



The Role of Experience Quality and Customer-Perceived Value on Customer Satisfaction and Customer Loyalty: A Case Study of Indonesian Outdoor Cafés

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This study aims to identify experience quality dimensions, and to relate experience quality, customer-perceived value, and customer satisfaction which impact customer loyalty at outdoor cafes with nature-nuances. Empirical evidence for this study is collected from 168 respondents. The Structural Equation Modelling (SEM) is based on Partial Least Square (PLS) analysis. The result indicates that experience quality directly influences customer loyalty. The finding also yields that the indirect effect between experience quality, and customer-perceived value, upon customer loyalty, is mediated by customer satisfaction. The most important dimensions of experience quality perceived by customers are the quality outcome during the visitation, and the post-purchase decision-making. This study can guide outdoor café managers in strategies that enable customer loyalty by increasing experience quality, customer-perceived value, and customer satisfaction.

Key words: *Experience quality, customer-perceived value, customer satisfaction, customer loyalty, outdoor café.*

Introduction

The companies compete by creating good quality experiences, to attain loyal customers and to impress their customers by augmenting the value of their products or services (Berry, Carbone, & Haeckel, 2002). The better the impression of products or services, the better the quality of experience as perceived by customers. For example, restaurant customers base their view and opinion about the quality of a restaurant upon their meal experience there. Customers initially evaluate their restaurant experience through their knowledge and observations about the food quality, and whether the restaurant has excellent service and a good atmosphere (Jeong & Jang, 2011). These evaluations can influence the company's image. They can be identified as consumer behaviour.

In the millennial era, the rapid growth of sophisticated technology induces tough competition in the business environment. Also, the growth of gadgets and internet in business shifts lifestyle and consumer behaviour to be more based on consumption. To deal with this change, companies can penetrate the market by differentiating their market share. In hospitality, changes of mindset and lifestyle now challenge companies and business actors to improve service and product quality, to attract customers. They are required to create excellent service and a good product to satisfy customers.

Quality is key to a competitive advantage in business. Improving quality by focusing on the customer can engage relationships between companies and customers (Ryu & Han, 2010). In hospitality that relationship can be sustained by maintaining quality in the customers' experience. This can derive from the quality of interaction, physical environment, outcome and access (Wu, Li, & Li, 2014). Experience quality is a broader concept of service and product which is pivotal to selling products and services (Yuan & Wu, 2008). Experience quality comprises the overall experience achieved while visiting and enjoying the product. However, the pivotal aspect to selling products and services, and to achieving customer loyalty, is not only experience quality but also other aspects such as both customer-perceived value and satisfaction. Therefore, in this study, the researchers propose that customer-perceived value also determines customer satisfaction and customer loyalty. The purpose of this study is to validate the effect of experience quality and customer-perceived value, on customer satisfaction and customer loyalty at outdoor cafés in Malang, Indonesia.

Literature Review and Conceptual Model

Consumer Behaviour

Consumer behaviour is the action taken by the customer before purchase, and post-purchase the product or service (Engel & et al., 1995). According to Solomon (1996), the activities in consumer behaviour comprise the decision-making process, based on the experience and

customer needs. There are many approaches to understanding customers in purchasing decision processes. For example, Fishbein & Ajzen (1975) proposed the theory of reason action. This theory elucidates two basic determinants of behavioural intention; the attitude towards behaviours and subjective norms of behaviour. Further, Bagozzi (1992) evolved the prior theory by proposing attitude theory.

Experience Quality

Experience quality is a subjective response from customers, that can be good or not good, through direct and indirect meetings with service providers (Lemke, Clark & Wilson, 2011). Experience quality is the affective and cognitive aspects which result from visiting the service. It can lead the customer to be satisfied and repurchase the product. Also, it can yield customer loyalty, and allow word-of-mouth advertising to attract others (Roy, 2018). According to Zeithaml (1988), experience quality is a part of service quality. The communication and interaction between service providers and customers can cause personal emotion which will create experience quality (Gentile, Spiller, & Noci, 2007; Meyer & Schwager, 2007). In this research, experience quality is the overall quality of services and products perceived by customers, when visiting the service centre and deciding to purchase the product or service. The consumer behaviour experience is the personal experience perceived by an individual, yielded by personal emotion after utilising the product and service (Grundey, 2008). In this case, emotion is the most important factor to describe experience quality (Prayag, Hosany, & Odeh, 2011). Experience quality is the broader scope of service quality because it integrates customers' sense and emotion (Klaus & Maklan, 2013).

Customer-Perceived Value

According to Zeithaml (1988), the customer-perceived value is the overall assessment of a product or service utilisation, as based on expectations regarding the provider of products and services. Butz & Goodstein (1996) define the customer-perceived value as an emotional bond between the customer and the company, after the customer utilises the product or service. It can also add value to the customer. Therefore, the customer-perceived value is an advantage for customers, based on their sacrifices. Further, customer-perceived value includes the discrepancy between the benefits received and the sacrifices made. According to Woodruff (1997), customer-perceived value can obtain through pre-purchase, transactional, and post-purchase aspects. Customer value is relevantly defined as the preference of customer-perceptions in evaluating the attributes and performance of products, and the consequence of utilising it to achieve the customers' purposes (Woodruff, 1997).

Customer Satisfaction

Bigne, Andreu, & Gnoth (2005) suggest that the emotional responses generated from compatibility or incompatibility expectations will underlie customer satisfaction or dissatisfaction. In addition, customers can compare their experiences with their expectations. Therefore, customers can confirm whether the experiences are positive or negative (Kao, Huang & Wu, 2008). Customers can be satisfied if their experience is positive. Customer satisfaction results from evaluating the experience. Evaluation of the company's service determine customer satisfaction (Anderson, Fornell, & Lehmann, 1994). Further, the post-consumption experience and the effect of the product can be correlated with customer satisfaction (Mano & Oliver, 1993).

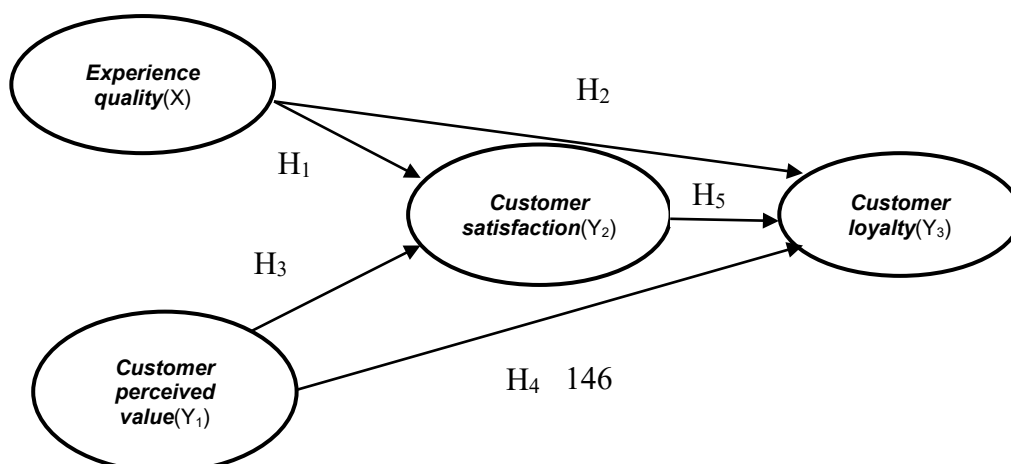
Customer Loyalty

The concept of loyalty is more directed to behaviour rather than attitude. Therefore, a loyal customer will show regular buying behaviour (Griffin, 1995). Loyalty consists of the way the customer behaves, and personal attitude which orient to psychological orientation and sensation (Bowen & Chen, 2001). Then Griffin (2005) emphasizes that a customer can be loyal when the customer either purchases frequently, or purchases the product or service at least twice in a certain time. The final goal of the company's success is establishing relationships with its customers by creating strong loyalty (Zeithaml, Berry & Parasuraman, 1996).

The Conceptual Model and Hypothesis Development

In this study, the researchers propose four variables, i.e. experience quality, customer-perceived value, customer satisfaction, and customer loyalty. Attitude theory is fundamental when investigating emotional reaction and customer behaviour (Bagozzi, 1992). To underscore attitude theory, a conceptual model of this research is presented in the following Figure 1.

Figure 1. The Conceptual Model



Based on the conceptual model, the hypothesis can be formulated as follows:

1. Experience Quality and Customer Satisfaction

Oliver (1980) revealed that customer satisfaction results from comparing expectations of performance, and the performance perceived upon experiencing the service. According to Roy (2018), experience quality relates to customer satisfaction, pertaining to some customer behaviours in various places of service such as offices, restaurants, and banking. Experience quality significantly influences customer satisfaction for visitors to theme parks in Kuala Lumpur and Selangor, Malaysia (Ali, Kim, Li, & Jeon, 2016).

2. Experience Quality and Customer Loyalty

Shankar, K. Smith, & Rangaswamy (2003) revealed that customer loyalty is a customer commitment to a particular store or product, brand, and service provider, when customers could choose other alternatives at this time. Klaus & Maklan (2013) stated that experience quality influences behavioural loyalty. Fernandes & Cruz (2016) directly related experience quality and customer loyalty to consumers in Portugal's Port Wine.

3. Customer-Perceived Value on Customer Satisfaction

Customer-perceived value relates to customer satisfaction (Chen & Chen, 2010; Hapsari, Clemes, & Dean, 2017). Wu, Li, & Li (2014) showed that customer-perceived value is a determinant of customer satisfaction. Wu and Liang (2009) proved that the customer-perceived value directly, positively, and significantly influences customer satisfaction for visitors of Tayih Landis restaurants in Tainan city, and a restaurant in Farglory Hotel in Hualien city. Customer-perceived value indirectly relates to customer satisfaction in the Indonesian hospitality industry (Suhartanto, Clemes and Dean, 2013).

4. Customer-Perceived Value and Customer Loyalty

Customer-perceived value positively influences the loyalty of telecommunications customers in China (Lai, Griffi, & Babin, 2009). Customer-perceived value also has a positive relationship with customer loyalty, in the Indonesian tourism and hospitality industry (Suhartanto, Clemes, & Dean, 2013). Hussein, Hapsari, & Yulianti (2018) showed customer-perceived value mediates interaction quality and customer loyalty among hotel guests, in Malang and Magelang. The researchers expected that if the customer perceives better value, then it will affect customer loyalty positively.

5. Customer Satisfaction and Customer Loyalty

Customer satisfaction has an influence on customer-perceived value (Ali, Kim, Li, & Jeon, 2016; Suhartanto, Clemes, & Dean, 2013; Khan, Garg, & Rahman, 2015). Previously, Osman & Sentosa (2013) examined the relationship between customer satisfaction and customer loyalty. Also, Rizan (2010) states a relationship between customer satisfaction and customer loyalty, among Garuda Indonesia airline passengers. Customer satisfaction strongly influences customer loyalty (Hume & Mort, 2010).

Methodology

Measures

This research was conducted by the direct survey to consumers who have made a purchase and then asked them to fill out a questionnaire. The measurement scale employed the 1-5 Likert scale with criteria 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. This research adopted previous research by Wu, Li, & Li (2014) for the determination of indicators of experience quality variables. The indicators of customer-perceived value were adopted from Suhartanto, Clemes, & Dean (2013). Also, the researcher adopted Hapsari, Clemes & Dean (2017) for the indicators of customer satisfaction. Further, the researcher also adopted Chen, Chen & Lee (2013) for the indicators and variable items of customer loyalty.

Sample

The research population is all customers who visit outdoor cafes with natural nuances in the city of Malang, Indonesia. The sample is customers who purchase products and services at such outdoor cafes. There were 168 significant respondents to the criteria of being 18 years old or above. Also, they must purchase more than once. Two-stage sampling was used. First, the choice of outdoor cafes was determined, using sampling area techniques based on nature-nuanced criteria. Second, purposive sampling technique was used to select respondents, based on the criteria of the study population.

Data Analysis

This study applied a quantitative approach with explanatory research types. Statistical analysis predominated. It included descriptive statistical analysis and inferential statistical analysis. The descriptive analysis implemented was frequency distribution and other statistical measurements. Meanwhile, the inferential analysis was structural equation modelling (SEM). Researchers used SmartPLS 3.0 software for the statistical analysis.

Results and Discussion

With respect to descriptive analysis, the total numbers of respondents was 168. Most respondents were female (61.3%). A half of the total was between 18-23 years old. The majority of respondents were students (39.3%) who last education was an undergraduate qualification (42.3%). The respondents mostly received information about outdoor cafes with natural nuances from social media (47.6%) and friends (40.5%). The frequency for visiting café more than twice was 79.2%. The intensity for visiting cafes one to three times a week was 91.7%. Most respondents who have made purchasing decisions were willing to recommend the cafe to others (98.2%).

Table 1: Descriptive Statistics

Item Indicator		Mean
<i>Experience Quality</i>		
<i>Interaction Quality</i>	The interaction between visitors and employees are good.	3.70
	The service was provided by the friendly employees.	3.75
	The employees have good skill.	3.68
<i>Physical Environment Quality</i>	The overall physical environment is very good and fascinating.	3.80
	The standard of the physical environment is quite high and very good.	3.81
	The physical environment is comfortable during a visitation.	3.85
<i>Outcome Quality</i>	Being pleased with all things provided.	3.79
	Gaining the extraordinary experience when visiting.	3.70
	The overall services are very good.	3.75
<i>Access Quality</i>	Feels free. because the visitor can access all things.	3.67
	The location has the access that can be visited easily.	3.70
	The location is easy to be found.	3.77
<i>Customer-Perceived Value</i>		
<i>Price</i>	The product price offered is inexpensive and affordable.	3.75
	The product price is compatible with the product quality.	3.80

<i>Benefit</i>	The value perceived when visiting is suitable with the expectation.	3.81
	The product provided is well accepted.	3.82
	The service provided is well accepted	3.82
<i>Sacrifice</i>	The value perceived is compatible with the sacrifice undertaken.	3.68
	The value perceived provides the experience in accordance with the expectation.	3.77
<i>Customer Satisfaction</i>		
<i>Happiness</i>	I feel pleased while visiting	3.93
	I feel satisfied with the product provided.	3.81
	I feel satisfied with the service provided.	3.79
<i>Contentedness</i>	I feel proud with the decision I take.	3.81
	I feel satisfied with the existence of the café.	3.95
	The service provided is acceptable.	3.80
<i>Overall satisfaction</i>	Overall. I feel satisfy with product and service provided.	3.74
	I feel over satisfaction.	3.82
	I feel satisfied with the experience perceived while visiting.	3.82
<i>Customer Loyalty</i>		
<i>Revisit intention</i>	I will repurchase frequently.	3.82
	I do not want to move to other places.	3.53
	I will revisit frequently.	3.65
<i>Positive word of mouth</i>	To direct friends.	3.78
	To give the positive feedbacks.	3.65
	To contribute the comments in social media.	3.69
<i>Recommendation</i>	To recommend to others.	3.85
	To suggest such a place as the main priority to visit.	3.71

Table 1 showed the mean of each indicator. The average of all item indicators in experience quality is 3.75. Among the four indicators of experience quality, Physical Environment Quality has the highest score because the physical environment items provide comfortable sense when visiting the place. Then, the average of all indicators of customer-perceived value equals 3.78. In this case, a benefits measurement has the highest mean value of customer-perceived value. It means that both items, i.e. products and services, are well-received. Further, the customer satisfaction variable shows an average value which equals 3.83. In accordance with this variable, contentedness has the highest average mean value. The visitor



was satisfied with the existence of the place. Another variable such as customer loyalty has an average value of 3.71 among all item indicators. In this case, the item of Recommendation has the highest mean value.

In Table 2 the outer model evaluation presents the validity and reliability test. The outer model evaluation aims to identify the statistical result to be valid and reliable. The result is valid if the loading factor is ≥ 0.5 (Ghozali and Latan. 2012). In this study, all the values of the loading factor are above 0.5 which means that the whole results are valid. Discriminant validity can be evaluated from the comparison among each variable of the outer loading values. In this case, each variable should be higher than the others. The results of this study indicate that each variable is higher among each other. Composite reliability was evaluated through the score of Average Variance Extracted (AVE) which should be above 0.5. In this study, all scores of AVE are above 0.5 which means all scores are reliable. The composite reliability showed that all scores are also reliable because it was more than 0.7. Another reliability test such as Cronbach's Alpha value showed that all scores are more than 0.6. It means that all variables can be evaluated as the research construct. The results indicate that there is no problem of Convergent Validity, Discriminant Validity, and Composite Reliability found in this research since all values fit with the requirement. Therefore, all results in the outer model are valid and reliable.

Table 2: Outer Model

Latent Variable	Manifest Variable	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
<i>Experience Quality (X1)</i>	<i>Interaction Quality (X1.1)</i>	0.851**	0.787**	0.876**	0.702**
	<i>Physical Environment Quality (X1.2)</i>	0.863**	0.773**	0.868**	0.688*
	<i>Outcome Quality (X1.3)</i>	0.890**	0.695*	0.831**	0.622*
	<i>Access Quality (X1.4)</i>	0.832**	0.796**	0.880**	0.710**
<i>Customer-Perceived Value (X1)</i>	<i>Price (Y1.1)</i>	0.713**	0.733**	0.880**	0.786**
	<i>Benefit (Y1.2)</i>	0.912**	0.677*	0.823**	0.609*
	<i>Sacrifice (Y1.3)</i>	0.862**	0.765**	0.894**	0.809**
<i>Customer Satisfaction (Y1)</i>	<i>Happiness (Y2.1)</i>	0.895**	0.734**	0.849**	0.653*
	<i>Contentedness (Y2.2)</i>	0.903**	0.787**	0.876**	0.702**
	<i>Overall satisfaction (Y2.3)</i>	0.879**	0.778**	0.871**	0.693*
<i>Customer Loyalty (Y2)</i>	<i>Revisit intention (Y3.1)</i>	0.883**	0.674*	0.821**	0.605*
	<i>Positive word of mouth (Y3.2)</i>	0.913**	0.717**	0.841**	0.639*
	<i>Recommendation (Y3.3)</i>	0.839**	0.609*	0.836**	0.719**

Note: 1. Loading factor: ** LF>0.7. * LF>0.5; 2. Cronbach's Alpha: **CA≥0.7 *CA≥0.6; 3. Composite Reliability:**CR>0.7; 4. Average Variance Extracted: **AVE≥0.7 *AVE≥0.5

Table 3 presents the results of the PLS analysis. The results of the PLS test by the structural equations can be seen through the results of the inner model test. This test can be employed to identify the relationship between the variables. Evaluation of this model can be shown from the results of the R-square value (R²) on endogenous variables and Predictive Relevance (Q²). In this study, the results of R² indicate that the customer satisfaction was 0.663. It means that the customer satisfaction has a moderate influence. The strong influence can be found in the variable of customer loyalty by 0.697. This result is aligned with Ghozali & Latan (2012). The overall assessment of goodness of fit is known from the value of Q² (predictive relevance). The results yield the value of Q² was 0.878. Therefore, the goodness of fit, for the equation of the structural model in this study, is good.

Table 3: R-square Result

Variable Exogen	R-Square (R ²)
Customer Satisfaction (Y ₁)	0.663**
Customer Loyalty (Y ₂)	0.697***

Note: 1. R-Square: *** R²>0.67 = strong. ** R²>0.33 = medium. * R²>0.19 = weak

The hypothesis testing in this study employed the bootstrapping method, by using SmartPLS 3.0 software. H1 showed that the path coefficient value, of experience quality to customer satisfaction variable was 0.512 with a t-count value by 7.050 and a p-value by 0.000. It means experience quality has a positive and significant influence on customer satisfaction. H2 showed the path coefficient value of experience quality variable on customer loyalty was 0.251 with a t-count value by 2.995 and a p-value by 0.003. It means that experience quality has a positive and significant influence on customer loyalty. H3 showed the path coefficient value of the customer perceives value on customer satisfaction was 0.352 with a t-count value by 4.668 and a p-value by 0.000. It means the customer-perceived value positively and significantly influences customer satisfaction. H4 showed the path coefficient value of the customer-perceived value variable on customer loyalty was 0.223 with a t-count value by 2.715 and a p-value by 0.007. It means the customer-perceived value has a positive and significant influence on customer loyalty. H5 showed the path coefficient value of customer satisfaction variable on customer loyalty was 0.432 with a t-count value by 5.677 and a p-value by 0.000. It means that customer satisfaction has a positive and significant effect on customer loyalty.

Table 4: The Path Coefficient of hypothesis testing

Variable	Original Sample (O)	Standard Deviation	T Statistics
EXQ -> CS	0.512	0.073	7.050***
EXQ -> CL	0.251	0.084	2.995**
CPV -> CS	0.352	0.076	4.668***
CPV -> CL	0.223	0.082	2.715**
CS -> CL	0.432	0.076	5.677***

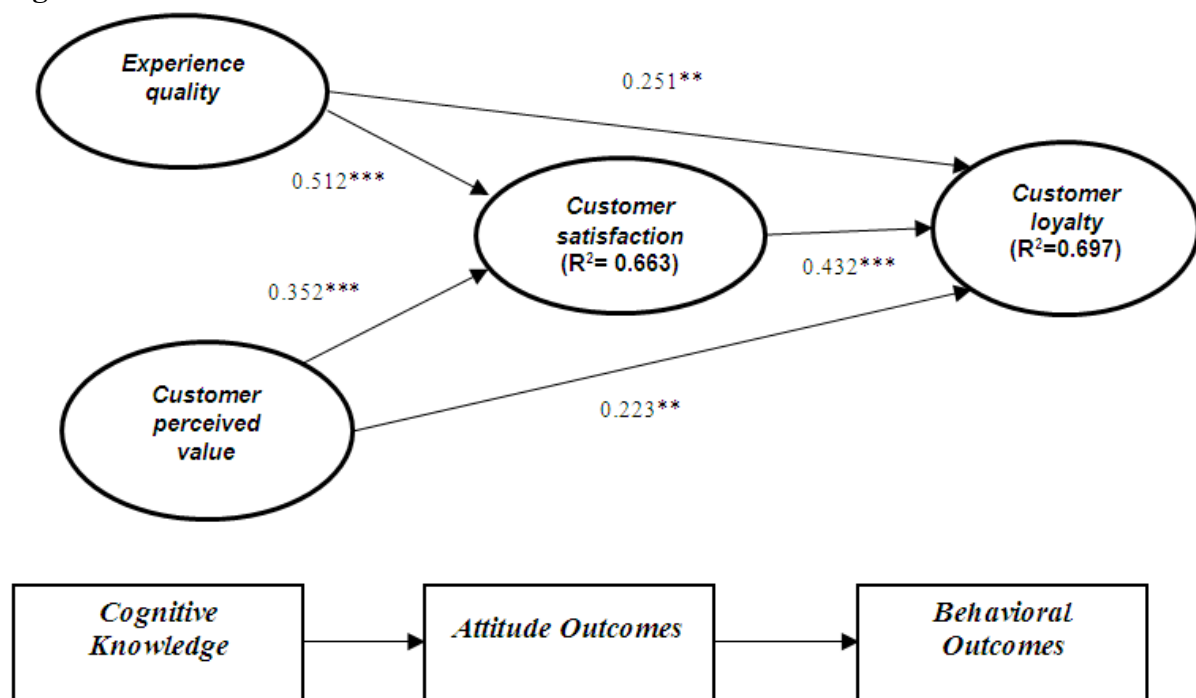
Note : EXQ = Experience Quality. CPV = Customer-Perceived Value. CS = Customer Satisfaction. CL = Customer Loyalty.

Levels of significance: *** p<0.01. ** p<0.05.

Based on the results of hypothesis testing, the overall hypothesis proposed in this study was accepted. That result confirmed the attitude theory of Bagozzi (1992). According to Bagozzi (1992), effective attitudes were formed, based on cognitive attitudes through a behavioural action in decision-making, which will create a behavioural outcome. The results of this

research found that cognitive attitudes represent the experience quality and customer-perceived value. The experience quality is the overall experience of customers in utilising products and services provided; the customer-perceived value is expected by customers. The effective attitudes are referred to as customer satisfaction, which is the evaluation of feeling satisfied after experiencing products and services. Customer loyalty is the result of the experience and customer-perceived value and satisfaction that the customers obtain. To sum up, this study found that customers who have a good experience and have value in purchasing products and services and are satisfied with it tend to repurchase, to give positive comments and to recommend them to others.

Figure2. The result



Note : EXQ = Experience Quality. CPV = Customer Perceive Value. CS = Customer Satisfaction. CL = Customer Loyalty

Levels of significance: *** p<0.01. ** p<0.05.

Conclusion and Suggestion

This study aims to determine the impact of experience quality and customer-perceived value on customer satisfaction and customer loyalty. The results show that customer loyalty through purchasing decisions is very important for restaurant customers. When customers have a good experience and value of the products and services they purchased, and it also met their expectation, they will repurchase those products and services. Also, they will inform

others by giving free advertising, communicating by word of mouth, positive recommendations, values and satisfaction to gain others.

Experience quality has a positive and significant effect on customer satisfaction and customer loyalty, which is in line with previous research by Wu & Liang (2009); Roy (2018); Amoah, Radder, & Eyk (2016); Ali, Kim, Li, & Jeon (2016); Fernandes & Cruz (2016); Jin, Naehyun (Paul) (2015); & Klaus & Maklan (2013). This research was not supported by previous research conducted by Murphy, Moscardo, Pierre, & Pearce (2011). Furthermore, customer-perceived value has a positive and significant effect on customer satisfaction and customer loyalty which is in line with the previous research by Chen & Chen (2010); Jin, Lee, & Lee (2013); Suhartanto, Clemes, & Dean (2013); Lai, Griffin & Babin (2009). Afterwards, customer satisfaction has a positive and significant effect on customer loyalty which is supported by previous research such as Hapsari, Clemes, & Dean (2017); Khan, Garg, & Rahman (2015); Osman & Sentosa (2013). Another finding in this study was that experience quality indirectly has a positive and significant impact on customer loyalty. It is mediated by customer satisfaction in accordance with previous research by Hapsari, Clemes, and Dean (2017), where customer satisfaction mediates experience quality variables and customer loyalty. The customer-perceived value indirectly affects customer loyalty. This is also mediated by customer satisfaction which is a new finding in this study.

This research broadens the experience quality context in the restaurant field; more specifically, the role of experience quality in cafes. The result shows that experience quality plays an important role in creating customer-perceived value and customer satisfaction to enable customer loyalty. The final goals of culinary business people are to determine long-term business success. The limitation of this study is overlooking the notion of new customers in deciding to purchase. The study only examines the experience of customers who have visited and made purchasing decisions more than once. Further research is expected to add several factors and other variables determining customer loyalty.

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