Key Knowledge Generation

The Effect of Social Media Experiential Marketing Towards Customers' Satisfaction (A Study in Chingu Korean Fan Cafe Bandung Indonesia)

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THE EFFECT OF SOCIAL MEDIA EXPERIENTIAL MARKETING TOWARDS CUSTOMERS' SATISFACTION (A STUDY IN CHINGU KOREAN FAN CAFE BANDUNG INDONESIA)

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Abstract. Recently the development of communication technology which has created social media applications has made the competition become tougher. The previous marketing concept has to be redesigned in order to fit the current demand of custmers. The concept of experiential marketing has become more prominent in this era. The essence of experiential marketing is to build customers' satisfaction through five variables which are important namely: Sense variable, Feel variable, Think variable, Act variable, and Relate variable. This study chose Chingu Korean Fan Cafe Bandung Indonesia as the object; the reason of choosing this cafe is that Chingu Korean Fan Cafe Bandung is a well-known low-cost Korean Cafe and it is very active in campaining its services through social media compared with competitors. The aim of this research is to examine the effect of experiential marketing on social media towards customers' satisfaction. An online survey has been published and a set of 400 valid questionnaires has been analyzed. Quantitative-Descriptive analysis, causal study, and analysis of multiple regression have been done during the study. This research found that Sense variable, Feel variable, Think variable, Act variable, and Relate variable have significant positive influence on customers' satisfaction partially and simultaneously. Relate becomes the most influential factor in this research. The study also found that the value of Adjusted R square is 0.468. It means that 46.8% customers' satisfaction is determined by the independent variables (Sense variable, Feel variable, Think variable Act variable, and Relate variable). To improve the customers' satisfaction, Chingu Korean Fan Cafe must give positive responses to customers who mention, post, or share something regarding this Cafe in social media. If there are complaints sent through social media, Chingu Korean Fan Cafe should directly contact them by using direct message feature in Twitter and Private Message on Instagram to respect customers and treat them more personally, and offer the right solution to the problem.

INTRODUCTION

Marketing is now constantly evolving and changing from conventional marketing concept to concept of modern marketing. The factors, such as the growing number of competitors, technological sophistication and education development about marketing, make the marketers become creative to market their product. One of the tools to market the product is the social media.

Long before it became mass information commercialized and started getting popular as it is today, long before it was accessible to the public, internet was becoming a reason for the birth of a social networking service or better known as social media. Internet had beed used as a command and control of the US military. The development of internet brought it to another level of connecting people at different distance to make a discussion and get acquainted with new people virtually. In early 2000, many social media were born, such as Facebook.com, Friendster.com, LinkedIn.com, MySpace.com, Twitter.com, etc. They provided the users with media to interact with the other users. It is very easy for the users to communicate with

the people around the world virtually (Liu, 2014). The largest social media platform used in Indonesia is Facebook. Indonesia ranks fourth in the world after United States, Brazil and India. While Indonesian Twitter users are satisfied in the fifth place after United States, Brazil, Japan, and the UK (Fauzi, 2014).

According to Paragian (2013), from 247 million population, 24 percent of Indonesian people are using internet in their daily life. Around 62 percent of the users of Internet are using their mobile devices to access the Internet. Then, 92 percent of users of internet in Indonesia have a Facebook account, and 75 of them access social network via mobile devices. By the power of the social media via mobile devices consumers can tell everything about the product directly in their account. Because the comment of the consumers can be posted in social media, so everyone can see what they are talking about. Not only just posting a comment about the product is possible, but also they can post their opinion directly to the company by mentioning the company's social media account.

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Remembering that social media have been widely used during past years, it can be a tool for company to use the social media to connect with consumers. Currently, one of the businesses with considerable opportunities is the restaurant and cafe. The development of the business sector of food and beverage in Indonesia is growing rapidly, especially in Bandung. Within a few years, food and beverage industry has experienced significant growth. From the production side, the business of Agriculture, Forestry and Fisheries is growing by minus 28.26 percent, in addition to the Mining and Quarrying that contracted to 9.67 percent as well as the Accommodations of Food and Beverages that contracted to 4.42 percent (The Central Statistics Agency of West Java, 2014). Based on the data, doing business in food and beverages can become opportunity in Bandung.

To come up with ideas of the business, many individuals seek the opportunities in the field of food and beverage industry, such as cafe or restaurant. The concept of the restaurant must be unique and different from the other restaurants as the objective to attract consumers from various types of age, gender and education background.

One of the unique concepts is a Korean Restaurant. Korean culture invasion has taken most of Indonesian people's attention. Korean Restaurant is growing rapidly in Bandung, there are Mujigae, Korean House, Bing Soo, Tudari, Chingu Korean Fan Cafe, Tokki Pokki, Three Bears and Chun Gi Wa. Although all of them are carrying a similar concept, each of the restaurant or cafe is offering different advantages. Chingu Korea Fan Cafe is a Korean Cafe that has a concept to satisfy fans of Korean Culture. In the cafe, the visitor can not only taste delightful Korean food and beverages, but also they are spoiled by some songs and images of K-Pop star that they like (duniakulinerbandung.com, 2015). Chingu Korea Fan Cafe also has a social media platform to connect with their customers. In the beginning of the operation, they already opened social media account, such as Facebook, Twitter and Instagram. They post about their products on their official social media.

According to Amin (as cited in Barimbing & Sari, 2014) in the restaurant business what needs to be considered is whether the restaurant business has some benefits, like functional value benefits and emotional benefits. Functional value benefits in a restaurant is the customers' satisfaction degree with product quality offered by the restaurant. While the value of emotional benefits in a restaurant can be measured by how much the customers' satisfaction level is with the facilities and services offered, such as, if the services are friendly and fast, and the rooms are comfortable. To offer value of emotional benefits, Schmitt (1999) offered the concept of experiential marketing. According to Isler (2015), the concept of experiential marketing is considered as a current marketing strategy in modern world hence conventional marketing strategies become insufficient due to the invention of applications in information and communication technology that enables the faster developments in knowledge and communication technologies as well as increases competitiveness. Experiential marketing is an approach done by companies to offer their products and / or services to the customers through providing a chance to share experiences through customers' surroundings. Based on Schmitt (1999), the essence of experiential marketing is to build satisfaction with customers through five aspects or variables: sense variable, feeling variable, think variable, act variable, and relate variable.

The implementation of experimental concept from Schmitt (1999) in Chingu Korean Fan Cafe is actually using social media application to stimulate the senses of the consumers by providing a text and picture that invite customers to try a menu in Chingu Korean Fan Cafe. With fast service and friendliness of the admin of social media given by Chingu Korean Fan Cafe, the customers feel comfortable to ask and give opinion on social media. Chingu's customers will think that the provision of information on menu is complete and social media platform of Chingu is easy to search and accessible because it has very easy-to-remember name of Chingu's social media account.

The power of Chingu Cafe is located in the activeness to post something on social media compared with the competitors. Regardless of the activeness of Chingu Cafe on social media, there are several complaints filed by consumers to Chingu Cafe. The researcher got data of complaint from interview of the customers in May 2015 and from social media platform itself. Based on that, 10 of the 13 people were questioned using Instagram as their vessel to communicate through social media, and the rest used twitter. The result of interview from the customers and review of Chingu Korean Fan cafe was that the cafe is still lacking in several areas and not enough to fulfill the needs of customers, especially in interacting on social media. They do not satisfy the customers equally. Because based on Taleghani, Largani, Gilaninia and Mousavian, (2011) satisfaction of customers can be afforded to be achieved, it is not an absolute concept. It can be achieved based on the interactions between the provider and the customers, fast response to customers' feedback, appropriate praise given, and the fastest and appropriate complaints handling. If this problem will continuously happen, they will lose their customers.

In accordance with the background of the research that has been done in line with the experiential marketing and problem statement, the experiential marketing research questions are as follows: "what is the customer perception about the variables

of experiential marketing (feel variable, sense variable, think variable, relate variable, and act variable) on the satisfaction of customers of Chingu Korean Fan Cafe's social media? Then, do the experiential marketing variables (feel variable, sense variable, think variable, relate variable, and act variable) influence customers' satisfaction of Chingu Korean Fan Cafe's social media simultaneously and partially"? In line with research background, this research has objectives as follows: "to determine the customer perception on the experiential marketing variables (feel variable, sense variable, think variable, relate variable, and act variable) and the rate of customers' satisfaction towards Chingu Korean Fan Cafe's social media. Then, to determine the influence of experiential marketing variables (feel variable, sense variable, think variable, relate variable, and act variable) on Chingu Korean Fan Cafe's social media".

LITERATURE REVIEW
Definition of Marketing
Many definitions are written by many scholars, but mainly they write that marketing is an activity done to identify and meet the human needs, wants, and demands beneficially to get profit, hence marketing is defined shortly as "meeting needs profitably" (Kotler & Keller, 2012). Marketing is defined by Stevenson (2006), as a process of evaluating the wants and needs of customers, and selling as well as promoting goods and services of an organization.

The American Marketing Association (AMA) in Kotler and Keller (2012), more or less has similar definition as that from Stevention, AMA wrote that marketing is the activities as well as processes of company to create, communicate, deliver, and exchange product (goods or services) that is valuable for customers, clients, partners, as well as society in general.

Social Media
According to Kotler and Koller (2012), social media are tools for people to share information in the form of text, images, audio, and video with each other as well as with organizations or companies that produce products or services and vice versa. While according to Sterne (2010), social media is that which allows anybody to communicate with everybody, in other words, consumers-generated content distributed through easy-to-acces online tools. Through Social media, marketers are able to create a public or invite customer voice and presence on the Web. Social media also enable marketers to strengthen other communication activities. The nature of social media is such that they can be used 24 hours a day, 7 days a week, customers can boost companies to continuously be innovative and make relevant offerings to customers.

To communicate with customers and motivate customers to be active giving their ideas regarding product that they need, Kotler and Koller (2012) stated that companies can use social media in three kinds of main platforms namely first, online communities and forums, second blog both individual and networks, and third is social networks, just like Facebook, Twitter and YouTube.

Experiential Marketing
According to Isler (2015), they explain the experiential marketing by the quotation: "when someone buys a service, they also buy a number of abstract activities that come with the product". It is declared the consumers do not only buy the products but they also buy the necessity of the product and this situation indicates the experiential marketing.

According to Schmitt (1999) in various industries, many of the companies have moved away from traditional "features-and-benefits" marketing to creating experiences for their customers. This means experiential marketing has developed as an outcome of three simultaneous developments in the wider business environment.

Experienced marketers view consumers as ingenious and emotional human beings who are dealing with pursuing pleasurable experiences. There are five different types of experiences which marketers can create for customers: sensory experiences (sense variables); affective experiences (feel variables); creative cognitive experiences (think variables): physical experiences, behaviors and lifestyles (act variables): and social identity experiences which result from relating to a reference group or culture (relate variables) (Schmitt, 1999). These experiences can be called experience providers or ExPros.

Customers' Satisfaction
Customers' satisfaction is an emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace (Alkilani, Ling & Abzakh, 2013).

According to Isler (2015) Customers' satisfaction is a cognitive or emotional response and it comes up in a specific time (after purchase or consumption) and with a specific focus (with purchasing experience and/or the related product).

According to Kotler and Keller (2012) more or less the definition is same with Carpenter and Fairhust, but the Kotler and Keller are focusing on the satisfaction which is a persons feeling of pleasure or disappointment that results from comparing the performance or outcome to the expectations. If the performance is less than the expectations, the customer will feel dissatisfied. If it matches the expectations, the customer will

feel satisfied. If it is more than expectations, the customer will feel delighted (Intan, 2016; Saputra & Dewi, 2016).

Research Framework

Experiential marketing can be defined as the extent to which the company is able to provide the desired customer experience, and to use the mix of information technology, brands, integrated communication and entertainment to do so; it will determine the success of the company in the global marketplace in the future. The modules which are used in experiential marketing are strategic experiential modules, later can be called as SEMs. SEMs can be defined as modules which managers can use to establish different types of customer experiences for their customers (Schmitt, 1999). Then, SEMs include five variables which are: sense variable, feel variable, think variable, act variable, and relate variable (Schmitt, 1999).

Customers' satisfaction is the result of experiences during purchasing stages: The customers need something, gather information, evaluate the alternatives, make purchase decision, and determine after purchase behavior (Kotler & Keller, 2012). Tsaur, Chiu, and Wang (2006), found the relationship between experiential marketing and customers' satisfaction as an indirect relationship. On the contrary, Islar (2015), showed the relationship between the experiential marketing and customers' satisfaction as direct relaionship.

Then Lin, Chang, Lin, Tseng and Lan, (2009) found the results adding further evidence that perceived experiential value is antecendent variable of satisfaction, and both perceived experiential value and satisfaction are important variables as mediator between experiential marketing perceptions and loyalty. Alkilani et al. (2013) stated the same perception that customers' satisfaction is mediator variable between experiential marketing and loyalty. Meanwhile based on Ganiyu, Uche, and Elizabeth (2012), customers' satisfaction is one variable that cannot fullfil the goals of creating the base for loyal customer. Ganiyu et al. (2012) distinguished the relationship between satisfaction and loyalty by the activeness to the organization. He found satisfaction as a passive customer relationship while loyalty as active or proactive relationship with the organization.

The conceptual framework of this research was developed based on constructs derived from the extant literature. The variables to be studied were namely Sense (X1), Feel (X2), Think (X3), Act (X4), Relate (X5), and Customers' Satisfaction (Y). Figure 1 illustrates the proposed conceptual framework which is developed for this research.

FIGURE 1
Research Framework
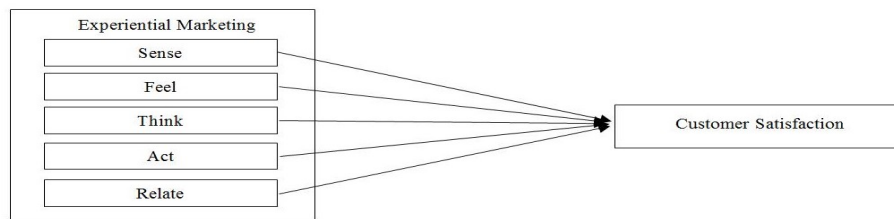
In line with schematic relationship among variables as shown in figure 1, the hypotheses of this present study are as follows:

H1: Overall experiential marketing has significantly positive effect on customers' satisfaction.

H2: Sense variable has significantly positive effect on customers' satisfaction.

H3: Feel variable has significantly positive effect on customers' satisfaction.

H4: Think variable has significantly positive effect on customers' satisfaction.

H5: Act variable has significantly positive effect on customers' satisfaction.

H6: Relate variable has significantly positive effect on customers' satisfaction.

METHODOLOGY

This research applied quantitative data analysis in order to be able to test if the hyphotheses as stated in Sub section 2 are accepted or rejected. The data were collected from respondents who were the customers of Chingu Korean Fan Cafe by using a set of questionnaires. Before the questionnaires were distributed to the targeted respondents, this study made sure that the questionnaires fulfill the validity and reliability requirements, both content validity and construct validity. The validity of content may be reached through suspicious item assortment, a thoughtful assessment of earlier tested measures, and over combination of recommendations from literature and information attained from a pilot study of the instrument (Hair, Black, Babin & Anderson, 2010; Zikmund, Babin, Carr &

Griffin, 2010; Indrawati, 2015). The questionnaire was also assessed by three education experts who were also experts in English, Indonesian language, and business. The goal of this process was to make sure that the content of the items in the set of questionnaires is relevant, representative, suitable, and accurate, as well as the wording is understandable (Indrawati, 2015).

When the questionnaire acqurately measures the variable that is intended to be measured or in other words measures accurately the variable that it is supposed then it is said that the questionnaire fulfills the construct validity test (Sekaran & Bougie, 2010; Hair et al., 2010). While reliability is indicated by the consistency of questionnaire in measuring variables across various time without bias or error (Sekaran & Bougie, 2010). The most famous estimation of construct validity test is Cronbach's alpha which is represented by . A set of questionnaires with coefficient above 0.70 is considered to have good reliability. A set of questionnaires with coefficient value between 0.70 and 0.60 indicates that the questionnaire has fair reliability and when the coefficient is then 0.6 it indicates that the questionnaire has poor reliability (Zikmund et al., 2010).

To fulfil the content validity this research has done literature review and discussion with other researchers to see if the items of the questionnaire have already fulfilled the content validity. Having finished with the process of content validity, the next process is readability test. The people who were involved in the readability test mentioned that the questionnaire is readable and understandable. The next process is test for checking the validity construct and reliability of the questionnaire. To do this process, the questionnaires were given to 30 people who had characteristics similar to the prospective respondents. The data from the questionnaire then were processed by using SPSS for Windows program. The result of SPSS shows that the 22 items of 6 variables in this study were valid and reliable, thus the questionnaire was ready to be used in main data gathering. To know the perception of the customer, descriptive analysis was used in this research. The data were processed in a way to describe the central tendency, distribution, and variability of customers towards the variables in this study (Zikmund et al., 2010). The descriptive analysis is considered fit to be used in the study since this method is a kind of conclusive research that has major aim to describe object or characteristics of market (Malhotra, 2010).

In this research, non-probability sampling is used, because not everyone has equal chances to be the sample or not known whether it has the same opportunities (Indrawati, 2015). Then, the purposive sampling is applied in this study. This study only gathered data from people who had special information, namely knowledge about Chingu Korean Fan Cafe and used

social media as well as were experienced in connecting through social media of Chingu Korean Fan Cafe Bandung (Sekaran & Bougie, 2010).

According to Hair et al. (2010) the sample size affects the generalizability of the results by the ratio of observation to independent variables. Common regulation is that the ratio should never drop from $5:1$. This means that it should have five observations to every independent variable. Though the minimum ratio is 5:1, the preferred level is between 15 and 20 observations for every variable. While the recommended ratio is $50:1$, there should be 50 observations for each variable. In conclusion, the minimum sample required is $20x5 = 100$, and the recommended sample is $50 \times 5 = 250$. But, in this case, the researcher distributed the questionnare to 400 respondents to get a better perspective from customers.

To collect the data, the researcher used web questionnaire (or the link to the questionnaire) format using Google docs. The questionnaire was sent through social media. All the data collected from the web questionnaires were automatically recorded in spreadsheet format in researcher Google account. Free mobile balance was given to the respondent to increase the rate for participating in the research.

RESULTS
Respondents' Demographic Profile
A total 400 of respondents were analyzed in this study. Based on the findings, 58% of respondents were female and the rest were male with percentage of 42%. From the age, 52.8% of respondents were in the range of 20-24 years old, 35% were in 15-19 years old, 8.8% in the range of 25-29 years old, 2.5% in the range of 30-34 years old, and 1% were above 35 year old. Based on education background, 53.8% of respondents were having senior high school degree, 18.2% had bachelor's degree, 11.2% had diploma, 9.8% were having junior high school degree, and 7% were having elementary school degree. Based on occupation, 74.8% of respondents were student, 13.8% were employee, 7.2% were entrepreneur, 2.4% were from other occupation, such as teacher, freelancer, and midwife, and 1.8% were the people who did not have a job. Based on income per month, 47.8% of respondents were having income from Rp 1.000.001 Rp 2.500.000, 34% were having income below Rp 1.000.000, 8% were having income from Rp 5.000.001 Rp 7.500.000, 7.5% were having income from Rp 2.500.001 Rp 5.000.000, and 2.8% were the customers who had income above Rp 7.500.000. Based on budget to consume the product, 63% of respondents spent the money to consume the Chingu Korean Fan Cafe's products that was between Rp 50.001 and Rp 100.000, 17.5% were below Rp 50.000, 14% were between

Rp 100.001 and Rp 150.000, 3.5% were between Rp. 150.001 and Rp 200.000, and 2% were above Rp 200.000. Based on residence indicating the customers of Chingu Korean Fan cafe who lived in Bandung, this proved that 91.25% respondents were filling Bandung as their residence. The rest were coming from Cimahi (6%), Jakarta (0.75%), Sumedang (0.75%), Bogor (0.5%), Tangerang (0.25%), and Tasikmalaya (0,25%). Then, based on social media usage, 367 respondents used Instagram, 78 respondents used Twitter, 25 respondents used Facebook, and 12 respondents used Line.

Descriptive Analysis

This analysis was performed to obtain a descriptive overview of the respondents in the research, especially research variables were used. In this study, questionnaires were distributed using a Likert scale. In the questionnaire, the number of respondents starts from number 1 to 5. The mean of the total items in sense (X1) is 73.9%. Based on the measurement level is catagorized as "Good" in continuum line. The mean of the total items in feel (X2) is 68.7%. Based on the measurement level it is near to "Not Bad, Not Good", but still catagorized as "Good" in continuum line. The mean of the total items in think (X3) is 71.4%. Based on the measurement level it is catagorized as "Good" in continuum line. The mean of the total items in think (X4) is 72.5%. Based on the measurement level it is catagorized as "Good" in continuum line. The mean of the total items in relate (X5) is 68.4%. Based on the measurement level it is near to "Not Bad, Not Good", but still catagorized as "Good" in continuum line. The mean of the total items in customers' satisfaction (Y) is 67.7%. Based on the measurement level it is catagorized as "Not Bad, Not Good" in continuum line.

Multiple Regression Analysis
TABLE 1
Multiple Regression

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Constant	.405	.172		2.351	.019
	Sense	.162	.053	.165	3.036	.003
	Feel	.109	.048	.112	2.292	.022
	Act	.168	.048	.175	3.506	.001
	Think	.093	.038	.100	2.464	.014
	Relate	.313	.044	.330	7.027	.000

Dependent Variable: Customers' Satisfaction.
R=0.689; R^2=0.475; Adjusted R^2= 468; F= 71.298 ; p=0.000 ($p <$0.05)

Regression model that can be explained from table 1 in form of regression equation as follows: $Y = 0.165 \times 1 + 0.112 \times 2 + 0.175 \times 3 + 0.100 \times 4 + 0.330 \times 5$. From statistical result that can be shown in table 1 F-value is 71.298. While F table ($\alpha = 0.05; df1 = 6-1 = 5; df2 = 400-5-1 = 394$) is equal to 2.237. Because F value $>$F table that is 71.298$>$2.237, the regression analysis model is significant. This indicates that H0 is rejected and H1 is accepted therefore it can be determined that the dependent variable (customers' satisfaction) may be affected simultaneously by the independent variable (sense, feel, think, act, relate). To test the value of regression model for each variable in partial, the t test can be used to get the results. Partial effect on five variables of experiential marketing (sense, feel, think, act, relate) showed significant positive effect on customers' satisfaction. It showed that t value from each variable is greater than t-table and significant value from each variable is positive and smaller than 0.05. The Determination Coefficient or R^2 essentially indicates how strong the model is able to explain variations in the dependent variable. The determination coefficient has score between zero and one. The greater the score of R^2 (close to one), the better the results of the regression for independent variables as a whole that is able to explain the dependent variable and vice versa getting closer to zero means the worse outcome of regression, because the independent variable on the whole is not able to explain the dependent variable (Ghozali, 2012). The study found that the value of Adjusted R square is 0.468. It means that 46.8% customers' satisfaction will be explained by the independent variable (sense, feel, think, act, and relate). While remaining 53.2%, customers' satisfaction will be influenced by other variables that are not included in this research.

DISCUSSION AND CONCLUSION

The findings of the study show that all of hypotheses in this research were supported by the data. The five variables of experiential marketing (sense, feel, think, act, relate) simultaneously and partially influenced customers' satisfaction on Chingu Korean Fan Cafe's social media.

Relate becomes the most influential variable of experiential marketing dimension and Feel is less influential in this research. Based on descriptive analysis result of this research, the Relate dimension had the lowest score from the customers compared with other dimensions in experiential marketing. Customers felt that the response, which was provided by Chingu Korean Fan Cafes social media, was not enough to bring them closer to the cafe. To improve the Relate dimension, they must take actions to obtain feedback from the cus-

tomers who mention, post, or share things about the Cafe on social media. The example for the feedback is posting the comments on their social media, liking their photos on Instagram and Re-Tweeting their tweets. If there are complaints which are sent through social media, Chingu Korean Fan Cafe can contact directly to apologize to the customer or offer a solution whether the complaints come from Chingu Korean Fan Cafe, so the customer can relate to them.

Further research is recommended because the analysis result showed adjusted R square of 0.468. It means that 46.8% customers' satisfaction will be explained by experiential marketing while remaining 53.2% customers' satisfaction will be influenced by other variables that are not included in this research. It is better for further researcher to add several variables that can affect customers' satisfaction.

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