THE INFLUENCE OF EXPERIENTIAL MARKETING, BRAND IMAGE, AND QUALITY OF SERVICE ON CUSTOMER LOYALTY ON THE COFFEE BUSINESS
(Case Study of the Janji Jiwa Coffee Shop)

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Abstract
This study aims to figure out the effect of Experiential Marketing, Brand Image, and Quality of Service on Customer Loyalty at the Janji Jiwa Coffee shop. The method employed is a survey. The research location is the Janji Jiwa coffee shop in Makassar City. Data retrieval is done by accidental sampling technique with the respondents of 100 customers. Data analysis was conducted descriptively and data analysis with multiple regression analysis through the SPSS Version 22 program. The results showed that partially and simultaneously, Experiential Marketing, Brand Image, and Quality of Service had a positive and significant effect on Customer Loyalty.
Keywords: Experiential Marketing, Brand Image, Quality of Service, Customer Loyalty

INTRODUCTION

The business sector, especially the food and beverage business, continues to develop rapidly and dynamically from conventional concepts to modern concepts, which causes competing competition between these businesses so that a strategy is needed to survive. One of the strategies to survive is to keep customer loyalty (Amrullah, 2018).

Customer loyalty, in general, can be interpreted as a person's loyalty to a product, both goods, and services. In addition, customers who have a high commitment to their loyalty will not be affected by the forms of products or service marketing provided by other companies and will continue to choose the products and services they previously preferred (Rizal & Bulan, 2016).

Today's marketing continues to grow and change, from the conventional marketing concept to the modern marketing concept. Factors such as the increasing number of competitors, technological sophistication, and increasing education about marketing accelerate and spur marketers to be more creative in marketing their products and services (Rusmawati, 2017). The success of

creating a positive sense in the minds of consumers is a crucial factor in the success of selling a product, so companies need to convey or communicate a product by touching the emotional side of consumers (Oeyono & Dharmayanti, 2013).

The marketing concept that can be used to influence the emotional side of consumers is through experiential marketing, which is trying to create a positive experience for consumers in consuming products or services that can be used as a reference for marketers to predict consumer behaviour in the future in the form of repurchase actions (Kusumawati, 2011). Experiential Marketing is expected to be able to supply a unique, positive, and memorable experience to customers. In addition to making consumers feel impressed by the experience while enjoying the services provided by this company, it will then be embedded in their minds so that later customers will not only be loyal but also spread information about the company's products to others (Roring, 2018).

The brand image that is part of the marketing concept also creates customer loyalty. (Sondakh, 2014) The perception of a

brand becomes the basis for customers to make purchases. By having a good brand image, customers can recognize the product or service to be bought, know the product quality, and gain experience from the product by which the customers can recommend to others.

Service quality is one of the keys to measuring satisfaction and loyalty. (Sapitri et al., 2020) Service quality emphasizes customer satisfaction because product characteristics are vital information for consumers so that the products sold are a form of service offered to consumers that affect consumer satisfaction and loyalty to repurchase the products offered (Subagiyo & Adlan, 2017).

Janji Jiwa, a coffee shop from Kuningan, West Java, is a coffee shop business that begins to expand in Indonesia, including Makassar City. Janji Jiwa is not just a coffee shop with a contemporary concept but also about service and convenience. In addition, Janji Jiwa also offers services that take care of the comfort of its customers who want a perfect service. Indirectly this will have an impact on consumer loyalty, where consumers will increasingly have a consumptive sense to buy products. Loyal customers are not only a solid foundation for the company but also reflect the company's growth potential in the future.

LITERATURE REVIEW
1. Experiential Marketing

Experiential marketing comes from two words, namely experiential and marketing. Experiential itself comes from the word experience which means an experience and marketing which means marketing (Rusmawati, 2017). One of the marketing concepts that can be used to influence consumer emotions is experiential marketing. Experiential marketing is one of the marketing activities usually conducted by businesspeople to attract consumers from their emotional side (Rizal & Bulan, 2016).

Experiential Marketing is a marketing concept that aims to form loyal customers by touching their emotions and giving a positive feeling towards products and services (Kartajaya, 2004).

The concept of Experiential Marketing, according to (Schmitt, 1999) is divided into two major parts, namely:

1. Strategic Experiential Marketing is using an approach to all sensory experiences, feelings/affects, cognition, physical and lifestyle, as well as relationships with certain cultures or references which can provide an image that has an impact on the emergence of experience values in a product or service. Strategic Experiential Marketing includes the following dimensions: a) Sense Marketing; b) Feel Marketing; c) Think Marketing; d) Act Marketing; e) Relate Marketing

2. Experiential Provider is a part that allows the formation of a memorable experience which includes communications, visual identity, product presence, co-branding, spatial environment, websites, and people.

Some of the benefits that can be received and felt by a company when implementing experiential marketing include (Rusmawati, 2017): (a) Reviving a declining brand; (b) To differentiate a product from competitors' products; (c) To create the image and identity of a company; (d) To promote innovation; and (e) To induce trial, purchase, and customer loyalty.

Experiential Marketing Strategy looks to create a positive experience for consumers in consuming products or services that can be used as a reference for marketers to predict consumer behaviour in the future in the form of repurchase actions. In this case, the emotional side of the product is developed through marketing efforts (Kusumawati, 2011).

2. Brand Image

Brand image is based on seven important aspects (Haryono & Octavia, 2020), namely: a) Influence on the market (Leadership); b) Enduring in a lengthy period (Stability); c) Trading environment (Market /

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Trading environment); d) Geographical spread; e) By the consumer (Customer trend); f) Support for various activities (Activity support); g) Protected by law (Legal protection).

Brand image is an important thing to be considered by a company, through a good brand image will be able to create emotional value in consumers and positive feelings will arise when buying or using a branded product. Conversely, if a branded product has a bad image in the eyes of consumers, it is unlikely that consumers will buy the branded product (Sundjoto Sundjoto, 2012).

According to (Kotler & Keller, 2012) brand image is the consumer's perception of the company or its products. Brand image cannot be implanted in the minds of consumers overnight or disseminated through the media alone. Instead, the image must be conveyed through every available means of communication and disseminated continuously because without a strong image it is exceedingly difficult for a company to attract new customers and retain existing customers. (Ramadhan, 2020) to build an image on a brand, companies must create a brand identity that can touch the hearts of consumers both in terms of quality, price, or symbols.

3. Quality of Service

Quality is defined as the customer's perception of the overall quality or superiority of a product or service concerning the intended purpose (Tjiptono, 2000). Service quality is one of the determinants of success that affects the company's competition (Ni Made Savitri Anggraeni & Ni Nyoman Kerti Yasa, 2012). Meanwhile (Bitner, 2013) defines service quality as a global assessment or attitude related to service superiority. Service quality affects customer satisfaction and later has an impact on customer loyalty (Ruswanti, 2012).

Dimensions of quality service according to (Wijaya, 2011), namely: Reliability, the ability to conduct the promised services appropriately and reliably. Responsiveness, the ability to help customers and supply services quickly or responsively. Confidence, understanding, and courtesy of employees and their ability to generate trust and confidence or "assurance". Empathy, a condition for caring, giving personal attention to customers. Tangible Physical appearance, equipment, personnel.

(Grönroos, 2001)states that there are two dimensions of service quality, namely functional quality, and technical quality. Technical quality is found through the answers to what questions consumers get. For example, if the consumer saves at the bank, the consumer gets interest, if the consumer purchases at the X restaurant, the consumer will get nutritious food at a low price. However, it is particularly important if the technical quality is delivered to the customer. That's why functional quality is the way to get service.

In principle, the sustainability and success of a business depend on the quality and capabilities of the employees in supplying services. With quality services, customers or consumers will feel satisfied so that it will affect the size of customer demand for the products produced (Pereira et al., 2016).

4. Loyalty

Loyalty is defined as an attitude shown by consumers towards products or service providers. A consumer will show a loyal attitude if a company can supply satisfaction to its customers. A loyal customer is a consumer who always buys back from the same service provider and keeps a positive attitude towards that service provider in the future (Pramudyo, 2012). Meanwhile, according to (Hasan, 2013) customer loyalty is a behaviour related to the brand of a product, including the possibility of renewing the brand contract in the future, how likely is the customer to change their support for the brand, how likely is the customer's desire to increase the positive image of a product.

According to (Griffin, 2002) loyalty is defined as a non-random purchase expressed

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over time by some decision-making unit. Based on this definition, loyalty is more directed to a behaviour, which is aimed at routine purchases, based on the decision-making unit. Customer loyalty to products can be decided by one of the products, prices, promotions, places, people, processes, and consumer services which are not necessarily caused by customer satisfaction (Subagiyo & Adlan, 2017). Five types of marketing activities used by companies to increase loyalty (Sangadji, 2013), namely: a) Repurchase; b) Great liking for the brand; c) Determination on the brand; d) The belief that a particular brand is the best; e) Brand recommendation to others.

METHODOLOGY

This research was conducted at the Janji Jiwa coffee shop in Makassar City. The method used in this research activity is a survey. The type of data taken consists of primary data and secondary data. Primary data collection was conducted through interview techniques using structured questionnaires directly with respondents. Determination of the research location using purposive sampling or the selection of a place or location intentionally with the consideration that the Janji Jiwa coffee shop is one of the most popular coffee shops in Makassar City. Data were collected using the accidental sampling technique to obtain one hundred respondents. Data analysis was conducted descriptively, and statistical data were analysed by multiple regression analysis through the SPSS version 22 program.

RESULTS AND DISCUSSION
Consumer characteristics

The consumer characteristics of the Janji Jiwa Coffee Shop in Makassar City are dominated by 65% female consumers and 35% male consumers with an age interval of 16-21 from various backgrounds. The respondent is lived in Makassar City. Consumers know information related to the Janji Jiwa Coffee

shop in Makassar City from family, friends, and social media.

Multicollinearity Test

The multicollinearity test aims to assess whether the regression model found a correlation between the independent variables (independent). To be able to figure out whether there is multicollinearity in the regression model in this study, it is by looking at the VIF (Variance Inflation Factor) and tolerance values and analysing the correlation matrix of the independent variables. The VIF value can be seen in the table below:

Table 1. Multicollinearity Test

Collinearity Statistics		
	Tolerance	VIF
Experiential Marketing	.625	1.254
Brand Image	.619	1.183
Quality of Service	.704	1.159

Table 1. above shows that no variable has a VIF value of not more than ten and a tolerance value of not less than 10%, which means that there is no correlation between independent variables greater than 95%. So, from the things mentioned above, it can be concluded that there is no multicollinearity between variables in the regression model.

Multiple Linear Regression Analysis

This analysis is used to figure out the direction of the relationship between the independent and dependent variables. The following are the results of the regression test using the help of the SPSS version 22 program.

Table 2. Multiple Linear Analysis Results

Coefficient[b]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.793	.619		6.362	.000

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Experimental marketing	.366	.047	.226	2.188	.006
Brand Image	.478	.026	.270	2.064	.000
Quality of Service	.392	.015	.219	3.512	.001

Based on table 2, it can be written in Standardized form from the regression equation as follows: $Y = 4.793 + 0.366 X_1 + 0.478 X_2 + 0.392 X_3$. From the multiple linear regression equation can inform that:

1) The regression coefficient for Experiential Marketing (X_1) is 0.366, meaning that if Experiential Marketing (X_1) is increased by one on a unit scale, it will increase Customer Loyalty (Y) at the Janji Jiwa coffee shop by 4.793 on a unit scale assuming other factors are considered constant.
2) The regression coefficient for Brand Image (X_2) is 0.478, meaning that if the Brand Image (X_2) is increased by one on a unit scale, it will increase Customer Loyalty (Y) at the Janji Jiwa coffee shop by 4.793 on a unit scale assuming other factors are considered constant.
3) The regression coefficient for service of quality (X_3) is 0.392, meaning that if service of quality (X_3) is increased by a oneunit scale, it will increase Customer Loyalty (Y) at the Janji Jiwa coffee shop by 4.793 on unit scale assuming other factors are considered constant.

Simultaneous Regression Coefficient Test (F-test)

The F statistical test is used to figure out whether all the independent variables contained in the regression equation simultaneously affect the dependent variable.

Table 3. Simultaneous Test (F)

ANOVAᵃ					
Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	8.903	3	7.258	9.968	.000ᵇ
Residual	4.657	82	639		
Total	9.896	84			

a. Predictors: (Constant), Quality of service (X_3), Brand Image(X_2), Experiential Marketing (X_1)

b. Dependent Variable: Customer loyalty

Based on the table 3, the F count value is 9.968 with a significance level of 0.000. This result means the significance value is less than 0.05 or (5%). So, it can be concluded that Experiential Marketing (X_1), Brand Image (X_2), and Service Quality (X_3) together have a significant effect on Customer Loyalty (Y).

Partial Regression Coefficient Test (t-test)

This test is used to find whether the independent variable (X) has a significant effect on the dependent variable (Y). Significant means that the effect that occurs can apply to the population (can be generalized).

Table 4. Partial Test (T)

Variable	T_{count}	Signification	T_{table}
Experiential marketing	2.188	.006	1.985
Brand Image	2.064	.000	1.985
Quality of Service	3.512	.001	1.985

1) The Experiential Marketing variable (X_1) has a Tcount of 2.188 with a significant level of 0.006. The value of Tcount (2.188) > Ttable (1.985), it means that H_0 is rejected, and Ha is accepted. These results show that the Experiential Marketing (X_1) variable has a partial significant effect on Customer Loyalty (Y) at the Janji Jiwa coffee shop.
2) The Brand Image (X_2) variable has a Tcount of 2.064 with a significant level of 0.000. The value of Tcount (2.064) > Ttable (1.985), means that H_0 is rejected, and Ha is accepted. These results show that the Brand Image variable (X_2) has a partially significant effect on Customer Loyalty (Y) at the Janji Jiwa coffee shop.
3) The service quality variable (X_3) has a Tcount of 3.512 with a significant level of 0.001. The value of Tcount (3,512) > Ttable (1.985), meaning that H_0 is rejected, and Ha is accepted. These results show that the service quality variable (X_3) has a partially significant effect on Customer Loyalty (Y) at the Janji Jiwa coffee shop.

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Coefficient of Determination Analysis (R^2)

The Coefficient of Determination aims to measure how much the model's ability to explain variations in the dependent variable is. The closer to 1 or 100%, the greater the influence of the independent variable on the dependent variable.

Table 5. Coefficient of Determination (R^2)

Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635	.728	.64	2.19

Based on the table 5, shows the number R^2 (R Square) of 0.728 or 72%, it means the percentage contribution of the influence of the independent variable (Experiential Marketing, Brand Image, Quality of Service) on the dependent variable (customer loyalty) is 72%, while the remaining 28% is influenced or explained by the variable others that are not included in this research model.

DISCUSSION

Based on the results of the analysis that has been conducted, it shows that Experiential Marketing has a significant influence on customer loyalty at the Janji Jiwa Coffee shop. These results are in line with research of (Kusumawati, 2011) and (Rusmawati, 2017). This is inseparable from the positive experiences generated by customers which can become one of the competitive advantages for the company. In addition, the experience of consuming the product or service itself is also a value for consumers. The perceived value of experience can be obtained from the interaction between direct use or appreciation of goods and services. This belief will spur the emergence of a feeling of satisfaction and want to repeat the experience gained, this is what is now widely applied by marketers to face intense competition where there are many comparable products with only slight differences in specifications from each other. Thus, it can be concluded that with changes in experiential marketing, changes in customer loyalty will naturally occur.

The results of the analysis show that there is a significant effect of brand image on customer loyalty. This is in line with research (Pramudyo, 2012) and (Haryono & Octavia, 2020) which says that the better the image of the product in the eyes of consumers, the more loyal the use of the product will be. These results show that customers become loyal to a positive brand image of the Kopi Janji Jiwa shop, so they are willing to recommend to others to visit and enjoy the products in the shop. In addition, with the community's fondness for coffee, business opportunities are growing. So that when customer loyalty is created, it will be beneficial for the company, such as reducing promotional costs and increasing profits due to increased purchases.

The results of the analysis show that service quality has a significant influence on customer loyalty. This is in line with research (Sutanto, 2016), (Setyowati, 2017), and (Kristian & Sugiharto, 2018), which says that the better the quality of service, the more loyal customers are to the products being marketed. In addition, service quality is an important driver in creating customer loyalty and can have an indirect impact on customer satisfaction.

CONCLUSION

Based on the results of the study it can be concluded as follows:
1. Simultaneously shows that Experiential Marketing, Brand Image, and Quality of Service have a positive and significant effect on Customer Loyalty.
2. Partially shows all variables have a positive and significant effect on Customer Loyalty. However, service quality has an exceptionally large contribution to increasing customer loyalty.

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