Influence Hedonic Life Style And Customer Experience On Customer Loyalty With Customer Loyalty As An Intervening Variable

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A R T I C L E   I N F O

A B S T R A C T

Hearing the word Starbucks Coffee, people must know company shop coffee the biggest in world Which positioned as a coffee shop for the upper economic class as a lifestyle. The research conducted has the aim of analyzing the influence of hedonic lifestyle and customer experience on Customer Loyalty with the mediation variable Customer Satisfaction on Starbucks coffee customers, it is hoped that the research conducted can provide an overview of the hedonistic lifestyle and consumer experience in enjoying Starbucks coffee. The research conducted using a sample of Starbucks coffee consumers in the city of Semarang which has 14 coffee outlets, with 60 respondents with a purposive sampling technique, by distributing questionnaires via Google Form. The analysis technique uses an instrument test in the form of a validity and reliability test, while the data processing technique uses multiple regression analysis. The results of the study show that the hedonic lifestyle and customer experience variables have a positive influence on Customer Satisfaction and Customer Loyalty , mediation testing shows that the customer satisfaction variable is not a mediating variable, only a reinforcing variable.

INTRODUCTION

Drinking coffee in coffee shops has become a lifestyle in Indonesia, not only just drink coffee, activity like *meeting* , do task, or business normal done in shop coffee. Matter This supported by opinion Renald Thank you, an expert in the field of marketing who said, "Coffee" now No Again justto get rid of drowsiness, but as part style life, in where *coffee shop* become place hang out Which very interested" (2008:27). This lifestyle is in accordance with with the character of Indonesian people who likegather.

The culture of drinking coffee today is no longer a primordial activity, namely a biological activity. in move drink into the body, but there are social values that prestige in activity drink coffee. This is proven by the proliferation of cafes that are packaged exclusively specifically to enjoy their favorite drinks. In this case, coffee has become a favorite drink of the world's population, and has been glanced at by entrepreneurs to be developed into a commodity to take advantage of. Starbucks coffee has succeeded in becoming a world coffee icon that is able to reach coffee lovers almost all over the world. In the city of Semarang there are 14 Starbucks coffee shops (outlets) spread in strategic places, seen from the existing phenomenon, Starbucks coffee consumers are consumers who are middle to upper class and have a hedonistic lifestyle, with a fairly high educational background and most are young entrepreneurs and middle to upper class employees.

In consuming Starbucks coffee, of course, for people who have high economic value, it is not difficult to reach the price per glass of each Starbucks product, but for consumers of Starbucks products with low incomes, they might think twice before consuming Starbucks products.

Drinking coffee is known as more than just an activity when Starbucks has succeeded in giving additional 'identity' to its consumers.

Based on the background, the researcher wants to examine the phenomenon of Starbucks coffee shops seen from the hedonic lifestyle and customer experience that influence customer satisfaction and customer loyalty at Starbucks coffee outlets in Semarang. The purpose of this study is to determine how the hedonic lifestyle and customer experience variables influence customer loyalty mediated by the customer satisfaction variable.

Hedonic Lifestyle

According to Susianto (Rianton, 2012) explains that a hedonistic lifestyle is a lifestyle that directs its activities to seek the pleasures of life and these activities are in the form of spending time outside the home, playing more, enjoying the hustle and bustle of the city, enjoying buying things that are not needed and always wanting to be the center of attention. While according to According to Levan`s & Linda (2003) style life hedonistic

is a behavioral pattern that can be identified from activities, interests and opinions that always emphasize the pleasures of life.

According to Sunarto, there are three dimensions of a person's lifestyle, namely as follows (Mandey, 2009:93):

1. Activities , namely what consumers do, what products they *buy* or used, what activities are done to fill free time. Although these activities can usually be observed, the reasons for these actions can rarely be measured directly.
2. Interest , which is *an* object, event, or topic in a level of excitement that accompanies special or continuous attention to it. Interest can be a liking, hobby and priority in the consumer's life. Interest is what consumers find interesting to spend time and money on. Interest is a personal factor of consumers in influencing the decision-making process.
3. Opinion , namely the consumer's views and feelings *in* responding to global, local, economic and social issues. Opinion is used to describe interpretations, expectations and evaluations, such as beliefs about the intentions of others, anticipations regarding future events and weighing the rewarding or punishing consequences of alternative courses of action.

A person is said to adopt a hedonistic lifestyle when they are physically active in the form of pursuing modernity and spending a lot of money and time (activity), fulfilling many desires and any objects that are considered interesting, for example objects that emphasize elements of life's pleasures such as *fashion* , food, luxury goods, interests, and giving answers or giving positive responses to the pleasures of life (opinion).

Customer Experience

Customer experience begins when a customer sees a promotion for a product or service until the consumer finally decides to buy or use the service. What are the things they experience when they see a promotion? until when finally bought product or using services becomes an experience for customers (Venkat, 2007). For example, service in a cafe or restaurant. Customers will pay attention to the experience that food and drinks come without waiting long, a comfortable and safe atmosphere, and service. Which friendly. Service And atmosphere Which obtained by T h e s e customers will become *customer experience* that determines whether customers are satisfied with the products or services provided (Marketeers Editor, 2013).

Customer Experience Obtained by customers that result in satisfaction or *Customer Loyalty* will create *customer loyalty* . Good *customer experience* is obtained from understanding what customers want or expect, delivering the right product at every time or opportunity and various other factors will create loyalty (Hollyoake, 2009). In the previous example, if *a café* or

restaurant provides service Which Good, so customer will come return to cafe or restaurant repeatedly because the service he received was very good and satisfying which he could not get anywhere else. Terblanche (2009) define *customer experience* as accumulation fromall events that the customer is aware of. Watkisns (2007) defines *customer experience* as the embodiment of a brand that encompasses all interactions between organization with customer.

Customer Satisfaction

Customer Loyalty is a condition shown by someone when the desire that appears before buying turns out to be the same as the fact after buying Tjiptono 2011 in (Juliarto 2020) **.** When consumers buy a product and have expectations of the reality of a product that they will buy and when after buying the reality is in accordance with expectations, then consumers can be said to be satisfied because the reality is in accordance with expectations, but when the reality does not match the reality, what will happen is that consumers will feel dissatisfied with a product. *Customer Loyalty indicators* according to (Tjiptono 2008) are: Satisfaction with the products offered, Satisfaction with services, Emotional factors, Quality product value, Cost of obtaining products or services.

When consumers make a purchase, consumers will see the benefits and sacrifices where customers will compare between the efforts that have been made by customers with the results that will be obtained which later when the purchase is made and feels comfortable, a *Hedonic life style will be formed* , then one of these will affect the interest in buying in customers when the higher *the Hedonic life style* in purchasing a product can also affect the high *Customer Satisfaction* or customer interest in purchasing the product. research study from Sahidillah Nurdin and Astri Sulastri (2018) who stated that *Hedonic lifestyle* has an influence on Customer Satisfaction.

In addition, there is a good consumer experience when consumers buy a product so will created *Customer Satisfaction* or interest buy Which good. So the higher the customer experience can also affect the high interest of customers in the purchase. Research in (Mayasari, 2021) that *Customer Experience* has an influence on *Customer Satisfaction* . When consumers are interested in fulfilling their needs and have an interest in buying, then in the purchasing process there will be a process where purchase Which Already done will rated by consumers if the product is balanced with the desire then the customer will feel satisfied. So the higher the customer's interest in buying the product, the higher the satisfied consumer.

Customer Loyalty

Efforts made to create satisfaction consumers are more likely to influence consumer attitudes. While the concept of consumer loyalty places more emphasis on to behavior his purchase. According to (Dharmestha, in Diah Dharmayanti, 2006:37-38) Loyalty is purchase behavior response which can be continuously revealed by the taker decisions taking into account one or more brands alternative from a number of brand similar And is function process psychological. Need emphasized that matter This is different from repeat purchasing behavior, loyalty. customers include feelings aspects, not involving aspect affective inside it.

According to Fandy Tjiptono (2014) loyalty customer is a repeat purchasing behavior that is solely concerned with repeated purchases of the same particular brand biased because it is the only brand that available, brand cheapest And and so on. According to Kotler And Keller (2016) definition loyalty customer is as following: " *A deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing effects having the potential to cause switching behavior.* "

Griffin in (Fandy (Tjiptono, 2015) explain that consumer Which loyal will show characteristics alone, among them as following: (1) *Repeat purchases;* Customers Which loyal on product or service Which bought it, will repeat purchase That more of two times in the same company on

a scale. Dimensions repeat purchases have One indicator that is, do purchase repetitive in a way regular. (2) *Referrals;* Customer Which loyal the will expand their loyalty to other products or services created by manufacturer Which same.Dimension referral have One indicator that is, buy interline product And services (3) *Refers Other;* Loyal customers will recommend the product or services that he buys from other people. The dimension refers others have one indicator, namely, recommending to person others. And *Retention;* Loyal customers will not be interested in promotions or form offer Which given company other.Dimensions retention have One indicator that is, show immunity to pull from competitors.

Formulation of Hypothesis

Based on condition Which explained with This hypothesis Which given that is :

H_1 : *Hedonic Life Style* has a positive effect on *Purchasing Intention*

H_2 : *Customer Experience* positive influence towards *Customer Satisfaction.*

H_3 : *Hedonic Life Style* has a positive influence on *Customers Satisfaction*

H_4 : *Customer Experience* positive influence towards *Customer Satisfaction .*

H_5 : *Customer Satisfaction* has a positive effect on *Customers Satisfaction*

Research Model
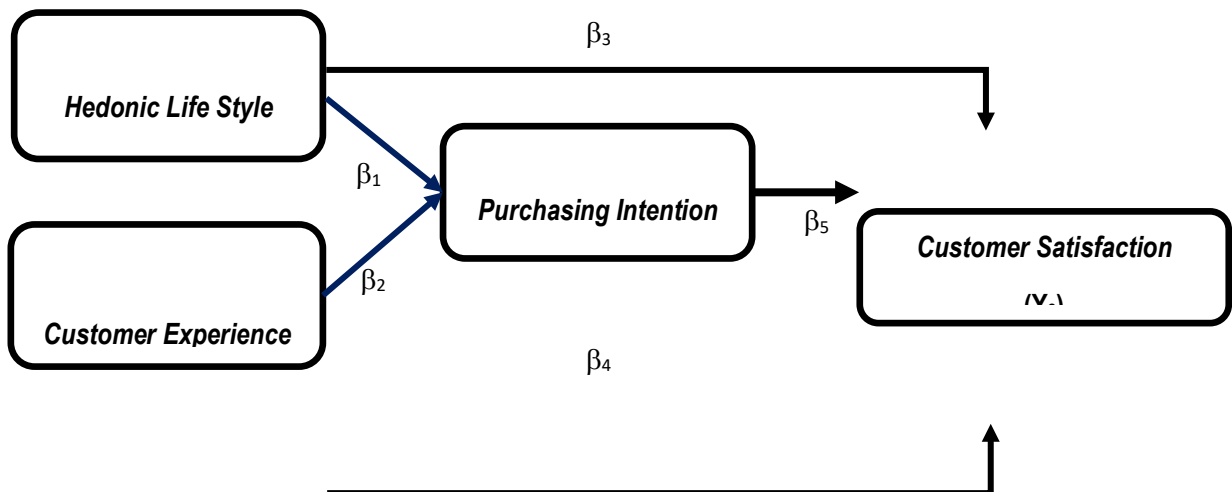
METHOD STUDY
The study uses a quantitative approach with the object of study being the problem being studied to obtain data, the object of study is *hedonic life style* and *customer experience,* namely the independent variable and *Customer Satisfaction* and *Customer Loyalty ,* namely the dependent variable. The population which is the group that will be the focus of the study, the population in the study is Starbucks coffee consumers who enjoy their coffee at Starbucks outlets. The sample used in this study is a minimum of the number of variables multiplied by 15 or a minimum of 60 samples or respondents on the grounds that the number of Starbucks coffee consumers is not known with certainty. While the data collection technique uses a questionnaire with Google Form facilities in August to October 2024.

Research Instrument Testing

To test the validity, Factor Analysis is used. The test criteria of *Kaiser-Mayer-Olkin Odecuary (Kaiser's MSA) value* which is required so that the collected data can be properly analyzed by factors above 0.50 and this also shows *the Construct Validity* of each variable (Kaiser and Rice, 1974). Items that will be included in the final analysis are items that have a loading factor of more than 0.40 (Chia, 1995 in Riyadi, 2000). This reliability testing technique uses an analysis technique developed by Alpha Cronbach. In this test, α is considered reliable if it is greater than 0.7 (Gozali, 2011).

Analysis Techniques Multiple Linear Regression

Multiple linear regression analysis is used to determine causal relationships by determining the value of Y (as the dependent variable) and to estimate the values related to X (as the independent variable) .

$$Y_1 = a + \beta_1.X_1 + \beta_2.X_2 + e_i \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$

$$Y_2 = a + \beta_3.X_1 + \beta_4.X_2 + \beta_5.Y_1 + e_i \ldots\ldots\ldots\ldots\ldots\ldots (2)$$

Information :

Dependent (bound)   : Y_1 =   Customer Satisfaction

                                  Y_2 =   Customer Loyalty

Independent (Free)   : X_1 =   Hedonic Lifestyle

                                  X_2 =   Customer Experience

Intervening (Mediation) Y_1 =   Customer Satisfaction

Regression Coefficient Value β_{12345}

RESULTS STUDY AND DISCUSSION

Validity and Reliability Test

Validity Testing functions to measure the validity of a questionnaire, in this case validity is the measurement of whether or not it is accurate and the accuracy of the measuring instrument when used. In the validity testing in this study, the *Barlett's Test of Sphericity was used* , namely a test that is useful for finding whether or not there is a correlation between variables, with the KMO value ranging from 0 to 1. which is allowed must be > 5 to carry out analysis on factors while the assessment of items is said to be valid if the *loading factor requirement* shows a number > 0.4 (Ghozali, 2011). To measure the adequacy of the sample and to determine the feasibility of the number of samples and indicators, it is said if the KMO value is > 0.5.

Reliability Test has questionnaire measurement function of indicators per variable where measurement This used For see consistency measurement. On the questionnaire can be reliable if the results obtained by someone are a draw Ghozali, 2011 in (Anisa Purnamasari And English 2012). Test reliability functioning determine whether a research instrument is reliable or not, where the decision is taken based on Cronbach's Alpha from instrument said > 0.70 can said to be reliable (Bawono, 2006)

Table
Recapitulation of Multiple Regression Analysis Results

Model	Variable / Description	Model-1		
		Coef	F	Sig
1	*Adjusted R ^{2}*	0.772	75.5	0,000
	Hedonic Life Style (β $_1$)	0.296		0,000
	Customer Experience(β $_2$)	0.233		0,000
	Customer Satisfaction	$Y_1 = 0.296 . X_1 + 0.233 . X_2 .$		
2	*Adjusted R ^{2}*	0.774	59.6	0,000
	Hedonic Life Style (β $_3$)	0.278		0,000
	Customer Experience (β $_4$)	0.217		0,000
	Customer Satisfaction (β $_5$)	0.195		0,000
	Customer Loyalty	$Y_2 = 0.278. X_1 + 0.217. X_2 . +0.195 . Y_1 .$		

Source: Primary Data Processing

Multiple regression (model-1) is used to determine the effect of independent variables (*Hedonic Life Style* and *Customer Experience*) on the dependent variable (*Customer Satisfaction*) with the results of the regression equation (model-1) as follows: $Y_1 = 0.296 . X_1 + 0.233 . X_2 .$ Multiple Regression Equation (model-2) is used to determine the effect of independent variables (X) on the dependent variable (Y), namely (*hedonic lifestyle* , *Customer Experience* and *customer satisfaction*) on the dependent variable (*Customer Loyalty*) as in (model-2) is $Y_2 = 0.278. X_1 + 0.217. X_2 . +0.195. Y_1 .$ Based on the results of the analysis, it can be seen that the independent variables of the study have a dominant influence on *Customer Loyalty* is a *hendonic lifestyle variable* .

Based on the results of the multiple linear regression analysis calculations , the coefficient of determination (*Adjusted R2 $^)$* value was obtained as 77.2 % change in the dependent variable . *Customer satisfaction* is explained by the influence of changes in the independent variables *Hedonic Life Style* and *Customer Experience* , or it can be explained that the regression model is able to explain changes in the Customer Satisfaction variable caused by changes in *the Hedonic Life Style* and *Customer Experience variables.* while the remaining 2.8 % is explained by other variables that are not submitted or explained

The results of testing model-2 show that the determination coefficient value (*Adjusted R2 $^)$* of 99.4 % of changes in the dependent variable $_{Y2}$ (Customer Loyalty *)* can be explained by the influence of changes in the independent research variables $_{X1}$ (hendonic lifestyle *)* , X2 $_($ Customer *Experience).*), and Y_1 (*Customer Satisfaction*), thus the regression model (model-2) is able to explain changes in the *Customer Loyalty variable.* caused by changes in the independent variables X_1 (*hedonic lifestyle*), X_2 (*Customer Experience)*), and Y_1 (*Customer Satisfaction*)

1) . The Influence of *Hedonic Life Style* towards *Customer Satisfaction* .
   The regression coefficient value of variable X1 $_($ hendonic *lifestyle)*) 0.296 sig of 0.000 .
   Thus the hypothesis of a positive influence between variable X_1 (*hendonic lifestyle)*) on

variable Y $_1$ (*Customer Satisfaction)*) <u>proven</u> or <u>accepted</u> .

2) . Influence *Customer Experience* Towards *Customer Satisfaction* .
Regression coefficient value variable X2 (Customer *Experience*) is 0.233 with a Sig value of 0.000. Thus, the hypothesis of a positive influence between variable X2 (Customer Experience) on Y1 (Customer Satisfaction) <u>is proven</u> or <u>accepted</u> .

3) . The Influence of *Hedonic Lifestyle* towards *Customer Loyalty* .
The regression coefficient value of variable X1 (hendonic *lifestyle*) is 0.278 with a sig value of 0.000. Thus, the hypothesis of a positive influence between variable X $_1$ (hendonic lifestyle) on variable Y $_2$ (*Customer Loyalty) is true.*) <u>proven</u> or <u>accepted</u> .

4) . Influence *Customer Experience* towards *Customer Loyalty* .
The regression coefficient value of variable X2 (Customer *Experience)*) is 0.217 with (Sig) of 0.0 00. Thus, the hypothesis of a positive influence between variable X $_2$ (*Customer Experience) is*) against Y $_2$ (*Customer Loyalty*) <u>proven</u> or <u>accepted</u> .

5) . The Influence of *Customer Satisfaction* on *Customer Loyalty* .
The regression coefficient value of variable Y $_1$ (*Customer Satisfaction*) is 0.195 with (Sig) of 0.000 . Thus, the hypothesis of a positive and significant influence of Y $_1$ (*Customer Satisfaction) is*) against Y $_2$ (*Customer Loyalty*) <u>proven</u> or <u>accepted</u> .

7). Variable Testing *Customer Satisfaction* as a variable mediating the influence *Hedonic Lifestyle* towards *Customer Loyalty,* mediating *Customer Experience* towards *Customer Loyalty* . The findings above show that *Customer Satisfaction* is not a mediating variable for the influence of *Hedonic Lifestyle* or *Customer Experience* on *Customer Loyalty* , which can be interpreted as *Customer Satisfaction* being a short-term impact felt by Starbucks coffee consumers.

CONCLUSION AND LIMITATIONS

From the research conducted, results were obtained relating to *the influence of hedonic life style* and *customer experience* on *Customer Satisfaction* and *Customer Satisfaction.* to *Customer Loyalty* on Starbucks coffee customers in Semarang city can be concluded that:

1. *hedonic life style* variable has a positive and significant influence on *Customer Satisfaction* of fashion product users on the Shopee *e-commerce* . This shows The higher *the hedonic lifestyle* , the more it will increase *Customer Satisfaction.*
2. Variables *customer experience* own influence positive And significant on *Customer Satisfaction* on users of *e-commerce fashion products* shopee. This shows that the higher *the customer experience* , the higher *the Customer Satisfaction* .
3. *Customer Satisfaction* variable has a positive and significant effect on *Customer Loyalty* for fashion product users in *e-commerce* shopee. This is shows that the higher *the Customer Satisfaction* , the higher *the customer satisfaction will be.*
4. *Customer Satisfaction* is not a mediating variable for either *hedonic lifestyle* or *customer experience variables* on consumer loyalty, but rather tends to strengthen the relationship between the two.

Implications

In the research conducted, it was shown that *hedonic life style* and *customer experience* have an influence on *Customer Satisfaction* and *customer satisfaction* , there are things that can be used as a reference or input for *e-commerce* Shopee to maintain and increase customer satisfaction by increasing hedonic life style by innovating effective services or communication and being able to accept customer complaints and opinions, in increasing *customer satisfaction* . *experience* can done with evaluation customer after buying products and increasing *Customer Satisfaction* can be done by displaying quality products and the needs desired by today's consumers, so with the efforts to develop *a hedonic lifestyle, customer experience* is

expected to increase *Customer Satisfaction* which will later have an impact on *customer satisfaction* .

Limitation

In conducting research there are several aspects, namely the first regarding respondents. Because in study This only covers 60 Respondent so No can assess the overall hedonistic lifestyle of Starbucks coffee fans or consumers and their experience in buying Starbucks coffee. Both researchers only used and focuses on *hedonic life style variables, customer experience, Customer Satisfaction* and *customer loyalty* .

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