THE INFLUENCE OF CUSTOMER EXPERIENCE, UTILITARIAN BENEFITS, AND HEDONIC BENEFITS ON INTENTION TO RECOMMEND (CASE STUDY ON KOPI JANJI JIWA BELITUNG)

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ABSTRACT

This study aims to examine the effect of customer experience on customer satisfaction, the effect of utilitarian benefits on customer satisfaction, the effect of hedonic benefits on customer satisfaction, the effect of customer experience on intention to recommend, the effect of utilitarian benefits on intention to recommend, the effect of hedonic benefits on intention to recommend, the effect of customer satisfaction on intention to recommend. This research was conducted using the incidental sampling method, from consumers of Kopi Janji Jiwa Belitung, Indonesia. This research was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the Smart PLS program in testing the validity and reliability, as well as testing the hypothesis from the questionnaire used that has been distributed to 400 respondents. The results of this study indicate that customer experience, utilitarian benefits, and hedonic benefits affect customer satisfaction, then utilitarian benefits and customer satisfaction affect intention to recommend, but customer experience and hedonic benefits have no effect on intention to recommend.

Keywords: Customer experience; utilitarian benefit; and hedonic benefit; customer satisfaction; intention to recommend

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh customer experience terhadap customer satisfaction, pengaruh utilitarian benefit terhadap customer satisfaction, pengaruh hedonic benefit terhadap customer satisfaction, pengaruh customer experience terhadap intention to recommend, pengaruh utilitarian benefit terhadap intention to recommend, pengaruh hedonic benefit terhadap intention to recommend, pengaruh customer satisfaction terhadap intention to recommend. Penelitian ini dilakukan dengan metode penarikan sampel incidental sampling, dari konsumen Kopi Janji Jiwa Belitung, Indonesia. Penelitian ini dilakukan dengan menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan program Smart PLS dalam pengujian validitas dan reliabilitas, serta menguji hipotesis dari kuesioner yang telah disebarkan kepada 400 responden. Hasil penelitian ini menunjukkan bahwa customer experience, utilitarian benefit, dan hedonic benefit berpengaruh terhadap customer satisfaction, lalu utilitarian benefit dan customer satisfaction berpengaruh terhadap intention to recommend, akan tetapi customer experience dan hedonic benefit tidak berpengaruh terhadap intention to recommend.

Kata Kunci: Customer experience; utilitarian benefit; hedonic benefit; customer satisfaction; intention to recommend

INTRODUCTION

Nowadays, the retail industry is the main target for start-up businessmen and old players who want to target new target markets. This is the cause of increasingly intense competition between sellers, so this fact forces them to continue to innovate and keep up with the times. Many local brands in Indonesia have sprung up and presented the latest innovations every year in all types of industrial fields, including the food and beverage industry. In 2018, local coffee with Sumatra robusta blends emerged which now has hundreds of branches in almost every corner of the city in Indonesia, namely Kopi Janji Jiwa, in the city of Belitung, Indonesia, as the object of observation in this study.

Customer satisfaction has a positive relationship with intention to recommend (Bahthiar & Hariadi, 2011). This proves that the intention of consumers to recommend will be formed if they get customer satisfaction from the products or services offered by the company. After conducting a brief interview with the owner of Kopi Janji Jiwa Belitung (Elvy, 2020), it can be concluded that this coffee shop with its flagship menu of palm milk coffee has 80% of consumers' expectation to feel customer satisfaction when consuming Kopi Janji Jiwa Belitung compared to other competing coffee shops. The results of the preliminary research revealed that out of 16 students, 31.3% of respondents were satisfied to consume Janji Jiwa Coffee, compared to 4 other coffee brands that were questioned (Kopi Kenangan, Maxx Coffee, Lain Hati, and Fika).

Based on the description above, the formulation of the problem to be answered is how the variables that support customer satisfaction can form an intention to recommend for customers. Research questions that can be taken are: does customer experience affect customer satisfaction; whether utilitarian benefits affect customer satisfaction; whether hedonic benefits affect customer satisfaction; whether the customer experience affects the intention to recommend; whether the utilitarian benefit affects the intention to recommend; whether the hedonic benefit affects the intention to recommend; whether customer satisfaction has an effect on intention to recommend. This research is a replication study based on the research framework model used by Susanti and Riptiono (2019), which was conducted in Kebumen Regency, Indonesia, on iPhone users. The reason for using this research model is to know whether the research model that uses the electronic industry research object is the same if it is applied to the food and beverage industry.

LITERATURE REVIEW AND SUBMISSION OF HYPOTHESIS

Customer Satisfaction

Customer satisfaction is all activities that must be customer-focused and committed to developing successful partnerships from the start, implementing effective project and process management throughout the life cycle (Stamatis, 2016). The measurement of customer satisfaction concerns the gap between customer expectations regarding the product or service they receive against customer perceptions after using or consuming the product or service (Arboretti et al., 2018). Customer satisfaction, defined by Oliver (1980, in Chun & Nyam-Ochir, 2020) as an assessment or evaluation after buying a product or service. An approach paradigm that explains the process of forming customer satisfaction introduced by Oliver (1980, quoted in Krüger, 2016), states that a process of comparison, both consciously and unconsciously, of the perceived performance of a product or service with the expected performance before it occurs. According to Solomon (2017), marketers are obliged to provide safe and functional products as part of their business activities, both ethically and financially with the aim of maximizing customer satisfaction.

Intention to Recommend

Intention to recommend in this study is conceptualized on the extent to which consumers say positive things about a product so that it can encourage others to use the product. Chun and Nyam-Ochir (2020) reveal that customers who have a good experience will recommend the restaurant to others, spread positive information, or become loyal customers. Wang (2015) mentioned the intention to recommend which requires word of mouth for customers because this is a predictor for companies to measure their performance.

Relationship between Customer Experience, Customer Satisfaction, and Intention to Recommend

Customer experience is a response obtained from a customer that is internal and subjective to a company, either directly related (the meeting process from purchasing, service to use) or indirectly (unplanned meeting assuming the value of a representative product, service, brand, or criticism of the company through news reports, and reviews) (Mayer & Schwager, 2007). Previous research conducted by Mantala and Firdaus (2016), with the object of research on Android smartphone users, revealed that there is a significant relationship between customer experience and customer satisfaction. Previous research was also conducted by Hijjah and Ardiansari (2015) with the object of research "The Fountain Water Park and Resto" which also stated that customer experience has a direct effect on customer satisfaction. Based on these results, it can be concluded that the better the customer experience, the greater the level of customer satisfaction with the product. Previous research regarding the relationship between customer experience and intention to recommend by Chun and Nyam-Ochir (2020) with the object of research for fast food restaurants revealed that customers who have good experiences in a restaurant will recommend the restaurant to others, spread positive information, or become a loyal customer. Previous research was also conducted by Mahdzar et al. (2017) with the research object of Malaysian Museum visitors, who stated that there is a direct relationship between customer experience and the customer's intention to recommend to others. This means, the better the customer experience the consumer gets, the higher the customer's intention to recommend it to others. Based on the results of this study, the proposed hypothesis is

H_1: There is a Customer Experience effect on Customer Satisfaction
H_4: There is a Customer Experience effect on Intention to Recommend

Relationship between Utilitarian Benefit, Customer Satisfaction, and Intention to Recommend

Utilitarian benefits are related to the benefits of owning a product which resembles economic theory and the perception of offering products that are tangible, efficiency, and utility to meet customer functional needs (Wang, 2015). Previous researchers conducted by Lamidi and Rahadhini (2017) who examined the effect of utilitarian benefits on customer satisfaction at a typical Solo restaurant, revealed that there is a significant relationship between utilitarian benefits and customer satisfaction. Research conducted by Yanti and Amelia (2015) with the research object of Matahari Department Store Surabaya revealed that utilitarian shopping value has a significant effect on the customer satisfaction variable. Based on these results, it can be concluded that the better the utilitarian benefits obtained by customers, the higher the level of customer satisfaction. Research on the effect of utilitarian benefits on customer satisfaction was also conducted by Santoso (2016) on probiotic drinks, which revealed that utilitarian benefits played a significant role in consumer satisfaction.

Research that discusses the relationship between utilitarian benefits and intention to recommend conducted by Kesari and Atulkar (2016) with the object of research by buyers at the Bhopal City Mall states that there is a positive relationship between utilitarian benefits and intention to recommend. Then, the research is also consistent with research conducted by Xu et al. (2015) with the object of research on mobile applications (mobile apps) which states that there is a positive relationship between utilitarian benefits and intention to recommend. This means, if consumers get greater utilitarian benefits, then the intention to be recommended for consumers will be even greater. Based on the results of this study, the proposed hypotheses are:

H_2: There is a Utilitarian Benefit effect on Customer Satisfaction
H_5: There is a Utilitarian Benefit effect on Intention to Recommend

Relationship between Hedonic Benefit, Customer Satisfaction, and Intention to Recommend

Previous researchers conducted by Lamidi and Rahadhini (2017) who examined the effect of hedonic benefits on customer satisfaction at a typical Solo restaurant, revealed that there is a significant relationship between hedonic benefits and customer satisfaction. Similar research was also conducted by Yanti and Amelia (2015) with the research object of Matahari Department Store Surabaya, which stated that hedonic shopping value with customer satisfaction variables had a significant effect. Research on the effect of hedonic benefits on customer satisfaction was also conducted by Santoso (2016), which revealed that hedonic benefits play a significant role in consumer satisfaction. Based on the results of this study, it can be concluded that the better the hedonic benefits obtained by customers, the higher the level of customer satisfaction.

Previous research on the relationship between hedonic benefits on intention to recommend by Wang (2015) and the object of research on retail product packaging stated that there is a function of the antecedent hedonic benefit from intention to recommend. Then, a similar research was also conducted by Xu et al. (2015) with the object of research on mobile applications (mobile apps) which states that there is a positive relationship between hedonic benefits and intention to recommend. This means, if consumers get greater hedonic benefits, then the intention to be recommended for consumers will be even greater. Based on the results of this study, the proposed hypotheses are:

H_3: There is an Hedonic Benefit effect on Customer Satisfaction
H_6: There is an Hedonic Benefit effect on Intention to Recommend

Relationship between Customer Satisfaction and Intention to Recommend

The measurement of customer satisfaction concerns the gap between customer expectations regarding the product or service they receive against customer perceptions after using or consuming the product or service (Arboretti et al., 2018). Preliminary research conducted by Prayag et al. (2017) says that customer satisfaction is a strong factor to support a customer's intention to recommend a product or service to family, friends or other closest people. Darmastuti and Triatmoio (2009) also conducted a similar study with Semarang tourist objects, stating that there is a positive relationship between customer satisfaction with the intention to recommend, even consumer satisfaction is able to estimate consumer behavior in the future. Research conducted by Bahthiar and Hariadi (2011) with the object of visitors to Owabong Waterpark states that there is a positive relationship between customer satisfaction and intention to recommend. This means, if consumers get good customer satisfaction, then

the intention to be recommended for consumers will be even better. Based on the results of this study, the proposed hypothesis is:

H_7: There is a Customer Satisfaction effect on Intention to Recommend
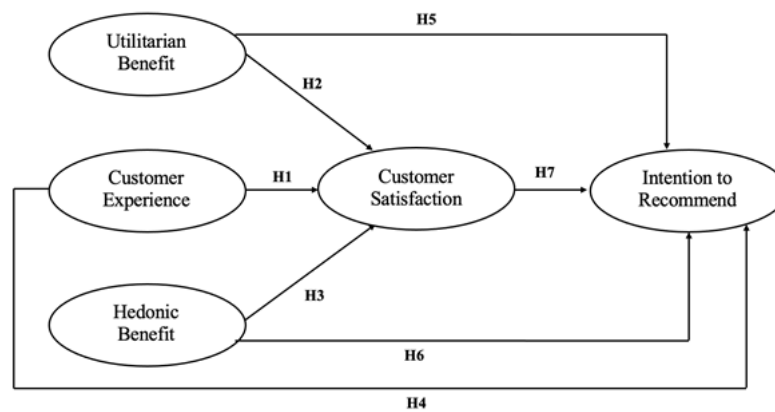

Figure 1. Research Model
Source: Susanti & Riptiono (2019)

RESEARCH METHODS

Collecting data in this study is to use a questionnaire instrument as the primary data source. The target population used is all Kopi Janji Jiwa Belitung consumers aged 15–34 years in the Belitung area. The research was conducted for one month, namely October 2020. The sampling technique was carried out by incidental sampling. The number of samples in this study was obtained from the calculation of the sample size for a proportion formula (Mason et al.,1999), which is $n=p(1-p)(z/E)^2$, where p = 0.5 (assumed that the consumer of Kopi Janji Jiwa who intends to recommend = 50%), z = 1.96 (confident level = 95%), and E = 0.05 (set error = 5%), then the results are 385 which are set to 400 respondents.

Questionnaire items on each variable in the study, namely customer experience, utilitarian benefits, hedonic benefits, customer satisfaction, and intention to recommend were measured using a 5-point Likert scale, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Items in the customer experience variable adapted from Nasution (2019); Susanti and Riptiono (2019). For the utilitarian benefit variable, the items were adapted from Hernowo (2005, quoted in Kusumahati et al., 2013). Meanwhile, the items in the hedonic benefit variable are the result of adaptation from Susanti and Riptiono (2019). Then, items in the customer satisfaction variable were adapted from Tjiptono (2014, quoted in Al-Baroroh, 2019). Finally, the items in the intention to recommend variable were adapted from de Matos (2008 quoted in Susanti and Riptiono, 2019). This research uses statistical data analysis method Partial Least Square - Structural Equation Modelin or PLS-SEM with SmartPLS 3.0 program.

Measurement Model

Evaluation of the measurement model (validity and reliability testing) at this stage is carried out first before evaluating the structural model. The validity test is carried out by calculating the value of composite reliability, average variance extracted (AVE), and factor loadings or outer loadings, with each of the maximum values that must be met is 0.7, 0.5, and 0.7 (Ghozali & Latan, 2014). At the validity testing stage, there is also a measure for

discriminant validity, with the condition that the overall construct in the variable has a square root value of AVE that is greater than the correlation value between the constructs in the model. Another way to verify validity is by testing reflexive indicators, namely by looking at the cross loading value for each variable that must be more than 0.70 (Ghozali & Latan, 2014).

Based on table 1, it shows the results of data processing on testing for each construct and item in the study can be declared valid. All values of composite reliability in the calculation results are valid, ranging from 0.806 to 0.926. The AVE value is likewise declared valid with a value of 0.542 to 0.862. Likewise with the factor loading value, which ranges from 0.645 to 0.926. Although there are several indicators that show a value less than 0.7, these indicators can still be said to be valid because they are supported by an AVE value that exceeds 0.5 (Ghozali & Latan, 2014).

Table 1. Measurement model evaluation

Construct and item		Factor Loading
Customer Experience/CE (AVE=0.542; CR=0.825)		
CE1	I love the taste of the Kopi Janji Jiwa Belitung drink	0.742
CE2	The Kopi Janji Jiwa Belitung drink has a creative concept	0.738
CE6	I visited Kopi Janji Jiwa Belitung to meet with friends or colleagues	0.645
CE8	I'm comfortable hanging out at Kopi Janji Jiwa	0.811
Utilitarian Benefit/UB (AVE=0.628; CR=0.871)		
UB1	I bought Kopi Janji Jiwa Belitung because the price is affordable	0.820
UB3	I bought Kopi Janji Jiwa Belitung because it is easy to reach	0.705
UB5	I bought Kopi Janji Jiwa Belitung because I needed it	0.803
UB7	I feel that I have benefited when I bought Kopi Janji Jiwa Belitung	0.836
Hedonic Benefit/HB (AVE=0.583; CR=0.806)		
HB1	I feel special pleasure, by buying Kopi Janji Jiwa Belitung	0.823
HB7	I feel happy when buying Kopi Janji Jiwa Belitung for friends or family	0.807
HB8	I feel happy when I buy Kopi Janji Jiwa Belitung when there is a discount or other promotion	0.649
Customer Satisfaction/CS (AVE=0.572; CR=0.914)		
CS1	I feel satisfied with the beverage products served by Kopi Janji Jiwa Belitung	0.786
CS2	I am satisfied with the speed of the Kopi Janji Jiwa Belitung service	0.645
CS4	I am satisfied with the friendliness of the customer service staff of Kopi Janji Jiwa Belitung	0.696
CS5	I will return to buy drinks at Kopi Janji Jiwa Belitung	0.764
CS6	I feel that Kopi Janji Jiwa has a competitive advantage over other coffee shops	0.766
CS7	I will recommend Kopi Janji Jiwa Belitung to my friends and family	0.802
CS8	I feel that Kopi Janji Jiwa Belitung has provided the product that I expect as a whole	0.790
CS9	I feel that Kopi Janji Jiwa Belitung has provided the overall service I expect	0.786
Intention to Recommend (AVE=0.862; CR=0.926)		
IR3	I intend to recommend Kopi Janji Jiwa Belitung more than other coffee shops	0.931
IR5	I feel that Kopi Janji Jiwa provides a sense of comfort that I cannot get from other competing coffee shops	0.926
Explanation: AVE= average variance extracted; CR= composite reliability		

Source: Results of Data Processing

In table 2, it shows that the results of testing the validity with discriminant validity can be declared valid where the overall construct in the variable has a square root value of AVE that is greater than the correlation value between the constructs in the model. Another way to

verify validity is by testing reflexive indicators, namely by looking at the cross loading value for each variable that must be more than 0.70 (Ghozali & Latan, 2014). In discriminant validity, the study used the Fornell-Larcker criterion assessment.

Table 2. Discriminant validity

	CE	CS	HB	IR	UB
CE	**0.736**				
CS	0.702	**0.756**			
HB	0.625	0.741	**0.764**		
IR	0.567	0.703	0.529	**0.928**	
UB	0.626	0.707	0.650	0.627	**0.793**

Source: Results of Data Processing

Structural Model

In testing the inner model (structural model) with PLS-SEM, Ghozali and Latan (2014) state that testing can be done by looking at the R-Square (R2) value for each endogenous (dependent) latent variable as a prediction of the structural model, with an accuracy value. Acceptable predictions, namely 0.75, 0.50, and 0.25 can describe a strong, moderate, and weak model. Table 3 describes that the customer satisfaction and trust constructs, respectively, have the R2 value of 68.2% and 53.4%. The customer satisfaction construct is explained by the customer experience, utilitarian benefit, and hedonic benefit construct of 68.2%, the remaining 31.8% is explained by other constructs. While the intention to recommend construct is explained by the customer experience, utilitarian benefit, and hedonic benefit construct of 53.4%, the remaining 46.6% is explained by other constructs that are not included in this research model.

Table 3. Coefficient of determination

Variable	R-Square
Customer Satisfaction	0.682
Intention to Recommend	0.534

Source: Results of Data Processing

Next, multicollinearity testing which is carried out using the VIF (Variance Inflation Factor) calculation aims to determine the absolute formative construct (Ghozali & Latan, 2014). The VIF value is recommended not to be more than 5, so this can prove that there is no multicollinearity in a research model (Ghozali & Latan, 2014). The multicollinearity test can be seen in table 4, showing that all values are not more than 5, which means that there is no multicollinearity in the model. In table 4:14, there are endogenous (dependent) variables along with the R-square.

Table 4. Multicollinearity Evaluation

As a predictor of CS		As a predictor of IR	
Construct	VIF	Construct	VIF
CE	1.900	CE	2.168
HB	2.004	CS	3.142
UB	2.007	HB	2.447
		UB	2.254
Explanation: CE=customer experience; HB=hedonic benefit; UB=utilitarian benefit; CS=customer satisfaction; IR= intention to recommend.			

Source: Results of Data Processing

Then, the hypothesis testing was carried out with SmartPLS using the bootstrapping procedure, in which all the original samples were used to resample again with the suggested number of bootsrap samples, namely 5000, and the significance value used was (two-tailed) t-table 1.96 (significant level = 5%), so that the t-statistic results obtained should not exceed 1.96 (Ghozali & Latan, 2014). The results of the hypothesis test which can be seen in Table 5 show that there are five hypotheses accepted and two others rejected, namely the fourth and sixth hypotheses.

Table 5. Size and Significance of Path Coefficient

Hypothesis	Standardized Path Coefficient	t-statistic	Decision
H_1: Customer Experience affects Customer Satisfaction	0.292	5.917	Supported
H_2: Utilitarian Benefit affects Customer Satisfaction	0.280	6.057	Supported
H_3: Hedonic Benefit affects Customer Satisfaction	0.376	6.383	Supported
H_4: Customer Experience affects Intention to Recommend	0.095	1.665	Not Supported
H_5: Utilitarian Benefit affects Intention to Recommend	0.255	3.545	Supported
H_6: Hedonic Benefit affects Intention to Recommend	-0.076	1.100	Not Supported
H_7: Customer Satisfaction affects Intention to Recommend	0.512	7.176	Supported

Source: Results of Data Processing

DISCUSSION

The results of testing the first hypothesis (H_1), namely that customer experience has an effect on customer satisfaction is supported. The better the customer experience, the greater the level of customer satisfaction with the product. The results of this study are consistent with previous research conducted by Hijjah and Ardiansari (2015); Mantala and Firdaus (2016). The results of testing the second hypothesis (H_2), namely the utilitarian benefits affect customer satisfaction is supported. Based on these results, it can be concluded that the better the utilitarian benefits obtained by customers, the higher the level of customer satisfaction. The results of this study are consistent with previous research conducted by Lamidi and Rahadhini (2017); Yanti and Amelia (2015).

The results of testing the third hypothesis (H_3), namely the hedonic benefit affecting customer satisfaction is supported. Based on the results of this study, it can be concluded that the better the hedonic benefits obtained by customers, the higher the level of customer satisfaction. The results of this study are consistent with previous research conducted by Lamidi and Rahadhini (2017); Santoso (2016); Yanti and Amelia (2015). The results of testing the fourth hypothesis (H_4), namely that customer experience has an effect on the intention to recommend is not supported. This means that even if the customer experience is getting better, it does not have an impact on the customer's intention to recommend it to others. The results of this study are inconsistent with previous research conducted by Chun and Nyam-Ochir (2020); Mahdzar et al. (2017).

The results of testing the fifth hypothesis (H_5), namely that the utilitarian benefit has an effect on the intention to recommend is supported. This means, if consumers get greater utilitarian benefits, then the intention to be recommended for consumers will be even greater. The results of this study are consistent with previous research conducted by Kesari and Atulkar (2016) and Xu et al. (2015). The results of testing the sixth hypothesis (H_6), namely that the

hedonic benefit affects the intention to recommend is not supported. This means, even though consumers get the hedonic benefit, it does not have an impact on the intention to recommend to others for consumers. The results of this study are inconsistent with previous research conducted by Wang (2015) and Xu et al. (2015). The results of testing the seventh hypothesis (H_7), namely that customer satisfaction has an effect on intention to recommend is supported. This means, if consumers get good customer satisfaction, then the intention to be recommended for consumers will be even better. The results of this study are consistent with previous studies conducted by Darmastuti and Triatmoio (2009); Bahthiar and Hariadi (2011); Prayag et al. (2017).

CONCLUSION

The results of hypothesis testing show that customer experience has a positive effect on customer satisfaction, utilitarian benefits have a positive effect on customer satisfaction, hedonic benefits have a positive effect on customer satisfaction, customer experience has no effect on intention to recommend, utilitarian benefits have a positive effect on intention to recommend, hedonic benefits do not influence and negatively correlates with intention to recommend, customer satisfaction has a positive effect on intention to recommend.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This research certainly has limitations due to certain things from various factors. The following are some of the limitations in this study. First, the results of the study were limited to the Belitung area, so the results of the study could not describe Kopi Janji Jiwa in general or as a whole. Therefore, the recommended suggestion for further research is that the object of research can be expanded, because consumer behavior in each region will vary, especially in small islands like Belitung, so that research will be better if it is carried out in the scope of Bangka Belitung Province.

Second, in the questionnaire on the demographics section, the frequency of the respondents who consumed Kopi Janji Jiwa Belitung was not included. Therefore, the recommended suggestion for further research is the distribution of questionnaires in this study it has been assumed that the respondent is a consumer of Kopi Janji Jiwa Belitung, but it is suggested for further research to include the frequency of product consumption, because the problem in this study is about consumer dissatisfaction with the consistency of taste. the drinks that are served, it would be better if the respondent bought and consumed Kopi Janji Jiwa Belitung more than once.

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