CUSTOMER EXPERIENCE AND PHYSICAL ENVIRONMENT INCREASING CUSTOMER SATISFACTION THROUGH CUSTOMER VALUE

Muhammad Abi Fadillah
Universitas Asa Indonesia
E-mail: mhmmadabi16@gmail.com

Parlagutan Silitonga
Universitas Asa Indonesia
E-mail: parlagutan@asaindo.ac.id

Abstract

Positioning is a matter in any business including the service industry. In general, any restaurant provides all convenience facility for customer. This study aims to increase customer satisfaction with specific unique positioning mediating by customer value in pet-friendly policy at Kina Café & Bar. The population of this study consists of visitors to Kina Café & Bar. Accidental sampling technique was used to select 250 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. The results of this study indicate that customer experience has a significant impact on customer value and satisfaction. Additionally, customer experience has a significant impact on customer satisfaction through customer value. The physical environment significantly affects customer value and satisfaction. Additionally, customer value has a significant impact on customer satisfaction. Therefore, the physical environment indirectly affects customer satisfaction through customer value.

Keywords: *Customer Experience, Physical Environment, Customer Value, Customer Satisfaction*

INTRODUCTION

The development of modern cities has its own economic culture, including commerce, office work, and other industries that lead many people to engage in similar and generally monotonous activities. These activities can cause boredom and even lead to decreased productivity (Ambituuni et al., 2021). Jakarta, as a city center, has its own unique characteristics, such as the proliferation of cafes and bars that attract many visitors (Ferdinand & Zuhroh, 2022). The abundance of cafes and bars, each with their own unique concept, provides a unique experience and ifnormation to consumers that leads to satisfaction (Siguaw et al., 2014).

Cafés and bars serve as a place to hang out and relax during leisure time. Intense market competition has led to an increasing number of manufacturers placing strong emphasis on ensuring customer satisfaction by fulfilling their desires and needs not to mention for the senior citizen (Meshram & O'Cass, 2018). Customer satisfaction refers to the situation where a business entity meets the needs and desires of its customers (Berman et al., 2018). Products or services that meet or exceed customer expectations are referred to as customer satisfaction (Fornell et al., 1996). To achieve long-term sustainable success, it is essential to prioritize customer satisfaction as the main consideration (Zeithaml et al., 1996). This satisfaction will create a relationship between the customers and the products or services provided, which is crucial for the success of the company.

According to Mahajan (2007), customer value can create an emotional bond with customers that leads to increased market share and profitability. Customer value refers to the customer's preference for product characteristics, performance characteristics, and usage effects that facilitate or hinder the customer's goals in the usage context (Woodruff, 1997). Vakulenko et

al. (2019) state that customer value is created from the customer's experience with the service and how well the service is performed.

Customer satisfaction will increase as a result of the created customer value, which acts as a mediator for satisfaction. Additionally, companies can focus on enhancing the customer experience to improve customer value, leading to satisfaction. According to Goodman (2009), successful customer experience is the result of a thousand well-executed details. Customer experience refers to the internal and subjective response that customers give when interacting with a company, whether directly or indirectly (Meyer & Schwager, 2007). The café and bar's customer experience can evaluate future expectations that lead to increased customer value and satisfaction. Pei et al., (2020) research supports the notion that customer experience with staff service, shopping environment, and shopping procedure has a positive influence on customer satisfaction.

Additionally, the physical environment of the café and bar creates a unique characteristic to attract customers. Achieving a physical environment that aligns with the company's characteristics is a key component of customer satisfaction (Ryu & Han, 2011). According to Wakefield & Blodgett (1999) a positive response to the physical environment can determine the extent to which customers will return and recommend it to others. Ryu (2005) states that the physical environment can also be referred to as the atmosphere, which is an effort to create a certain emotional atmosphere in the place. According to the explanation above, the emotions or feelings of customers can evaluate how the physical environment plays an important role in the comfort of customers to feel satisfaction.

This study raises a different theme, namely the existence of pet-friendly cafes and bars for consumers. In this context, the researcher identifies a gap related to pet-friendly policies in cafes and bars that create a gap for customers who bring pets and those who do not. The main objective of this research is to investigate the influence of customer experience and physical environment on customer satisfaction through customer value in the pet-friendly policy at Kina Café & Bar.

LITERATURE REVIEW

Customer Experience

Customer Experience is a multidimensional construct that focuses on customers' cognitive, emotional, behavioral, sensory, and social responses to a company's offerings during the customer journey (Lemon & Verhoef, 2016). According to Roggeveen & Sethuraman (2020) this situation can be categorized into customer experience before, during, and after the purchase. In customer experience, Schmiit (1999) identifies five indicators: sense (sensory relationships), feel (emotional experience), think (imaginative and cognitive experience), act (physical experience, behavior, and lifestyle), and relate (experience related to social identity that arises from being part of a community or culture).

Customer value is the value created by a company's products and services when customers use them or believe that the company's products and services meet their needs and desires (Mahmoud et al., 2018). Satisfaction, in general, is an overall assessment based on the experience of purchasing and consuming a product or service (Anderson et al., 1994). Walden (2017) states that customer experience is a personal experience that becomes a memorable moment from the value of time well spent. Pei et al., (2020) research supports the notion that customer experience with staff service, shopping environment, and shopping procedure has a positive influence on customer satisfaction.

H1: There is an influence of customer experience on customer value.
H2: There is an influence of customer experience on customer satisfaction.

H3: There is an influence of customer experience on customer satisfaction through customer value.

Physical Environment

Physical environment is a component of a service that consists of the environmental conditions, space, decoration, and directional signs (Bitner, 1992). According to Wakefield & Blodgett (1999) the physical environment is an important aspect that can enhance or suppress a feeling. Kim & Moon (2009) identified five dimensions of the physical environment: (1) ambient conditions, (2) facility aesthetics, (3) layout, (4) electrical equipment, and (5) seating comfort.

According to Kotler & Keller (2012) customer value is the component of value that is viewed from the functional and psychological benefits that customers expect from a particular market offering. Zboja et al. (2015) define customer satisfaction as an evaluation based on expectations realized in a service situation. From the above description, it is clear that the physical environment should focus on enhancing the emotional experience of the customer, which in turn leads to customer satisfaction based on their expectations. Ryu (Ryu, 2005) stated that the physical environment is the most important factor in customer satisfaction because customers can spend a long time consciously or unconsciously experiencing their surroundings, which can have an overall impact on customer satisfaction.

H4: There is an influence of physical environment on customer value.
H5: There is an influence of physical environment on customer satisfaction.
H6: There is an influence of physical environment on customer satisfaction through customer value.

Customer Value

Customer Value is defined as a relativistic preference that shows how customers interact with various objects, such as goods, things, places, and events (Wu & Li, 2018). The measurement of customer value has focused on the 'get' aspect of the offer, which records the range and depth of features and related benefits (Kumar & Reinartz, 2016). According to Sweeney & Soutar (Sweeney & Soutar, 2001) there are four dimensions of customer value: (1) emotional value, which means that the product provides benefits that come from the customer's feelings towards the product or service; (2) social value, which means that the product can enhance other people's self-concept; (3) Functional value, meaning the value for money, that the perceived usefulness of the product can reduce costs in the short and long term; (4) functional value (performance against quality), meaning the perceived usefulness of quality and expected performance.

Customer satisfaction is a response to consumer fulfillment to what extent the level of fulfillment is pleasing or displeasing (Oliver, 2015). The higher the value of customer acquisition for a company, the more satisfied customers feel with the provided products or services. Service providers need to create superior customer value to increase customer satisfaction (Yrjölä et al., 2019).

H7: There is an influence of customer value on customer satisfaction.

Customer Satisfaction

Customer satisfaction is the evidence of a customer's trust in a product or service that generates positive feelings (Udo et al., 2010). It occurs when the value and service provided in a retail experience meeting situation meet or exceed expectations (Berman et al., 2018). Customer satisfaction can be achieved through the affective response of consumers such as pleasure, excitement, and enjoyment of the experience of using a brand or company's services (Gummerus et al., 2014). According to Taylor dan Baker (1994) customer satisfaction can be measured using three scales: pleasure in service, meeting expectations, and satisfying experience.

Figure 1. Framework
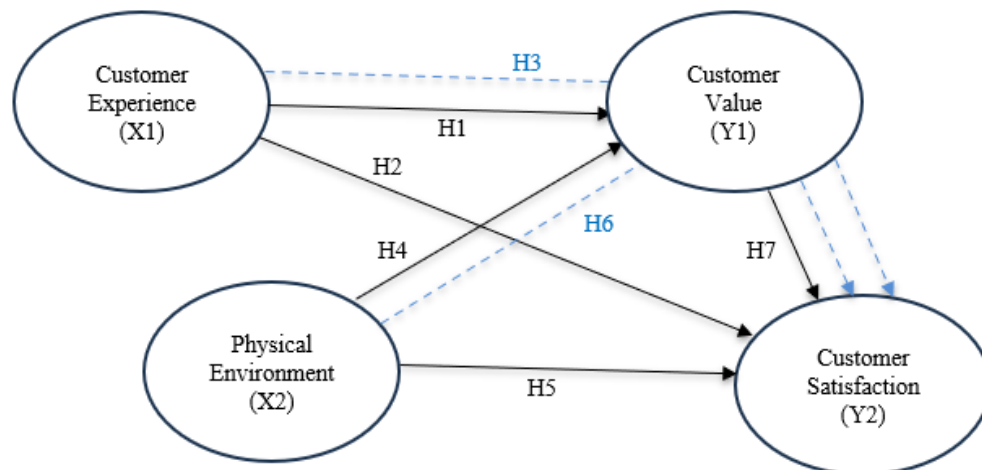
RESEARCH METHOD

This research was conducted at Kina Café & Bar in December 2023. The study included 250 respondents selected through purposive sampling, which is a technique for selecting a sample based on specific considerations. The requirement for purposive sampling was that the customers had visited Kina Café & Bar in Kebayoran Baru, South Jakarta, at least twice. The research method used was quantitative.

The survey population comprises all customers of Kina Cafe & Bar. The non-probability sampling technique of purposive sampling was used for this study. Data was collected using a questionnaire. The sample size for the study was 250 respondents who had visited the cafe at least twice. A trial was conducted in a study involving 30 customers of Kina Cafe & Bar to test validity and reliability. The study had four variables, requiring a minimum sample of 100 respondents. Data analysis was performed using the SmartPLS application.

RESULT

Table 1. Characteristic

Demographics	Frequency	Percentage %
Gender		
Men	122	48.8
Women	128	51.2
Age		
17 – 20 years	25	10.0
21 – 30 years	183	73.2
31 – 40 years	37	14.8
41 – 50 years	4	1.6
Above 50 years	1	0.4
Status		
Student	79	31.6
Employees	98	39.2
Self-employed	40	16.0
ASN / PNS	17	6.8
Police	7	2.8
Housewife	7	2.8
Singer	2	0.8
Domicile		
Jakarta	191	76.4
Bogor	11	4.4
Depok	22	8.8
Tangerang	4	1.6
Bekasi	22	8.8
Number of visits		
1 time – 2 times	67	26.8
3 times – 4 times	62	24.8
More than 4 times	121	48.8
Having a pet		
Got	205	82.0
Don't have	45	18.0
Pet-friendly service provision in Kina		
Strongly disagree	4	1.6
Disagree	2	0.8
Neutral	19	7.6
Agree	81	32.4
Strongly Agree	144	57.6

Source: Analysis Data, 2023

Table 1 shows that 48.8% of the respondents were male and 51.2% were female, indicating a higher female representation. The age distribution was as follows: 2.4% were aged 17-20, 10.0% were aged 21-30, 73.2% were aged 31-40, 14.8% were aged 41-50, and

1.6% were aged over 50. At the age of around 21-30 years, 4% of individuals still have a tendency to hang out with peers, colleagues, or finish their work in comfortable places such as cafes and bars. The majority of visitors to these places are employees, with a percentage of 39.2%, followed by 31.6% of students, and 16.0% of entrepreneurs. The remaining visitors consist of civil servants 6.8%, police officers and housewives 2.8%, and singers 0.8%.

The average residence of visitors to Kina Café & Bar is 76.4% from Jakarta, 8.8% from Depok and Bekasi, 4.4% from Bogor, and 1.6% from Tangerang. This means that the place is only popular among the local community in Jakarta. The number of visits to Kina Café & Bar is 26.8% for 1-2 times, 24.8% for 3-4 times, and 48.8% for more than 4 times.

Kina Café & Bar's pet-friendly service meets their satisfaction standards, as evidenced by the 57.6% who strongly agree with the service provided, 32.4% who agree, 7.6% who are neutral, and 0.8% who disagree, with an additional 1.6% strongly disagreeing.

Customers choose cafes based on their pet-friendly services. Kina Café & Bar's pet-friendly service meets their satisfaction standards, as evidenced by the 57.6% who strongly agree with the service provided, 32.4% who agree, 7.6% who are neutral, and 0.8% who disagree, with an additional 1.6% strongly disagreeing. Kina Café & Bar's pet-friendly service meets their satisfaction standards, as evidenced by the 57.6% who strongly agree with the service provided, 32.4% who agree, 7.6% who are neutral, and 0.8% who disagree, with an additional 1.6% strongly disagreeing. 82.0% of cafe visitors have pets, while 18.0% do not.
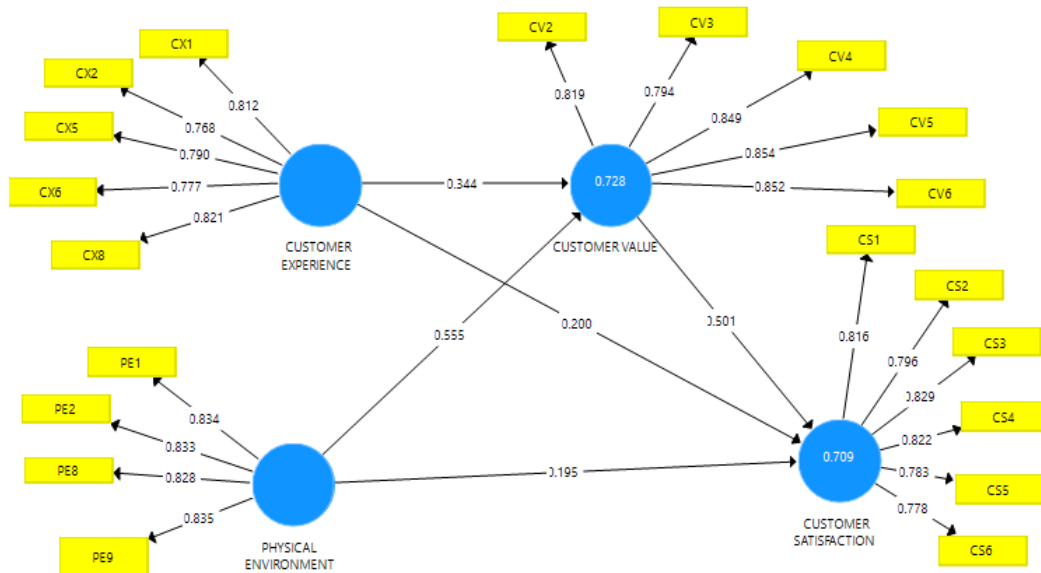

Figure 2. Structural Model
Source: Research Model, 2023

Based on the above image, the model used in this study consists of two exogenous variables, namely customer experience and physical environment. Customer satisfaction is the endogenous variable with customer value as the mediator.

Table 2. Convergent Validity Test

Variable	Indicator	Item	Outer Loading	Reliability	AVE
Customer Experience	1. Sense 2. Feel 3. Think 4. Act 5. Relate (Schmitt, 1999)	CX 1 CX 2 CX 5 CX 6 CX 8	0.812 0.768 0.790 0.777 0.821	0.895	0.630
Physical Environment	1. Ambient Condition 2. Facility Aesthetic 3. Layout 4. Electric Equipment (Kim & Moon, 2009)	PE 1 PE 2 PE 8 PE 9	0.834 0.833 0.828 0.835	0.916	0.647
Customer Value	1. Emotional Value 2. Social Value 3. Functional Value (value for money) 4. Functional Value (performance quality) (Sweeney & Soutar, 2001)	CV 2 CV 3 CV 4 CV 5 CV 6	0.819 0.794 0.849 0.854 0.852	0.919	0.696
Customer Satisfaction	1. Pleasure in service 2. Meeting expectations 3. Satisfying experience (Taylor & Baker, 1994)	CS 1 CS 2 CS 3 CS 4 CS 5 CS 6	0.816 0.796 0.829 0.822 0.783 0.778	0.900	0.693

Source: Analysis Data Result, 2023

Based on the data analysis in the table above, it can be concluded that if the AVE value is greater than 0.5, the indicators in this study meet the criteria for convergent validity. All of the presented data show outer loading values greater than 0.5, with no data indicating an outer loading value less than 0.5. Thus, it can be concluded that the data used is valid and suitable for application in this study and can be used for further analysis.

In addition, discriminant validity can also be assessed through other methods, such as examining the Average Variance Extract (AVE) value for each indicator, which should be > 0.5 to obtain a good model. In this case, the AVE value for the customer experience variable was found to be 0. Each variable has good discriminant validity, with 630 > 0.5 for financial performance, 0.647 > 0.5 for physical environment, 0.696 > 0.5 for customer value, and 0.693 > 0.5 for customer satisfaction.

Table 3. Discriminant Validity Test – Fornell Larcker

Variable	Customer Experience	Customer Satisfaction	Customer Value	Physical Environment
Customer Experience	0.794			
Customer Satisfaction	0.746	0.804		
Customer Value	0.783	0.818	0.834	
Physical Environment	0.791	0.767	0.827	0.833

Source: Analysis Data Result, 2023

Discriminant validity testing is evaluated based on cross-loading, which should show higher indicator values for each construct compared to indicators on other constructs (Sekaran & Bougie, 2019).Based on the table above, the highest values were found for the customer value variable (0.834), physical environment variable (0.833), customer satisfaction variable (0.804), and customer experience variable (0.794). This indicates that each indicator question has a higher cross-loading value on the latent construct compared to the indicators on other latent constructs. Therefore, it can be concluded that the discriminant validity test is valid.

Table 4. Multicollinearity Result

	Customer Experience	Customer Satisfaction	Customer Value	Physical Environment
Customer Experience		3.103	2.670	
Customer Satisfaction				
Customer Value		3.672		

Physical Environment		3.801	2.670	

Source: Analysis Data Result, 2023

To test for multicollinearity, the VIF value was used as a parameter. Based on the VIF values used in this investigation, the VIF value was not more than 5.0. This finding indicates that multicollinearity is not a concern, allowing for further study.

Table 5. R Square Test

Variable	R Square	R Square Adjusted
Customer Satisfaction	0.709	0.705
Customer Value	0.728	0.725

Source: Analysis Data Result, 2023

Based on the obtained scores, customer satisfaction has a value of 0.709 or equivalent to 70.9% of the customer experience, and the physical environment has an influence of 70.9% on customer satisfaction in the pet-friendly policy at Kina Café & Bar. The remaining 29.1% is influenced by other variables outside of this study. Meanwhile, customer value has a value of 0.728 or equivalent to 72.8%, and the remaining 27.2% is influenced by other variables outside of this study.

Table 6. F Square Test

Variable	Customer Experience	Customer Satisfaction	Customer Value	Physical Environment
Customer Experience		0.044	**0.162**	
Customer Satisfaction				
Customer Value		**0.234**		
Physical Environment		0.034	**0.424**	

Source: Analysis Data Result, 2023

The f-square measurement criteria categorize a value of 0.02 as small, 0.15 as medium, and 0.35 as large. Values less than 0.02 can be disregarded or considered to have no effect (Furadantin, 2018).

Based on the F square table above, the data shows that the influence of customer experience (X1) on customer value (Y1) falls into the large category with a value of 0.162. The influence of customer experience (X1) on customer satisfaction (Y2) falls into the small category with a value of 0.044. Additionally, the influence of physical environment (X2) on customer value (Y1) has a value of 0. The value 424 indicates that the influence among variables falls into a large category, and specifically, the variable physical environment (X2) has an impact on customer satisfaction (Y2) with a data value of 0.034, which falls into a small category. On the other hand,

the impact of customer value (Y1) on customer satisfaction (Y2) has a data value of 0.234, which falls into a large category.

Tabel 7. Prediction Accuracy Test (Q²)

Variable	SSO	SSE	Q²(=1SSE/SSO)
Customer Experience	1250.000	1250.000	
Customer Satisfaction	1500.000	824.119	0.451
Customer Value	1250.000	624.549	0.500
Physical Environment	1000.000	1000.000	

Source: Analysis Data Result, 2023

The precision prediction method can be evaluated by the Q-square value. A Q2 value greater than 0 indicates that the exogenous variable has predictive relevance for the endogenous construct variable, while a Q2 value less than 0 indicates that the exogenous variable has less predictive relevance for the endogenous construct variable.

A model is considered to have high prediction accuracy if Q2 is greater than 0, while a model is considered to have poor prediction accuracy if Q2 is less than 0. Table 7 shows that for variables with Q2 greater than 0, customer satisfaction and customer value are included. Accuracy prediction testing can be performed using the Q2 value. A model is considered to have high prediction accuracy if Q2 is greater than 0, while a model is considered to have poor prediction accuracy if Q2 is less than 0. Table 7 shows that for variables with Q2 greater than 0, customer satisfaction and customer value are included. A model is considered to have high prediction accuracy if Q2 is greater than 0, while a model is considered to have poor prediction accuracy if Q2 is less than 0. Table 7 shows that for variables with Q2 greater than 0, customer satisfaction and customer value are included.

Table 8. Path Coefficient and Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
Direct Effect						
Customer Experience -> Customer Satisfaction	0.200	0.202	0.070	2.844	0.005	Accepted
Customer Experience ->	0.344	0.350	0.062	5.569	0.000	Accepted

Customer Value						
Customer Value -> Customer Satisfaction	0.501	0.492	0.078	6.457	0.000	Accepted
Physical Environment-> Customer Satisfaction	0.195	0.203	0.084	2.314	0.021	Accepted
Physical Environment -> Customer Value	0.555	0.550	0.062	8.907	0.000	Accepted
Indirect Effect						
Customer Experience -> Customer Value -> Customer Satisfaction	0.172	0.172	0.039	4.421	0.000	Accepted
Physical Environment -> Customer Value -> Customer Satisfaction	0.278	0.271	0.055	5.079	0.000	Accepted

Source: Analysis Data Result, 2023

The results of the Smart-PLS test were used to evaluate the research hypotheses based on the path coefficients that indicate the relationship and determine which ones are accepted or rejected. Hypotheses can be accepted if the t-value of the path coefficient is greater than 1.96 and the p-value is less than 0.05. Table 8 shows that the accepted hypotheses are customer experience and customer value (t=5.601 and p=0.000); customer experience and customer satisfaction (t=2.745 and p=0.006); physical environment and customer value (t=8.947 and p=0.000); physical environment and customer satisfaction (t=4.211 and p=0.000), as well as customer value and customer satisfaction (t=2.374 and p=0.018). Hypothesis testing was also conducted to determine whether customer experience has a significant impact on customer satisfaction through customer value (t=4.421 and p=0.000) and whether physical environment has a significant impact on customer satisfaction through customer value (t=5.079 and p=0.000).

DISCUSSION

The research findings indicate that customer experience and physical environment have an impact on customer satisfaction at Kina Café & Bar, which implements a pet-friendly service policy. Customer satisfaction is a response to the extent to which their needs are met and whether they find the experience pleasant or unpleasant (Oliver, 2015). A positive experience when visiting a café or bar with a pet, both in terms of service and physical environment, can increase customer satisfaction. According to Ryu (2005), the physical environment is the most important aspect of customer satisfaction because consumers can spend a long time consciously or unconsciously experiencing the atmosphere around them, which can have an overall impact on customer satisfaction.

Customers will feel that their pets are welcomed and can comfortably enjoy the atmosphere at Kina Café & Bar. Customers will feel that their pets are welcomed and can comfortably enjoy the atmosphere at Kina Café & Bar. Service providers should not only focus on general customer service aspects but also consider providing facilities and comfort for pets, as is done at Kina Café & Bar. Customers will feel that their pets are welcomed and can comfortably enjoy the atmosphere at Kina Café & Bar.

Therefore, service providers need to create superior customer value to enhance customer satisfaction (Yrjölä et al., 2019). This will help Kina Café & Bar expand its market by attracting pet owners who want to enjoy their leisure time with their pets, while also enhancing Kina Café & Bar's image as a friendly and inclusive place for all visitors, including pets. In their efforts to provide pet-friendly service, Kina Café & Bar needs to pay attention to the balance between satisfying both groups of customers, those who bring pets and those who do not. It is important to maintain a high level of customer satisfaction overall. This research is supported by (Jung & Jin, 2016; Walden, 2017; Wilianto et al., 2017)

CONCLUSION

Based on the problem, research findings, and discussion, it can be concluded that customer experience and physical environment have a significant impact on customer satisfaction through customer value. To ensure that cafes and bars providing pet-friendly services survive in today's market, it is recommended to pay attention to overall service and create a good balance in providing services for both pet owners and non-pet owners, thus increasing customer satisfaction. By understanding this relationship, managers can take strategic steps to improve their service quality and create a satisfying experience for customers with pets.

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