Study on Customer Value and Experiential Marketing Towards Word of Mouth at "Nine Cafe" Semarang

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ARTICLE INFORMATION

ABSTRACT

This study investigates how customer value and experiential marketing influence word of mouth (WOM) for "NINE CAFE" in Semarang. Conducted via a survey of 100 frequent cafe customers, the research employs regression analysis to demonstrate that both customer value and experiential marketing exert a statistically significant and positive impact on WOM. These findings underscore the importance of enhancing customer value and cultivating positive experiences to stimulate customer recommendations. The implications suggest that focusing on improving customer perceptions and creating memorable experiences can effectively boost WOM, potentially leading to increased customer loyalty and business growth for "NINE CAFE". Such strategies could be crucial for cafes and similar businesses aiming to leverage WOM as a marketing tool in competitive environments.

Keywords: Customer Value, Experiential Marketing, Word of Mouth, Strategie

INTRODUCTION

Indonesia presents a dynamic and rapidly growing business environment (Badan Pusat Statistik, 2023) with a large population, stable economic growth, and technological advancements (Kementerian). Creating the best products is crucial in business. However, what needs to be considered in marketing a product or service is customer value. In the increasingly developing era, businesspeople are increasingly required to be more creative in attracting consumers. There are various marketing methods that can be used, one of which is experiential marketing.

Nine Cafe is a cafe located in Semarang that offers a variety of food and beverages favored by young people. However, in the last year, 2023, it experienced a decline in sales targets as shown in the following table:

Table 1: Nine Cafe Sales Turnover from January to December 2023

MONTH	TARGET TURNOVER PER MONTH	REALIZATION
JANUARY	100.000.000	88.100.000
FEBRUARY	100.000.000	88.266.000
MARCH	100.000.000	99.791.000
APRIL	100.000.000	100.486.000
MAY	100.000.000	87.245.000
JUNE	100.000.000	76.545.000
JULY	100.000.000	97.450.000
AUGUST	100.000.000	88.266.000
SEPTEMBER	100.000.000	89.791.000
OCTOBER	100.000.000	100.486.000
NOVEMBER	100.000.000	87.245.000
DECEMBER	100.000.000	76.500.000

From the table above, it shows fluctuating sales turnover and tends not to meet the sales targets. Therefore, this study aims to determine the influence of Customer Value and Experiential Marketing on Word of Mouth at Nine Cafe Semarang. Creating positive word of mouth in society is not easy, it requires a special strategy, in this research the focus is on increasing Customer Value and Experiential Marketing, by increasing Customer Value and Experiential Marketing from Nine Café it is hoped that it can have a positive impact on word of mouth for nine café, as research from (Muhammad & Artanti, 2016; Kuppelwieser, 2022; Torabi, Hamidi, & Safaie. (2021); Marcos & Coelho, 2022) which states that Customer Value and Experiential Marketing have a positive and significant effect on word of mouth. However, on the other hand, research from (Soliha et al., 2021; Bastos & Moore, 2021) states that providing Customer Value and Experiential Marketing to consumers has not had a completely positive impact on word of mouth. Based on the existing problems, this research formulates a research formulation, namely, how to create word of mouth strategies in Nine Cafes with Customer Value and Experiential Marketing.

LITERATURE REVIEW

Customer Value
Customer value is defined as the consumer's perception of the benefits of a product or service obtained compared to the costs incurred (Kim & Park, 2020). High customer value can increase satisfaction and loyalty, which in turn encourages positive WOM (Ryu & Han, 2021). Customer Value is an important concept in marketing that reflects the benefits or value perceived by customers from the products or services they buy or use. The following are the dimensions and indicators of Customer Value according to experts (Muhammad & Artanti, 2016; Kuppelwieser, 2022).

Customer Value Dimensions: a. Value for Money: Customers assess the extent to which a product or service provides value commensurate with the price they pay. b. Quality: The level of quality of a product or service, which includes reliability, durability and product performance. c. Emotional Value: The feeling or emotional connection that arises from using a product or service. d. Social Value: The extent to which a product or service improves a customer's social status or self-image. e. Experiential Value: The positive experience that customers gain while using a product or service.

While for Customer Value Indicators: a. Customer Satisfaction (Customer Satisfaction): How satisfied customers are with the product or service they receive. b. Perceived Quality: Customer perception of the quality of a product or service. c. Price Sensitivity: The extent to which customers are sensitive to the comparison of product value with the price they pay. d. Brand Loyalty: The level of customer loyalty to a particular brand based on their experience and perceived value. e. Customer Lifetime Value: An estimate of the financial value of a long-term relationship with a customer based on predicted consumer spending. Each of these dimensions and indicators helps companies understand and measure how well they meet customer needs and expectations and build sustainable and valuable relationships with them. In research conducted by Marcos & Coelho, 2022; Lee, Liu & Tseng, 2022) said that having good customer value will significantly increase word of mouth in society. H1: The better the customer value, the better the word of mouth

Experiential Marketing
Experiential marketing focuses on creating meaningful and emotional experiences for consumers. According to Schmitt (1999), experiential marketing involves five main elements: sense, feel, think, act, and relate. A study by Verhoef et al. (2021) shows that positive customer experiences can increase the desire to share those experiences through WOM. Experiential Marketing is a marketing approach that focuses on creating memorable and positive experiences for customers. The following are the main dimensions and indicators of Experiential Marketing according (Soliha et al., 2021; Bastos & Moore, 2021):

Experiential Marketing Dimensions: a. Sensory Experience: Providing experiences that involve the human senses, such as sight, hearing, smell, taste and taste. b. Affective Experience: Creating an emotional response or positive feeling towards

a brand or product. c. Behavioral Experience: Motivates customers to actively interact with a brand or product, for example through participation in events or activities. Cognitive Experience: Strengthening positive perceptions about a brand or product through knowledge, understanding and education conveyed to customers.

while for Experiential Marketing Indicators: a. Customer Engagement: The level of customer participation and interaction with experiential marketing activities or events. Brand Recall: The ability of customers to remember a brand or product based on the experiential experiences they have had. C. Emotional Connection: The emotional connection that is formed between customers and brands because of the positive experiences they have had. d. Word of Mouth (WOM) Marketing: The extent to which customers tend to share their positive experiences with others, influencing brand reputation's. Behavioral Intentions: The customer's intention or desire to take the next action, such as purchasing, participating further, or recommending to others. Experiential marketing aims to not only attract customer attention through unique and memorable experiences, but also to increase engagement, build brand loyalty, and generate long-term positive impacts for the company. Research conducted by (Kuppelwieser, 2022; Torabi, Hamidi, & Safaie. (2021); Marcos & Coelho, 2022) states that the existence of experimental marketing which is felt by consumers can stimulate consumers to use word of mouth. H2: The better the experimental marketing, the better the word of mouth provided.

Word of Mouth
WOM is informal communication between consumers about their experiences with a particular product or service (Litvin et al., 2020). WOM can be divided into two types: positive WOM and negative WOM. Positive WOM occurs when consumers share their positive experiences, while negative WOM occurs when they share negative experiences (Hennig-Thurau et al., 2021). Word of Mouth (WOM) or word of mouth marketing is a process in which individuals share information about products, services, brands, or experiences with others in their social circles. The following are the main dimensions and indicators of Word of Mouth: Word of Mouth Dimensions: a. Positivity: Whether the WOM shared tends to be positive or negative towards the product or brand. b. Volume: How often WOM information is shared or conveyed to others. c. Reach: The number of people or audiences reached by WOM information. d. Impact: How much influence or effect WOM has on purchasing behavior or customer perceptions of the brand.

while for Word-of-Mouth Indicators: a. Net Promoter Score (NPS): A standard measure for measuring a customer's propensity to recommend a product or brand to others. b. Social Media Shares: The number of shares or posts about a brand or product on a social media platform. c. Customer Reviews: Customer responses or testimonials about their experiences with products or services, both online and offline. d. Referral Programs: The level of customer participation in programs or incentives designed to encourage positive WOM. e. Brand Mentions: How often a brand or product is mentioned in online or offline conversations or content. Word of Mouth is one of the most powerful and effective forms of marketing because it is based on personal recommendations and direct experiences from individuals who are trusted by others in their social network. Companies can increase WOM

by improving product or service quality, building good relationships with customers, and designing marketing strategies that encourage the sharing of positive experiences.

RESEARCH METHOD

This research may use a quantitative approach, which aims to measure and analyze the relationship between variables such as customer value, experiential marketing, and word of mouth statistically. The population that is the focus of this research is customers of "NINE CAFE" in Semarang. This population includes everyone who has visited the cafe more than three times and has direct experience with their products and services. Sampling Techniques: This research may use non-probability techniques such as convenience sampling, where respondents are selected based on their availability and ease of access. Sample Size: Data were collected from 100 cafe patrons who met these inclusion criteria, perhaps assuming that this sample size was representative of the larger population. Data Collection: Data is collected through survey methods, which can be in the form of questionnaires given to cafe customers directly or through online platforms. Data Analysis: Data analysis is performed using statistical techniques, such as regression analysis, to examine the relationship between variables such as customer value, experiential marketing, and word of mouth. Regression can be used to determine the extent to which customer value and experiential marketing significantly influence word of mouth. The research methods used must be designed in such a way as to ensure the validity and reliability of the results, as well as to provide an in-depth understanding of how these variables are interconnected and influence consumer behavior in the context of "NINE CAFE" in Semarang.

RESULTS

To explain the results of research on the Study of Customer Value and Experiential Marketing on Word of Mouth at "NINE CAFE" Semarang, important elements in data analysis:

Table 2. Description of Respondents:

Item	Man (%)	Women (%)	Total (%)
Gender	67	33	100
Aged	18-25	>25	2.97
	87	13	100
Education	High School	Bachelor	
	28	72	100
Occupation	Student	Employe	
	25	75	100
Frequency Of Visits To	2-3 Times	>3	
	57	43	100

This research includes a description of respondent characteristics such as age, gender, education, occupation, and frequency of visits to "NINE CAFE". The results show that most respondents are aged between 18-25 years, consisting of men and

women with varying educational backgrounds, and on average they have visited this cafe more than 3 times a month.

This research uses SPSS as a data processing tool, and has been adapted to research needs. The results of this research are:

Table 3. Validity Test

Item	r count	r table	Description
Customer Value		0,1671	
X1.1	0.741		Valid
X1.2	0.644		Valid
X1.3	0.592		Valid
Experiential Marketing		0,1671	
X2.1	0.624		Valid
X2.2	0.620		Valid
X2.3	0.658		Valid
WOM		0,1671	
Y1.1	0.673		Valid
Y1.2	0.684		Valid
Y1.3	0.682		Valid

Based on the results of the validity test, it was found that all indicators were valid, this can be seen from the calculated t value of all indicators for each variable having a value greater than the t table.

Table 4. Reliability Test

No	Variable	r alpha value	Description
1.	*CV*	0.809	Reliabel
2.	*EM*	0.787	Reliabel
3.	*WOM*	0.815	Reliabel

All research variables have a reliable distribution, this is shown by the value of each variable above 0.7 as required.

Table 5. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.85967677
Most Extreme Differences	Absolute	.074
	Positive	.057
	Negative	-.074

Test Statistic	.074
Asymp. Sig. (2-tailed)	.200[c,d]

From Table, the Kolmogorov-Smirnov test yields a significance value of 0.200. Since 0.200 > 0.05, it can be concluded that the residual values of the research data come from a normally distributed population.

Table 6. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.058	2.350		1.301	.196		
	CV	.110	.080	.144	1.367	.175	.485	2.060
	EM	.425	.077	.580	5.504	.000	.485	2.060

In the table above, the VIF value is 2.060 and the tolerance value is 0.485. It can be concluded that VIF 2.060 < 10.00, so multicollinearity does not occur. The tolerance value of 0.485 > 0.10 indicates that multicollinearity does not occur.

Table 7. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.629	1.477		1.103	.273
	CV	.079	.051	.226	1.571	.119
	EM	-.068	.049	-.202	-1.405	.163

In the table above, the significance values (sig) for customer value and experiential marketing are 0.119 and 0.163, respectively. Therefore, heteroscedasticity does not occur as the significance values are greater than 0.05.

Regresion Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.058	2.350		1.301	.196
	CV	.210	.080	.244	3.367	015
	EM	.425	.077	.580	5.504	.000

The SPSS output table shows the following results:
- The t-value for the social media variable is smaller than the t-table value, which is 3.367 > 1.67722, with a significant t-value of 0.015 < 0.05. The result indicates that customer value has a positive and significant effect on

word of mouth. Therefore, it can be concluded that Ho is rejected, and Ha is accepted, thus the hypothesis stating that there is a positive and significant influence between customer value and word of mouth is accepted.

- The t-value for the experiential marketing variable is larger than the t-table value, which is 5.504 > 1.67722, with a significant t-value of 0.000 < 0.05. The result indicates that experiential marketing has a positive and significant effect on word of mouth. Therefore, it can be concluded that Ho is rejected and Ha is accepted, thus the hypothesis stating that there is a positive and significant influence between experiential marketing and word of mouth is accepted.

DISCUSSION

In stimulating the public to create word-of-mouth among consumers, it is not easy and therefore requires some breakthroughs from service or product providers, as the results in this research show. This research resulted in the finding that customer value (Customer Value) has a significant influence on word of mouth, as shown by the significance value obtained of 0.015, which is smaller than the generally used significance level of 0.05. A positive regression coefficient value also indicates that the higher the customer value, the higher the word of mouth generated. This finding is in line with the results of research conducted by Steven (2020) which concluded that customer value has a significant influence on word of mouth. Apart from that, research conducted by Septianti et al., (2023) also supports this finding by finding that customer value positively influences word of mouth. Overall, these findings make an important contribution to the literature on the influence of customer value on word-of-mouth behavior, by providing strong empirical evidence that increasing customer value can significantly increase the likelihood of positive word of mouth related to a product or service.

This research found that experiential marketing has a significant influence on word of mouth, as evidenced by a significance value of 0.000, which is much lower than the commonly used significance level of 0.05. A positive regression coefficient indicates that the higher the experiential marketing variable, the higher the level of word of mouth generated. This finding is in line with research conducted by Yacuub & Iqbal (2022) which concluded that experiential marketing has a positive influence on word of mouth. Apart from that, research conducted by Fatchiyah & Sukmono (2021) also supports this finding by finding that experiential marketing significantly contributes to word of mouth. Overall, these findings provide an important contribution in expanding understanding of the effectiveness of experiential marketing strategies in increasing word of mouth related to products or services. The implication of this research is that the experience provided to consumers not only influences their perception of a brand or product but can also increase the likelihood that they will share that positive experience with others, thereby expanding the reach and impact of word of mouth as a whole.

CONCLUSION

This research reveals that customer value (Customer Value) has a significant influence on word of mouth (WOM), as evidenced by a significance value of 0.015, lower than the general significance level of 0.05. A positive regression coefficient indicates that the higher the customer value, the higher the word of mouth generated. This finding is consistent with previous research conducted by Steven (2020) and Septianti et al., (2023), which also found that customer value plays an important role in influencing WOM. Apart from that, this research also found that experiential marketing has a significant influence on word of mouth, with a very low significance value of 0.000. The positive regression coefficient of the experiential marketing variable shows that the experience provided to consumers can increase the level of WOM significantly. This finding is in line with research conducted by Yacuub & Iqbal (2022) and Fatchiyah & Sukmono (2021), which shows that experiential marketing strategies are effective in increasing WOM. Overall, the findings from this research provide an important contribution to the literature regarding the influence of customer value and experiential marketing on word of mouth behavior. The practical implication is that to stimulate society to create positive word of mouth, service or product providers need to focus on increasing customer value and implementing experiential marketing strategies that enrich the consumer experience. Thus, it can be expected that the effective use of these two factors will increase not only consumers' perception of a brand or product, but also their likelihood of sharing positive experiences with others, thereby expanding the reach and impact of word of mouth as a powerful communication medium and can be trusted.

LIMITATION

Limitations of this research may include the following:
Generalization: This research may be limited to a specific sample or population that may not represent the overall characteristics of consumers in general. Variability in word-of-mouth behavior may differ across different contexts or demographics. Measurement methods: customer value measurement and experiential marketing can have variations in the definition and use of measurement instruments. These differences in measurement methods can affect the validity and reliability of the findings. Contextual Factors: This research may not consider all contextual factors that may influence the relationship between customer value, experiential marketing, and word of mouth. For example, certain economic, cultural or market competitive factors. Causality: Although this research finds a relationship between the variables studied, this research is correlational in nature. Therefore, it cannot be concluded that changes in customer value or implementation of experiential marketing strategies directly cause changes in word of mouth. Other factors not measured in this study may also influence the results. Time: This research was conducted at a specific time and may not consider changes in trends or market conditions that may affect word-of-mouth dynamics over a longer period. Data Sources: Use of secondary data or data collected from specific sources may limit the generalizability of findings, depending on the permissibility and validity of the available data.

Taking these limitations into account, the results of this research still provide valuable insights and provide a basis for further research in digging deeper into the influence of customer value and experiential marketing strategies on word-of-mouth behavior.

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DECLARATION OF CONFLICTING INTERESTS

In conducting the research titled "Study on Customer Value and Experiential Marketing towards Word of Mouth at Nine Cafe, Semarang," we declare the following potential conflicting interests: Financial Interests: None of the researchers involved in this study have financial interests or received any funding that could potentially bias the outcomes or interpretation of the research findings. Personal Relationships: There are no personal relationships or affiliations with individuals or organizations that could influence or be perceived to influence the research conducted at Nine Cafe. Professional or Academic Competing Interests: While the researchers have professional interests in the field of marketing and consumer behavior, there are no competing interests that could affect the impartiality or objectivity of the study. Non-Financial Interests: The researchers have no non-financial interests, such as political, religious, ideological, or institutional affiliations, that could influence the research findings. This declaration is made to ensure transparency and to uphold the integrity of the research process and its outcomes. We affirm that the study was conducted with impartiality and adherence to ethical standards in research.

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