

THE EFFECT OF CUSTOMER EXPERIENCE TOWARDS CUSTOMER SATISFACTION AT IKEA ALAM SUTERA

1Putri Rizka Mahira, 2Marheni Eka Saputri, S.T., MBA

1,2,Business Administration, Faculty of Communication and Business, Telkom University

1) putrimhra@students.telkomuniversity.ac.id, 2) marhenieka@gmail.com

ABSTRACT

IKEA takes a "Democratic Design" approach. where form, function, quality, sustainability and affordable prices are all integrated into the product, and are friendly to everyone, even children. And also IKEA introduces a concept called Do-It-Yourself (DIY) to Indonesian customers, customers have to take it, take it home and assemble it themselves, this is also included in cost savings, IKEA provides a service not to self-assemble at additional costs (Hero.co. id, 2014). This makes IKEA a unique furniture retail company.

The experience that consumers feel when visiting a retail store is considered by today's consumers in choosing. So that customer experience needs to be the attention of managers in satisfying their customers so they can win the competition. IKEA creates a retail atmosphere that can be enjoyed by its customers, ranging from parking lots to interior design in its own building. IKEA customers can enjoy their shopping time without hurry because they are served by a unique and attractive building design. researchers conducted data searches on consumer complaints about Customer Satisfaction at IKEA Alam Sutera by digging information through consumer media websites where Indonesians can exchange complaints about their experience shopping at a company. The research purpose of this study are as follows find out and analyze the influence of customer experience consisting of Sensory experience, emotional experience, and social experience together to customer satisfaction at IKEA Alam Sutera.

In maintaining consumers need to pay attention to customer satisfaction. Customer experience has become a major concern in contemporary service research and management practices. *The object of this research is IKEA consumers. Data collection was obtained through distributing questionnaires to 100 respondents. Data analysis in this study uses simple linear regression analysis.*

The results of the study stated that there was a significant effect of Customer Experience on Customer Satisfaction at IKEA Alam Sutera that was 32.1%.

Based on an analysis of respondents' responses to the Customer experience, the second item regarding obtaining the lowest rating. Therefore, it is recommended to IKEA Alam Sutera to improve the quality of the place so that it can attract the attention of customers.

Keywords: Customer Experience, Customer Satisfaction, IKEA

1. BACKGROUND

In addition to Ace Hardware and others, new arrivals appeared in 2014, a Swedish company that was engaged in home furnishings and furnishings that offered a different concept, namely IKEA, emerged. On October 15, 2014, IKEA Indonesia opened the first outlet in Alam Sutera and became the only IKEA outlet in Indonesia, where Hero Supermarket became the IKEA licensee in Indonesia. IKEA Alam Sutera is the 364th store of which has spread to 48 countries in the world. IKEA is a newcomer to the retail industry in the field of household furniture and utensils but the enthusiasm of the Indonesian people at IKEA can be proven when IKEA opens on the first day, the number of visitors reaches 17,000 people on the first day of operation.

IKEA takes a "Democratic Design" approach, where form, function, quality, sustainability and affordable prices are all integrated into the product, and are friendly to everyone, even children. According to Kotler (2014: 150) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (or results). The experience that consumers feel when visiting a retail store is considered by today's consumers in choosing. So that customer experience needs to be the attention of managers in satisfying their customers so they can win the competition. IKEA creates a retail atmosphere that can be enjoyed by its customers, ranging from parking lots to interior design in its own building. IKEA customers can enjoy their shopping time without hurry because they are served by a unique and attractive building design.

Lots of experience offered by the IKEA store to its customers. First sense, from the beginning customers enter the IKEA Alam Sutera area, customers get free parking facilities, then from the building. IKEA also offers quality products and a wide variety of models and colors, as well as basic materials whose quality is guaranteed. Emotional experience, customers will enjoy their shopping process at IKEA, because they can feel the interesting and different atmosphere offered by the IKEA Alam Sutera retail store. Social experience, with the store design offered by IKEA, IKEA also offers a social experience to its customers, as evidenced by the many customers who take photos in the IKEA Alam Sutera store, this is one example of IKEA's social experience.

researchers conducted data searches on consumer complaints about Customer Satisfaction at IKEA Alam Sutera by digging information through consumer media websites where Indonesians can exchange complaints about their experience shopping at a company. IKEA consumer complaint data can be concluded about poor after-sales service, disappointment with customer service, delivery time that cannot be flexible, and traffic bumps that can damage the car.

Based on the background of the problem above, the objectives of this study are as follows to find out and analyze the influence of customer experience consisting of

Sensory experience, emotional experience, and social experience together to customer satisfaction at IKEA Alam Sutera.

2. LITERATURE REVIEW

Definition of Marketing

According to Sunyonto and Susanti (2015: 59), marketing is a process of perceiving, understanding, stimulating and fulfilling the needs of a specifically selected target market by channeling the resources of an organization to meet those needs. Meanwhile, according to Kotler and Armstrong (2014: 27), marketing is a social and managerial process of an individual or organization to get what they need and want by going through the process of creating and exchanging values with other parties.

According to Stanton in Sunyoto (2013: 216), marketing is a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of existing and potential buyers. The focus of marketing activities in order to realize the company's goals is trying to satisfy customers through a comprehensive understanding of consumer behavior that is described in marketing activities that integrate other functional activities more effectively and efficiently compared to competitors (Tjiptono, 2014: 5).

Customer needs are very important for the company. The thing that customers are looking for from buying a product is the benefits of the product they are buying, those benefits that can meet their needs. If the company can determine the right marketing strategy then the business can succeed.

Customer Experience

According to Hasan (2013: 8), customer experience is a rational and emotional bond that occurs because of responses to certain stimuli by optimizing sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship) in marketing efforts before and after purchase, information exchange and emotional ties. Schmitt in (Hendarsono, 2013) defines that customer experience is an experience, where these experiences are personal events that occur due to certain stimuli (for example given by marketers before and after the purchase of goods or services).

Based on the understanding according to the experts above, the authors conclude the company uses customer experience to make improvements to sales promotions and communicating with customers. Marketers turn away from traditional marketing that focuses on functions and benefits. Marketers begin marketing by creating experiences for customers physically and emotionally.

According to Schmitt in Chandra (2014), customer experience has three dimensions, namely sensory experience, emotional experience, and social experience

a) Sensory Experience

Sensory experience is an attempt to create experiences related to the five senses, including sight, sound, smell, taste and touch.

b) Emotional Experience

The purpose of emotional experience is to move emotional stimulus through events, agents, and objects so that it can evoke feelings and internal emotions in consumers and affect the emotions and moods of consumers.

c) Social experience

Social experience aims to connect individuals to other people, to a social group, or to a more abstract social entity such as a particular country, society, or culture that is reflected in a brand.

Customer Satisfaction

Consumer satisfaction is defined by Kotler and Keller (2016: 153), which states that: Satisfaction is a person's feelings of pleasure or disappointment that results from comparing a product or service's perceived performance (or outcome) to expectations. Consumers can experience one of three general levels of satisfaction that is if the performance is below expectations, consumers will feel disappointed but if the performance is in line with customer expectations will feel satisfied and if the performance can exceed expectations, the customer will feel very satisfied happy or happy.

Consumer satisfaction surveys, measurements are carried out by means of the survey method via, post, telephone, e-mail, or direct interview. Through this method the company will know the responses and feedback directly from consumers and will give a positive signal that the company pays attention to its customers.

According to Juwandi (2004) in Azhari (2015), there are five factors that drive customer satisfaction that is :

a) Product Quality

Customers will feel satisfied if the product provided has quality the good one.

b) Price

For customers who are sensitive to price, usually a cheap price will be important source of satisfaction. Because if customers can get low prices with good quality, then it will arise a sense of satisfaction from the customer.

c) Service Quality

Customers will feel satisfied if the service can make it comfortable and according or exceeding expectations.

d) Emotional Factor

Customers will feel satisfied if they get emotional value given by the product brand.

Relationship between Customer Experience and Customer Satisfaction

In maintaining consumers need to pay attention to customer satisfaction. Customer experience has become a major concern in contemporary service research and management practices. This is supported by Bolton et al (2014) and Verhoef et al (2009) that customer experience is considered important in creating meaningful customer experiences to achieve competitive advantage and customer satisfaction.

Thus, without customer satisfaction, the company has less opportunity to survive amid increasingly competitive competition.

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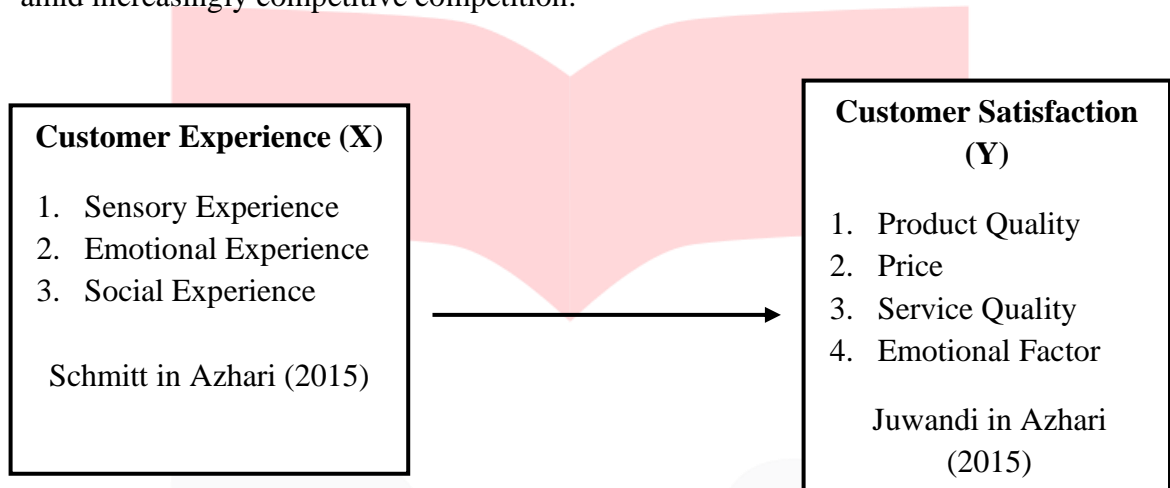


Figure 1 Framework for Thinking

Source: Processed Researchers, 2019

The hypotheses contained in this study are as follows “**There is a significant influence of customer experience on customer satisfaction at IKEA**”.

3. RESEARCH METHODS

This research uses quantitative methods with the aim of descriptive and causal research. Researchers analyze and review the literature on studies that have been done previously that discuss the customer experience of customer satisfaction. Most of the studies that were reviewed by researchers were national and international journals. In addition, in this study the researcher also tried to analyze the descriptive picture and the causal relationship to test whether the independent variable affected the dependent variable. Researchers do not intervene in the components involved, researchers only conduct field studies for the analysis process. Meanwhile for the field study, researchers involved IKEA consumers, as respondents in distributing questionnaires. When the research itself is carried out in a cross-sectional manner where the research is carried out within a certain time period, the data is processed and then conclusions drawn.

The population used in this study is IKEA consumers whose exact numbers are unknown. To determine the number of samples from populations that are not known with certainty, this study uses the Bernoulli, the sample taken is 96.04 for the minimum number of samples, but the authors rounded it up to 100 respondents to reduce errors in filling out the questionnaire.

According to Sugiyono (2015: 331) in quantitative research, the data analysis technique used is clear, which is directed to answer the problem formulation or test the hypothesis that has been formulated in the proposal. The author conducts research and distributes questionnaires to IKEA consumers. Simple linear regression analysis can be used to predict how far the functional or causal relationship of an independent variable is with a dependent variable (Sugiyono, 2015: 270). Simple linear regression analysis, besides being used to measure the strength of the relationship between two variables, can also show the direction of the relationship between one dependent variable and one independent variable.

4. ANALYSIS RESULTS AND DISCUSSION

Analysis of responses regarding the Customer Experience variable explains how much IKEA consumers responded to the Customer Experience variable as measured through 14 statement items. Total score for the Customer Experience (X) variable is 5574 or 79.6%. Thus the Customer Experience (X) variable is in the Good category.

Analysis of responses regarding the Customer Satisfaction variable explains how much IKEA consumers responded to the Customer Satisfaction variable measured through 9 statement items. Total score for the Customer Satisfaction (Y) variable is 3590 or 79.7%. Thus the Customer Satisfaction (Y) variable is in the Good category.

Before it is processed using simple linear regression analysis, data in the form of an ordinal scale in the questionnaire will first be converted into interval data using the Method of Successive Interval (MSI). Processing data into intervals is done using the Microsoft Excel program.

Normality test is carried out to find out whether the data taken is from a normally distributed population. A good regression model is normal or close to normal distribution. If the data does not follow the distribution pattern of the normal distribution, a biased estimate will be obtained. Normality testing is done through the Kolmogorov-Smirnov Lilliefors correction test.

Table 1 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.89713415
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.045
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Normal analysis based on the Kolmogorov-Smirnov method requires a normal curve if the Asymp.Sig value. is above the maximum error limit, which is 0.05. As for the regression analysis, the normality is residual or disturbance variables that are randomly tested, so the above data can be used because the residual variables are normally distributed.

Based on the results of data processing using SPSS 23 software the following results were obtained.

Table 2 Simple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.817	3.275		4.218	.000
Customer Experience (X)	.399	.059	.567	6.815	.000

a. Dependent Variable: Customer Satisfaction (Y)

From the SPSS 23 software output above we get the following regression model:

$$Y = 13.817 + 0.399 X$$

- A constant value means that when Customer Experience (X) is zero or Customer Satisfaction (Y) at IKEA Alam Sutera is not influenced by Customer Experience, the average Customer Satisfaction is 13.817
- Regression coefficient b means that if the Customer Experience (X) variable increases by one unit, then Customer Satisfaction (Y) at IKEA Alam Sutera will increase by 0.399. The regression coefficient is positive, which means Customer Experience has a positive influence on Customer Satisfaction at IKEA Alam Sutera (the higher / stronger Customer Experience, the more increased Customer Satisfaction at IKEA Alam Sutera).

Based on Table 2, the calculated t value of 6.815 was obtained. Because the value of t arithmetic (6.815) and the significance value of 0.000 (less than 0.05), then H₀ is rejected. That is, there is a significant influence of customer experience on customer satisfaction at IKEA.

Table 2 Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.322	.315	2.912

a. Predictors: (Constant), Customer Experience (X)

b. Dependent Variable: Customer Satisfaction (Y)

Table 2 illustrates the influence of Customer Experience on Customer Satisfaction at IKEA Alam Sutera. Based on the table, the coefficient of determination can be calculated as follows:

$$CD = R^2 \times 100\%$$

$$CD = (0.567)^2 \times 100\%$$

$$CD = 32.1\%$$

The coefficient of determination of the calculation results obtained at 0,321 or 32.1%. This shows that Customer Experience has an influence of 32.1% on Customer Satisfaction at IKEA Alam Sutera, while the remaining 67.9% Customer Satisfaction at IKEA Alam Sutera is influenced by other variables not examined.

Discussion of Research Results

Based on the calculation of respondents' responses, the percentage of scores obtained for the Customer Experience variable was 79.6%. This means consumers already have good experience. Consumer experience is gained when they make a purchase of products at IKEA Alam Sutera. According to consumers' perception, shopping at IKEA Alam Sutera is arousing Sensation, shopping at IKEA Alam Sutera is Interest, shopping at IKEA Alam Sutera is Attractiveness, shopping at IKEA Alam Sutera is Worthwhile, consumers feel Contented shopping at IKEA Alam Sutera, consumers feel Happy shopping at IKEA Alam Sutera, consumers feel Satisfied shopping at IKEA Alam Sutera, consumers feel Pleased about shopping at IKEA Alam Sutera, consumers feel Relax shopping at IKEA Alam Sutera, consumers feel Hopeful shopping at IKEA Alam Sutera, by shopping at IKEA Alam Sutera, Customers promoting social status, by shopping at IKEA Alam Sutera, Customers getting recognized, by shopping at IKEA Alam Sutera, Customers found a sense of belonging, and by shopping at IKEA Alam Sutera, Customer positioning social status. Of the 14 statement items examined in the Customer Experience variable, the item with the highest percentage score of 87.2% is the Worthwhile indicator. This means that the products offered by IKEA Alam Sutera are beneficial for consumers because they are able to meet their needs. The item with the lowest percentage score of 73.8% is the Interest indicator. This means that consumers have found IKEA Alam Sutera interesting to visit because many products are offered with good quality and still affordable prices.

Of the 14 statement items examined in the Customer Experience variable, the item with the highest percentage score of 87.2% is the Worthwhile indicator. This means that the products offered by IKEA Alam Sutera are beneficial for consumers because they are able to meet their needs. The item with the lowest percentage score of 73.8% is the Interest indicator. This means that consumers have found IKEA Alam Sutera interesting to visit because many products are offered with good quality and still affordable prices. Of the nine statement items examined in the Customer Satisfaction variable, the item with the highest percentage score of 86.0% is the Product quality high indicator. This means that the products offered by IKEA Alam Sutera are of high quality in accordance with the wishes of the consumers. The item with the

lowest percentage score of 74.4% is the Have stability indicator. This means consumers have judged that IKEA Alam Sutera products have good product stability. Statistical calculations using the help of SPSS 23.0 software state that Customer Experience has a significant effect on the positive direction of Customer Satisfaction at IKEA Alam Sutera. This means that the research variables have a direct effect on Customer Satisfaction at IKEA Alam Sutera. The higher the Customer Experience variable, the higher Customer Satisfaction at IKEA Alam Sutera will increase. Based on the results of simple linear regression estimates, the relationship between the independent variable and the dependent variable is strong, which is expressed through the correlation coefficient (R) of 0.567. Henceforth, the value of the correlation coefficient is used to calculate the magnitude of the coefficient of determination. The calculation of the coefficient of determination explains that Customer Experience has an effect of 32.1% on Customer Satisfaction at IKEA Alam Sutera. While the remaining 67.9% is contributed by other variables besides the variables studied. Research states that Customer Experience has a significant effect on Customer Satisfaction. This research is in line with research conducted by Pramudita and Japarianto (2013) which states that customer experience has a significant and positive effect on customer satisfaction. According to Azhari, Fanani and Mawardi (2015) in his journal entitled "The Effect of Customer Experience on Customer Satisfaction and Customer Loyalty" shows the results of research that Customer Experience has a significant effect on Customer Satisfaction, Customer Experience has a significant effect on Customer Loyalty. And Customer Satisfaction has a significant effect on Customer Loyalty. Meanwhile, according to Chandra (2014) in his journal entitled "The Impact of Customer Experience toward Customer Satisfaction and Loyalty of Ciputra World Surabaya" shows the results of research that Customer Experience has a significant impact on customer satisfaction Ciputra World Surabaya.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the results of research that has been done regarding the influence of Customer experience on Customer Satisfaction at IKEA Alam Sutera, then some conclusions are obtained to answer some questions in this study. The conclusions obtained by researchers are as follows:

- a. Customer Experience at IKEA Alam Sutera is in the Good category which is 79.6%. This means IKEA is able to create a good experience in the eyes of customers.
- b. Customer Satisfaction at IKEA Alam Sutera is in the Good category which is 79.9%. This means IKEA already meet customer needs.
- c. Based on testing the hypothesis using SPSS software version 23.0, it was stated that there was a significant effect of Customer Experience on Customer Satisfaction at IKEA Alam Sutera that was 32.1%. The customer experience regression coefficient on the Customer Satisfaction at IKEA Alam Sutera has a positive value, which means the Customer experience has a positive

influence on the Customer Satisfaction at IKEA Alam Sutera. The higher customer experience, the more customer satisfaction at IKEA Alam Sutera.

5.2 RECOMMENDATIONS

Based on the analysis and discussion and conclusions obtained, there are a number of suggestions submitted by researchers to the parties involved in this study, including:

- a. Based on an analysis of respondent's responses to the Customer experience, the second item regarding obtaining the lowest rating. Therefore, it is recommended to IKEA Alam Sutera to improve the quality of the place so that it can attract more customers to come to IKEA Alam Sutera such as adding attractive decorations for visitors such as photobooth, adding decorative lights and changing the layout of product displays regularly.
- b. Based on the analysis of respondent's responses to the Customer Satisfaction variable, the second item received the lowest rating. Therefore, it is recommended that IKEA Alam Sutera improve the quality of the product quality stability, such as replacing products that are less attractive to consumers, replacing products that get a lot of complaints and looking for suppliers of other products that have quality in accordance with established standards
- c. For those who will examine the factors that can affect Customer Satisfaction, can be done by adding other independent variables such as product quality, service quality, and price.
- d. To the next researcher to use multiple linear regression analysis methods supported by the prerequisites of analysis and hypothesis testing to determine the effect of each sub variable.

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