

Exploring Customer Loyalty through User Experience and Customer Satisfaction on Kopi Kenangan Mobile App

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Abstract

The development of the mobile application has reached the food and beverages sector. The presence of a food and beverage mobile application can ease our lives to order our food and drinks from anywhere. By that, user experience has become one of the factors of customer satisfaction and led to customer loyalty. This research focuses on exploring customer loyalty through user experience and customer satisfaction on Kopi Kenangan mobile app. Kopi Kenangan is one of the fastest-growing new retail food and beverage business that use mobile application for convenience of their users to buy their products. This research uses a descriptive and quantitative approach with conducts to find the relationship between three variables, namely user experience, customer satisfaction, and customer loyalty with their respective variables. This research uses quantitative data as data collection methods in the form of questionnaires with the population whocame from Kopi Kenangan mobile application user who has been using Kopi Kenangan mobile application to buy Kopi Kenangan products. The purpose of this research is to analyze the positive significance of user experience and customer satisfaction to customer loyalty. This research shows both user experience and customer satisfaction shows positive significance to customer loyalty.

Keywords: Kopi Kenangan mobile app, User Experience, Customer Satisfaction, Customer loyalty

1. INTRODUCTION

Coffee shop trend has been raising in Indonesia especially in urban area recently. the growth of coffee consumption began to increase rapidly from 2016. According to (Kementerian Pertanian, 2018), Indonesia's national coffee consumption was roughly up to 250 thousand tons in 2016 and raised by 10.54 percent to 276 thousand tons in 2017. Indonesia's coffee consumption expectedly grow averagely 27 thousand each year between 2016 and 2021, and the coffee production reached 775 thousand tons in 2021.

Because of the rise in coffee consumption in Indonesia, the number of coffee shops is rapidly increasing. RTD Coffee goods or ready-to-drink coffee, such as coffee products supplied in coffee shops, continue to grow in popularity. According to the figure below, until August 2019, the number of coffee shops in Indonesia had increased about twice compared to 2016, when there were only 1,000 locations (Kurniawan, 2019).

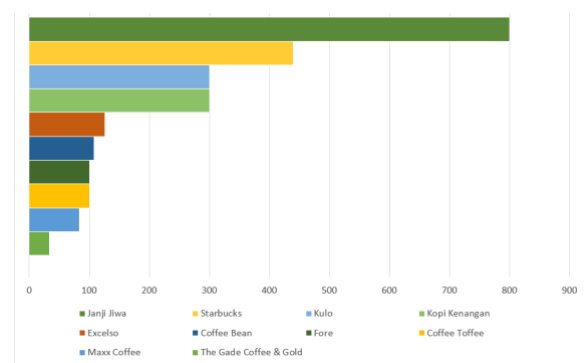


Figure 1. Number of Coffee Shop Outlets in Indonesia between August 2019 to April 2020, By Brand

Source: (Statista Research Department, 2022)

Technological development plays a crucial role in the development of this coffee trend because the rise of digital applications on smartphones has changed the pattern of human communication. This also change in the realm of buying and selling food, if in the past people went to food sales places or called call center delivery, now people are switching to using digital applications. When start-ups and e-commerce like Gojek and Grab entered Indonesia, a lot of coffee shops start to operate as businesses that only take an online food delivery and takeaway.

Food delivery services have expanded as a result of the Covid-19 pandemic's implementation of large-scale social restrictions (PSBB). According to the figure 1.4, 74.4 % of internet users in Indonesia utilized meal delivery applications in the previous month. This is the highest rate in the world. Base on this research, Kopi Kenangan also one of the coffee shops that uses mobile service. In January 2020, Kopi Kenangan launches their mobile application that allows customers to pre-order and then take orders for their coffee at any Kopi Kenangan outlets to avoid long queues (IDN Financials, 2018).

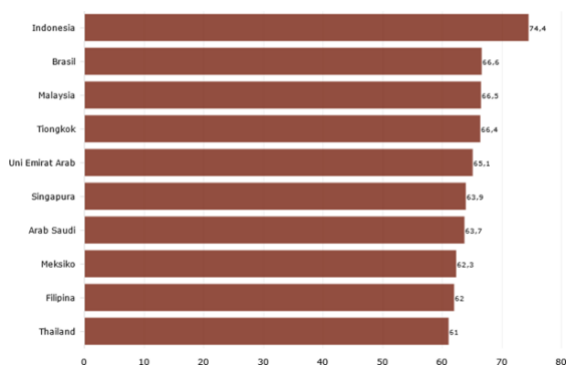


Figure 2. Percentage of Internet Users Using Food Delivery Applications

Source: (We Are Social, 2021)

Kopi Kenangan has evolved to become Indonesia's fastest-growing New Retail Food and Beverage business by winning Brand of the Year two years in a row beginning in 2021 (PT Bumi Berkah Boga, 2022a). Along the years the company continues to innovate with other superior products such as Cerita Roti, Chigo, Kenangan Heritage, Kenangan Manis, and even now with the launch of the latest ready-to-drink innovation, Kopi Kenangan Hanya Untukmu, all of which are now grouped as Kenangan 's brand (PT Bumi

Berkah Boga, 2022a). With all of the innovation that create by the Kenangan Brands, by December 2021, Kopi Kenangan had raised \$96 million in Series-C funding from investors such as Sequoia India, followed by several other investors such as rapper Jay-Z and tennis player Serena Williams and giving the company a valuation of more than \$1 billion and making it Southeast Asia's first New Retail Food and Beverage unicorn (Sari, 2022).

Customer loyalty is crucial to the success of Kopi Kenangan on any other business. To lead greatly increasing in customer loyalty, the management can evaluate through customer satisfaction survey. Customer satisfaction is described as an overall evaluation based on the whole transaction and consumption experience with the good or service throughout time, as well as determining the customer's expectation on how the goods and services are being provided by the companies (Khadka & Maharjan, 2017)

Additionally, good user experience also could build customer satisfaction and enhance their loyalty (Ross, 2014). User experience is concerned with having a solid understanding of users, what they need, what they value, their capabilities, and their limitations. It also considers the business aims and objectives of the project management team (U.S. General Services Administration, 2022). In this case, Kopi Kenangan facilitates user experience through mobile app.

Therefore, this study runs to explore how user experience affect customer satisfaction, and customer satisfaction can affect to customer loyalty in the study case of Kopi Kenangan mobile app because it might be insights for Kopi Kenangan management and marketing study. In numerous market research projects, these frameworks have emerged as important overview measures of the customer's overall experience with services.

2. LITERATURE REVIEW

In the food and beverage industry, the coffee market is expanding globally. A large part of it is due to consumers purchasing coffee on-premise, outside the home, which includes a variety of coffee-consuming experiences. According to (Scooter's Coffee, 2019), there are many distinct sorts of coffee shops, for example:

1. Coffee café or Coffee shop
Coffee café or Coffee shop is known for its

high-quality coffee and serves food like entrees and desserts. This type of establishment varies from fine dining to very casual.

2. Coffeehouse or Coffee Bar
Among the coffee shop models, a coffeehouse or coffee bar functions as an extension of the customer's living room, where customers come not only for coffee and food but also to socialize. Despite the limited food choices, this establishment concentrates on high-quality coffee prepared by professional-barista.
3. Drive-thru, Grab-And-Go or Kiosk
This type of establishment focuses on the convenience and efficiency of the customer who rushes and needs a quick grab of coffee. The uniqueness of this establishment is the customer doesn't require to get out of the car to order.

When the pandemic hit, the overall market of coffee businesses was affected since no one came to the coffee shop nor ordered to-go coffee because no one was going to the office (Brown, 2021). However, the pandemic spurred many creative approaches to keep businesses thriving. The trends are changing where customers are clamoring for ready-to-drink coffee beverages, bottled or canned coffee, or what people call pre-packaged drinks, and additions like a drive-thru, pick-up windows, and order-ahead apps appeal to customers' need for convenience and safety (Scooter's Coffee, 2022).

Speaking of order-ahead applications, not only because of a pandemic but also, we enter a fast-speed and digital world where the majority of our daily basis activities transition to digital uses, which include ordering food and paying for orders. This niche down experts to develop a well-crafted coffee shop mobile app to help the business and lead it more efficiently and effectively. Not only for efficiency and effectiveness, but the coffee shop mobile app also can be an opportunity to make a loyalty program for the customers and boost customer loyalty. By giving customers or users reward points on each purchase, the business can get repeated orders from the same person, and it can help the company increase its turnover (Sakharchuk, 2021).

Customers have become more sophisticated and knowledgeable along with the industry growth. Consumers are also increasingly taking on the role of co-creators by collaborating with companies on the development of new products with a positive impact on consumer views (Kemp, 2013).

A. User Experience

User experience or commonly known as UX refers to a person's perception and response coming from the usage and or anticipation of using a product, system, or service (Putra & Setiawan, 2020). Another definition of user experience by the (ISO/FDIS, 2019) is user experience is the state of mind of the user when interacting with a product, system, or service when the user is utilizing it (Wiwesa, 2021). In general, user experience (UX) refers to the overall process of a user's interaction with a product or service and their reaction to that interaction.

A system must contain a connection of product features, and the user needs to obtain the user experience factor at an appropriate system interface. Next, if the product is easy to find and use for the first time, user tends to be satisfied with the product. Finally, the product must be simple for the user to finish or perform the specified actions (Guo, 2012). The evaluation process must refer to the four elements defined in the figure below:

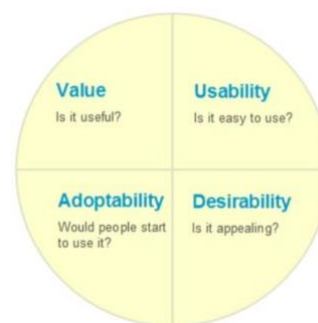


Figure 3. Four Elements of User

Source: (Guo, 2012)

The principles of value, usability, adoptability, and desirability may build good user experiences that satisfy customers and enhance their loyalty. Customers that are satisfied and loyal are more likely to make repeat purchases, buy additional products, renew memberships, give great reviews, and spread positive word of mouth.

According to previous research by (Ross, 2014), over 75% of consumers said they were likely to continue spending money as a result of an exceptional customer experience, while 82% would stop spending money with a company as a result of a bad customer experience.

B. Value

The definition of value is all of the benefits that a client can gain by purchasing and using a product. It is the overflow of the customer's advantages over the financial and non-financial costs of obtaining the goods (Niedziółka, 2018). Product functionality and features are the vital aspect of value. Value affects to good user experience. Product which does not meet value of user, regardless of how well it is designed, will not establish good user experience. It is important to examine and confirm how a product concept helps the user to understand the value. For example, when developing a mobile application, it should determine the idea of the product that can identify the need of the target consumers and improve their routines (Guo, 2012).

C. Usability

The concept of usability led to ISO usability standard which emphasizes on three key factors: effectiveness, efficiency and satisfaction. Usability is near how easy one can complete an intended task using the product. Usability is not the same as user intention, user engagement, or visual appeal, which are the other components of my user experience framework. However, usability covers all UX elements related to ease of use. Learnability, content discoverability, findability, and readability, as well as the simplicity which users can recognize information and affordances, all come under this category (Rusu, Rusu, Roncagliolo, & González, 2015).

For instance, when a customer has trouble finding a payment method on e-commerce due to the weird display of the application. In other words, customers have all the intention of using the app and need their tasks done. However, they have problems doing it. That is why usability refers to factors that are relevant to user experience. (Guo, 2012).

D. Adoptability

Adoptability is another parameter of user experience that is considered an essential part of the design of a product and it defines a social-networking experience. Adoptability must be easy to find and sign up for regardless of its features, information, or usability (Munthe, Brata, & Fanani, 2018). Adoptability refers to a user's decision to purchase, download, install, and begin using a product or a workflow analysis of user behavior. It is focused on the stage where a user has not used a product yet. By understanding user touchpoints and workflows, Adoption can be used

to develop product and marketing strategies that encourage adoption. Furthermore, it is determined by factors such as credibility and brand (Guo, 2012).

E. Desirability

Desirability is related to the emotional aspect since it knows the emotional trigger points underlying repeat usage. Desirability creates design solutions that provide emotional support and boost product desirability. A desirable product reflects to the customer expectation towards the product function. Sometimes many designs that seem easy to use and useful are not attractive for those who are not the product's target consumers (Guo, 2012). The desirability of user experience is the least tangible-factor of a successful user experience, and it is concerned with aspects such as anticipated enjoyment, product appearance and feel, and contentment in utilizing the product in context. Enjoyable (joy) is almost certainly dependent on 'fun,' and vice versa. These features emphasize the emotional impact on the user during an interaction and highlight the desirability of a feature from the user's perspective (Adikari, McDonald, & Campbell, 2016).

F. Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment resulting from a comparison of the perceived performance of a product (or result) with expectations. If the performance is not up to expectations, the customer is dissatisfied. If the customer meets expectations, the customer is satisfied (Kotler & Keller, 2012). Customer satisfaction refers to a consumer's happiness or disappointment result comparing a product's perceived performance (or outcome) to their expectation (Pratminingsih, Lipuringtyas, & Rimenta, 2013).

Customer satisfaction is a crucial component in determining customer loyalty and satisfaction since satisfaction is a requirement for customer loyalty (El-Adly, 2018). According to (Wiwesa, 2021), customer satisfaction increases proportionally to the development of UI and UX design. Generally, satisfaction defines as a post-evaluation decision for a specific purchase decision, and satisfaction is defined as the process or outcome. (Khadka & Maharjan, 2017) says that customer satisfaction has been a key tool in a successful business. Customer satisfaction is defined as an overall assessment based on the entire experience of purchasing and consuming

the good or service over time.

G. Customer Loyalty

Customer loyalty is the power of relationship between an individual's relative attitude and the connection because it is a commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts that might cause switching behaviors. Despite customer satisfaction being an essential aspect of every business, it cannot lead a business to the next level alone. Customer satisfaction has a significant financial impact, especially to repeat purchases. Nowadays tough economy, establishing and maintaining consumer loyalty is more challenging than in the past years. Due to technological developments and the increasing access to the internet. Loyalty building necessitates a business focusing on the value of its products and services and demonstrating that it is interested in fulfilling a need or developing a relationship with customers (Khadka & Maharjan, 2017).

In the context of service marketing, customer loyalty defines a response that is closely related to a commitment or guarantee to uphold the promise that underlies the consistency of the relationship and is also generally represented in continuous purchases from the same service provider on the principle of dedication and practical limitation. Loyal customers are a measure of customer connection to a product, brand, and service because they are satisfied and want to maintain the purchasing relationship (Setyawan, 2021).

H. Repurchase Intention

Repurchase intention gained attention from businesses in the past few years due to its crucial role in maintaining a company's survival in a competitive marketplace. Repurchase intentions have been described as one of the customers' positive behavioral intentions, and it relates to an individual consumer's decision to repurchase a specific service or product from the same provider, regardless of present or future circumstances (Rambocas, Kirpalani, & Simms, 2017). (Oppong, Mensah, & Addae, 2021) explains when customers positively intend to repurchase the product or service from a brand meaning the relationship between the customers and the company or brand have been established. As a result, customers' intention to repurchase a product has been one of the ways they show a high level of loyalty.

I. Intention to Recommend

The intention to recommend is known as a message given to the customer by someone other than the business. It is possible to identify that the intention to recommend is the quantity of word-of-mouth communication about a specific product, service, or company at each level at a time. Customers are likely to believe the intention to recommend this since those who spread it are people they can trust. Sometimes the intention to recommend is done by rewarding those who do it or by using electronic media. The intention to recommend is done voluntarily by customers who are satisfied or dissatisfied with the performance of the product or service (Ratnasari, Sedianingsih, & Prasetyo, 2019).

3. METHODOLOGY

The figure below illustrates how this paper is going to be carried out and examines the correlation between user experience and customer satisfaction to customer loyalty. In order to see whether user experience and customer satisfaction can impact customer loyalty by carrying out different variables in user experiences. From these indicators, researcher hoping that the result will give an insight into what customer loyalty can be measured.



Figure 4. Research Model

Source: (Microsoft Corporation, 2018)

Hypothesis

Hypothesis 1: User Experience shows positive significant relationship to Customer Satisfaction.
Hypothesis 2: Customer Satisfaction shows positive significant relationship to Customer Loyalty.

Type of Data

This study uses two different types of data. These are primary and secondary data. Primary data is gathered by distributing the questionnaire to

customers who had used Kopi Kenangan mobile apps to find out if they loyal using the application through their user experience and satisfaction. While, Secondary data will be collected through the internet literature and journal to learn more about the user experience and customer satisfaction and theory that can support this research.

Data Gathering and Sample

The research will rely on quantitative methods. Quantitative data will be collected by distributing the questionnaire to the customer regarding their loyalty, user experience, and satisfaction with Kopi Kenangan mobile app. The question will be closed concluded question, and it will Likert scale. The time required per respondent to complete the surveys is approximately 5-7 minutes. The data was collected through online and is considered as the primary data.

Data will be collected from 1th May 2021 to 31th May 2021 or until the required quantity of data is acquired, through the distribution of social media links. The selected clustered group will further be limited to those who are between the ages of 17 to 40. The target population for this study includes students, government employees, private sector employees, business people and entrepreneurs who have been ordered Kopi Kenangan in JABODETABEK area. Referring to the Rao softonline sampling data, in order to receive a confidence level of 90% and a marginal error of at maximum 5%, the recommended sampling size is to be 267 people.

Table 1. Sampling Limitation

Sampling Method	Description
Population	Kopi Kenangan Mobile App Customers
Cluster	Jabodetabek
Cluster	Jakarta, Bogor, Depok, Tangerang, Bekasi
Sample Size	267 Respondents
Time Period	May 2022

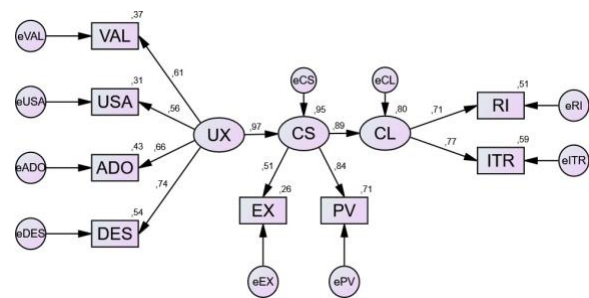
Data Analysis

In this research, the data collected was analyzed by AMOS, the statistics software, to create a path diagram. SPSS AMOS is also designed to estimate and observe structural equation modeling. SPSS AMOS is also aimed for structural equation

modeling estimation and observation.

4. RESULT

The AMOS result shows in equation 1. While the following table shows the coefficient range and strength of association for each path. The path analysis results coefficient and strength of association that explain each variable and indicator relationship.



Equation 1. Structural Equation Modeling

Source: (Arbuckle, 2014)

Table 2. Coefficient Range & Strength of Association

Coefficient Range	Strength of Association
± 0.81 to ± 1.00	Strong
± 0.61 to ± 0.80	Moderate
± 0.41 to ± 0.60	Weak
± 0.21 to ± 0.40	Very Weak
± 0.00 to ± 0.20	None

Source: (Singgih, Analisis Structural Equation Modelling (SEM) with AMOS 26, 2021)

User Experience to Customer Satisfaction

According to the study, in general the four elements show moderately associated to the user experience of Kopi Kenangan App. The first parameter is value. Value has a 61 % explanatory power to user experience. It means user considering that Kopi Kenangan App provides moderate function and features for them. For example, the customer may

select pickup or delivery to skip the queue.

Then, the usability of app is known having weak association with people experience in using the app. The strength of association is only 51%. The usability refers to the easiness of application

The third parameter is adoptability which refers to customer journey of the user. It found that the adoptability of the application is moderately associated with user experience in using the app which is 66%. To be a credibility application, Kopi Kenangan has to focused on their user touchpoint and workflow (Guo, 2012). This app offers many programs as discount, cashback, and loyalty program which affect customer decision in using the product.

Lastly, the desirability which is the emotional trigger points underlying repeat usage. it is concerned with aspects such as anticipated enjoyment, product appearance and feel, and contentment in utilizing the product in context. The result found that it is moderately associated to user experience. Besides the appearance, the program offered by Kopi Kenangan user app might create desirability for the customer using this app.

Based on path analysis, the correlation between user experience and customer satisfaction is 97%, which means user experience has 97 percent explanatory power to customer satisfaction. It determined that user experience has a strong influence on customer satisfaction in the Kopi Kenangan mobile app because the p- value of user experience to customer satisfaction is ***. This finding is support by several previous studies, for example, user experience has an effect on customer satisfaction” (Amalina & Juhur, 2018). The satisfaction of customers may be caused by the four elements of user experience that have been considered and devised by the management.

Customer Satisfaction to Customer Loyalty

According to the path analysis, the correlation between customer satisfaction and customer loyalty is 0.89, implying that customer loyalty has 89 percent explanatory power. It shows that customer satisfaction with the Kopi Kenangan mobile app has a strong influence on customer loyalty because the p-value of customer satisfaction to customer loyalty is *** which indicates the value less than 0.05. (Ertemel, Civelek, Pektaş, & Cemberci, 2021) stated that

customer satisfaction has a direct effect on customer loyalty. As a result, customer satisfaction plays a vital part in developing customer loyalty for Kopi Kenangan mobile app users because they are pleased with the services provided by the mobile app.

Repurchase intention is known as the parameter of customer loyalty. In this case, the repurchase intention of Kopi Kenangan customer known is moderately associated to their loyalty in using the app, which is proven by the coefficient range reaching up to 71%. Kopi Kenangan mobile app has successfully retained its customers.

Intention to recommend also corelates with customer loyalty. According to the analysis, the explanatory power of Intention to Recommend on customer loyalty is at 77%. It has a moderate coefficient mode that indicates Kopi Kenangan mobile users are satisfied with the service offered by Kopi Kenangan mobile app, which causes many customers having intention to recommend using Kopi Kenangan mobile app to buy Kopi Kenangan products to others. This statement made based on the theory stated by (Pham & Ahammad, 2017), The intention to recommend is more believable because the customers relayed their personal experience to other customers.

5. CONCLUSION

There is a positive significance from User Experience on Customer Satisfaction in the Kopi Kenangan mobile app. User Experience influences the satisfaction of the user Kopi Kenangan mobile app by 97%, which is a strong result. Desirability indicators have the highest explanatory power towards User Experience, while Usability have the lowest explanatory power towards user experience.

There is a positive significance from Customer Satisfaction on Customer Loyalty in the Kopi Kenangan mobile app. Customer Satisfaction influences the loyalty of Kopi Kenangan mobile app users by 89%, which is a strong result. Referring to the results, Expectation has weak explanatory power towards Customer Satisfaction and Perceived Value has strong influence towards Customer Satisfaction. Both Customer Loyalty indicators show a high level of influence, and it concludes that Kopi Kenangan mobile app successfully gains the loyalty of its customers.

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