CREATING CUSTOMER SATISFACTION THROUGH SENSORY MARKETING
(Study on the Foods and Beverage Industries in Bandung)

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ABSTRACT

This research aims to determine the influence of sensory marketing on customer satisfaction and the revisit intention of the food and beverage industries in Bandung, West Java, Indonesia. The study uses quantitative methods through purposive sampling, and the data will be processed using SMART-PLS tools. The study results showed an influence between sensory marketing on revisit intention that mediated customer satisfaction. Sensory marketing variables, the senses of sight, taste, and touch, were the most influential, while olfactory factors were insignificant. The customer satisfaction variable that has the most influence is meeting customer needs and expectations. The managerial implication based on this research is that managers in the food and beverage industry should pay attention to the appearance of their products, maintain the taste of their products, and pay attention to the selection of materials in the store to meet the customer needs customer expectations.

Keywords: sensory marketing, food and beverage industry, customer satisfaction, revisit intentions.

INTRODUCTION

UNESCO has awarded Bandung as one of the creative cities in the world since the end of 2015. Therefore, it is not surprising that there are many creative industries located in Bandung. Based on data from the Creative Economy Agency (2019), in 2016, the city of Bandung had 126,184 creative industry players with a contribution of 24.67% to APBD and is one of the cities with the most significant number of creative economy actors in Indonesia. One of the growing creative industry sub-sectors in the West Java region is the culinary sub-sector with 71.72%, followed by the fashion sub-sector with 17.77%.

The significant number of creative industries entrepreneurs can also have a challenge for the creative economy entrepreneurs themselves. One of the biggest problems that occur is the higher level of competition among creative industry players and the limited sources of qualified human resources and experts in the field of the creative economy (Kurniawati, 2013). In addition, the rapid technological change also provides challenges for creative economy players to develop their businesses. The creative economy needs to consider or

adopt the technology and follow the current business development to compete in the market (Sri & Ahmad, 2017). In building a competitive advantage, many creative industry companies must create a positive customer experience because nowadays, customer involves in their five senses when considering consuming a product (Hulten, 2011; Krishna, 2012; Chen & Lin, 2018; Riza & Wijayanti, 2018). The way to build a positive customer experience is to stimulate the five senses because the five senses influence consumers when they make purchasing decisions (Moreira et al., 2017).

LITERATURE REVIEW

Sensory Marketing

Creative industry entrepreneurs can provide good service and a good positive experience for customers to create high satisfaction and be loyal customers. One approach needed to consider in delivering customer satisfaction is to provide a positive stimulus through the customer's five senses. This approach was forward by Hulten (2011). is said that there is an influence of the human five senses (sensorial elements) in creating a good experience of a product and generating customer satisfaction. Sensory marketing also has a role in influencing a consumer's behavior and building a positive perception of a product (Krishna, 2012). Sensory intelligence can also give rise to an individual's perception of a product or service or other elements attached as an impression received by the mind and five senses (Haase & Wiedmann, 2018).

Sensory marketing consists of five dimensions, namely, 1) sense of sight, 2) sense of hearing (sound), 3) sense of smell, 4) sense of taste (taste), and 5) touch (Hulten, 2011; Haase & Wiedmann, 2018). The explanation of the five senses is as follows:

1. Sensory vision

Visualization can view as a strategy. The sense of sight can create brand awareness and build the image of a product or brand, which can sharpen the customer experience through sensory stimulation. Symbols or the like that the company wants to convey related to itself then contribute to creating a perception of the company's identity and will become the basis for the perception of the image that customers have about the company. Sight is generally considered one of the most potent and seductive human senses. Our sense of sight and visual system enables us to spot changes and differences when we see a new design, differentiate a packaging form, or a new store. The sense of sight is one of the most dominant senses compared to other senses (Nugraha & Setiyorini, 2013).

2. Sensory hearing

Sound has always been essential in society. Most people interpret sound and music as sources of inspiration and are often used to shape one's identity. Rational expressions such as jingles or music offer the possibility to create a sound experience. The same term can also create ads around a product or brand or reinforce a chosen theme. A good strategy

takes into account the fact that customers react with feelings to music and sound. Using a music artist or producer can be exciting to express brand identity in exciting new ways. However, it requires effort to become more personal or individual. Studies related to the sensory hearing conducted at the restaurant showed the influence of music or songs on consumers' positive experiences (Riza & Wijayanti, 2018).

3. Sensory olfactory

The sense of smell is closely related to our emotions, and scent can significantly affect our emotional state. Scent can contribute to sensory experiences that create a perception of memory images in customers and build awareness and create a positive brand image for the temporary and long term. In short-term marketing activities, aroma plays a role in creating attention around the product or brand. The aroma will be the main element in forming a company's identity for the long-term strategy. For example, the scent of popcorn is identical to the cinema company. Studies related to the influence of the sense of smell on the sustainability of the coffee shop franchise business showed a positive effect that caused satisfaction for the coffee shop customers (Jang & Lee, 2019).

4. Sensory taste

The taste bud is one of our most distinct emotional senses. This fact often happens in everyday life through sweetness, sourness, and taste concepts. We use taste buds on the tongue to taste the like, although there are also tasters on the palate and throat. To strengthen a company's brand identity, the company can generate different flavor experiences to create a product or brand image. It does not matter whether the company or brand naturally attracts tastes with its products. Studies conducted at a food court area in Medan city showed a positive relationship between the sense of smell could affect buying from consumers (Harahap et al., 2019).

5. Sensory touch

The sense of touch is the sense of touch by which we can make physical contact with the world around us and can observe and investigate three-dimensional objects. The sense of touch contributes to building a sense of form that will tell us the texture of an object, such as sharp, complex, or round. We also do not always need to touch objects because we can remember and relive how things feel by looking at them or thinking about them. Many companies have not yet realized the importance of the human senses for sustainable marketing. Still, brands that contribute to a unique touch experience have an excellent opportunity to create their identity and image around the product in terms of marketing. Studies related to touch sensory that consumers feel when they touch the material existing in the location (store, hotel, or cafe) can influence and give a positive impression of the decision of purchase or selection in that location.

Customer Satisfaction

The definition of customer satisfaction is a response received by a consumer to the results of meeting consumer expectations of product or service features so that perceptions are formed in the consumer's mind (Oliver, 2010). Another definition related to customer satisfaction is a level of perception of a person's experience by comparing performance or results when consuming a product with that consumer's expectations. In general, the level of satisfaction is disappointed or satisfied (Kotler & Armstrong, 2018). The experience received by a consumer, both positive and negative, will continuously impact the satisfaction and loyalty of the customer, so both of these need to get the company's attention (Reichheld &Teal, 2001).

Dimensions related to customer satisfaction include the following:1) customer satisfaction, 2) product repurchases, and 3) recommending products (Hellier et al., 2003; Oliver, 2010).

The Revisit Intention

Customer loyalty can be identified through the tendency of customers to make return visits or repurchase products. Measuring customer loyalty is done through several approaches, namely the behavioral approach, attitude approach, and a combination of the two previous approaches (mixed approach) (Oppermann, 2000; Bowen & Chen, 2001). In this study, the method used is an attitude approach in measuring revisit intentions (Oppermann, 2000).

One of the factors that influence the desire of customers to revisit a festival or event held, among others, is the quality of food and beverage provided, services provided by the waiter, and the availability of clear information on site (Vesci &Botti, 2019). In addition, a business owner needs to create a positive experience by creating a good image for their visitors so that they have the intention to visit again (Zhang et al., 2018).

Based on the explanation above, the following formulation of the problem in this research is 1) does sensory marketing influence customer satisfaction? 2) what dimensions of sensory marketing have the most powerful influence on customer satisfaction? 3) Does customer satisfaction influence a consumer's revisit intention? 4) Does sensory marketing influence a consumer's revisit intention?

Based on the research problems above, the hypotheses in this study are as follows:
H1: Sensory marketing affects customer satisfaction,
H2: Customer satisfaction affects the intention to revisit,
H3: Sensory marketing affects revisit intention.

METHOD

This study is a quantitative study using non-probability sampling, namely purposive sampling, where respondents are taken based on the research objective and conditions that researchers have determined (Sekaran & Bougie, 2019). The following are the provisions that have been set:1) consumers of the food and beverage industry with a minimum purchase is once a month, 2) understand the research context and are willing to be respondents. The number of samples of this study is 235, but after verification of the sample data, those who meet the requirements to be made respondents are 225 samples that will then be analyzed using SEM-PLS tools. The sample data was taken in April 2021.
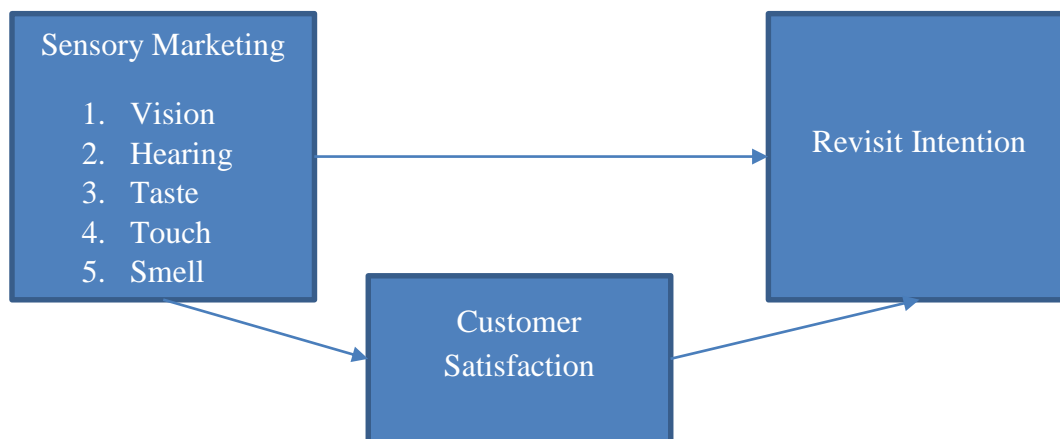

Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Descriptive Analysis

The following are the results of the descriptive analysis of the research conducted.
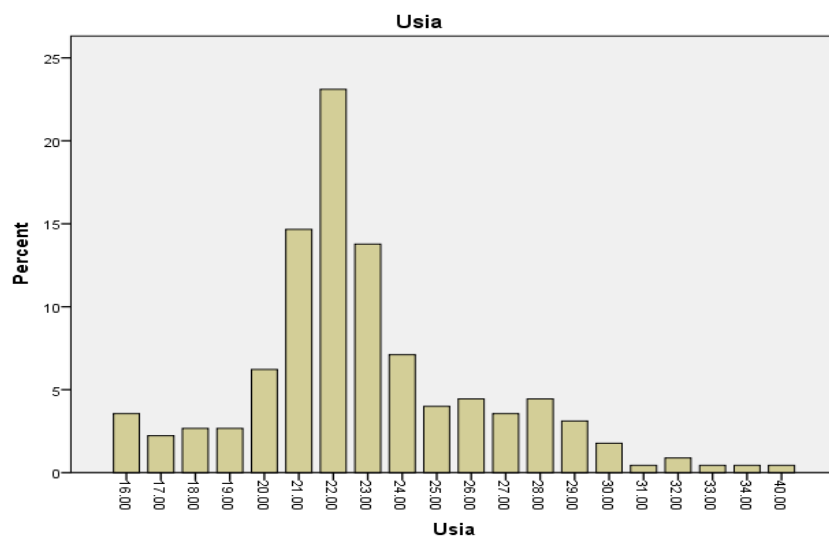

Figure 2. Attributing The Age of Respondents (Source: processed data)

Based on Figure 2, we can see that the majority of our respondents are young people, with the highest distribution at the age of 22 years (23.1%), 21 years (14.7%), and 23 years (13.8%).

Relationship Analysis Between Variables

Test validity and reliability

Table 1. Validity Test Results (Source: processed data)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Revisit Intention	0.768	0.768	0.866	0.683
Satisfaction	0.717	0.718	0.814	0.522
Sensory Elements	0.773	0.874	0.852	0.574

Research validity is needed to measure the accuracy of a concept and reliability with stability and measurement consistency. In contrast, reliability in research is the reliability of a measure that indicates stability and research consistency instrument that measures the concepts and helps assess the reliability and goodness (Sekaran &Bougie, 2019). To see the consistency between these variables, the lower limit value of Cronbach's alpha is between 0.6 to 0.7 (Hair et al., 2016). In table 1, we can see that all variables have a value of more than 0.6 so the variables in this research are reliable and valid. The most commonly performed validity test in PLS-SEM is to measure the value of average extracted variance (AVE) with a minimum value above 50%. In table 1, we can see that all variables have an AVE value greater than 50%, so the variables in this study have a degree of validity and reliability is acceptable.

Table 2. Discriminant Validity Test Results

	Revisit Intention	Satisfaction	Sensory Elements
Revisit Intention	0.826		
Satisfaction	0.654	0.723	
Sensory Elements	0.779	0.729	0.757

Table 2 showed that in the diagonal value column, the value of the square root of AVE is higher than the correlation between AVE and the rest of the variables in the study. Because in using PLS-SEM, a structure's value must have more differences than other structures in a particular model by its measurements or predictors (Liobikienė et al., 2017).

Table 3. Fit Model Calculation Results

	Saturated Model	Estimated Model
SRMR	0.079	0.079
d_ULS	0.491	0.491

d_G	0.215	0.215
Chi-Square	264.265	264.265
NFI	0.785	0.785

SRMR values are variations between the observed variable correlation and the implicit correlation matrix model. Therefore, the value of this SRMR makes it possible to determine the average magnitude of variation between the observed correlation and also can predict as an absolute indicator of a fit criterion (model). The value of the result is less than 0.1 or 0.08. NFI values range from 0 to 1. The closer to the value of 1 of an NFI, the better the model's suitability (Lohmöller, 1989b). In table 3, it can see below the value of SRMR and NFI has met the minimum value of a model, which is 0.079 for SRMR and 0.785 for NFI value.
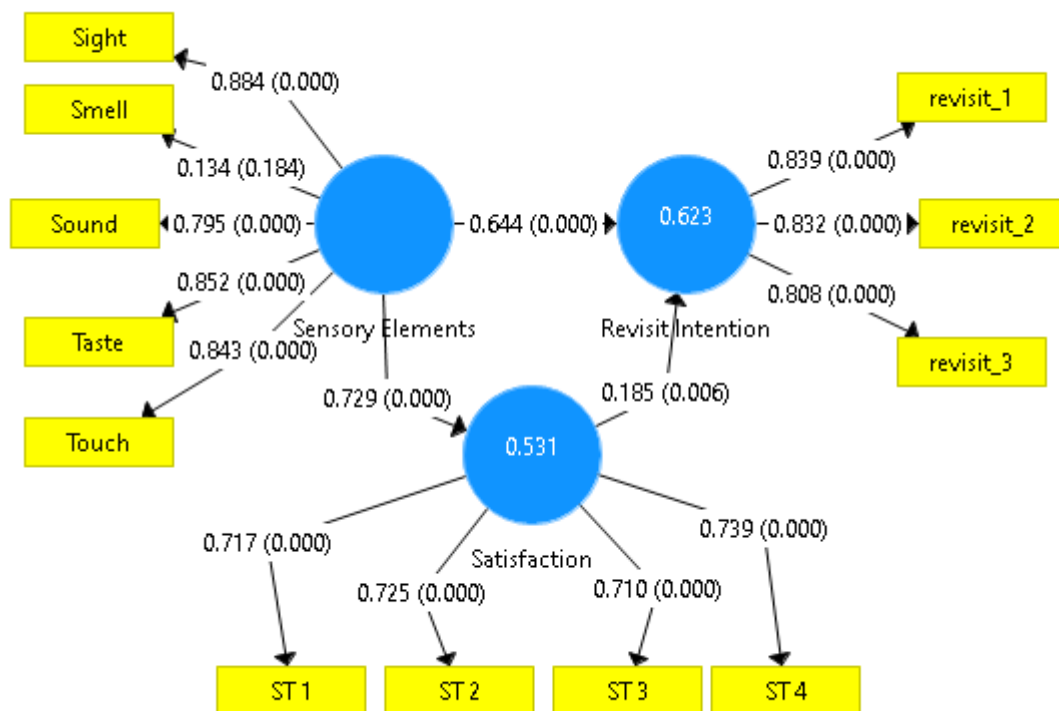
Path Analysis

Figure 3. Result of Path Analysis Using SEM-PLS

Figure 3 shows the outer loading value between indicators and also its signification. The smell indicator is not significant, while other indicators have a good significance value.

Table 4. Result Bootstrapping P-Values Calculation

Variable	P Values
Sensory Elements -> Satisfaction	0.000
Sensory Elements -> Revisit Intention	0.000
Satisfaction -> Revisit Intention	0.006

Table 4 shows that the P-values of the relationship between variables have significant values. The variables used in this study are acceptable as well as show that the hypothesis tests in this study show an influence between sensory marketing on customer satisfaction (H1), the effect between customer satisfaction on the revisit intention (H2), and the influence between sensory marketing and revisit intention (H3).

Sensory marketing has a significant influence on shaping customer satisfaction in the food and beverage industry. The results of this study are in line with other research conducted in the food and beverage industry that shows the influence of sensory marketing, in general, has a strong effect on customer satisfaction (Hulten, 2011; Krishna, 2012; Jang & Lee, 2019). In this study, the sense of vision, taste, and touch are essential in shaping sensory marketing elements. These three aspects need to get the attention of the food and beverage business owner. These results support previous research conducted where the sense of vision and touch are essential in shaping customer satisfaction.
(Aryani, 2019).

In the food and beverage industry, the taste of food/beverage, food display, and smell have an important role in shaping the emotions of customers who come to visit. However, our research showed that the olfactory factor has a nominal value, meaning that the smell factor indirectly affects it. This result is similar to research done first, where smell does not influence the customer's emotions due to environmental factors or other more dominant senses than the sense of smell. (Chen & Lin, 2018).

The study's results also indicated that the sense of vision and taste of food/drink has the highest influence value compared to other senses. Therefore, business managers should consider these senses in terms of visualizing their food/drink and the consistency of their product's tastes. This finding is in line with previous research conducted in the food and beverage industry (Chen & Lin, 2018; Aryani, 2019).

This research showed that customer satisfaction influences customer revisit intention; thus, the people at the managerial level of the food and beverage industries should consider the aspect of customer satisfaction to increase the revisit intention of the customers. The critical element in customer satisfaction is the customer needs fulfillment factor and customer expectation fulfillment factor because those two elements have the most significant score rather than others, so it needs to consider by the managerial also. This result also supports the previous research that showed satisfaction positively influenced the physical building and the perception of price to the desire to revisit (Polas et al., 2020).

For the revisit intention factor, the most dominant factor affecting the revisit intention is the fondness for an object and the desire to visit again. These results support previous research that also influenced customer satisfaction and the desire to revisit (Kim et al., 2020; Polas et al., 2020).

The overall model positively influences sensory marketing (vision, hearing, taste, and touch) on revisit intention that mediates customer satisfaction. These results show that food and beverage business managers need to provide positive stimulation to the sensory elements of their consumers, especially in the sense of sight and taste. In addition, these results support previous research showing the influence between sensory marketing, customer satisfaction, and desire to revisit (Kim et al., 2020).

To shape a positive experience and stimulate the customer's senses in the store area is by building a store atmosphere that can impact the buyers' emotions when looking for products with specific attributes. Music played in the store area also affects social interaction between customers, other customers, and store staff (Dubé et al., 1995). Music can also affect the perception of the customer while they are waiting. Music can also facilitate low engagement decisions while interfering with the high engagement decisions (Park &Young, 1986). Thus, many senses provide optimal multisensory stimulation (Spence et al., 2014).

CONCLUSION

Customer experience plays an essential role in creating a positive experience for the customer. To build a positive brand image and a positive customer experience, we can stimulate the customer's five senses. The research results showed that the human five senses could affect customer satisfaction and shape the customer's desire to revisit the location. In this case, several aspects of sensory marketing need considering because it has a better level of value when compared to other elements of the senses, including vision, taste, and touch. Therefore, food and beverage businesses can pay attention to the appearance of food/beverage, the taste of food/beverage, and the material in the store area that supports the concept and theme of the food and beverage store. In addition, it is also necessary to consider the sound elements contained in the shop area as one of the supporting factors of the environment in the shop area as a form of positive customer emotions.

The olfactory element had insignificant results in this study due to several factors, such as the environment in the store area. In addition, the sense of smell factor can also be less dominant than other senses (Chen &Lin, 2018).

In establishing customer satisfaction, the aspect that needs to be considered by business actors is the importance of food and beverage business actors in meeting customer needs and meeting customer expectations because these two aspects are things that customers must consider.

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