Mediating Effect of Customer Perceive Value on Experience Quality and Loyalty Relationship

Efecto mediador del valor percibido por el cliente sobre la calidad de la experiencia y la relación de lealtad

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RESUMEN

Esta investigación es un enfoque cuantitativo para la investigación explicativa. La encuesta se realizó mediante un cuestionario y se analizó utilizando las ecuaciones del mínimo cuadrado parcial (PLS) basado en el modelado de ecuaciones estructurales (SEM). La muestra de esta investigación totalizó 168 encuestados con base en criterios predeterminados. Este estudio de investigación es sobre la teoría de la comprensión de la contribución y la gestión de la cafetería. Los resultados de esta investigación indican la experiencia directa del efecto de calidad en el valor percibido y la lealtad del cliente. La investigación indica que el valor percibido por el cliente no proporciona mediación entre los efectos de la experiencia de calidad variable con la lealtad del cliente.

Palabra clave: Cafetería al aire libre, calidad de la experiencia, lealtad del cliente, valor percibido por el cliente.

ABSTRACT

This research is a quantitative approach to explanatory research. The survey was conducted using a questionnaire and analyzed using the equations of structural equation modeling (SEM)-based partial least square (PLS). The sample of this research totaled 168 respondents based on predetermined criteria. This research study is based on the theory of contribution understanding and management of outdoor coffee shops. The results of this research indicate directly experience the quality effect on customer perceived value and customer loyalty. The research indicates that the customer perceived value does not provide mediation between the effects of variable quality experience with customer loyalty.

Keyword: Customer loyalty, customer perceived value, experience quality, outdoor coffee shop.

INTRODUCTION

Population census conducted by BPS in 2010 shows the composition of the population of Indonesia living in the city has reached 49.8% and prediction will rise again in the next year. Changes in the composition of the population of the village to the city are not just a geographical change alone but is also a cultural change, social values, behavior, and mindset. A society which used to be a mutual society are individualists, the community that was once simple becomes a consumerist society and community that was once a conservative thought became patterned communities that are more open and modern. Cultural change, social values, behavior, and mindset of the rural communities into urban was also influenced by the level of age, younger communities tend to be faster in the adjustment of such changes. This is a thing that should be noted for the business person for the sustainability of the long term business. One of the keys to long-term business success is creating customer loyalty.

Customer loyalty is the ultimate purpose of business to sustain the effort. Customer loyalty is the commitment held firmly by the consumer to make a purchase, provide positive reviews and recommend to other people about a product that has been purchased (RebekahRussell-Bennett, McColl-Kennedy, Coote, 2007). Customer loyalty can be shaped by experience quality and customer perceive value. Experience quality is perceived by the consumer experience after using the products and services purchased (Meyer, Schwager, 2007) so that the business needs to create a good customer experience. Experience quality can also be measured through customer perceive value. The customers perceive value is a value that is perceived by the consumer in accordance with what is expected by consumers (McDougall Levesque, 2000). To enhance the customer perceive value business person has to create a memorable experience quality (Berry, Carbone, Haeckel, 2002). On the basis, it can be concluded that if the experience quality obtained by the consumer in accordance with the customer perceives value then it would give an impact on customer loyalty. This research aims to validate the relationship between variable experience quality, the customer perceives value, and customer satisfaction as well as develop an indirect relationship between the experience and the quality against customer loyalty through the customer's perceived value.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Experience quality

Experience quality has become an important concept for earlier research on consumer behavior (Chen Chen, 2010) (Kao, Huang, Wu, 2008). Previous research on the concept of experience is an important key in the management of services such as marketing services, innovation, and retail (Jaakkola, Aarikka-Stenroos, Helkkula, 2015). Experience quality is derived from service quality (Zeithaml, 1988). Experience quality is a subjective response by the consumer of the results of the direct and indirect meetings with service providers (Lemke, Clark Wilson, 2011). Experience quality is defined as the cognitive and affective aspects perceived while visiting and do purchase decisions (Roy, 2018). Experience quality formed through individual emotions feelings when interacting with service providers (Gentile, Spiller, Noci, 2007; Meyer, Schwager, 2007). Experience the quality of the research is the overall quality of service or product that is perceived by the consumer while visiting and doing the purchasing decision.

Customer perceived value

The customers perceive value is one of the antecedents that are important in research on consumer behavior (Chen Dubinsky, 2003). The customers perceive value by (Zeithaml, 1988) defined as the overall assessment of the use of a product or service based on the perception of expectations about the providers of products and services. The customers perceive value is emotional bonds formed between consumers and companies using the products or services provided by these companies and give added value to the consumer (Butz Goodstein, 1996). Aspects of the experience or from the experience of consuming a hedonist is generally

accepted as an important element for conceptualizing the perceived value (Sweeney Soutar, 2001). Thus, it can be said that the customer's perceived value is also a differentiator between the benefits received by the sacrifice that was performed. The customer's perceived value can be obtained through the aspect of pre-purchase, transactions, and post-purchase (Woodruff, 1997).

Customer loyalty

The ultimate goal to achieve success the company is forming a strong loyalty in a relationship with the customer (Zeithaml, Parasuraman Berry, 1996). The loyal customer will provide a useful impact for companies such as making a purchase repeatedly, giving positive comments, and recommend it to others (RebekahRussell-Bennett, McColl-Kennedy, Coote, 2007). There are four stages in creating customer loyalty, which consist of the loyalty of cognitive, affective, and action (Oliver, 1997) which were then classified into two dimensions of attitudes and behaviors (Ryu Han, 2010). Loyalty behavior (behavioral) as a way consumers behave and attitude (attitudinal positions) as private-oriented psychological attitudes and sensations (Bowen Chen, 2001).

Hypothesis development

This research consists of three variables, i.e. variable experience quality, customer perceived value, and customer loyalty. Conceptual research is adopted from the theory of attitude developed by (Bagozzi, 1992) which consists of affective attitude, cognitive, and the results of the action. Referring to the theory that stance, then it can put forth a conceptual model of research, as can be seen in Figure 1.
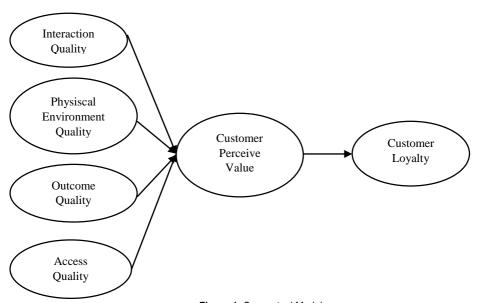

Figure 1. Conceptual Model

Based on the research of the conceptual model, then it can be outlined each of the relationships between the variables whose hypotheses are formulated later as follows:

1.   The relationship between the experience quality with the customer perceive value

Some researchers have done about the relationship experience quality with the customer perceived value. Perceive customer value has a strong relationship with the risk of the sacrifice that was performed

(Sweeney, Soutar, Johnson, 1999; Annía et al.: 2019). In this case, a good quality experience can create customers' perceived value. Wu, Li, Li (2014) shows the results of the research conducted that no influence between experience quality with the customer perceives value against 424 Janfusan Fancyworld park visitors in Yun Lin County of Taiwan. Jin, Lee, Lee (2013) clarified that the experience quality has an impact on the customer's perceived value to customers new and old customers in South Korea water tours. Similar results are also conducted by Chen and Chen (2010) that the experience quality effect directly against the customer perceives value in visitor attractions in Taiwan. On the relationship between the variables can be drawn: the research hypothesis

H1: there is a positive and significant relationship between experience quality with the customer perceive value

2.   The relationship between experience quality with customer loyalty

Experience quality can directly create customer loyalty when the consumer has a good and memorable experience, this is shown by the results of some previous research. Jin (2015) shows that the overall dimension of the experience quality has varying influence toward customer loyalty, this depends on the presence of customers of the quality of their relationship, so if there is no quality relationship a good customer loyalty will also not well-formed. Fernandes Cruz (2016) shows a direct relationship between the quality of the experience with customer loyalty in consumers in Port Wine Portugal. Research (Roy, 2018) showed similar results that there is a relationship directly between the experience quality and customer loyalty. Hussein, Hapsari, and Yulianti (2018) describes the results of his research of experience quality which consists of social interaction and physical environment have relationships directly against customer loyalty, however only one indicator of the influential social interaction significantly to customer loyalty. On the relationship between the variables can be drawn from the research hypothesis:

H2: there is a positive and significant relationship between quality experience with customer loyalty

3.   The relationship between the customer perceive value with customer loyalty

The customers perceive value is an important thing that may affect customer loyalty, this is shown in a study conducted by Suhartanto, Clemes, and Dean (2013) that the customer perceives value has a positive relationship with the customer loyalty on the field of tourism and hospitality industry. The results of similar studies are indicated by (Hapsari, Clemes, Dean, 2017) that the customer perceives value is important in influencing customer loyalty in the industry. This is clarified by the research done Lai, Griffin, and Babin (2009) that the customer perceive value in positive relationships has directly against customer loyalty in users of telecommunications services in China. It is expected in this research is if the customer perceives better value then it will affect both to customer loyalty, so in this research hypothesis drawn research:

H3: There is a positive and significant relationship between customer perceived value and customer loyalty

4.   The relationship between the quality of the experience, customers understand the value and customer loyalty

Long term business continuity for a business organization depends on the creation of customer loyalty. Customer loyalty in this research is expected to be formed on the basis of the experience quality and customer value perceived. Some previous research has conducted research on the relationship between experience and quality, customer value, and customer loyalty, perceive directly, but only a few are discussing the effects of mediation as well as influence indirectly. The research of Hussein, Hapsari, and Yulianti (2018) indicates that the customer perceived value has a role of mediation between the experience quality and customer loyalty in the field of the hospitality business. This attracted the attention of researchers to examine more deeply the role of mediation of the customer perceived value in mediating the relationship between experience and quality with customer loyalty. On the relationship between the variables can be drawn research hypothesis:

H4: There are the mediation effects positively perceive value from customer relationships experience quality with customer loyalty

METHODS

This type of research is the study of the quantitative approach with explanatory conducted by way of a survey directly to consumers who have made a purchase in the outdoor Cafe nuanced nature. The sample is the whole population of consumers who visited the outdoor Cafe nuanced nature with over 18 years of age criteria and minimum purchase has already done one time. The sample of this research was of as many as 168 people. Sampling method in this research was conducted with two stages (two-stage sampling), the first stage is carried out by means of the outdoor Cafe selections using a technique based on sampling criteria area outdoor Cafe nuanced nature then second sampling in research done with choose respondents were selected using a purposive sampling technique based on criteria of population research.

Consumers who have made a purchase and enjoy the overall services provided are required to fill out the questionnaire in accordance with the specified criteria. The measurement scale used is the Likert scale 1-5 with criteria 1 = strongly disagree 2 = disagree, 3 = neutral 4 = agree 5 = strongly agree. This study adopted the earlier research by Wu, Li, Li (2014) for variable quality with indicator experience interaction quality, physical environment quality, quality outcomes, and access quality. Research Suhartanto, Clemes, Dean (2013) adopted in this research for the measurement variable customer perceive value with the indicator price, benefit, and sacrifice, as well as research of Chen, Chen Lee (2013) adopted as measurement variables customer loyalty with indicator, revisit intention, positive word of mouth and recommendation. The study also developed the previous research conducted by (Hussein, Hapsari, Yulianti, 2018) about the role of the effect of customer perceived value in mediating the relationship between experience and quality with customer loyalty in the culinary industry sector and tourism. Statistical analysis used in this study consists of an analysis of descriptive statistics that includes the frequency distribution of respondents and statistical analysis using the inferential model structural equation modeling for data analysis with smartPLS 3.0 applications. This is determined by the researcher due to facilitate data analysis because researchers in an indirect relationship automatically calculated when doing data analysis with smartPLS 3.0 applications.

RESULTS

Based on the results of the descriptive analysis of respondents conducted data analysis using the distribution of the respondents with tool SPSS 23 demographic characteristics known to respondents were analyzed as many as 168 people. As large as the respondents fill out questionnaires women-sex (61.3%) and 50% of respondents on average aged 18-23 years. 39.3% of respondents as much status as students and as much as 42.3% of respondents have the last Bachelor education. As much as 47.6% of respondents obtain information about outdoor Cafe nuanced nature of social media, and some as much as 40.5% outdoor Cafe getting information about the nuanced nature of the friends. The majority of respondents who came to the outdoor cafe is a consumer who has visited more than 2 times (79.2%). As much as 91.7% of respondents have visited cafes as much intensity 1-3 times in a week and 98.2% are willing to recommend the cafe to others.

The results, shown in table 1 indicate that a variable has the value quality experience an average of 3.75, indicators of physical environment quality have the highest value items namely physical environment provide comfort while visiting. Variable customer perceive value has an average rating of 3.78, indicators of benefit have the highest value i.e., products and services can be received well. Memilikki customer loyalty variable average value of 3.71, indicator recommendation had the highest median value i.e. items recommend to others.

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Item Indikator		Mean
Experience Quality		
Interaction Quality	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
Physical Environment Quality	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
Outcome Quality	Being pleased with all things provided.	3.79
	Gaining the extraordinary experience when visiting.	3.70
	The overall services are very good.	3.75
Access Quality	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
Customer Perceive Value		
Price	The product price offered is inexpensive and affordable.	3.75
	The product price is compatible with the product quality.	3.80
Benefit	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
Sacrifice	The value perceived is compatible with the sacrifice undertaken.	3.68
	The value perceived provides the experience in accordance with the expectation.	3.77
Customer Loyalty		
Revisit intention	I will repurchase frequently.	3.82
	I do not want to move to other places.	3.53
	I will revisit frequently.	3.65
Positive word of mouth	To direct friends.	3.78
	To give the positive feedbacks.	3.65
	To contribute the comments in social media.	3.69
Recommendation	To recommend to others.	3.85
	To suggest such a place as the main priority to visit.	3.71

Table 1. Description Respondents

Based on the results of test validity and reliability in mind that the instruments used in this research are valid (≥ 0.5) and reliability (≥ 0.6) significance level 0.05 <. Evaluation of the outer model used in this study to evaluate the validity of the results and reliable measurement results of research. Convergent validity results can be seen on the results of the value of loading factors that demonstrate the value of ≥ 0.5 then it can be said to be valid (Ghozali and Latan. 2012). Discriminant validity evaluated results from the outer loading value of each variable must be higher among other variables values. Composite reliability is evaluated through the result value of the Average Variance Extracted (AVE) ≥ 0.5, the value of the composite reliability ≥ 0.7, and Cronbach alpha value of ≥ 0.6 to assess reliability construct research.

Variabel Latent	Variabel *Manifest*	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Experience Quality (X1)	*Interaction Quality* (X1.1)	0.850**	0.787**	0.876**	0.702**
	Physical Environment Quality (X1.2)	0.863**	0.773**	0.868**	0.688*
	***Outcome Quality* (X1.3)**	0.890**	0.695*	0.831**	0.622*
	Access Quality (X1.4)	0.832**	0.796**	0.880**	0.710**
Customer Perceive Value (Y1)	*Price* (Y1.1)	0.786**	0.733**	0.882**	0.789**
	***Benefit* (Y1.2)**	0.888**	0.677*	0.823**	0.609*
	Sacrifice (Y1.3)	0.850**	0.765**	0.895**	0.809**
Customer Loyalty (Y3)	*Revisit intention* (Y3.1)	0.883**	0.674*	0.821**	0.605*
	***Positive word of mouth* (Y3.2)**	0.913**	0.717**	0.841**	0.639*
	Recommendation (Y3.3)	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 2. Outer Model

Table 3 presents the results of the analysis of structural equations with PLS through test results of inner models used to figure out the relationships between variables. Inner evaluation of the model can be seen from the results of R-square value (R2) on the endogenous variable that indicates that the variable customer perceives value being influence 0596 and variable customer loyalty and give strong influence with a value of 0704 (Ghozali Latan, 2012). The results of this research show the value Predictive Relevance (Q2) of 0959 so it can be said that the equations model structural in this research has the goodness of fit is good.

Variabel Eksogen	R-Square (R^2)
Customer Perceive Value (Y$_1$)	0.595**
Customer Loyalty (Y$_3$)	0.641**

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

Table 3. Result R-square

Hypothesis testing is done by the method of bootstrapping using smartPLS 3.0 applications. A positive and significant relationship between experience and quality with the customer perceived value can be seen from the results of testing with the H1 line coefficient of t-0771 by the value count of 20,979 as well as the value of the p-value of 0000. A positive and significant relationship between quality experience with customer loyalty can be seen from the results of testing with the H2 line coefficients of the t-0759-value count of 21,694 as well as the value of the p-value of 0000. A positive and significant relationship between customer perceived value with customer loyalty can be seen from the results of testing of the H3 with the variable path coefficient value customer perceive value against customer loyalty of 0402 with value t calculate 0076 as well as the value of the p-value of 0000 so that it can be said that the customer perceives value has influence in positive and significantly to customer loyalty. The role of the effect of customer perceived value in mediating the relationship between experience and quality with customer loyalty can be seen on the test results with the H4 line coefficient indirectly totaling 0.402 with t-value calculate results of 0064 as well as the value of the p-value of 0.000. This explains that the customer perceived value does not provide both mediation effects perfectly as

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well as between partial experience quality with the customer perceive value despite having significant and positive values.

Variabel	Original Sample (O)	Standard Deviation	T Statistics
EXQ -> CPV	0.771	0.037	20.979***
EXQ -> CL	0.759	0.035	21.694***
CPV -> CL	0.402	0.076	5.284***
EXQ -> CPV -> CL	0,310	0.064	4.839**

Note: EXQ = Experience Quality. CPV = Customer Perceive Value. CS = Customer Satisfaction. CL = Customer Loyalty.
Levels of significance: *** $p<0.01$. ** $p<0.05$.

Tabel 4. Tabel Path Coefficient Hypothesis test

Based on the results of the above hypothesis testing can be said that the overall hypothesis proposed in this study received. This confirms a theory advanced by Bagozzi (1992) namely attitude theory that affective attitudes are formed on the basis of cognitive attitudes through an action behavior in decision-making so that ultimately will form an outcome behavior. Based on the research results can be a conclusion cognitive attitude that what is meant is that the overall quality of the experience is the experience of the products and services. Affective attitude to that question is the customer perceives value, namely the value expected by the consumer as well as the results of the behavior in question is customer loyalty, which is a result of the impact of the experience quality and customer perceived value. It can be drawn the conclusion that consumers gain experience in terms of the products and services that match their expectations and get satisfying service then the results of the final behavior conducted by the consumer is doing the purchase. give positive comments and recommend to others.
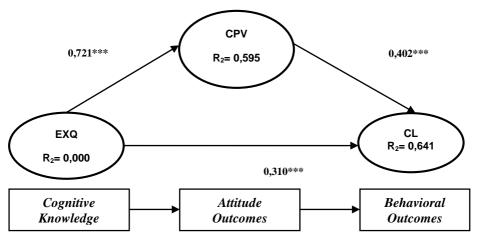

Figure 2. Hypothesis results and theory models

Note: EXQ = Experience Quality. CPV = Customer Perceive Value. CS = Customer Satisfaction. CL = Customer Loyalty
Levels of significance: *** $p<0.01$. ** $p<0.05$.

CONCLUSIONS

This research aims to know the impact of the experience quality and customer perceives value against customer loyalty. The results showed that customer loyalty to consumer purchasing decisions is indeed very important in the field of tourism and the culinary industry. When consumers gain experience with the results as expected they would make purchases and communicate in a positive word of mouth as well as willing to recommend the experience and the value it brings to others. Based on the results of research on the outdoor Cafe customer's nuanced nature can know that H1, H2, H3 accepted and H4 rejected.

Experience quality has a relationship in a positive and may against the customer perceived value and customer loyalty, according to the results of research previously carried out by (Jin, Lee, Lee, 2013); (Klaus Maklan, 2013); (Jin, Naehyun, 2015); (Roy, 2018) and (Chen Chen, 2010). This research is not supported by previous research conducted by (Wu, Li, Li, 2014) that states that experience the quality did not have the relationship against the customer's perceived value. Furthermore, the customer perceives value has the relationship positively and significantly to customer loyalty, according to the results of earlier research conducted by the (Suhartanto, Clemes, Dean, 2013); (Hapsari, Clemes, Dean, 2017) and (Lai, Griffin, Babin, 2009). The last part of the relationship between experience and quality with customer loyalty, which is mediated by the customers perceive value, shows that there is no indirect relationship. This does not fit with previous research results conducted by Hussein, Hapsari, and Yulianti (2018) that the customer perceives value has a role of mediation between the variable quality experience with customer loyalty in the hospitality industry sector. The difference in the results of this study indicates that the role of mediation between the customer perceived value of variable quality experience with customer loyalty in the hospitality field cannot be generalized areas of the culinary industry although it is included in the scope of tourism.

This research expands the context of the experience quality in the field of restaurant cafe that experience especially on quality plays an important role in the creation of customer value and its contribution to perceive into customer loyalty. It can be used for the business person in the field of culinary as a determinant of long-term business success. Limitations of this research in the experience quality researched only addressed to a consumer who has been visiting and doing a purchasing decision at least one time. Further research is expected to examine the case and adding a few factors and other variables determining customer loyalty.

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