

# THE INFLUENCE OF MARKETING COMMUNICATION, CUSTOMER EXPERIENCE, AND RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION (Case Study on Havana Garden Cafe, Bireuen Regency)

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## Abstract

*This study aims to see the Influence of Marketing Communication, Customer Experience, and Relationship Marketing on Customer Satisfaction (Case Study on Havana Garden Cafe, Bireuen Regency). The sampling technique in this study is NonProbability Sampling. The sample in this study was 125 visitors to the Havana Garden Cafe, Bireuen Regency. Primary data in this study were taken by means of interviews and distributing questionnaires. The analysis tools used are multiple linear regression analysis methods, classical assumption tests, instrument tests (validity and reliability), hypothesis testing, and determination coefficients using the SPSS version 25 program. The results of this study show that the marketing communication variable (X1) has a significant positive effect on customer satisfaction (Y), the customer experience variable (X2) has a negative and insignificant effect on customer experience (Y), and relationship marketing (X3) has a negative and insignificant effect on customer experience (Y). The data was processed statistically using the SPSS 25 program tools.*

**Keywords :** *Marketing Communication, Customer Experience, Relationship Marketing and Customer Satisfaction*

## 1. INTRODUCTION

In the current era of globalization, businessmen are required to always find strategies so that their business runs well to satisfy consumers, because businesses are basically established to obtain expected profits and maintain their market share. In this case, one of the fastest-growing businesses is a business in the café sector that offers coffee-based products. Entrepreneurs in this business field must always look for strategies to ensure consumer satisfaction. A café can be described as a place where people from different social and cultural backgrounds often visit to meet, discuss, have casual conversations, and gain useful information. However, the definition of a café is currently changing, some people not only make cafes a place for consumption activities, but also as a lifestyle (Wardhana Aditya, 2014).

The development of cafes in Bireuen Regency is increasing. Today's cafes are very different from cafes in the past, in the past cafes only served local coffee drinks with a traditional concept and the consumers were only men, but today's cafes have many variations. Services, facilities, sales of various types of coffee, consumers from various circles. Where both from the middle and upper classes, in this case, include teenagers and adults. Given the high demand in the market, it is not surprising that the growth of cafes is increasing year by year. One of the famous cafes in Bireuen Regency is Havana Garden Cafe.

With the results of observation from visitor data at the havana garden café has increased every month and there is an interesting problem in the havana garden café, namely with the outdoor concept that it has, the Havana Garden Cafe has a little indoor space, which may make visitors uncomfortable when the weather is uncertain, access to the location located in housing makes the Havana Garden Cafe may not be strategic to meet. The selection of a business location must be based on regional development, which can often have a positive and negative impact on business development. Choosing a location is often considered a minor issue, but the location of a business has a big impact on the sustainability of the café (Chelviana et al., 2017).

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## 2. IMPLEMENTATION METHOD

This research uses quantitative research methods. Data were collected using a questionnaire distributed to respondents with an assessment technique using a Likert scale. Sampling technique This research uses a non-probability sampling. The study was conducted on a sample of 125 respondents who visited the havana garden café. Data collection was carried out through the distribution of questionnaires directly to visitors to the havana garden café. Data analysis uses multiple linear regression with SPSS 25. Validity test using Pearson correlation, reliability test using chronbach alpha provision, classical assumption test consisting of normality test (p-p normal of regression standardized plot). multicollinearity test (tolerance & VIF), heteroscedasticity test (ZPRED and its remaining SRESID). Multiple linear tests using hypothesis tests, t tests.

## 3. RESULTS AND DISCUSSION

### 3.1 Validity Test

$df = 125 - 2 = 123$ , with a significant rate of 5% in the number obtained in r table 0.1757 (Double-sided test). For more clarity, the results of the validity test can be seen in the Table 1:

**Table 1**

Item	$r_{\text{hasil}}$	$r_{\text{tabel}}$	Keterangan
X1.1	0,804	0,1757	Valid
X1.2	0,859	0,1757	Valid
X1.3	0,768	0,1757	Valid
X1.4	0,692	0,1757	Valid
X1.5	0,831	0,1757	Valid
X1.6	0,773	0,1757	Valid
X1.7	0,776	0,1757	Valid
X2.1	0,807	0,1757	Valid
X2.2	0,443	0,1757	Valid
X2.3	0,461	0,1757	Valid
X2.4	0,767	0,1757	Valid
X2.5	0,801	0,1757	Valid
X3.1	0,837	0,1757	Valid
X3.2	0,906	0,1757	Valid
X3.3	0,860	0,1757	Valid
X3.4	0,754	0,1757	Valid
Y1.1	0,726	0,1757	Valid
Y1.2	0,731	0,1757	Valid
Y1.3	0,747	0,1757	Valid
Y1.4	0,727	0,1757	Valid
Y1.5	0,780	0,1757	Valid
Y1.6	0,531	0,1757	Valid

Source: Statistical Software Data Processing Results, 2024

Based on the results in Table 1 above, we can see that r results > r tables with a significance level of 5%. This shows that each questionnaire question is valid and trustworthy to take research data. Because the data in the research is continued, it is to test the reliability of the research.

### 3.2 Reliability Test

If alpha chronbach > 0.6 it is concluded that the variable is reliable, if alpha chronbach < 0.6 it is concluded that the variable in this study is not reliable.

**Table 2**

Variabel	Crombach Alpha	Standar	Keterangan
Marketing Communication	0,897	0,6	Reliabel
Customer Experience	0,703	0,6	Reliabel
Relationship Marketing	0,861	0,6	Reliabel
Customer Satisfaction	0,800	0,6	Reliabel

*Source: Statistical Software Data Processing Results, 2024*

The table above shows that overall, Cronbach's alpha has a value greater than 0.6, meaning that it can be concluded that all variables in this study are reliable

### 3.3 Normality Test

Normality test of this research data was carried out using regression calculations which were detected using two approaches, namely the Kolmogorov Smirnov test

**Table 3**

N			Unstandardized
			residual
Normal	parameter <sup>a</sup>		125
Mean			0,0000000
	Std. deviation		2,35635644
Most extreme	differences		0,074
Absolute			0,050
			-0,074
Positive			0,074
			0,092 <sup>c</sup>
Negative			
	Kolmogorov- smirnov-Z		
	Asymp. Sig.(2-tailed)		

*Source: Statistical Software Data Processing Results, 2024*

Based on the processing results in the table, the Kolmonogrov-Smirnov magnitude is 0.092. The significance value is greater than 0.05, so it can be said that the residual value is normally distributed.

### 3.4 Multicollinearity Test

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables

**Table 4**

Model	Collinearity statistic	
	Tolerance	VIF

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	1 (constant)			
(X1)	Marketing	Communication	0,659	1,517
			0,533	1,876
	Customer Experience (X2)		0,677	1,477
	Relationship Marketing (X3)			

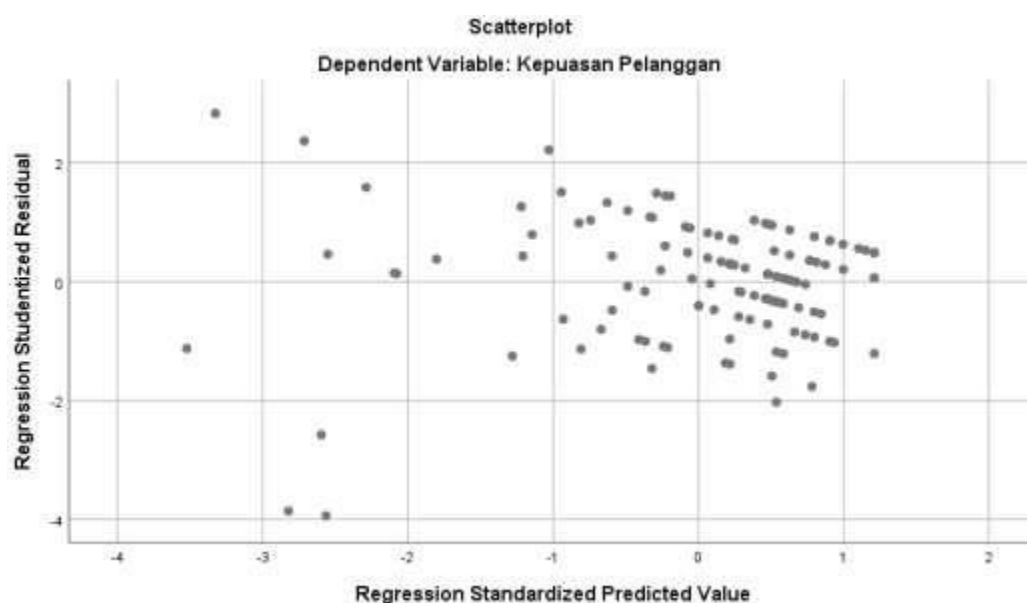
Source: Statistical Software Data Processing Results, 2024

Based on Table 4 above, the results of the multicollinearity test show that all variables, namely Marketing Communication (X1), Customer Experience (X2), and Relationship Marketing (X3), do not occur multicollinearity, this is due to the tolerance value in the variable Marketing Communication (X1) is valued at  $0.659 > 0.1$  and VIF is valued at  $1.517 < 10$ . Furthermore, Customer Experience (X2) is valued at  $0.533 > 0.1$  and VIF is valued at  $1.876 < 10$ . Furthermore, the Relationship Marketing variable (X3) is valued at  $0.677 > 0.1$  and VIF is valued at  $1.477 < 10$ .

### 3.5 Heteroskedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual between one observation and another, the heteroscedasticity test in this study can be seen using a plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). The results of the heteroscedasticity test in this study are as follows:

**Picture 1**



Based on picture 1 above shows that there is no clear pattern, and the dots spread above and below the number 0 on the y-axis, it can be concluded that there are no symptoms of heterokedasticity.

### 3.6 Data Analysis

To find out the influence of brand ambassadors, brand image and promotions on purchases decision, the following table shows the results:

**Table 5**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		T
	B	Std. Error	Beta		

1	(constant)	14,294	1,756		8,140	0,000
	X1	0,239	0,054	0,413	4,435	0,000
	X2	0,169	0,105	0,167	1,613	0,109
	X3	0,048	0,086	0,051	0,550	0,583

a. Dependent Variable : Customer satisfaction

The results of the multiple linear regression equation can be arranged into the equation:

$$Y = 14,294 + 0,239 X_1 + 0,169 X_2 + 0,048 X_3 + e$$

1. The value of the Marketing Communication coefficient (X1) is 0.239 so that it can be interpreted that if Marketing Communication (X1) is increased by 1 unit of value, it is predicted that Customer Satisfaction (Y) at Havana Garden Cafe Bireuen Regency will increase by 0.239
2. The value of the Customer Experience coefficient (X2) is 0.169 so that it can be interpreted that if Experience Experience (X2) is added 1 unit of value, Customer Satisfaction (Y) is predicted at Havana Garden Cafe, Bireuen Regency will decrease by 0.169.
3. The value of the Relationship Marketing coefficient (X3) is 0.048 so that it can be interpreted that if the Relationship Marketing (X3) is increased by 1 unit of value, it is predicted that Customer Satisfaction (Y) at Havana Garden Cafe in Bireuen Regency will increase by 0.142.

### 3.7 Uji t

Based on table 5 it can be explained as follows

1. It is known that the significance value for the Marketing Communication variable (X1) on Customer Satisfaction (Y) is  $0.000 < 0.05$  and the value of the calculation is  $4.435 > \text{table } 1.658$ , so it can be concluded that H1 is accepted which means that Marketing Communication has a positive and significant effect on Customer Satisfaction.
2. It is known that the significance value for the Customer Experience variable (X2) to Customer Satisfaction (Y) is  $0.109 > 0.05$  and the value of the calculation is  $1.613 < 1.658$ , so it can be concluded that H2 is rejected which means that Customer Experience has no positive and insignificant effect on Customer Satisfaction.
3. It is known that the significance value for the Relationship Marketing variable (X3) on Customer Satisfaction (Y) is  $0.583 > 0.05$  and the value of the calculation is  $0.550 < \text{table } 1.658$ , so it can be concluded that H3 is accepted, which means that Relationship Marketing has no positive and insignificant effect on Customer Satisfaction.

## 4. DISCUSSION

### 4.1 The Effect of Marketing Communication on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency

Based on the results of the study, it was found that the significance value for the Marketing Communication variable (X1) on Customer Satisfaction (Y) was  $0.000 < 0.05$  and the value of the calculation was  $4.435 > 1.658$ , so it can be concluded that H1 was accepted, which means that Marketing Communication has a positive and significant effect on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency. The results of this study are supported by research conducted by Kartika et al., (2019), about the influence of relationship marketing, marketing communication and company image on consumer behavior intentions through customer satisfaction found that marketing communication has a positive and significant effect on customer satisfaction that the better marketing communication, the higher the behavioral intention of consumers to make a purchase. This is evidenced by the results of the t-test that has been carried out which produces a significance value of 0.035 (sign < 5%) which states that there is a significant influence between marketing communication (X2) on consumer behavior intentions (Y2).

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**4.2 The Effect of Customer Experience on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency**

Based on the results of the study, it was found that the significance value for the Customer Experience variable (X2) to Customer Satisfaction (Y) was  $0.109 > 0.05$  and the value of the calculation was  $1.613 < \text{table } 1.658$ , so it can be concluded that H2 was rejected which means that Customer Experience has no positive and insignificant effect on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency. The results of this study are supported by research conducted by Harsono et al., (2020), on the analysis of the influence of consumer experience on consumer satisfaction at the Yello Jemursari Hotel Surabaya. In this study, the consumer experience component has a negative and insignificant effect on consumer satisfaction at the Yello Jemursari Hotel Surabaya. This variable has a tcal value of 0.515 and a significance level of 0.608, so there is no significant influence.

**4.3 The Effect of Relationship Marketing on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency**

Based on the results of the study, it was found that the significance value for the Relationship Marketing (X3) variable on Customer Satisfaction (Y) was  $0.583 > 0.05$  and the value of the calculation was  $0.550 < 1.658$ , so it can be concluded that H3 was rejected which means that Relationship Marketing has no positive and insignificant effect on Customer Satisfaction at Havana Garden Cafe, Bireuen Regency. The results of this study are different from previous studies conducted Kartika et al., (2019) on the Influence of Relationship Marketing, Marketing Communication and Corporate Image on Consumer Behavior Intentions through Customer Satisfaction at Vasa Hotel Surabaya, Based on the results of data analysis, it is known that marketing relationships have a significant direct influence on customer satisfaction (Y1). This is evidenced by the results of the tests that have been carried out which produce a significance value of 0.041 (sign < 5%). There is a significant influence between marketing relationships (X1) and customer satisfaction (Y1).

**5. CONCLUSION**

Based on the results of the research and discussion, several conclusions can be drawn, including:

- 1) Based on the Statistical Software 25 test, the test results were obtained and associated with the theory that marketing communication variables have a positive and significant effect on customer satisfaction.
- 2) Based on the Statistical Software 25 test, the test results were obtained and associated with the theory that customer experience variables have no positive effect and is not significant to customer satisfaction.
- 3) Based on the Statistical Software 25 test, the test results were obtained and associated with the variable theory, relationship marketing has no positive and insignificant effect on customer satisfaction.

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