Original Article

The Effect of Customer Experience on Customer Satisfaction and Loyalty of Generation Z at Coffee Shops in Bengkulu City

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Abstract: In recent years, the global coffee industry has witnessed a remarkable surge in the preferences and behaviours of Generation Z consumers, born roughly between the mid-1990s and early 2010s. With their distinctive characteristics and preferences, Generation Z has become a significant demographic segment shaping consumer trends, particularly coffee shops. This study examines the effect of customer experience on the satisfaction and loyalty of Generation Z at coffee shops in Bengkulu City, Indonesia. This study is designed using a quantitative approach through a survey questionnaire. A total of 360 Generation Z in Bengkulu City participated and collected purposively. The data were analyzed using the SEM-PLS. The results of this study show that customer experience has a positive and significant effect on customer satisfaction and loyalty. Customer Satisfaction has a positive and significant effect on loyalty. This study concludes that the relationship between customer experience, satisfaction, and loyalty is pivotal in understanding consumer behaviour and fostering enduring customer relationships. It indicates that customer experience is crucial in influencing customer satisfaction and loyalty. When customers have positive experiences with a brand or business, they are more likely to be satisfied with their interactions and develop a sense of loyalty towards the brand. Also, customer satisfaction itself has been shown to have a direct and positive impact on customer loyalty. Satisfied customers are more inclined to continue patronizing and recommending a business to others, thus contributing to long-term loyalty and profitability. Recognizing the significance of enhancing customer experience and satisfaction can lead to stronger customer loyalty and sustainable business growth.

Keywords: Customer Experience, Customer Satisfaction, Customer Loyalty

1. Introduction

The Central Bureau of Statistics (BPS) predicts Indonesia's population will reach 319 million by 2045. On the basis of the 2020 Population Census (Badan Pusat Statistik Indonesia, 2020), Bengkulu province has seen an increase of 295,152 people since SP2010, or an average of 24,596 people yearly. So, as of September 2020, the population of

Bengkulu province is 2,010,670 people. Of this population, 29.16 percent is occupied by Generation Z. According to a number of previous studies, Gen Z is those born after 1995 (Brown, 2020; Francis & Hoefel, 2018; Linnes & Metcalf, 2017), often referred to as the post-millennial generation (Santosa, 2015). Generation Z is the youngest generation of consumers, namely the generation born in mid-1995 to 2010. This generation was born when the internet began to enter and develop rapidly in human life. At this time, entrepreneurs must prepare to engage with Generation Z because they are potential consumers for now and in the future.

The rapid growth of the Generation Z population implies great challenges and opportunities for several industries, one of which is coffee shops, considering that Generation Z is a potential market for coffee shop entrepreneurs. Generation Z is an important purchasing group because most focus on pragmatic actions and rarely think twice before purchasing (Peng & Kim, 2014; Purwadi & Manurung, 2020). Enjoying coffee for Indonesians has now become part of everyday life, especially the Millennial generation and Generation Z. In the last five years, the number of cafes in Indonesia has doubled (Chilkoti, 2016). According to bisnis.com, according to the Chairman of the Specialty Coffee Association of Indonesia (SCAI) Syafrudin, until the end of 2019, the growth of coffee shops is predicted to reach 15%-20% compared to 2018, which only reached 8%- 10%, while the contribution of coffee shops to the absorption of domestically produced coffee is predicted to reach 25%-30%.

On the basis of the International Coffee Organization (ICO), coffee production in Indonesia continues to increase and is predicted to reach 795,000 tons in 2021, while the consumption level rises to 370,000 tons (Wijaya & Rizka, 2021). Meanwhile, the Indonesian Coffee Exporters and Industries Association (AEKI) stated that national coffee consumption has increased from 0.8 kilograms per capita to 1.3 kilograms per capita. With an average spending allocation for coffee drinks (share of wallet) of IDR 200,000 per month, the coffee shop business is expected to grow significantly in the coming years. This research provides a comprehensive customer experience model by adding customer satisfaction to evaluate attitude loyalty. Generation Z was chosen as the research subject because they will play a very important role in the future, especially in the coffee shop industry. One of the most important things in the business world is loyalty. Customer loyalty is customers' commitment to buying or reusing a product (Kotler, 2009). Kotler (2009) states that high loyalty is when a customer purchases with an increasing percentage to a particular company rather than another.

According to Margono et al. (2001), Loyalty is divided into behavioural and loyalty. In this study, attitudinal loyalty will be used. Attitudinal loyalty results from customer preferences for a brand compared to similar brands. This comparison is made at a certain period, affecting the decision's evaluative process. Ali (2016) states customer experience and satisfaction affect attitudinal loyalty. According to Gentile et al. (2007), customer experience is a set of interactions between customers and products, companies, or parts of the organization that cause reactions. Arnold & Reynolds (2003), Babin et al. (1994), and Verhoef et al. (2009) stated that the main reason Generation Z likes to go to cafes is because cafes provide a comfortable place to relieve stress or socialize with friends. In addition, the authors found that the need for entertainment is the main reason people go out to eat rather than cook for themselves. Ali (2016) states that customer experience positively influences satisfaction (customer satisfaction) and customer loyalty. The customer experience used in this study consists of 4 dimensions: interaction with customers, interaction with staff, physical environment, and product quality. Interaction with customers proves that interactions between customers must be managed because interacting with customers can influence other customers (Fakharyan et al., 2014; Hsu, 2006). Interactions between customers are generally carried out to exchange information about service providers, such as knowing other customers' experiences and whether the facilities are complete or not (e Sá & Amorim, 2020).

There are two communication tools between customers: traditional (meeting) and using electronics such as e-mail and social media (Gruen et al., 2006). It is in line with research conducted by Hijir (2016) and Ayuni (2019), who state the influence of customer interaction on satisfaction and attitudinal loyalty. Interaction with staff greatly impacts satisfaction and loyalty (Gupta & Zeithaml, 2006; Kao et al., 2008; Loureiro, 2010; Slåtten et al., 2011; Walls et al., 2011). Teenagers hanging out in cafes expect a positive experience from employees. Ali (2016) states that employee characteristics can be the main cause of customer experience and satisfaction by providing comprehensive and satisfying services, while employees must be reliable, professional and have good knowledge of their products. A study by Summers (2001), Ali (2016), Slåtten et al. (2011), Walls et al. (2011) stated the influence of interaction with staff on satisfaction and attitudinal loyalty.

Verhoef et al. (2009) describe the physical environment as a tangible element of intangible services. Bitner (1992) introduced three elements of the physical environment: atmosphere, space or function, and signs/symbols related to the five human senses. For Generation Z, as the main target customer of cafes, the physical environment matters greatly. In this study, we will analyze this suggestion to confirm whether the physical environment of cafes can increase the satisfaction and loyalty of Generation Z. Generation Z satisfaction in this social media era. Generation Z shows their existence by uploading their interesting and unique photos in special spots. Tonge et al. (2013) surveyed Generation Z, who now share more of their experiences on their social media, including photos of themselves. Previous research has proven that the physical environment greatly influences customer satisfaction and loyalty (Ali, 2016; Ariffin & Zahari,

2013; Pareigis et al., 2011; Steven et al., 2012). Previous research has proven that product quality significantly influences customer satisfaction and loyalty. Satisfaction (customer satisfaction) evaluates how much a retailer can meet or exceed customer expectations (Grewal et al., 2009). According to Kariyasa & Dewi (2013), customer satisfaction is very important for the service industry; when customers feel satisfied when visiting a place, they will return to that place again. In this study, satisfaction and perceived value play an important role in customer loyalty. This study aims to analyze the effect of customer experience on satisfaction, the effect of customer experience on attitudinal loyalty, and the effect of satisfaction on attitudinal loyalty. This research focuses on generation Z who visit coffee shops, and Generation Z, who like to consume coffee. This study examines the effect of customer experience on Generation Z's customer satisfaction and loyalty attitudes at coffee shops in Bengkulu City. Previous research found that customer loyalty influences customer behaviour, including repeat purchases and good word-of-mouth advertising (Fornell, 1992; Kandampully, 2000).In society, generation Z also plays an important role in setting new trends, such as lifestyle trends.

2. Materials and Methods

We operate quantitative data analysis to process the primary data analysis and interpret quantitative results (Sweetman et al., 2010). The instruments are developed systematically rather than ad hoc, specific to the setting. This research is deductive. Wood et al. (2010) said that deductive reasoning is reasoning from general to specific. Surajiyo et al. (2020) stated that deductive reasoning is taking a conclusion that has essentially been included in one or more propositions. So, in this study, the research paradigm is deductive because it draws conclusions from general things and then states these things into specific things. We proposed that customer satisfaction as a mediating variable studied is customer satisfaction. The operational definitions of variables in this study can be seen in Table 1.

Table 1. Definition of Operational Variables

Construct(s)	Dimension(s)	Indicator(s)	Source
Customer Experience (CE) is a customer's overall perception of their experience with a coffee shop.	Tangibles	Table and chair layout Room lighting The deliciousness of the menu Aroma of the room Ease of ordering Attractive concept Price Customers feel at home Customer prestige Atmosphere for friends/family	Schmitt (1999)
	Interaction with customer (IC) is an inter-action between coffee shop customers and other customers.	Other customers are not noisy Other customers do not cause problems	Ayuni (2019)
	Interaction with Staff (IS) is an interaction between customers and coffee shop employees	Provide satisfactory service Reliable Professional	Ayuni (2019)
	Physical	Good knowledge Accessibility of layout Facility aesthetics Seating comfort Electronic equipment Facility cleanliness	Ryu & Jang (2007)
	Product Quality	Varied food menu Offer larger portions Hygienic products Fast product presentation Good taste quality	

Customer Satisfaction (CS) is customer satisfaction after comparing coffee shop performance and products.	Product quality is worth the money spent Meets and fulfills expectations Enjoyed the visit Provides a different experience	Zeithaml (2009)
Attitudinal Loyalty (AL) is the customer's desire to repurchase coffee shop products or recommend to others.	Positive attitude towards the company to others Recommend the company's products or services to others	Kaur & Soch (2018)

The sampling technique used in this study falls into the non-probability sampling category (Rahi, 2017). Non-probability sampling is a subjective sampling procedure (Sudaryono, 2012). This study used snowball sampling techniques. According to Lenaini (2021), snowball sampling is a sampling technique that is initially small in number and then gets bigger. Researchers chose snowball sampling because the researcher first only determined one or two people for the sample. Still, because the data obtained is incomplete, the researcher looks for other people to complete the data. In this study, the data obtained comes from distributing questionnaires, namely giving a list of questions/statements to respondents and these respondents provide alternative answers that are available. Primary data measurement uses a Likert scale of 1 - 5. Primary data is data that comes from the original or first source. The research questionnaire was made online using Google Forms and distributed online through social media such as WhatsApp, Instagram, and Facebook. The author uses the online method because it can reach respondents more easily. The questionnaire used by researchers as a research instrument, the method used is a closed questionnaire. The data analysis method in this study uses Structural Equation Modeling - Partial Least Square (SEM-PLS). This SEM-PLS analysis tool will use WarpPLS 7.0 software. The reason for using SEM-PLS is because SEM-PLS can test complex research models simultaneously. This makes SEM-PLS suitable for this study because this research model is quite complex.

3. Results and Discussion

3.1. Characteristics of Respondents

This study aims to determine how Generation Z's behaviour toward customer satisfaction and loyalty attitudes of coffee shop visitors in Bengkulu City is influenced by customer experience. Respondents in this study were Generation Z who visited coffee shops in Bengkulu City, and this study aimed to determine the effect of customer experience on satisfaction and attitudinal loyalty. The data collection technique used is by using a questionnaire. The questionnaire delivery technique was carried out directly to the respondents. The questionnaire return rate can be seen in Table 2.

Table 2. Summary of Response Rate and Usable Respondents

Description	Frequency	Percentage
Questionnaires distributed	400	100%
Questionnaires received	400	100%
Questionnaires that do not meet the criteria	40	10%
Questionnaires that are suitable for processing	360	90%

Table 2 shows that the number of questionnaires distributed was 400, and the questionnaires returned were 360. This shows that the response rate in this study is very high, at 100%, but not all of them can be processed because not all questionnaires meet the predetermined criteria. The number of questionnaires whose respondents met the criteria was only 360 questionnaires. Meanwhile, 40 questionnaires could not be analyzed further because they did not meet the authors' criteria. The following describes the characteristics of the respondents or research objects described in Table 3.

Table 3. Characteristics of Respondents

Characteristics	Frequency	Percentage
Gender		
Male	220	61,2%
Female	140	38,8%
Age		
11-15	10	2,8%
16-20	125	34,7%
21-26	225	62,5%
Occupation Student		
College	35	9,7%
Student	255	70,9%
Employee	35	9,7%
Self-employed	34	9,4%
Etc	1	0,3%
Income		
< IDR 1.000.000	193	53,6%
IDR 1.500.000 – IDR 2.500.000	105	29,2%
IDR 2.600.000 – IDR 5.000.000	18	5%
> IDR 5.000.000	44	12,2%

Table 3 shows that in terms of gender, there are 220 male respondents, with a percentage of 61.2%. Meanwhile, 38.8% or 140 other respondents were female. This is in line with a survey by Nielsen, which shows that the number of coffee shop visitors has almost tripled in the last three years. Nielsen also explained that male consumers rose 11% to 2.1 million people. In contrast, female consumers decreased by 14% to 1.3 million. In a month, they visit coffee shops on average 3-4 times (Mix Magazine, August 08, 2013). Then, the classification of respondents in terms of age shows that most respondents who visit coffee shops are at the age of 21-26 years, namely 225 respondents or 62.5%, and then at the age of 16-20 years with 125 respondents or 34.7%. This is in line with a survey conducted by Nielsen explaining that most coffee shop visitors are men aged 20-29 years. Furthermore, for the characteristics of respondents based on occupation, the questionnaire results show that the dominant occupation is students, as many as 255 people or 70.9%. This is in line with the characteristics of age: students are in that age group. The characteristics of respondents in terms of income show that most of the respondents' income is <Rp 1,500,000, with 193 respondents or 53.6%. It cannot be denied that coffee shops offer menus at prices that are not too cheap but still affordable. The price of coffee products starts from Rp 18,000 and above.

3.2. Data Analysis

Data analysis and hypothesis testing used in this research is SEM-PLS using WarpPLS 7.0 software. There are two stages in the testing process using SEM-PLS: evaluating the measurement model and testing the structural model. A summary of the variables in this research model can be seen in Table 4.

Table 4. Summary of Variables in Model

No.	Latent variable	Code	Types	Manifest	Total
1	Customer Experience	CE	Exogen	CE1-CE28	28
2	Customer Satisfaction	CS	Endogen	CS1-CS3	3
3	Loyalty	AL	Endogen	AL1-AL2	2

3.3. Construct Validity and Reliability Testing

Measuring convergent validity is done by looking at the indicators of each construct. There are two criteria for assessing whether the outer model meets the convergent validity requirements for reflective constructs: the loading factor must be more than 0.70 (Sholihin & Ratmono, 2013). The test results show that the loading factor value is> 0.70 and has a P value of <0.05. With these measurement requirements, the construct measurement has met the requirements of convergent validity. In addition, to evaluate convergent validity, the average variance extracted (AVE) value needs to be considered, where the criteria for the AVE value must be above 0.50 (Sholihin & Ratmono, 2013). It

can be seen in Table 5 that the AVE value is above 0.50. This shows that all indicators can be said to be valid. The discriminant validity test was carried out by comparing each construct's average variance extracted (AVE) roots with a correlation between one construct and another. Discriminant validity can be good if each variable's AVE value is > 0.70 (Hair et al., 2019).

Table 5. Result of Combined Loading and cross–loading

Item	CE	CS	AL	SE	Sig.
CE1	0.861	0.044	-0.038	0.047	<0.001
CE2	0.863	-0.217	0.210	0.047	<0.001
CE3	0.706	0.417	-0.484	0.048	<0.001
CE4	0.714	0.656	-0.655	0.048	<0.001
CE5	0.860	0.041	-0.039	0.047	<0.001
CE6	0.811	0.012	-0.060	0.047	<0.001
CE7	0.756	-0.405	0.488	0.047	<0.001
CE8	0.756	-0.405	0.488	0.047	<0.001
CE9	0.863	-0.217	0.210	0.047	<0.001
CE10	0.706	0.417	-0.484	0.048	<0.001
CE11	0.806	-0.235	0.297	0.047	<0.001
CE12	0.806	0.041	-0.039	0.047	<0.001
CE13	0.863	-0.217	0.210	0.047	<0.001
CE14	0.714	0.656	-0.655	0.048	<0.001
CE15	0.706	0.417	-0.484	0.048	<0.001
CE16	0.806	0.041	-0.039	0.047	<0.001
CE17	0.714	0.656	-0.655	0.048	<0.001
CE18	0.811	0.012	-0.06	0.047	<0.001
CE19	0.863	-0.217	0.210	0.047	<0.001
CE20	0.824	-0.124	0.164	0.047	<0.001
CE21	0.841	-0.148	0.132	0.047	<0.001
CE22	0.780	-0.062	0.065	0.047	<0.001
CE23	0.806	-0.235	0.297	0.047	<0.001
CE24	0.863	-0.217	0.210	0.047	<0.001
CE25	0.811	0.012	-0.06	0.047	<0.001
CE26	0.860	0.041	-0.039	0.047	<0.001
CE27	0.811	0.012	-0.06	0.047	<0.001
CE28	0.756	-0.405	0.488	0.047	<0.001
CS1	0.051	0.850	-0.420	0.047	<0.001
CS2	-0.098	0.854	0.503	0.047	<0.001
CS3	0.049	0.815	-0.088	0.047	<0.001
AL1	-0.121	0.498	0.868	0.047	<0.001
AL2	0.121	-0.498	0.868	0.047	<0.001

Table 5 shows that all loading factor values have met the discriminant validity requirements above 0.70 and the P value <0.005, namely <0.001.

Table 6. Result of the Convergence Validity

Convergence	CE	CS	AL
Average Variance Extracted	0.646	0.705	0.753

Table 6 shows that the AVE value of customer experience is 0.646, the AVE value of customer satisfaction is 0.705, and the AVE value of attitudinal loyalty is 0.753. It shows that the AVE value has met the convergent validity criteria, namely, the AVE value must be> 0.50.

4. Discussion

4.1. Effect of Customer Experience on Customer Satisfaction

This study found that customer experience has a significant effect on customer satisfaction. It indicates that customer satisfaction can be formed through customer experience. If someone has a good experience with a service or product that has been used, then that person will feel satisfied. According to Meyer & Schwager (2007) and Nugroho & Japarianto (2013), customer experience is an internal and subjective customer response resulting from direct or indirect interactions with the company. Customer experience is an interaction between customers, products, and company performance that triggers a reaction (Gentile et al., 2007). The results of this study are supported by previous research conducted by Susanty & Kenny (2015), who found a strong and significant positive direct effect between the dimensions of customer experience quality and customer satisfaction. Likewise, the research results conducted by Nugroho & Japarianto (2013), who researched De Kasteel Resto Surabaya, prove that the customer experience dimension significantly affects customer satisfaction. According to Bitner (1992) and Verhoef et al. (2009), customers can influence other customers directly and indirectly.

4.2. The Effect of Customer Experience on Loyalty

This study indicates that customer experience has a significant effect on loyalty. This means that the higher the customer experience, the higher the coffee shop's customer loyalty. The results of this study are supported by Wardhana (2016), who states that simultaneously, the dimensions of customer experience have a positive and significant effect on loyalty attitudes. This is also supported by Novitasari (2012), which states that simultaneously, customer experience significantly affects consumer loyalty. According to Dagustani (2011), customer experience is a strategy that provides customers with an experience of enjoying the product. Customer experience has a significant relationship with customer loyalty. To compete successfully among competitors, more and more organizations are systematically applying customer experience principles and tools to generate, strengthen, and maintain loyalty attitudes. Attributed to the respondents' answers and seeing, in general, customer experience when done well will also result in a good customer loyalty attitude.

4.3. Customer Satisfaction on Loyalty

This study found that customer satisfaction has a significant effect on loyalty. It indicates that the higher the level of customer satisfaction, the higher the attitudinal loyalty of coffee shop customers. Satisfied customers usually remain loyal for longer, renew old products, and say good things about the company and its products or services to others (Puspasari, 2014). This study's result aligned with Tu (2012), which stated that customer satisfaction strongly impacts customer loyalty. Also, Oeyono (2013) states that satisfaction positively affects loyalty.

5. Conclusions

This study concludes a notable relationship between customer experience and the satisfaction and loyalty of Generation Z customers at coffee shops in Bengkulu City. It demonstrates that a positive customer experience significantly enhances Generation Z customers' satisfaction levels, implying that favourable perceptions of the coffee shop led to increased satisfaction among this demographic. Furthermore, the study underscores that customer experience also positively influences Generation Z customers' loyalty, suggesting that when coffee shops leave a positive impression, it fosters stronger loyalty attitudes among Generation Z patrons. Lastly, the findings highlight that customer satisfaction directly impacts Generation Z customers' loyalty, indicating that meeting or exceeding Generation Z's expectations leads to heightened loyalty attitudes among this demographic. These insights underscore the importance of coffee shops prioritizing customer experience and satisfaction to cultivate enduring loyalty among Generation Z customers in Bengkulu City, Indonesia.

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