Customer Experience, Brand Image and Its Impact Towards Revisit Intention to Batavia Café Jakarta

Anita Maulina [a,1,*], Mohammad Sofyan Fauzi [b,2]

[1,2] Institut Ilmu Sosial dan Manajemen Stiami, Indonesia
[1] anitacempaka@gmail.com, [2] sofyan@gmail.com
* corresponding author

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ABSTRACT

The diversity of people who live in big cities like Jakarta makes consumer demand and tastes always change. This makes the culinary business more enthusiastic to meet market demand and compete with other culinary business owners. In an effort to maintain market share and competitiveness, culinary and restaurant business actors can focus on the experience gained by customers during consumption rather than just selling products or services.

Loyal visitors are very impactful for restaurant business managers. They will come back again to visit, write positive reviews on social media or blogs and even recommend to relatives, friends, friends to visit a certain restaurant that is considered good and interesting and worth visiting. Therefore, business owners or restaurant managers must be able to build a positive image of the restaurant. One of the efforts to build a positive image is through the brand.

One of them is Café Batavia which has a building dating from the Dutch colonial period. Previously this building was the official residence of the Dutch Governor. The building is a cultural heritage that is very well preserved. The interior design is intentionally made in accordance with the Dutch colonial period so that visitors feel they are in the past. This uniqueness is not easily obtained in other places so that this can be a differentiator for culinary lovers and make Café Batavia have its own brand image in the minds of its consumers.

However, local tourists' interest in visiting Cafe Batavia (20%) is only slightly due to the price of food which tends to be expensive and mostly western and chinese food. Cafe Batavia serves many menus such as wine, cocktails, or other menus that are difficult to accept or may only be enjoyed by certain circles of the local community.

This study uses a quantitative approach, has an unknown population of customers of Café Batavia Jakarta. The sample size was obtained by 5x24 indicators, namely 120 consumers with a sampling technique, namely purposive sampling. The final conclusion is that customer experience and brand image have a positive and significant effect on revisit intention. It is also recommended several things related to repeated visits for future research purposes.

1. INTRODUCTION

The number of emerging creative businesses, especially in the tourism sector, makes this industry have to compete with creative and innovative thinking. In addition, the Covid-19 pandemic storm that has hit the world has forced the tourism industry to make every effort to survive. One of the sectors that supports tourism is the culinary sector because the market demand for culinary never runs out. This is supported by the increase in the restaurant and hotel industry by 16.79% in the second quarter of 2021 (Jayani, 2021). This increase is estimated to be due to increased community mobility due to the loosening of the policy on limiting community activities. The diversity of people who live in big cities like Jakarta makes consumer demand and tastes always change. This makes the culinary business more enthusiastic to meet market demand and compete with other culinary business owners.

In an effort to maintain market share and competitiveness, culinary and restaurant business actors can focus on the experiences that customers gain during consumption rather than just selling

products or services (Meriç & Yildirim, 2020) so that experience becomes the most important aspect of the both services and products purchased.. The service or experience with the product obtained by the customer begins when the customer decides to buy the product or service and continues until the product or service is delivered (Resista Vikaliana, Zuraidah, et al., 2021). If the experience received by the customer is memorable, unique and sustainable, it can be judged that the experience obtained by the customer is successful (Pine & Gilmore, 1999; Singh & Singh, 2019). Customers who get a better experience, will repeat shopping visits or purchases, by spending a larger spending budget, and of course this will have an impact on increasing the profits of product or service providers. In fact, consumers are willing to pay more to get a premium quality product, as well as to get a prestigious and extraordinary experience (Kamaladevi, 2010; Meriç & Yildirim, 2020). Kim et al., (2017). This positive consumer experience will encourage consumers' desire to buy products or services again or repurchase online Kotler & Armstrong, (2018)

Loyal visitors are very impactful for restaurant business managers. They will come back again to visit, write positive reviews on social media or blogs and even recommend to relatives, friends, friends to visit a certain restaurant that is considered good and interesting and worth visiting. Therefore, business owners or restaurant managers must be able to build a positive image of the restaurant. One of the efforts to build a positive image is through the brand. Research conducted by Yi et al., (2018) concluded that brand image has a significant effect on customer restaurant attribute preferences. Wardi et al., (2021) concluded from their study that the brand image of a halal restaurant has a significant positive effect on the customer's revisit intention. The results of research conducted by Tuan et al., (2018) provide strong evidence of a moderating effect of brand image on the relationship between dining experience and relationship quality, where relationship quality in turn affects customer loyalty (Othman et al., 2017; Suarniki, 2015; Resista Vikaliana, Panjaitan, et al., 2021). Nevertheless, the findings highlight the importance for service companies, particularly in the restaurant chain industry, to seek ways to enhance restaurant brand images to encourage customer relationship building approaches (Tuan et al., 2018).

Jakarta as the nation's capital is actually not the province that has the most restaurants in Indonesia. This record is held by West Java, followed by Central Java and East Java (Rizaty, 2021). DKI Jakarta is in fifth place, so a special strategy is needed to attract consumers. One of them is Café Batavia which has a building dating from the Dutch colonial period. Previously this building was the official residence of the Dutch Governor. The building is a cultural heritage that is very well preserved. The interior design is intentionally made in accordance with the Dutch colonial period so that visitors feel they are in the past. This uniqueness is not easily obtained in other places so that this can be a differentiator for culinary lovers and make Café Batavia have its own brand image in the minds of its consumers. The menus sold at Café Batavia are quite expensive. This is widely reviewed by visitors as seen on the websites www.tripadvisor.com, www.pergikuliner.com, www.traveloka.com, www.instagram.com. Visitors say that the food at Café Batavia is quite expensive but varied so that foreign tourists can also enjoy it because the flavors served are according to the tongues of foreign tourists. Even though it is quite expensive, this does not stop Café Batavia consumers from visiting again.

In addition to offering the taste of domestic and foreign menus, Café Batavia also offers The experience is in the Dutch colonial period for its visitors. This can be seen from the reviews of several visitors who said that the café has an old-fashioned design, an interesting and nostalgic atmosphere, has its own charm and a strategic position because it is located in front of the Jakarta History Museum and is in the middle of Jakarta's Old Town Area. One of the factors causing the low interest of local tourists to Cafe Batavia (20%) is the food menu which tends to be expensive and mostly western and chinese food. Cafe Batavia serves many menus such as wine, cocktails, or other menus that are difficult to accept or may only be enjoyed by certain circles of the local community. Armed with the description in the paragraph above, it can be concluded that the research questions are:

1. How much influence does customer experience have on the revisit intention of customers at Café Batavia Jakarta?
2. How much is the influence of brand image on customer's revisit intention of Café Batavia Jakarta?
3. How much is the influence of customer experience and brand image on the customer's revisit intention of Café Batavia Jakarta?

2. LITERATURE REVIEW

Revisit Intention

Revisit Intention according to Teng and Kuo (2011), namely the intention to revisit as a repurchase intention and behavior that shows a willingness to recommend and disseminate positive information for the provision of services. Meanwhile, according to Marinkovic et al. (2014), namely the intention to revisit as a behavioral tendency that will bring customers back in the future. Meanwhile, according to Zeithaml et., al, (2018) defines revisit intention as a form of behavior (behavioral intention) or the customer's desire to come back, give positive word of mouth, stay longer than expected, shop more than expected. With many consumers who come to buy the company's products or services, the company will achieve the expected profit. It can be concluded that revisit intention occurs when consumers make a return visit for the second or more time, the reason for visiting a company is triggered by the consumer's experience of the product or service provided by the marketer before and after the purchase. This study uses measurement dimensions according to Zeithaml et., al, (2018), revisit intention can be identified through indicators, namely: 1. Willingness to visit again, namely the willingness of consumers to visit again. 2. Willingness to invite, namely the willingness of consumers to invite, invite others to visit. 3. Willingness to positive tale, namely the willingness of a person to tell the products or services of a company to others. 4. Willingness to place the visiting destination in priority, namely the willingness of consumers to place the visit destination in priority.

Costumer Experience

According to Meyer and Schwager (2007), customer experience is a customer's response internally and subjectively as a result of direct or indirect interaction with the company. This direct relationship is usually due to the initiative of the consumer. This usually happens in the purchasing and service department. Meanwhile, indirect relationships often involve unplanned encounters, such as product and brand appearances, advertisements, and other promotional events. It can be concluded that Customer Experience occurs in customer responses directly or indirectly with the company internally and subjectively. According to Schmitt in his book on Customer Experience Management, Customer Experience is a model in the marketing world that follows the Customer Equity model. The Customer Experience model was developed by Schmitt. "Customer Experience Management is the process of strategically managing a consumers entire experience with a product or a company". Experience is a personal event that occurs in response to some stimulus. As marketers, we have to set up the right environment for the customer and have to know what the customer really wants. Experience in general is not self-generated but is persuasive in nature or psychologically, experience is something that happens without an intentional element (Schmitt, 1999). It can be concluded that Customer Experience produces experiences that occur accidentally in the customer's memory.

Brand Image

With a strong brand image, it will have a big profit impact for the cafe, because it can realize a competitive advantage. Brand image is a belief or perception created by consumers and imprinted in consumers' memories (P Kotler & Keller, 2012), describing perceptions of brands and formed from information and past experiences Setiadi (2013: 109), and relating to perceptions or beliefs about brands. A positive image of a brand will encourage consumers to make purchases.
So it can be concluded that a brand will be strong if it is based on positive information and experiences.

Brand equity is the value of a brand based on how strong the brand value has the value of brand loyalty, consumer awareness of the brand, perceived quality, brand associations, and various others. assets such as patents, trademarks and distribution network relationships (Philip Kotler & Amstrong, 2012).
According to Aaker and Biel (in Thamrin 2010:61) that the brand image dimension consists of three components:

1. Image maker (Corporate Image) is a set of associations perceived by consumers to companies that make a product and service. For example: Popularity, Credibility, and Company Network.
2. User Image is a set of associations perceived by consumers against users who use goods or services, including the user himself, lifestyle or personality and social status. For example: the user himself and his social status.
3. Product Image is a set of associations perceived by consumers for a product, which includes the product's attributes, benefits for consumers, its use, and guarantees. For example: product attributes, benefits for consumers, and guarantees.

3. METHOD

This study uses a quantitative approach that emphasizes theory testing (Sugiyono, 2017) as well as primary and secondary data. Primary data in the form of data obtained by distributing questionnaires to customers Café Batavia Jakarta. The population in this study are all customers of Café Batavia Jakarta and the number is unknown. The sample size is determined through the formula (Hair et al., 2018) with the provision of 5 x the number of indicators. Respondents obtained by 5x24 indicators, namely 120 consumers with a sampling technique that is purposive sampling. While secondary data was obtained from the results of previous research searches, books, internet, news info, community interviews and data obtained from the DKI Jakarta Provincial government. Data analysis using SPSS (R Vikaliana & Irwansyah, 2019).

4. RESULTS and DISCUSSION

Criteria of Respondents

Based on the data obtained through the distribution of questionnaires, it is known that of the 120 selected respondents, 69.2% are women. 61.7% were also between 18-25 years old and only 14.1% were over 31 years old. This is because 18-25 years of age are productive ages who need entertainment by gathering and eating together in restaurants.

Result

Analysis of the distribution of data on the brand image variable is illustrated in the table below:

Table 1. Distribution of Brand Image Variable Frequency

	Score										Nilai Rata-Rata
Item	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X1.1	4	3.3	1	0.8	24	20	64	53.3	27	22.5	3.91
X1.2	9	7.5	4	3.3	15	12.5	66	55	26	21.7	3.80
X1.3	12	10	3	2.5	25	20.8	48	40	32	26.7	3.71
X1.4	12	10	2	1.7	29	24.2	42	35	35	29.2	3.72
X1.5	11	9.2	2	1.7	14	11.7	61	50.8	32	26.7	3.84
X1.6	8	6.7	3	2.5	12	10	56	46.7	41	34.2	3.99
Rata-Rata Total Skor											3.83

Before being interpreted, please note that the scale used in this study is a Likert scale with an interpretation if the score obtained between 1 – 1.8 is interpreted as bad or low. Scores between 1.8 – 2.6 are interpreted poorly and scores between 2.6 – 3.4 are interpreted as adequate. Scores between 3.4 – 4.2 are interpreted as good and scores between 4.2 – 5.00 are interpreted as very good. In table 1 above, it can be concluded that the total score for the brand image variable is 3.83, which means that

the overall brand image variable for Café Batavia Jakarta has a brand image that is included in the good category. Data analysis on the customer experience variable is shown in the table below.

Table 2. Frequency Distribution of Customer Experience Variables

Item	Score 1		2		3		4		5		Nilai Rata-Rata
	F	%	F	%	F	%	F	%	F	%	
X2.1	2	1.7	3	2.5	13	10.8	56	46.7	46	38.3	4.18
X2.2	5	4.2	2	1.7	16	13.3	67	55.8	30	25	3.96
X2.3	6	5	2	1.7	19	15.8	55	45.8	38	31.7	3.98
X2.4	5	4.2	3	2.5	13	10.8	52	43.3	47	39.2	4.11
X2.5	13	10.8	5	4.2	29	24.2	34	28.3	39	32.5	3.68
X2.6	4	3.3	2	1.7	12	10	61	50.8	41	34.2	4.11
X2.7	8	6.7	6	5.0	25	20.8	56	46.7	25	20.8	3.70
X2.8	4	3.3	6	5.0	32	26.7	54	45	24	20	3.73
X2.9	9	7.5	4	3.3	21	17.5	63	52.5	23	19.2	3.73
X2.10	3	2.5	5	4.2	15	12.5	68	56.7	29	24.2	3.96
Rata-Rata Total Skor											3.914

In table 2 above, it can be concluded that the total score for the customer experience variable is 3,914 which means that the overall customer experience variable for Café Batavia Jakarta is in the good category.

Table 3. Frequency Distribution of Revisit Intention Variables

Item	Score 1		2		3		4		5		Nilai Rata-Rata
	F	%	F	%	F	%	F	%	F	%	
Y1	2	1.7	3	2.5	26	21.7	67	55.8	22	18.3	3.87
Y2	0	0	7	5.8	31	25.8	62	51.7	20	16.7	3.79
Y3	5	4.2	3	2.5	23	19.2	65	54.2	24	20	3.83
Y4	6	5.0	4	3.3	14	11.7	67	55.8	29	24.2	3.91
Y5	7	5.8	3	2.5	22	18.3	60	50	28	23.3	3.83
Y6	5	4.2	1	0.8	17	14.2	69	57.5	28	23.3	3.95
Y7	11	9.2	11	9.2	34	28.3	45	37.5	19	15.8	3.42
Y8	7	5.8	7	5.8	17	14.2	65	54.2	24	20	3.77
Rata-Rata Total Skor											3.8

In table 2 above, it can be concluded that the total score of the revisit intention variable is 3.8, which means that the overall revisit intention variable at Café Batavia Jakarta is included in the good category. After the descriptive analysis above, the next step is to perform an inferential analysis or analysis conducted through hypothesis testing between variables using the F test (ANOVA). The regression model is declared feasible if the value of fcount (Sig.) is less than 0.05 (Ghozali, 2014). In addition to the f-test, a t-test is also carried out where if tcount is greater than ttable or the significance value of the t-test is less than 0.05, it is concluded that individually the independent variable has a significant effect on the dependent variable (Ghozali, 2014). The values obtained in this study are illustrated in the table below:

Tabel 4. Coefficients Variabel Brand Image

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.422	2.020		7.140	.000
	Brand Image	.694	.086	.594	8.028	.000

a. Dependent Variable: Revisit Intention

Tabel 5. Coefficients Variabel Costumer Experience

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.627	2.060		4.187	.000
	Costumer Experience	.556	.052	.701	10.687	.000

a. Dependent Variable: Revisit Intention

Based on the table above, the value of Sig. for the brand image and customer experience variables, each is 0.000, which is smaller than ttable. Meanwhile, the tcount value is 8.028 for the brand image variable and 10,687 for the customer experience variable, which means that H0 is rejected and H1 is accepted.

Tabel 6. ANOVA

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1510.584	2	755.292	57.494	.000ᵇ
	Residual	1537.008	117	13.137		
	Total	3047.592	119			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Brand Image, Costumer Experience

Based on the table above, it can be seen that the value of Sig. smaller than 0.05 so it can be concluded that the variable brand image and customer experience simultaneously have a significant effect on the variable revisit intention.

Tabel 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704ª	.496	.487	3.62448

a. Predictors: (Constant), Brand Image, Costumer Experience

Disscussion

Based on the results of measurements that have been carried out with SPSS, several conclusions are obtained. The results showed that the Brand Image variable has a t-count value of 8.028, which is greater than the t-table value of 1.98, which means that brand image has a significant effect on revisit intention. Consumers of Café Batavia assume that the image associated with the name, location and is believed to be an image that represents the restaurant of the past. The value of tcount on the customer

experience variable is 10.687, which is greater than ttable, which is 1.98, so it can be concluded that customer experience has a significant effect on revisit intention. Customers consider that the experience of visiting Café Batavia is unique and is in accordance with the image that Café Batavia wants to convey to its consumers. Simultaneously the influence of brand image and customer experience on revisit intention has a value of 0.704 or 70.4% while the remaining 29.6% is influenced by other variables not examined.

5. CONLUSION and SUGGESTIONS

The final conclusion obtained is that customer experience and brand image have a positive and significant effect on revisit intention. Café Batavia Jakarta can increase the success of its brand extension strategy by establishing communication between management and customers in order to complete product variations to meet customer needs and desires. Café Batavia needs to maintain its excellent performance towards Customer Experience. Café Batavia must further improve its performance so that consumers can get a more personal experience when spending time at Café Batavia. This research is limited to the Batavia cafe which carries the theme of the old cafe. Further research can discuss the same variables as the locus of research on other themed cafes and restaurants such as industry themes, millennials and so on.

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