Chick N Long Surabaya: The Impact of Customer Experience on Customer Satisfaction

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Abstract

Experience marketing entails creating a marketing plan that promotes the customer's unique experiences as well as the product itself. Then, Chick N Long focused on enhancing customer satisfaction through factors such as timeliness of service, brand awareness, and the availability of production tools and raw materials before expanding into the franchise system. The purpose of this study is to determine whether experience marketing affects Chick N Long's customer satisfaction. The researchers used 50 clients as samples, and the research instrument was a questionnaire. Purposive random sampling is a sampling technique. Multiple regression is employed to test hypotheses. The findings of this study suggest that customer experience (X), namely sense (X1), Feel (X2), Think (X3), Act (X4), and Relate (X5) has a simultaneous influence on customer satisfaction (Y), but has no significant impact on customer satisfaction (Y).

Keywords: Customer Experience, Customer Satisfaction, Experience Marketing

1. Introduction

Marketing must adapt to consumer wants and needs. The evolution of experience-based marketing tactics has been an intriguing phenomenon in recent decades. Food is one of the most basic needs, so there will always be a demand for culinary innovation. (JPNN, 2019). One of the tactics used is experience marketing. According to Lupiyoadi (2013), unforgettable consumer encounters might result in memorable experiences.

Chick N Long Surabaya is a processed chicken food company that was founded in 2023. This venture is the result of the Independent Entrepreneurial MBKM Programme. Introducing Indonesia's first long crispy chicken, measuring 22 cm, with a range of sauces and seasonings to offer varied sensations. Chick N Long has quickly evolved and become well-known among the people of Surabaya, particularly during food festivals, where Chick N Long frequently participates.

Because this company is new and developing, it has various obstacles that must be addressed. Like most food businesses, the speed of service is being scrutinized. Furthermore, the uncooked dough undergoes multiple processes before being served, which causes clients to wait. Customer service is critical, particularly punctuality, because it affects satisfaction, and consumers prefer services that are delivered on time (Azar et al., 2020). Chick N Long must design a strategy to give excellent service so that clients are satisfied and have a positive experience when purchasing their products.

Brand awareness refers to an individual's capacity to recognize and remember a specific brand. (Keller in Juliana and Sabrina O. Sihombing, 2019). New items make it difficult for potential buyers to recognize Chick N Long. Due to the scarcity of comparable products on the market, potential clients may be perplexed and intrigued by this product. This will also influence the customer's decision to buy. Tajudin and Sofyan (2017) claim that brand awareness influences buyers' confidence in making a purchase and lowers their expectations when purchasing a product. Chick N Long must be able to raise brand awareness in order to build confidence in customers, resulting in consumer pleasure.

The Chick N Long product, which stands 20 cm tall, requires the tools to be custom-made or ordered from a stainless steel craftsman. Furthermore, the flour used is not widely available in supermarkets or marketplaces of comparable grade. This will impact the availability of industrial tools and raw materials. According to Farida's (2017) research, the quality of raw materials has a substantial impact on the quality of production output. The availability of production tools is critical since it helps the organization reduce production and raw material expenses. (Indira and Kholilut, 2021).

Chick N Long has decided to expand their business through franchising in 2024. A franchise business is an agreement to purchase the right to sell products from the business owner in exchange for assistance in production, operations, management, and problem-solving, also known as partners. (Dewi Astiti, 2005) However, before expanding its marketing efforts, Chick N Long wants to ensure that the concept of the 22-cm crispy long chicken and this experience marketing plan are on track. Based on a sales data report for 2023.

Table 1. Wirausaha Merdeka Program

Date	Event	Selling	Sold Out
01/11/2023	Universitas Airlangga Festival	84pcs	3 Hours
02/11/2023		69pcs	1 Hours
01/12/2023	Wirausaha Merdeka Expo Day	141pcs	5 Hours
02/12/2023		153pcs	4 Hours

According to the statistics above, customers purchased Chick N Long because they were curious about its odd shape, as indicated by the product selling out in under three hours on November 1st. However, on the second day, the goods sold out even faster, in just an hour. This phenomenon warrants further investigation to establish whether experience marketing has a true impact on consumer happiness, causing customers to desire to buy again and again. A positive opinion of quality will improve the business's long-term viability. This will support Chick N Long's sustainability when it expands into a franchise, since customers will compare their first impression of the product from the display to their expected experience.

A distinctive marketing strategy concept will be able to confront and address current market issues. The goal of this study is to measure consumer satisfaction at Chick N Long Surabaya based on the experience marketing strategy used. Chick N Long Surabaya has become the subject of research in the hopes that the findings will help Chick N Long increase sales while also addressing technical issues such as the availability of production tools and raw materials, brand awareness, service quality, and franchise expansion plans. Therefore, the results of this research are very crucial to adopt in order to support the future progress of Chick N Long's business, as consumer happiness, if not reached, can lead to fluctuating sales.

Literature Review

Customer Experience

According to Schmitt (1999) and Roberto Gunawan Pranoto (2017), there are five forms of consumer experience that serve as the foundation for analyzing overall experience marketing: sense, feel, think, act, and relate.

Dimensions of Customers' Experience:

1. Sense, which refers to words and sights and has the power to leave a lasting impression. This dimensional technique addresses the five senses: sight, hearing, touch, taste, and smell.

2. Feelings differ from sensory perceptions in that they are associated with a person's mood and emotional state.

3. Think, in which customers are encouraged to think creatively about the brand, company, or customers. The three principles of thought are surprise, intrigue, and provocation.

4. Act refers to a person's lifestyle and actual behavior. This is about how people behave and express themselves in their daily lives.

5. Relationships refer to the process of connecting with persons, companies, brands, and cultures.

Customer Satisfaction

According to Simamora (2008: 18), customer satisfaction is the outcome of a customer's interaction with a product; it is the emotion that customers get after comparing the product's actual performance to their projected performance.

Tjiptono and Gregorius (2005) identify three categories of satisfaction:

1. Demanding customer satisfaction, which originates with the customers themselves.

2. Service quality, which refers to the satisfaction that clients have when they are delighted with the service or atmosphere given.

3. The emotional factor, which refers to the level of satisfaction that buyers have when they receive emotional value from the product brand.

Hypothesis

In this study, the researcher proposes the following hypothesis:

H_1: Sense has a positive and significant influence on customer satisfaction at Chick N Long.

H_2: Feel has a positive and significant influence on customer satisfaction at Chick N Long.

H_3: Think has a positive and significant influence on customer satisfaction at Chick N Long.

H_4: Act has a positive and significant influence on customer satisfaction at Chick N Long.

H_5: Relate has a positive and significant influence on customer satisfaction at Chick N Long.

Where:

Ho: There is no influence between the dimensions of customer experience and the dimensions of customer satisfaction.

Ha: There is an influence between the dimensions of customer experience and the dimensions of customer satisfaction.

The null hypothesis is accepted if the dimensions of customer experience do not have a positive and significant impact on the dimensions of customer satisfaction at Chick N Long, and the null hypothesis is rejected if the dimensions of customer experience show a positive and significant impact on the dimensions of customer satisfaction at Chick N Long.
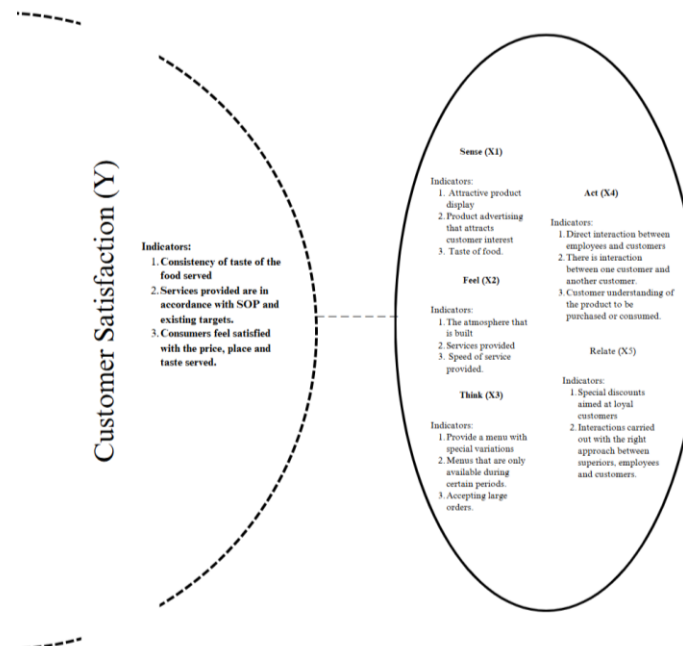
Figure 1. Conceptual Framework
Source: Ira Triyana Dewi, 2016

Preliminary Researh

Table 1. Preliminary Research

Researcher Title, Year of Publication	Variable	Research methods	Research Result	Similarities/Differences
Customer satisfaction is reviewed from customer experience, customer value, and brand image, (Sukma Dewi Empress, 2022)	Customer satisfaction, customer experience, customer value, and brand image	Quantitative with purposive sampling technique and measurement scale using Likert scale	Customer experience has a significant positive effect on customer satisfaction at Surakarta's Gacoan noodles.	Equation: The research method used is the Y variable, namely customer satisfaction. Difference: Location research
The influence of customer experience on consumer satisfaction of local culinary products, Soto Mbok Geger Pedan Klaten (Bernadita Purba Septian, 2021)	Customer experience (X) and customer satisfaction (Y)	Quantitative	Customer variables experience which includes sensory experience, emotional experience, social experience of 47.458 has a joint influence on customer satisfaction with the sensory experience variable being the most dominant on customer satisfaction of 6.512	Equation: research Methods and variables tested Difference: Location research
The influence of customer experience on customer statistics and customer loyalty of the Indonesian Francais Institute in Surabaya (Tanti Utami Dewi, 2020)	Customer experience on consumer satisfaction and loyalty	Quantitative using Experience analysis method has a path (path analysis)	Variable customer influence to variable customer satisfaction directly amounted to 0.967 in a positive direction	Similarities: Research location and quantitative methods Difference: The analysis method used is

2.   Research Method

This survey was done among all Chick N Long Surabaya customers who had made at least one purchase. The purposive sampling method was used for the sampling. The Rao Purba formula yielded 50 responders. The data collection method involved distributing a questionnaire via Google Forms. The data acquired is made up of primary data. The rating scale for responses to the questionnaire employs a Likert scale from 1 to 4 with the following information:

Table 2. Likert Scale Rating

Description of options	Description	Score
STS	Strongly Disagree	1
TS	Disagree	2
S	Agree	3
SS	Strongly Agree	4

Data Analysis

The data analysis method used in this research is quantitative analysis, which involves analyzing the data collected from the respondents' questionnaires. The researchers will use multiple regression analysis methods, first conducting validity test, reliability test, and classical assumption tests which include normality test, multicollinearity test, heteroscedasticity test, partial test, and the coefficient of determination (R^2) test. If the classical assumptions are met, then hypothesis analysis and multiple regression analysis can be carried out. Data analysis calculations using the Statistical Package for the Social Sciences (SPSS) version 26.

3.   Results and Discussions

Validity Test

Table 3. Validity Test

Variables	Item	R Count	=	R Table	N
Sense (X1)	X1.1	0,869	>	0.275	49
	X1.2	0,804	>	0.273	50
	X1.3	0,706	>	0.273	50
	X1.4	0,877	>	0.275	49
	X1	1	>	0.273	50
	X2.1	0,893	>	0.278	48

Variables	Item	R Count	=	R Table	N
Feel (X2)	X2.2	0,837	>	0.273	50
	X2.3	0,830	>	0.273	50
	X2	1	>	0.273	50
Think (X3)	X3.1	0,541	>	0.273	50
	X3.2	0,637	>	0.273	50
	X3.3	0,828	>	0.297	42
	X3	1	>	0.273	50
Act (X4)	X4.1	0,935	>	0.278	48
	X4.2	0,906	>	0.278	48
	X4.3	0,606	>	0.273	50
	X4	1	>	0.273	50
Relate (X5)	X5.1	0,805	>	0.273	50
	X5.2	0,933	>	0.278	48
	X5	1	>	0.273	50
Customer Satisfaction (Y)	Y.1	0,864	>	0.297	42
	Y.2	0,735	>	0.273	50
	Y.3	0,813	>	0.273	50
	Y	1	>	0.273	50

From table 4. it can be seen that each variable on all statement items is valid because based on the validity test decision making, if r Count > r Table, then the data is interpreted as valid.

Reliability Test

Table 4. Realibility Test

Variables	Cronbach's Alpha	N Of Items	Critical Limit	Information
Sense (X1)	0,854	4	>0,6	Reliable
Feel (X2)	0,890	3	>0,6	Reliable
Think (X3)	0,739	3	>0,6	Reliable
Act (X4)	0,903	3	>0,6	Reliable

| Relate (X5) | 0,854 | 2 | >0,6 | Reliable |
| Customer Satisfaction (Y) | 0,871 | 3 | >0,6 | Reliable |

Based on table 5. It can be seen that all statement items on each variable Performance (Y) 0.871; Sense (X1) 0.854; Feel (X2) 0.890; Think (X3) 0.739; Act (X4) 0.903; and Relate (X5) 0.854 declared reliable. This is based on the interpretation of the Cronbach alpha coefficient value of more than 0.6 so that the data is said to be reliable.

Prerequisite Test Analysis (Classical Assumption)

Kolmogrov-smirnov one-sample normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,32313481
Most Extreme Differences	Absolute	,121
	Positive	,073
	Negative	-,121
Test Statistic		,121
Asymp. Sig. (2-tailed)		,066[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Figure 2. Kolmogrov-smirnov Test

Based on the table above, it is known that the significance value of Asymp.Sig (2-tailed) is 0.066 which is greater than 0.05. So according to the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. This, the normality assumptions or requirements in the regression model have been met.

Multicollinearity test Result

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-,357	1,193		-,299	,766		
	Sense	,090	,120	,106	,751	,457	,419	2,385
	Feel	,276	,271	,223	1,017	,315	,174	5,756
	Think	,327	,182	,288	1,802	,078	,325	3,077
	Act	,200	,272	,193	,736	,466	,121	8,282
	Relate	,109	,423	,067	,257	,798	,122	8,187
a. Dependent Variable: Partisipasi								

Figure 2. Multicollinearity Test

From the results of calculating the tolerance value for each variable greater than 0.10, namely 0.419, 0.174, 0.325, 0.121, 0.122 and the VIF value for each variable smaller than 10 is 2.385, 5.756, 3.077, 8.282, and 8.187. So it can be concluded that there is no multicollinearity between the independent variables.

Heteroscedasticity test

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,820	,725		2,509	,016
	Sense	-,042	,073	-,129	-,578	,566
	Feel	,019	,165	,039	,113	,911
	Think	-,106	,110	-,244	-,961	,342
	Act	,168	,166	,423	1,013	,317
	Relate	-,161	,257	-,260	-,627	,534
a. Dependent Variable: ABS_RES						

Figure 3. Heteroscedasticity Test

From the results of calculating the a-t sig > 0.05, namely 0.566, 0.911, 0.342, 0.317, and 0.534. So it can be concluded that there is no heteroscedasticity between the independent variables.

Multiple Regression Analysis

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,357	1,193		-,299	,766
	Sense	,090	,120	,106	,751	,457
	Feel	,276	,271	,223	1,017	,315
	Think	,327	,182	,288	1,802	,078
	Act	,200	,272	,193	,736	,466
	Relate	,109	,423	,067	,257	,798
a. Dependent Variable: Partisipasi						

Figure 4. Multiple Regression and Partially Hypothesis Test

Based on table 9 presented above, it can be seen that the multiple linear regression model function can be written in the formula as below:

$Y = 5.071 + 0.596X1 + 0,011 X2 + 0,097 X3$

Description:

a. The constant value obtained of -0,357 indicates that if the sense (X1), feel (X2), Think (X3), Act (X4), and Relate (X5) is 0, then performance will increase by -0,357.

b. The sense (X1) of 0.090 identifies that the sense has a positive effect on customer satisfaction. This means that increasing the sense by 1 unit tends to increase the customer satisfaction by 0,090.

c. The feel (X2) of 0,276 identifies that the feel has a positive effect on customer satisfaction. This means that increasing the feel by 1 unit tends to increase the customer satisfaction by 0,276.

d. The think (X3) of 0,327 identifies that the think has a positive effect on customer satisfaction. This means that increasing the think by 1 unit tends to increase the customer satisfaction by 0,327.

e. The act (X4) of 0,200 identifies that the act has a positive effect on customer satisfaction. This means that increasing the act by 1 unit tends to increase the customer satisfaction by 0,200.

f. The relate (X5) of 0,109 identifies that the relate has a positive effect on customer satisfaction. This means that increasing the relate by 1 unit tends to increase the customer satisfaction by 0,109.

Simultaneous Hypothesis Testing (f-test)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148,636	5	29,727	15,248	,000^b
	Residual	85,784	44	1,950		
	Total	234,420	49			
a. Dependent Variable: Partisipasi						
b. Predictors: (Constant), Relate, Sense, Think, Feel, Act						

Figure 5. Simultaneous Hypothesis Testing (f-test)

From the results obtained by calculating the SPPS it can be seen that the significance value is 0.000 with an F (count) (15.248) > F (table) (2.417). This indicates that there is a simultaneous influence of sense, feel, think, act, and relate on customer satisfaction Chick N Long Surabaya.

Partially Hypothesis Testing (t-test)

Based on table 9, it can be concluded that the sense (X1) has no effect on customer satisfaction (Y), with a t-sig value of 0.457 (0.457 >0.05). Therefore H1 rejected. Feel (X2) has no effect on customer satisfaction (Y), with a t-sig value of 0.315 (0.315 >0.05). Therefore H2 rejected. Think (X3) has no effect on customer satisfaction (Y), with a t-sig value of 0.078 (0.078 >0.05). Therefore H3 rejected. Act (X4) has no effect on customer satisfaction (Y), with a t-sig value of 0.466 (0.466 >0.05). Therefore H4 rejected. Relate (X5) has no effect on customer satisfaction (Y), with a t-sig value of 0.798 (0.798 >0.05). Therefore H5 rejected. Based on the results of the partial test (t) above, it shows that the level

of incomeand the sense, feel, think, act, and relate does not have a significant effect on customer satisfaction.

4.   Conclusions

The results showed that the all variables, namely sense, feel, think, act, and relate had no effect on customer satisfaction Chick N Long Surabaya. The results of this finding were also previously discovered by Dhentar Eka Pratama, 2020 in his journal titled "Analyze The Influence of Sense Experience and Store Atmosphere on Repurchase Intention Consumers with Service Quality as Moderating Variable". This research explains the variable sense (X), which also does not have a significant effect on variable Y due to the moderation applied to variable Y. It is hope that this research will serve as an update to existing studies and provide further information showing customer happiness is not necessarily dependent on specific features, but can also be influenced by other factors and the consumers' own wants beyond the scope of this study.

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