



THE EFFECT OF EXPERIENTIAL MARKETING ON CONSUMER SATISFACTION AT COFFEE SHOPS 1815 MAHAT KASAN STREET GATOT SUBROTO BANJARMASIN

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Abstract

This research is motivated by the mushrooming growth of coffee shops in Banjarmasin at this time, in fact, in almost every corner of the city of Banjarmasin there are many coffee shops standing. Kopi 1815 Banjarmasin is always busy with visitors and has loyal customers, has indoor and outdoor venues as well as an indoor smoking room. This makes the author interested in knowing the effect of experiential marketing on consumer satisfaction at the coffee shop 1815 Jalan Mahat Kasan Gatot Subroto Banjarmasin. This type of research is field research with a quantitative approach. The data collection technique uses a questionnaire and the data analysis technique uses simple linear regression analysis. The results of this research show that there is a positive influence of the Experiential marketing variable on coffee consumer satisfaction at 1815 Jalan Mahat Kasan Gatot Subroto Banjarmasin. From the results of a simple linear regression test, the equation $Y = a + b X$ or consumer satisfaction = $11.232 + 0.249$. The results of the Coefficient of Determination (R^2) test were 57.9% of customer satisfaction at the 1815 Banjarmasin coffee shop influenced by the Experiential Marketing variable. Meanwhile, the remaining 42.1% is influenced by other variables such as Marketing Strategy, Consumer Loyalty, and other variables outside this research.

Keywords: Experiential Marketing, Customer Satisfaction, Coffee Shop

Abstrak

Menjamurnya pertumbuhan coffee shop di Banjarmasin saat ini, bahkan hampir di setiap sudut Kota Banjarmasin terdapat banyak coffee shop yang berdiri. Kopi 1815 Banjarmasin selalu ramai pengunjung dan memiliki pelanggan yang loyal, memiliki tempat indoor dan outdoor serta indoor smoking room. hal ini menjadikan penulis tertarik untuk mengetahui pengaruh experiential marketing terhadap kepuasan konsumen di kedai kopi 1815 jalan Mahat Kasan Gatot Subroto Banjarmasin. Jenis penelitian ini adalah penelitian lapangan dengan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuesioner atau angket dan Teknik analisis data menggunakan analisis regresi linier sederhana. Hasil penelitian ini menunjukkan bahwa Terdapat pengaruh variabel Experiential marketing terhadap kepuasan konsumen kopi 1815 jalan Mahat Kasan Gatot Subroto Banjarmasin secara positif dari hasil uji regresi linier sederhana diperoleh persamaan $Y = a + b X$ atau kepuasan konsumen = $11,232 + 0,249$. Hasil uji Koefisien Determinasi (R^2) sebanyak 57,9% kepuasan konsumen kedai kopi 1815 Banjarmasin dipengaruhi oleh variabel Experiential Marketing. Sedangkan sisanya 42,1% dipengaruhi variabel lain seperti Strategi Pemasaran, Loyalitas Konsumen, dan variabel lainnya diluar penelitian ini.

Kata Kunci: Experiential Marketing, Kepuasan Pelanggan, Kedai Kopi

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INTRODUCTION

Coffee is one of the most popular drinks in Indonesia. This has led to a large consumption of coffee in the country. According to data from the International Coffee Organization, coffee consumption in Indonesia reached 5 million 60-kg bags in the period of 2020/2021. That number increased by 4.04% compared to the previous period which was 4.81 million 60-kg bags. Coffee consumption in Indonesia in 2020/2021 is also the highest in the last decade.

The phenomenon of massive coffee shop openings in Indonesia can be seen from the significant increase in the number of coffee shops in recent years as well as domestic coffee consumption. The results of research by TOFFIN, a company that provides business solutions in the form of goods and services in the HORECA industry (hotels, restaurants and cafes), in Indonesia, together with SWA Media Group's MIX MarComm Magazine show that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016 which was only around 1,000. The real number of coffee shops could be higher as the coffee shop census only covers chain stores in major cities, excluding modern and traditional independent coffee shops in various regions.

Experiential marketing is closely related to the concept of consumer experience in consuming goods and services. Schmitt defines experiential marketing as consumer recognition and purchase of goods or services from a company or brand after they experience the activity and feel the stimulus.¹ Through experiential marketing, companies try to meet the needs and desires of consumers satisfactorily through various extraordinary and superior experiences. After using a product or service, customers will feel satisfaction or dissatisfaction accompanied by expectations before using. The higher the experiential marketing is perceived, the higher the perceived customer satisfaction.

Experiential marketing is not a new concept but is still relevant to be reviewed today, and the culinary sector was chosen to be discussed, because it has the potential to be developed, considering that food and beverages are the main needs for humans, which will always get room to continue to grow and develop by providing pleasant services, facilities and supporting prices, which will form customer satisfaction.

The growth of coffee shops in Banjarmasin is currently so mushrooming, that almost every corner of Banjarmasin City has many coffee shops. In the last two years, the coffee shop business can no longer be counted on the fingers. Based on data, more than 250 coffee shops are spread across cities in South Kalimantan such as Banjarmasin and

¹ Bernd H. Schmitt, *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate* (Riverside: Free Press, 2000).

Banjarbaru,² Thousand Feet, Kawai, Dua Asa, Haka, William, Rotation, Fourlanes, Sunday Festival, Tusuk, Hello, Space Ground, Arunika, Kopi 1815, Kota Lama and many more.

Kedai Kopi 1815 was established in 2019 and has two locations in Malang and Banjarmasin. Carrying an industrial concept, the magnificent multi-storey building has 2 floors. There are outdoor and indoor plus indoor smoking room spots. Some spots can also be used for working, the indoor area can also be used for *work from cafe* (WFC). Some collections from the Owner near the bar add to the aesthetic impression. The price range of food and drinks is very affordable starting from Rp. 15,000. In addition, many events are organized to attract consumers. Consumers who come are very diverse from local residents, students, local tourists also visit Kedai Kopi 1815 Banjarmasin. (Source: Kedai Kopi 1815 Instagram). The researcher himself also saw Kopi 1815 Banjarmasin is always crowded with visitors and has loyal customers, so based on the description above, researchers are interested in choosing Kopi 1815 Banjarmasin as the object of this research.

THEORETICAL FOUNDATION

A. Experiential Marketing

Experiential marketing comes from two words, namely: *Experiential* and *Marketing*. *Experiential* itself comes from the word "experience" which means experience. According to Pine and Gilmore, experience is an event that occurs and is felt by each individual personally which can give a special impression to the individual who feels it.³ In other words, experience is also the result of individual observation or participation in an event, where the event is real and what actually happened. Therefore, experience will involve both sides of human life, namely the rational and emotional sides.

Experiential marketing is the process of identifying and satisfying the needs and desires that benefit consumers, by engaging them through two-way communication that brings brand personality to the lives of targeted consumers, to be able to develop and add product value to targeted targets.⁴

Indicators of *experiential marketing* according to Schmitt and Rogers, *Strategic Experiential Modules* (SEMs) is an *experiential marketing* framework consisting of

² "Kopi Sudah Jadi Gaya Hidup, Tren Coffee Shop Tetap Bertahan Tahun Depan," Banjarmasinpost.co.id, diakses 4 Desember 2024, <https://banjarmasin.tribunnews.com/2019/12/31/kopi-sudah-jadi-gaya-hidup-tren-coffee-shop-tetap-bertahan-tahun-depan>.

³ B. Joseph Pine dan James H. Gilmore, *The Experience Economy: Work Is Theatre and Every Business a Stage*, Updated edition (Boston, Massachusetts: Harvard Business Review Press, 2011).

⁴ Shaz Smilansky, *Experiential Marketing: A Practical Guide to Interactive Brand Experiences* (London: Kogan Page, 2009).

experiences through the senses (*sense*), affective experiences (*feel*), creative cognitive experiences (*think*), physical experiences and overall lifestyle (*act*), and experiences that create relationships with reference groups or certain cultures (*relate*).

B. Consumer Satisfaction

According to Kotler and Keller, customer satisfaction is a person's feeling or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. Customer satisfaction depends on product performance on customer perceptions and expectations. If the performance does not meet expectations then the customer is disappointed, otherwise the customer is satisfied. Especially if the performance exceeds expectations, customers can be very satisfied.⁵

Satisfaction is the level of a person's feelings after comparing the performance or results he feels with his expectations. Meanwhile, a customer is a person or group who comes continuously and repeatedly to the same place to satisfy their desires by having a product or service. So customer satisfaction is a situation where customer wants, expectations and needs are met.

Customer satisfaction as a response to consumer fulfillment, assessment of the form of product or service, or the overall level of consumption satisfaction.⁶ The main theory in microeconomic analysis is the theory of consumer satisfaction in consuming goods or services.

In the strategy regarding customer satisfaction, the indicators used by Irawan include several important aspects that contribute to overall customer satisfaction. The following is an explanation of each indicator:⁷

1. Happiness

This indicator measures the extent to which customers feel happy with their experience using the services offered by the company. Good feelings include customers' emotional satisfaction arising from positive experiences during the interaction process.

2. Right Choice

This indicator is measured based on customers' feelings about whether they feel their choice to use the services or products of the company was the right decision. It reflects the satisfaction associated with their decision to choose the company as a partner or service provider.

3. Conformity of Expectations

⁵ Kotler and P. Keller, *Marketing Management* (London: Pearson Education, 2012).

⁶ Valerie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler, *Services Marketing: Integrating Customer Focus across the Firm*, 4th ed (Boston, Mass.: McGraw-Hill/Irwin, 2006).

⁷ Handi Irawan, *Dissecting Customer Satisfaction Strategies* (Jakarta: PT. Gramedia Pustaka Utama, 2008), 16.

This indicator measures the extent to which the company can meet or exceed customer expectations. Satisfaction is measured based on whether the service or product received by customers matches their expectations.

RESEARCH METHODS

This type of research is *field* research with a quantitative research approach, which is a method used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses.⁸ The population in this study were customer who visited and bought products at the 1815 coffee shop Banjarmasin. The sample taken in this study were 100 customers at the Kedai coffee 1815 Mahat Kasan Gatoto Subroto street Banjarmasin with sampling techniques using the Lemeshow formula.

The data collection technique uses the distribution of questionnaires or questionnaires to respondents who have been determined and the data analysis technique used is simple regression analysis with variable X, namely *Experiential Marketing* and variable Y, namely Customer Satisfaction.

RESEARCH RESULTS

The influence of *experiential marketing* on customer satisfaction at Kedai Kopi 1815 Jalan Mahat Kasan Gatot Subroto Banjarmasin hypothesis test results show that:

A. Simple Linear Regression Test

Table 1.
Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized	T	Sig.
	B	Std. Error	Coefficients		
1	(Constant)	11.232	3.260	3.445	.001
	Experiential Marketing	.249	.086	.280	.005

Source: Research Results 2024 SPSS Statistic 24 (Data processed)

Based on the test results above, the simple linear regression equation can be explained as follows:

$$Y = 11,232 + 0,249$$

⁸ Sugiyono, *Metode Penelitian: (pendekatan kuantitatif, kualitatif dan R & D approaches)*, Cet. 6 (Bandung: Alfabeta, 2008), 16.

The equation is a constant value of 11.232 that the consistent value of customer satisfaction is 11.232. The regression coefficient X is 0.249 which states that every 1% increase in the value of variable X, the value of Y will increase by 0.249, it can be concluded that there is a positive influence of variable X on variable Y.

B. Test Coefficient of Determination (R²)

The smaller the R² value means that the ability of the independent variable is limited, on the other hand, with a value close to one, it means that it almost provides all the information needed. The magnitude of the coefficient of determination can be calculated using the following formula: $Kd = R^2 \times 100\%$

Table 2.
Test Results of the Coefficient of Determination (R²)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280 ^a	.579	.069	2.239

Source: Research Results 2024 SPSS Statistic 24 (Data processed)

C. Individual Parameter Significance Test (T Test)

In this study using a significance level of 0.1 (α = 10%). To test the hypothesis whether accepted or rejected is to compare the t value with the t table. If t count < t table then H₀ is accepted. Meanwhile, if t count > t table then H₀ is rejected. To find out the value of Ttable using the formula df = (n - k) df =

99 then the value of Ttable = 1.661

Table 3.
Individual Parameter Significance Test Results (T Test)

Model	Coefficients ^a		Standardize d Coefficients	T	Sig.
	Unstandardized Coefficients	B			
1	(Constant)	11.232	3.260	3.445	.001
	Experiential Marketing	.249	.086	.280	.005

a. Dependent Variable: Customer Satisfaction

Source: Research Results 2024 SPSS Statistic 24 (Data processed)

Based on the T test results obtained in the T test, the conclusion obtained is that the coefficient value is positive, namely T_{hitung} of 2.893 is greater than T_{table} 1.661 and the significance value is $0.005 < 0.1$. This shows that the *Experiential Marketing* (X) variable has an influence and significance on customer satisfaction at the 1815 Coffee shop on Mahat Kasan street Gatot Subroto Banjarmasin with this concluded that H_0 is rejected and H_a is accepted.

Based on the results of simple linear regression analysis, the results obtained $Y = 11.232 + 0.249X$ this value is positive, which means that there is an influence of variable X on variable Y is positive. The results of the Coefficient of Determination test obtained results of 57.9% of consumers of 1815 Banjarmasin coffee shops are influenced by the *Experiential Marketing* variable. While the remaining 42.1% is influenced by other variables such as Marketing Strategy, Consumer Loyalty, and other variables outside of this study. The T test results obtained a T_{hitung} value of 2.893 > T_{table} value of 1.661 and a significance value of $0.005 < 0.1$. This value indicates that experiential marketing has an effect on customer satisfaction in coffee shops.

1815 Mahat Kasan Street Gatot Subroto Banjarmasin.

In this study, *experiential marketing* is defined according to Schmitt as consumers' recognition and purchase of goods or services from a company or brand after they have experienced various activities and felt certain stimuli. Through this approach,

Companies strive to meet the needs and desires of consumers by creating extraordinary and superior experiences. Strengthening the consumer experience is expected to strengthen the company's brand rights and value. Schmitt also identified five different types of experiences that are relevant in this context, namely: experiences through the senses (*sense*), affective experiences (*feel*), creative cognitive experiences (*think*), physical and lifestyle experiences (*act*), and experiences that create a connection with a particular reference group or culture (*relate*).⁹

Experienced through the senses as a whole, these elements work together to create an enticing and enjoyable experience, influencing how customers feel and respond to the Kedai Kopi 1815 environment. Kedai Kopi 1815's affective experience (*feel*) successfully evokes positive feelings and creates a satisfying customer experience. This approach not only encourages customers to make a purchase decision but also builds long-term brand loyalty, as customers feel emotionally connected to the shop and its products.

Creative cognitive experience (*think*) Kedai Kopi 1815 succeeds in creating an experience that stimulates creative thinking and allows customers to interact with the brand in a more

⁹ Schmitt, *Experiential Marketing*.

innovative way. This approach not only enriches the customer experience but also changes the way they perceive and connect with the brand, making it more meaningful and memorable. physical and lifestyle experience (*act*) Kedai Kopi 1815 focuses on creating an environment that supports various aspects of customers' lives, from professional needs to social interactions, in a holistic and sustainable way.

Experience that creates a connection with a specific reference group or culture (*relate*) By offering unique and quality products, as well as participating in social and cultural activities, Kedai Kopi 1815 connects customers with the wider community and increases their involvement with the brand. By applying this indicator, 1815 Coffee has managed to maintain and develop rapidly until now.

According to Kotler and Keller, customer satisfaction is a person's feeling or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. Customer satisfaction depends on product performance on customer perceptions and expectations. If the performance does not meet expectations, the customer is disappointed, otherwise the customer is satisfied. Especially if the performance exceeds expectations, the customer can be very satisfied.¹⁰

The application of customer satisfaction indicators in this study are *Happiness*, *right choice*, and *Conformity of Expectations*. At Kedai Kopi 1815, the indicator of customer happiness is measured through how customers feel after enjoying coffee, food, and the atmosphere in the shop. If customers are satisfied with the quality of the coffee, the friendliness of the staff, as well as the comfort of the seats and the atmosphere presented, then this shows that Kedai Kopi 1815 has succeeded in creating a pleasant experience for them. Happy customers tend to visit more often return and invite their friends or family, thus increasing the number of loyal customers.

Right Choice, this indicator measures whether customers feel that choosing Kedai Kopi 1815 as a place to relax or work is the right decision. For example, if after trying several other coffee shops, customers feel that Kedai Kopi 1815 offers the best tasting coffee, the best service, and the most comfortable atmosphere, then they will feel that they have made the right choice. This is important because customers who feel they have made a good decision will have more trust in Kedai Kopi 1815 and are more likely to become loyal customers.

Conformity of Expectations, at Kedai Kopi 1815, this indicator measures how well the shop meets customer expectations. For example, if customers come in expecting high-quality coffee, fast service, and a comfortable place to work or relax, and these are met, then their satisfaction level will be high. If these expectations are not met, for example, the coffee served does not match their expectations or the service is slow, then customer

¹⁰ Gary Armstrong and Philip Kotler, *Dasar-Dasar Pemasaran*, Jilid 1, Alih bahasa Alexander Sindoro and Benyamin Molan (Jakarta: Prenhalindo, 2002).

satisfaction may decrease. Kedai Kopi 1815 should continue to monitor and adjust their services to stay in line with customer expectations.

Overall, the application of these three indicators at Kedai Kopi 1815 helps to understand how customers feel, evaluate whether customers feel they have made the right choice by visiting the shop, and ensure that the experience offered matches customer expectations. As such, Kedai Kopi 1815 can improve customer experience, strengthen loyalty, and drive sustainable business growth.

Conclusion

There is an effect of *Experiential marketing* variables on customer satisfaction of coffee 1815 Jalan Mahat Kasan Gatot Subroto Banjarmasin positively from the results of the simple linear regression test obtained the equation $Y = a + bX$ or customer satisfaction = $11.232 + 0.249X$. The test results of the Coefficient of Determination (R^2) as much as 57.9% of consumer satisfaction of coffee shops 1815 Banjarmasin is influenced by the *Experiential Marketing* variable. While the remaining 42.1% influenced by other variables such as Marketing Strategy, Consumer Loyalty, and other variables outside of this study. Based on the results of the T test, there is an influence of *experiential marketing* variables on consumer satisfaction of coffee 1815 Jalan Mahat Kasan Gatot Subroto Banjarmasin.

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