

The Effect of Experiential Marketing on Customer Satisfaction Muun Donuts Lhokseumawe City

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ABSTRACT

This study aims to determine the effect of Experiential Marketing on Customer Satisfaction at Muun Donuts in Lhokseumawe City. The background of this research is based on the importance of creating positive and comprehensive experiences for customers as a strategy in increasing satisfaction and loyalty in the midst of competition in the food and beverage industry. The method used is a quantitative approach with simple linear regression analysis techniques. The sample in this study were 97 respondents obtained using the Lemeshow formula. The results showed that Experiential Marketing has a positive and significant effect on Customer Satisfaction. This is evidenced by the t-count value of 10.461 which is greater than the t-table of 1.985 and a significance value of 0.000 ($p < 0.05$), so the alternative hypothesis is accepted. This finding indicates that the experiential marketing strategy implemented by Muun Donuts-through an attractive store atmosphere, friendly service, and quality products-is able to create a pleasant customer experience and increase their satisfaction. The mean value of the Experiential Marketing variable is 4.35, which falls into the "agree" category, indicating that consumers feel real benefits from this approach. The most prominent aspect is the comfort and aesthetics of the store space, while a relatively lower aspect is the aroma of the product. These results are in line with Schmitt's Experiential Marketing theory, which emphasizes the importance of creating experiences that involve the senses, emotions, thoughts, actions, and social connectedness in building strong emotional relationships with brands.

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INTRODUCTION

Rapid business development requires companies to continue to innovate in marketing strategies to face increasingly competitive competition. One approach that is now widely applied is experiential marketing, which is a marketing strategy that focuses on creating pleasant emotional and sensory experiences for consumers.

This approach is considered effective in building attachment between consumers and brands, and contributes to increasing customer satisfaction and loyalty. Satisfied customers tend to make repeat purchases and recommend products to others, which ultimately has a positive impact on business sustainability.

In the snack food industry such as donuts, experiential marketing includes not only the taste of the product, but also the store atmosphere, service, as well as the interaction built with customers. Muun Donuts in Lhokseumawe City is one example of an MSME that implements this strategy, by offering contemporary donut variants, friendly service, and aesthetic and comfortable store design.

Based on a pre-survey of 35 respondents, the majority expressed satisfaction with the experience provided by Muun Donuts, both in terms of taste, service, and store atmosphere. This finding shows that experiential marketing has been effectively implemented. However, challenges remain, especially from big competitors such as J.CO and Harvies Donuts that already have a strong market share and brand image.

Based on these conditions, this study aims to analyze the effect of experiential marketing on customer satisfaction at Muun Donuts. The results of this study are expected to provide strategic input for local culinary businesses in increasing competitiveness through an experiential marketing approach.

LITERATURE REVIEW

Experiential Marketing (X)

Experiential Marketing is a way to get customers to create experiences through the five senses (sense), create affective experiences (feel), create creative thinking experiences (think), create customer experiences related to the body physically, with behavior and lifestyle, and with experiences as a result of interactions with others (act), as well as create experiences that are connected to social, lifestyle, and cultural circumstances that can reflect the brand which is the development of sensations, feelings, cognitions, and actions (relate). Schmitt in Hadiwidjaja & Dharmayanti (2014)

1. Sense
2. Feel
3. Thoughts (Think)
4. Act
5. Relationship (Relate)

Customer Satisfaction (Y)

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance (results) of a product with his expectations. Tjiptono in Hasibuan et al., (2021)

1. Expectation Congruency
2. Interest in Revisiting
3. Willingness to Recommend

METHOD

The research location chosen in this study is Muun Donuts Lhokseumawe Jl. Merdeka Barat No. 54, Kec. Banda Sakti, Lhokseumawe City, Aceh. This location was chosen because Muun Donuts is a business that not only offers food products, but also focuses on providing a memorable experience for its customers, in accordance with the concept of experiential marketing. With a target market that includes young consumers and families, Muun Donuts has succeeded in creating an attractive atmosphere through interior design, personalized service, and experience-oriented marketing strategies.

The approach in this study uses quantitative methods. Quantitative research relies on data collection in the form of numbers from measurements, therefore in this study statistics play an important role as a tool for analyzing answers to problems. The type of quantitative research used in this study is descriptive research. Descriptive research is research intended to investigate circumstances, conditions or other things that have been mentioned, the results of which are presented in the form of a research report.

In this study using a sampling technique, namely the Cluster Random Sampling technique. Cluster Random Sampling can be used if the sample population cannot be known with certainty, which allows no design related to the sampling frame, and there is a population that is randomly distributed or collected in different scopes.

To determine the research sample from the population, researchers used the Lemeshow formula because the population size was not known with certainty. The Lemeshaw formula (Slamet Riyanto, 2020: 13) will be used:

$$n = \frac{z^2 p(1-p)}{d^2}$$

By not knowing the number of customers visiting Muun Lhokseumawe City, the number of samples was obtained by calculating using the Lemeshow formula (Slamet Riyanto, 2020: 13) as follows:

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{0,10^2} = \frac{0,9604}{0,01} = 96,04$$

From the results of the calculation using the Lemeshow formula above, the minimum sample required in this study was rounded up to 100 respondents. The technique used in this research is simple linear regression analysis in this study using the help of the SPSS Statistics 20.0 for windows program.

$Y = a + bx$

RESULTS

Muun Donuts is a company specializing in Premium Donuts with various flavors located on Jl. Listrik, Tumpok Teungoh, Kec. Banda Sakti, Lhokseumawe City, Aceh. Established in 2020, Amalul Mukminin is the owner of Muun Donuts. At the end of 2019, before the COVID-19 pandemic hit, an unexpected encounter became a turning point for Muun Donuts' journey. An investor, with a broad vision but limited practical knowledge in the world of culinary business, met an experienced entrepreneur who had a deep understanding of the intricacies of business. The investor's lack of business strategy blended perfectly with the entrepreneur's strengths in management and operations. This is how the idea to set up a premium local donut shop came about.

Careful market analysis showed promising market potential in the location. Premium donuts, with superior quality and taste, were deemed to be well received by the local community. Muun Donat's journey started from ground zero, with the design of the logo and store concept done independently, without the help of external vendors. A bold move that reflects confidence and self-belief.

Initially, the doubt was great. The success of this venture was still a question mark for muun. To reach a wider market, Muun Donat decided to implement a unique marketing strategy by using donut carts. These carts were scattered in various strategic locations, providing delicious donuts to the local community. However, Muun Donat's flagship store, which served premium quality donuts, was able to attract an unexpectedly large number of customers. This led to the carts becoming underutilized, even abandoned.

Seeing the success of the flagship store and the high demand, Muun Donat decided to focus entirely on developing the store and improving the quality of their products. The marketing strategy shifted from the use of carts to improving service quality and product innovation at the flagship store. Muun continues to invest in research and development to create new donut variants, paying close attention to the intricacies of the manufacturing process, ensuring that every donut made meets the highest quality standards. From an unexpected encounter, Muun Donut grew into a successful business by focusing on continuous innovation and customer satisfaction.

Description of Respondents

This study involved 97 respondents who were Muun consumers in Lhokseumawe City. The characteristics of respondents in this study were studied based on three categories, namely gender, age, and occupation.

Based on Gender

The results of the analysis showed that of the 97 respondents, the majority were female as many as 56 people (58.0%), while men totaled 41 people (42.0%). This proportion reflects the dominance of female consumers in Muun Donuts Lhokseumawe City. This is most likely due to the characteristics of donut products and aesthetic store design, which are more aligned with the preferences of female consumers, especially in the context of experiential marketing.

Based on Age

Most respondents were in the age range of 17-25 years as many as 66 people (68.0%), followed by the age group 26-40 years as many as 21 people (22.0%), and age over 40 years as many as 10 people (10.0%). The dominance of the young age group shows that Muun Donuts is more attractive to young consumers who tend to be active on social media, open to innovation, and like the atmosphere of a comfortable and aesthetic place.

Based on Occupation

The most respondents came from students as many as 47 people (48.0%), followed by employees (21 people/21.0%), self-employed (18 people/19.0%), and housewives (12 people/12.0%). The high number of

students shows that this segment is the main consumer of Muun Donuts. Students are known to have a high interest in new experiences and lifestyles that are in accordance with the concept of experiential marketing which emphasizes atmosphere, interaction, and comfort.

Simple Linear Regression Analysis

Before conducting a simple linear regression analysis, first an instrument test is carried out, namely the validity test and reliability test. Based on the validity test, all instruments (question items / indicators) are declared valid, so they are suitable for use as research instruments. Meanwhile, based on the reliability test, the questionnaire used for each variable is declared reliable or reliable as a variable measuring instrument.

In addition to conducting instrument tests, classical assumption tests were also carried out which included normality tests, and heteroscedasticity tests. Based on the classical assumption test, it is concluded that the data is normally distributed and there is no heteroscedasticity. The table below shows the simple linear regression results:

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,373	2,989		2,467	,015
Experiential Marketing	,647	,062	,732	10,461	,000

a. Dependent Variable: Kepuasan Pelanggan

The table shows a constant value of 7.373 (Unstandardized Coefficients column part B), which means that when X is 0, then Y is 7.373. This means that if Experiential Marketing (X) is not implemented or there is no implementation of the experiential marketing strategy at Muun Donuts, the level of Customer Satisfaction (Y) achieved will be at a value of 7,373. This shows that even though there is no direct effort to improve the customer experience, existing customers still have a fairly high level of basic satisfaction, which may be due to other factors, such as the quality of products that are well known or other external factors.

Meanwhile, the Experiential Marketing coefficient value is 0.647. This value means that every increase in the value of X (Experiential Marketing) by 1 unit, Y (Customer Satisfaction) will increase by 0.647. This means that every time Muun Donuts increases elements in Experiential Marketing such as service, store atmosphere, or product quality by one unit, customer satisfaction will increase by 0.647. This shows that there is a significant positive relationship between the effect of Experiential Marketing on Customer Satisfaction at Muun Donuts. In other words, better implementation of experiential marketing strategies at Muun Donuts has the potential to directly increase customer satisfaction significantly. Based on the information above, a regression equation model is obtained: $Y = a + b X$ or $7.373 + 0.647X$

Hypothesis Testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,373	2,989		2,467	,015
Experiential Marketing	,647	,062	,732	10,461	,000

a. Dependent Variable: Kepuasan Pelanggan

From the table above, it can be concluded that Experiential Marketing has a significant effect on Customer Satisfaction which can be determined by t-count. The Experiential Marketing variable (X) has a value of 10.461 and the T-table value is 1.986 so that $(10.461 > 1.985)$ so it can be concluded that Experiential Marketing has a positive and significant effect ($0.000 < 0.05$) on Customer Satisfaction at Muun Donuts Lhokseumawe City. This shows that the efforts made by Muun Donuts in improving customer experience, both in terms of service, store atmosphere, and product quality, have a strong impact on customer satisfaction levels. This positive influence also reflects that customers are more satisfied when they get a comprehensive and satisfying experience while interacting with Muun Donuts.

Experiential Marketing aims to create a deeper connection between customers and brands, not only in the form of products or services provided, but also through the experiences that customers feel. At Muun Donuts, the implementation of Experiential Marketing aims to improve customer perception of the brand by creating unique and enjoyable experiences, which in turn can strengthen customer satisfaction. Through

effective implementation of Experiential Marketing, such as creating an attractive store atmosphere, providing friendly service, or offering interesting product innovations, Muun Donuts can increase customer loyalty and strengthen long-term relationships with consumers.

Correlation Coefficient

Correlations			
		Experiential Marketing	Kepuasan Pelanggan
Experiential Marketing	Pearson Correlation	1	,732**
	Sig. (2-tailed)		,000
	N	97	97
Kepuasan Pelanggan	Pearson Correlation	,732**	1
	Sig. (2-tailed)	,000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,535	,530	3,188

a. Predictors: (Constant), Experiential Marketing

b. Dependent Variable: Kepuasan Pelanggan

Based on table d, it can be seen that the R value is 0.732 or (73.2%) where the correlation coefficient value shows the relationship between experiential marketing on customer satisfaction Muun Donuts Lhokseumawe City is quite close. The coefficient of determination or R² square value shows that 0.535 (53.5%) can be explained by the experiential marketing variable, while the remaining 0.465 (46.5%) is explained by other variables that are not included or discussed in this research model.

DISCUSSION

This study aims to determine the effect of experiential marketing on customer satisfaction at Muun Donuts Lhokseumawe City. Based on simple linear regression analysis using SPSS 20.0, the results show that experiential marketing has a positive and significant effect on customer satisfaction. This is evidenced by the t_{count} value of $10.461 > t_{table} 1.985$ and a significance of $0.000 < 0.05$. Thus, the alternative hypothesis (H_a) is accepted.

The results of data processing show that the visual experience is the element that consumers value most, with the statement "The layout and decoration of the Muun Donuts room is attractive and comfortable to look at" obtaining the highest mean value (4.49). Meanwhile, the statement "The aroma of Muun Donuts products arouses my taste buds" obtained the lowest mean value (4.40), although it is still in the agree category. Overall, the mean value of the experiential marketing variable of 4.35 indicates that customers agree that the elements of experiential marketing contribute to their positive experience.

This finding supports Schmitt's concept (in Hadiwidjaja & Dharmayanti, 2014) of the five dimensions of experiential marketing: sense, feel, think, act, and relate. Muun Donuts is considered successful in creating a comprehensive experience through aesthetic store design (sense), friendly service (feel), innovative products (think), comfortable atmosphere (act), and continuous promotion through social media (relate).

This research is in line with previous studies by Fadillah & Gami (2020), which show that experiential marketing has a significant impact on customer satisfaction. By creating a comprehensive experience that involves emotions and the five senses, companies can strengthen emotional bonds with customers and increase loyalty.

Thus, the application of experiential marketing has proven effective in increasing customer satisfaction at Muun Donuts. This strategy can continue to be developed to strengthen the competitiveness of local businesses in the midst of increasingly competitive competition.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Experiential Marketing has a significant effect on customer satisfaction at Muun Donuts Lhokseumawe City. The experience provided through the five main elements, namely sense, feel, think, act, and relate, is proven to be able to create a positive impression and increase customer satisfaction. This can be seen from the average value (mean) on each indicator which shows good results, reflecting that customers are satisfied with the experience they get when interacting with the products and atmosphere offered by Muun Donuts.

In addition, the results of hypothesis testing show that there is a positive and significant relationship between experiential marketing strategies and customer satisfaction. This indicates that the more effectively experiential marketing is implemented, the higher the level of customer satisfaction. Thus, it can be concluded that experiential marketing strategy is one of the important factors that can support the creation of customer loyalty and increase business competitiveness. Therefore, Muun Donuts needs to maintain and develop experiential elements that have been running well in order to continue to meet customer expectations and excel in the midst of market competition.

Suggestion

Based on the conclusions that have been obtained, there are several suggestions that can be given to Muun Donuts in improving the application of Experiential Marketing and strengthening customer satisfaction:

1. Improving Customer Experience
Although Muun Donuts has succeeded in creating positive experiences for customers, the company is advised to continue to innovate in creating more interesting and memorable experiences. This could include adding new elements to the experience, such as special events or seasonal promotions that can attract further customer attention.
2. Consistency in Service
Friendly and responsive service is an important factor that increases customer satisfaction. Muun Donuts needs to ensure that the quality of service provided is consistent, by providing regular training to staff to maintain high service standards.
3. Optimize the Use of Social Media
Given that many customers follow information and promotions through social media, Muun Donuts is advised to be more active in utilizing social media platforms to interact with customers, announce promotions, and receive feedback that can be used for improvement.
4. Product Variety Expansion
To maintain and improve the customer experience, Muun Donuts can continue to innovate by presenting new product variations that match customer trends and preferences, so that they remain relevant and attractive to existing and new customers.

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