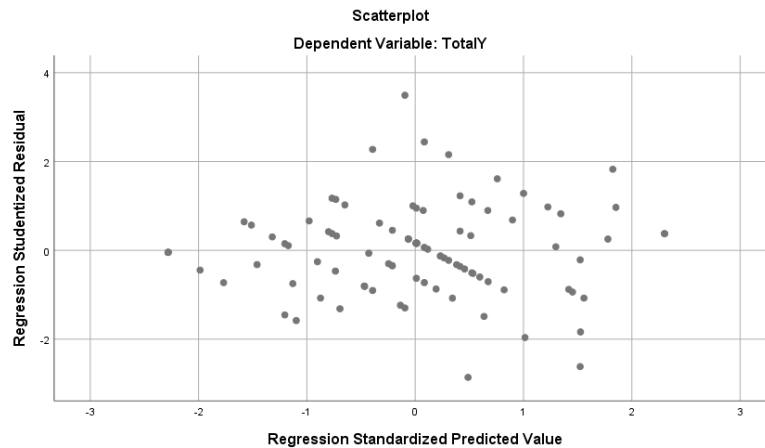
All three are worth greater than 0.10, so the data in this study did not occur multicolenierity.

The VIF values on each independent variable are:

- Experiential Marketing : 2,142
- Customer Value: 2,000
- Trust: 2,285

All three are worth less than <10, so the data in this study did not occur multicolenierity

4.4 Test Heterokedasticity



The result of the scatter plot above can be seen that the point point data does not form a specific pattern and the data spread above and below the number 0 on the Y axis, hence it can be concluded that this data does not occur heterocedasticity.

4.5 Test F

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.921	3	87.974	54.403	.000 <sup>b</sup>
	Residual	155.239	96	1.617		
	Total	419.160	99			

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX3, TotalX2, TotalX1

The Significant Value of the ANOVA table is 0.00 which means below 0.05 so it is concluded that all independent variables studied simultaneously affect the dependent variable. Rated F count  $54.403 > F$  table 2.70, then the independent variable studied simultaneously affects dependent variables.

4.6 Test T

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.314	.608		.516	.607
	TotalX1	.120	.070	.155	1.708	.091

TotalX2	.367	.100	.322	3.662	.000
TotalX3	.418	.095	.415	4.421	.000

a. Dependent Variable: TotalY

Experiential Marketing (X1) influence on customer satisfaction (Y)

- Value t calculating 1,708 > t table 0.67705 then X1 influence on Y
- Sig value 0.091 > 0.05 then X1 has no effect on Y

Customer Value Effect (X2) on customer satisfaction (Y)

- Value t calculating 3,662 > t table 0.67705 then X2 influence on Y
- Sig value 0.000 < 0.05 then X2 affects Y

Effect of Trust (X3) on customer satisfaction (Y)

- Value t calculating 4,421 > t table 0.67705 then X3 influence on Y
- Sig value 0.000 < 0.05 then X3 affects Y

## 5 Conclusion

The study aims to find evidence of the influence of experiential marketing on consumer satisfaction through purchasing decisions to consumers of Klotok Coffee Warung, using a sample of 100 respondents. In this study also used version 25 SPSS program to perform analysis such as Instrument test through validity test (correlations), reliability test (reliability statistics), classical assumption test using normality test, multicollinearity test, heterocedasticity test, f and t test. From the results of research on the results of analysis and discussion, it is found that Experiential Marketing is still relevant or can still be used to measure consumer satisfaction besides that consumer satisfaction can be obtained if the consumer is satisfied or experience when visiting Warung Kopi Klotok so that it brings up the positive trust and value of consumers.

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