

# THE INFLUENCE OF SERVICE QUALITY AND EXPERIENTIAL MARKETING ON CONSUMERS' DECISIONS TO VISIT WARKOP AGAM SETIA BUDI, MEDAN CITY

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Received : 15 December 2024	Published : 28 February 2025
Revised : 30 December 2024	DOI : <a href="https://doi.org/10.54443/ijset.v4i3.726">https://doi.org/10.54443/ijset.v4i3.726</a>
Accepted : 17 January 2025	Link Publish : <a href="https://www.ijset.org/index.php/ijset/index">https://www.ijset.org/index.php/ijset/index</a>

## Abstract

This article aims to determine and analyze the quality of service towards consumer decisions to visit Warkop Agam Setia Budi. To find out and analyze Experiential Marketing on Consumer Decisions, visit Warkop Agam Setia Budi. To find out and analyze the Quality of Service and Experiential Marketing towards Consumer Decisions to visit Warkop Agam Setia Budi. The type of research used in this study is a quantitative associative research approach . In this study, the population is then drawn conclusions. In this study, the population used is customers or consumers of Warkop Agam. Warkop Agam Setia Budi was established in February 2024 , totaling 10,593 customers and determining the sample using the Slovin formula . This study rounded up the number of samples to 99 respondents. The sampling technique in this study was carried out using non-probability and accidental sampling techniques. Data collection techniques through distributing questionnaires to obtain primary data and documentation to obtain secondary data. The statistical data analysis technique used was multiple linear regression and previously a classical assumption test and validity and reliability instrument test were carried out. As well as determination testing and hypothesis testing. The results of the study indicate that 1) the results of the study indicate that partially the service quality variable (X1) has a positive and significant effect on consumer decisions (Y). 2. the results of the study indicate that partially the experiential marketing variable (X2) has a positive and significant effect on consumer decisions (Y). 3) the results of the study indicate that simultaneously there is a positive and significant effect on the service quality variable (X1) and experiential marketing (X2) on consumer decisions (Y).

**Keywords : *Service Quality, Experiential Marketing, Consumer Decisions***

## INTRODUCTION

It is common to see classic and modern cafes becoming commonplace in a number of cities . The rise of coffee shops in Indonesia today is also inseparable from the results of changes in coffee trends, as explained by Soesilo (2022) in his book *Kopi Kita: Geliat, Gagap Gempita, and its problems*. Coffee lovers are the millennial generation, as are cafe owners who come from the millennial generation. So it is not surprising that the millennial generation is considered to have colored, even dominated, coffee trends in Indonesia. Nowadays, coffee shops or what we know as Warkop do not only serve coffee but also several food menus such as noodles, snacks, and several other foods.

The current marketing phenomenon shows that many cafe and coffee shop business players are competing to create unique experiences for their customers. One of them is Warkop Agam on Jalan Setia Budi, Medan City, which attracts consumers by offering more than just coffee products. Amidst the tight competition in the coffee shop industry, good service quality and an *experiential marketing approach* are playing an increasingly important role in shaping consumer decisions. A pleasant and different experience can shape positive perceptions, influence satisfaction, and ultimately increase the likelihood of customers choosing to visit. Through friendly service, a comfortable atmosphere, and activities that support customers' emotional experiences, Warkop Agam seeks to differentiate itself from its competitors. Thus, a deep understanding of the influence of service quality and *experiential Marketing* to consumer decisions is important in seeing to what extent unique experiences can

motivate them to choose to visit Warkop Agam compared to other places. This phenomenon reflects changing marketing trends that place consumer experience as a major factor in strategy.

Consumer decisions can be defined as a complex and sequential process involving various stages in determining the choice of products or services to be purchased. One of the factors that influence consumer decisions is service quality and experiential marketing. Service quality is the extent to which the service provided meets or exceeds customer expectations. It covers various dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles, all of which contribute to customer perceptions of the service. According to experts, service quality depends not only on the end result, but also on how the service is delivered, including the interaction between the service provider and the customer. Based on research conducted by Laila in (2022), it states that product quality has a partial effect on purchasing decisions, while product completeness and service quality have a partial effect on purchasing decisions.

*Experiential marketing* is a marketing approach that focuses on creating immersive and memorable experiences for consumers when interacting with a brand. Andrawina's (2013) research shows that partially *experiential marketing* has a significant effect on purchasing decisions. Then in the research of Adinda (2021) and Triamalia (2023) it was stated that the *experiential marketing variable* has a positive and significant effect on repurchase intentions.

## RESEARCH METHODS

The type of research in this study is associative research with a quantitative approach. This study aims to determine the relationship between two or more variables, namely the influence of Service Quality and Experiential Marketing on Consumer Decisions to Visit Warkop Agam Setia Budi . The sample used is customers or consumers of Warkop Agam. Warkop Agam Setia Budi was established in February 2024 with 10,593 customers. The sampling technique uses *Non-probability Sampling* with accidental sampling. Data collection methods consist of interviews and questionnaires. Questionnaires are used to ask questions to respondents and have advantages and disadvantages in data collection. In this study, the number of samples was rounded to 99 respondents. In this study, the questionnaire has a very important position. This is because the questionnaire is a depiction of the variables studied and functions as a tool for proving the hypothesis. The validity or otherwise of the questionnaire will greatly determine the quality of the questionnaire. To determine the quality of the questionnaire, validity and reliability tests can be used . The classical assumption test in this study consists of the normality test, multicollinearity test and heteroscedasticity test. According to (Ghozali 2016) that the classical assumption test is a statistical requirement that must be met in multiple linear regression analysis which is carried out to assess whether there are classical assumption problems in the regression model. The classical assumption test in this study consists of normality test, multicollinearity test and heteroscedasticity test .

Hypothesis testing is used to statistically test the truth of a statement and draw conclusions to accept or reject the statement. Hypothesis testing is also used to assist in decision making regarding a proposed hypothesis.

### a. Partial Test (t-Test)

The provisions used are if the probability value is smaller than 5% (0.05) then  $H_0$  is rejected or the regression coefficient is significant, and if the probability value is greater than 5% (0.05) then  $H_0$  is accepted or the regression coefficient is not significant. With the following form :

$H_0 : \beta_i = 0$ , meaning the independent variable does not have a significant effect on the dependent variable.

$H_1 : \beta_i \neq 0$ , meaning the independent variable has a significant effect on the dependent variable.

To test this hypothesis, this is done by comparing the calculated  $t$ .

with the following provisions:

$H_0$  is accepted, if  $t_{count} \leq t_{table}$  or  $\text{sig } t \geq \alpha$  ( 0.05 )

$H_1$  is accepted, if  $t_{count} > t_{table}$  or  $\text{sig } t < \alpha$  ( 0.05 )

### b. Simultaneous Test (f-Test)

In this test, a one-sided test was carried out with a significance level of 5% to obtain the  $F_{table}$  value, while to draw conclusions from the equation obtained, the following guidelines were used:

$H_0$  is accepted, if  $F_{count} \leq F_{table}$  or  $\text{sig } F \geq \alpha$  (0.05)

$H_1$  is accepted, if  $F_{count} > F_{table}$  or  $\text{sig } F < \alpha$  (0.05)

### c. Determination Coefficient Test ( $R^2$ )

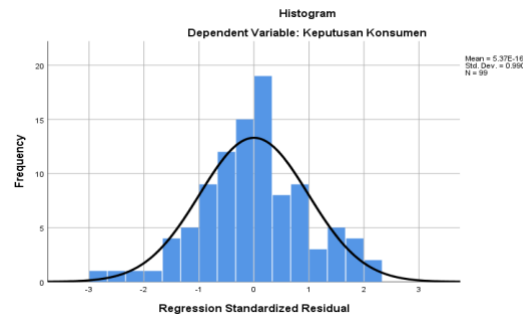
The coefficient of determination is used to see the influence between variables.  $K_d$  is calculated assuming other factors are constant. The value of the independent variable is indicated by the coefficient of

determination ( $r^2$ ). The greater the value of  $r^2$ , the better the regression equation in estimating the dependent variable . .

## RESULTS AND DISCUSSION

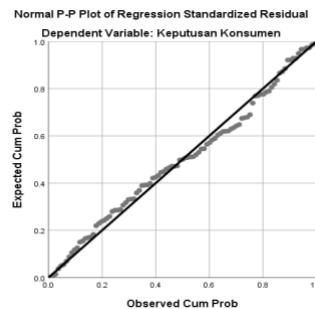
### CLASSICAL ASSUMPTION TEST RESULTS

#### NORMALITY TEST



**Figure 1. Histogram Normality Test**

Based on Figure 1, it can be seen that the variables are normally distributed, this is indicated by the data distribution which is bell-shaped and does not deviate to the left or right.



**Figure 2. P-Plot Normality Test**

Figure 2 shows that the image shows points that follow the data along the diagonal line. This shows that the researcher's residuals are normal.

**Table 1. Kolmogorov-Smirnov Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.04064481
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.046
Test Statistics		.068
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c . Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

In Table 1 , the *Asymp. Sig. (2-tailed)* value is 0.200 and above the significant value (0.05 ) or 5%, so it can be concluded that the residual variables are normally distributed.

## MULTICOLLINEARITY TEST

Table 2. Multicollinearity Test

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.262	3.325		1,884	.063		
	Quality of Service	.879	.060	.830	14,557	.000	.995	1.005
	Experiential Marketing	-.149	.069	-.123	-2.153	.034	.995	1.005

a. Dependent Variable: Consumer Decision

In Table 2, it is known that the *tolerance value* of all independent variables is greater than the fixed value of 0.1 and the VIF value of all independent variables is less than the fixed value of 10. Therefore, the data in this study is said not to experience multicollinearity problems.

## HETEROSCEDASTICITY TEST

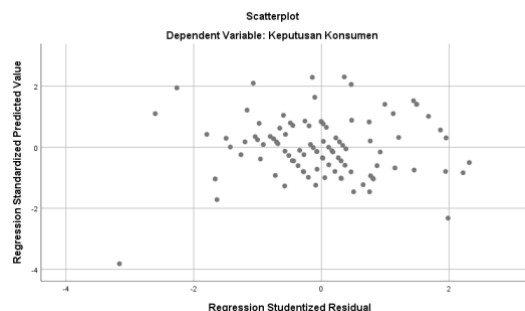


Figure 3 Heteroscedasticity Test

In Figure 3, it is known that there is no clear pattern and the points are spread randomly without any clear pattern, and are spread both above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity.

Table 3. Glejser test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.298	3.440swxx		1,540	.127
	Quality of Service	-.078	.053	-.149	-1,461	.147
	Experiential Marketing	.024	.079	.031	.302	.763

a. Dependent Variable: Abs\_RES

In Table 3, it is known that there are no independent variables or independent variables that are statistically significant in influencing the dependent variable or dependent variable. This is shown by the Sig value.

## MULTIPLE LINEAR REGRESSION

Table 4. Multiple Linear Regression Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.262	3.325		1,884	.063
	Quality of Service	.879	.060	.830	14,557	.000
	Experiential Marketing	-.149	.069	-.123	-2.153	.034
a. Dependent Variable: Consumer Decision						

Based on Table 4, it is known that in the second column ( *Unstandardized Coefficients*) section B, the  $\beta_1$  value of the Service Quality variable is 0.879, the  $\beta_2$  value of the *Experiential Marketing* variable is 0.149 and the constant value ( $\beta_0$ ) is 6.262, so the multiple linear regression equation is obtained as follows:

$$Y = 6,262 + (0,879) X_1 + (0,149) X_2$$

From this equation it can be described as follows:

1. The constant ( $\beta_0$ ) = 6.262 shows that if Service Quality and *Experiential Marketing* are considered constant, the Visiting Decision variable has a value of 6.262.
2. The coefficient ( $\beta_1$ ) = 0.879 shows a positive influence, which means that if the Service Quality variable increases by one unit, the Consumer Decision value also increases by 0.879 units and vice versa.
3. The coefficient ( $\beta_2$ ) = -0.149 indicates a negative influence, which means that if the *Experiential Marketing* variable increases by one unit, the Consumer Decision value will decrease by 0.149 units and vice versa.

## Hypothesis Testing

Hypothesis testing is a statistical method used to test the truth of a statement or hypothesis about a population based on sample data. This process helps in making decisions to accept or reject the statement.

## Simultaneous Test (F)

The F test is a statistical method used to determine how much influence one or more independent variables have on the variation of the dependent variable in a regression model.

Table 5. Simultaneous Test Results (F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,367,626	2	683,813	106,615	.000 <sup>b</sup>
	Residual	615,727	96	6.414		
	Total	1,983,354	98			

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- a. Dependent Variable: Consumer Decision
- b. Predictors: (Constant), Experiential Marketing, Service Quality

Table 5 shows that the F-count value is 106.615 with a significance level of 0.000. While the F-table at a 95% confidence level ( $\alpha = 0.05$ ) is 3.09. Therefore, in both calculations, namely  $F\text{-count} > F\text{-table}$  and the significance level ( $0.000 < 0.05$ ), it shows that the influence of the independent variables (service quality and experiential marketing) simultaneously is significant on the consumer's decision to visit Warkop Agam Setia Budi.

## Partial Test (t)

**Table 6. Partial Test (t)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.262	3.325		1,884	.063
	Quality of Service	.879	.060	.830	14,557	.000
	Experiential Marketing	-.149	.069	-.123	-2.153	.034
a. Dependent Variable: Consumer Decision						

Table 6 shows that:

1. The service quality variable has a significant effect on consumer decisions. This can be seen from the significance ( $0.000 < 0.05$ ) and t-count  $14,557 >$  compared to t-table (1.660)
2. *Experiential marketing* variables have a significant effect on consumer decisions. This can be seen from the significant value ( $0.034 < 0.05$ ) and t-count  $(-2.153) >$  compared to t-table (1.660).

## Coefficient of Determination

**Table 7. Results of the Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 <sup>a</sup>	.690	.683	2,533
a. Predictors: (Constant), Experiential Marketing, Service Quality				

Based on Table 4.15, it can be seen that the *Adjusted R Square* value of 0.683 means that 68.3 % of consumer decisions can be explained by service quality and experiential marketing. While the remaining 31.7 % can be explained by other factors not examined in this study.

## DISCUSSION

### The Influence of Service Quality on Consumer Decisions to Visit Warkop Agam Setia Budi

The results of data analysis using the t-test show that Service Quality has a significant effect on Consumer Decisions. The significance value of 0.000 is smaller than 0.05, indicating a significant relationship between service quality and consumer decisions. In addition, the t-count of 14.557 is greater than the t-table of 1.660, so the hypothesis stating that there is an effect is accepted. The quality of service at Warkop Agam has a positive influence in increasing consumer decisions. Good service quality such as speed, friendliness, cleanliness, and comfort make consumers more satisfied and more likely to return. These results are in line with the Theory of Service Quality Perception and Consumer Satisfaction Theory. Therefore, Warkop Agam should continue to improve the quality of its services to increase customer satisfaction and loyalty.



### **The Influence of *Experiential Marketing* on Consumer Decisions to Visit Warkop Agam Setia Budi**

Based on data analysis with t-test, the Experiential Marketing variable has a significant effect on consumer decisions, with a significance value of 0.034 which is smaller than 0.05. The t-count value of -2.153 is also greater than the t-table of 1.660, indicating a significant effect. The better the experience provided, the higher the likelihood of a purchase decision at Warkop Agam. The Experiential Marketing marketing theory includes five elements: sense, feel, think, act, and relate. Positive experiences increase customer satisfaction and loyalty. Warkop Agam needs to improve its Experiential Marketing strategy and service quality to attract customers. Considering experience-based marketing strategies is important for business development.

### **The Influence of Service Quality and *Experiential Marketing* on Consumer Decisions to Visit Warkop Agam Setia Budi**

Based on the F test analysis, the F-count value is 106.615 with a significance of 0.000. This value is greater than the F-table of 3.09 at a 95% confidence level. The conclusion shows that the variables of Service Quality and Experiential Marketing simultaneously influence consumer decisions to visit Warkop Agam Setia Budi. Service quality influences satisfaction and purchasing decisions, while Experiential Marketing creates emotional attachment. Warkop Agam Setia Budi is advised to develop a service strategy and customer experience to make it more attractive. Improving aspects of friendliness, speed, cleanliness, and creating a unique atmosphere can support business growth.

### **CONCLUSION**

Based on the results of the analysis discussed in the previous chapter, the following conclusions can be drawn:

1. Based on the research results, it shows that partially the service quality variable (X1) has a positive and significant influence on consumer decisions to visit Warkop Agam Setia Budi (Y).
2. Based on the research results, it shows that partially the *experiential marketing variable* (X2) has a positive and significant influence on consumer decisions to visit Warkop Agam Setia Budi (Y).
3. Based on the research results, it shows that simultaneously there is a positive and significant influence on the variables of service quality (X1) and *experiential marketing* (X2) on consumer decisions to visit Warkop Agam Setia Budi (Y).

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