

The Influence Of Content Marketing And Customer Experience On Customer Engagement In Talk Coffe Mataram

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ABSTRACT

The purpose of this study is to see the impact of content marketing and customer experience for customer engagement at Talk Coffe Mataram café. The population in this study is consumers and audiences who know the social media Talk Coffe Mataram with a total sample of 102 participants and non-probability sampling techniques using the purposive sampling method. This study used primary and secondary data. The type of research used is quantitative, the type of research used is a sample survey. Data collection techniques using online questionnaires. The analysis used is multiple linear regression analysis. From the results of statistical data analysis, the indicators in this study are valid and reliable. In the classical assumption test, the data is normally distributed and multicholinerity does not occur. The results of this study show that content marketing and customer experience have a positive and significant impact on customer engagement in Talk Coffe Mataram among the community.

Keywords : Content Marketing, Customer Experience, Customer Engagement

1. INTRODUCTION

The progress of cafes in Indonesia is now mainly in big cities is getting faster. Cafe is a place equivalent to neatly arranged tables and chairs and comfortable sofas, selling a variety of coffee and small snacks as support accompanied by music and comfortable conditions that can be enjoyed by consumers (Poniman, 2018). The phenomenon encountered is the rapid progress of the café business in Mataram with a different concept. Resulting in a high level of rivalry. Therefore, business people must be able to prepare an accurate strategy to protect customers so that companies need to design strategies on how to control consumers so that total consumers are stable and even increase and contribute to long-term profits.

Customer engagement is one of the most needed components in the business world. Customer engagement has a huge impact. When relationships and interactions can be maintained, the business will be able to attract routine shopping customers. Although business rivalry is very tight, the risk of customers switching will be minimal.

Today's business rivalry, especially cafes, is getting tighter. Companies must strive to study, understand the needs and desires of their customers. By understanding customer needs, desires and requests, it will be an important suggestion for companies to make marketing strategies that can satisfy their customers (Kotler and Armstrong, 2001). One of the businesses that tasted the tightness of rivalry at this time was the Talk Coffe Mataram business. Conditions like this make Talk Coffe Mataram need the right marketing to make Talk Coffe Mataram survive and progress.

Talk Coffe Mataram runs its business by carrying out promotions or marketing communications through content marketing. This is an important opportunity to attract consumers. It can be seen from Instagram social media @talkkopi.mataram with 5,945 followers.

By sending content marketing through social media owned by Talk Coffe Mataram can form motivation to visit Talk Coffe Mataram. In addition to content marketing, Talk Coffe Mataram strives to provide a positive experience to the concement. In the form of a place that is designed as comfortable as possible, providing food and drinks at low prices and good service for consumers. It is expected that through content marketing can provide facilities, products and an atmosphere that is as comfortable as possible to encourage consumers to do customer engagement.

The existence of content marketing created by Talk Coffe Mataram succeeded in attracting audiences to come to visit. Of the many customers who come, these customers often share their experiences visiting Talk Coffe Mataram by making snaps or content. This creates a customer experience for Talk Coffe Mataram.

Based on the background above, this researcher wants to examine the correlation between content marketing and customer experience for customer engagement at Talk Coffe Mataram. With the intention that through this study can describe the impact of each variable.

2. LITERATURE REVIEW

Consumer Behavior

Schiffman and Kanuk (2010) describe consumer conduct as the attitude of consumers when encountering, spending, using, assessing the products and services used based on an assessment of satisfaction with their needs. In addition, consumer behavior is a single activity related to obtaining, using labor and products, including dynamic interactions pre-determination of activities (Mangkunegara, 2010).

Customer Engagement

Customer Engagement is a process of combining calculated commitment followed by increased trust, participation, and effective commitment. Customer Engagement is a draft psychological process for management in the form of customer loyalty and new customers for brands in the service sector. Talking also about the mechanism of how it is built so that repurchase occurs (Bowden, 2009).

There are 5 indicators in customer engagement, namely:

1. Enthusiasm
2. Attention
3. Absorption
4. Interaction
5. Identification

Content Marketing

Content marketing according to (Kotler, 2017) is a marketing strategy where marketing designs, creates and sends content that has an interest in the audience accurately, then encourages becoming customers.

According to Ausra (2016) quality content marketing has seven components, namely:

1. Relevance
2. Information
3. Realibility
4. Value
5. Unique
6. Emotional
7. Intellegence

Customer Experience

Customer experience is a real and emotional customer response to a correlation that is done directly or related to the company (Meyer & Schwager, 2007). Nasermoadeli et al., (2013) customer experience is when customers gain experience gained from several levels of collaboration with various parts made by a company.

There are five indicators of consumer experience, including the kind of strategy execution that companies can implement in promoting dialogue to consumers. The five indicators according to Schmitt (1999), namely:

1. Sense
2. Feel
3. Think
4. Act
5. Relate

Influence Between Variables & Hypothesis Formulation

The Effect of Content Marketing on Customer Engagement

Content marketing is an important factor for business entities to create interaction with target consumers in order to improve communication continuously. Not infrequently a business entity is motivated to actively create content to increase the company's brand equity or increase total sales at a special business entity on an ongoing basis and connect with its consumers (Kotler Philip, SvendHollensen, 2017). With the implementation of this way, it can be called content marketing will be a set of effective marketing tools to increase statistical records on customer engagement because total customer engagement is expected to soar when the target is exposed to content marketing (Luis & Moncayo, n.d.). Then the hypothesis in the study is

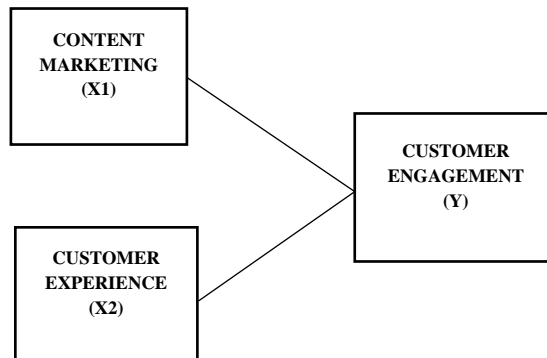
H1. The better the Content Marketing carried out, the Customer Engagement on Talk Coffe Mataram will increase significantly

How Customer Experience Affects Customer Engagement

Customer experience is the ups and downs that customers enjoy when trying out products. Value is not only for the company but also for customers and a good experience usually involves individuals of various social strata (Gentile, Spiller, and Noci 2007) and (Maklan and Klaus 2011). Then the hypothesis in this study is

H2. The better the Customer Experience that happens, the Customer Engagement Talk Coffe Mataram will increase significantly

3. CONCEPTUAL FRAMEWORK



4. RESEARCH METHODS

This type of research is causal associative quantitative research, which is research that intends to see the correlation of two variables or even more. This research was conducted at Talk Coffe Mataram. The population in this study is Talk Coffe Mataram consumers and audiences who know Instagram social media on Talk Coffe Mataram. The sample of this study was 102 participants.

This study used a sample survey data collection method with data obtained through questionnaires in the form of googleform from 102 respondents. In this study to determine the sample to be used, namely with a non-probability sampling approach. The sampling technique uses purposive sampling. Meanwhile, in order to test the hypothesis proposed, the statistical analysis tool used is multiple linear regression analysis.

5. TEST DATA QUALITY

Validity Test

According to Ghozali (2009: 125), the validity test is used to calculate whether or not the questionnaire is valid. The questionnaire is valid if the questionnaire question can open the thing to be tested. Measurement is done by correlating the value of the question item with the total value of the independent variable and the dependent variable.

Table 1 Validation Test Results

Variable	Statement	r Calculate	r Table	Information
Content Marketing (X1)	CM1	0,788	0,192	Valid
	CM2	0,790	0,192	Valid
	CM3	0,685	0,192	Valid
	CM4	0,710	0,192	Valid
	CM5	0,750	0,192	Valid
	CM6	0,880	0,192	Valid
	CM7	0,833	0,192	Valid
	CM8	0,864	0,192	Valid
	CM9	0,833	0,192	Valid
	CM10	0,856	0,192	Valid
	CM11	0,837	0,192	Valid
	CM12	0,827	0,192	Valid

	CM13	0,765	0,192	Valid
	CM14	0,835	0,192	Valid
Customer Experience (X2)	CE1	0,760	0,192	Valid
	CE2	0,818	0,192	Valid
	CE3	0,775	0,192	Valid
	CE4	0,836	0,192	Valid
	CE5	0,637	0,192	Valid
	CE6	0,717	0,192	Valid
	CE7	0,838	0,192	Valid
	CE8	0,877	0,192	Valid
	CE9	0,826	0,192	Valid
	CE10	0,831	0,192	Valid
Customer Experience (Y)	Y1	0,894	0,192	Valid
	Y2	0,902	0,192	Valid
	Y3	0,889	0,192	Valid
	Y4	0,826	0,192	Valid
	Y5	0,875	0,192	Valid
	Y6	0,900	0,192	Valid
	Y7	0,743	0,192	Valid
	Y8	0,884	0,192	Valid
	Y9	0,829	0,192	Valid
	Y10	0,758	0,192	Valid

(Source : Data Processed 2023)

Table 1 states that the results of the validation test on all variable items in this study are valid. This can be seen from the table above is the number r count $>$ r table and the significance number is smaller than 0.05.

Reliability Test

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	N of Item	Standard	Information
Content Marketing (X1)	0,958	14	0,70	Reliable
Customer Experience (X2)	0,933	10	0,70	Reliable
Customer Engagement (Y)	0,957	10	0,70	Reliable

(Source : Data Processed 2023)

Table 2 states that all variables are said to be reliable. It can be noted that the Cronbach Alpha Variable Content Marketing, Customer Experience and Customer Engagement is greater than 0.70.

Classical Assumption Test

Normality Test

The value of $N = 102$ is the total sample in this study which is 102 responses, the value of Kolmogrov-Smirnov Z shows the number 1.194 and Asymp. Sig (2-tailed) shows the number 0.116. So it can be seen that $0.116 > 0.05$ means that the residual number is greater than 0.05. From that result that the data of this study is normally distributed.

Multicollinearity Test

The Tolerance value in the Content Marketing variable of 0.300 and Customer Experience of 0.300 shows that the Tolerance number is more than 0.10. This shows that there are no symptoms of multicollinearity. And the VIF value on the content marketing and customer experience variables is 3,337. This indicates that the VIF value is less than 10. So it can be said that there is no symptom of multicollinearity.

Heteroskedasticity Test

From the results of the heteroskedasticity test through the ScatterPlot graph shows that there is no clear pattern, then the points scatter above and below the number 0 on the Y axis, so the outline is no heteroskedasticity

6. ANALYSIS AND RESEARCH RESULTS

Multiple Linear Regression

Table 3 Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	-4.030	1.743		-2.313	.023
	Content Marketing	.334	.052	.417	6.381	.000
	Customer Experience	.619	.073	.557	8.533	.000

a. Dependent Variable: Customer Engagement

(Source : Data Processed 2023)

From table 3, the multiple linear regression equation is obtained, namely:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 0.417(X_1) + 0.557(X_2) + e$$

Through this equation, it can be seen that if the variables of Content Marketing and Customer Experience are getting better, the higher Customer Engagement will be. This means that the better the Content Marketing and Customer Experience, the higher or increased Customer Engagement.

Hypothesis Testing

T Test

According to Ferdian (2014), the purpose of the t test is to see how far the impact of the independent variable singly in describing the variation of the dependent variable. With a significance level of 5% or 0.05, the test parameter is if the significant number < 0.05 and t calculate > t table, meaning that there is a meaningful impact between the independent variable for the related variable.

Table 4 "T Test Results"

Variable	t Calculate	Significance	Information
Content Marketing	18,844	0,000	Significant
Customer Experience	21,439	0,000	Significant

(Source : Data Processed 2023)

From table 4 of the statistical results of the T test for the Content Marketing variable can be calculated by a number (18,844) and the Customer Experience variable can be calculated by a number (21,493). The significance level is less than 0.05, so each variable has a positive regression coefficient, so the outline is that the hypothesis can be accepted.

Test F

Table 5 Test Results F

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Its self .
1	Regression	5233.193	2	2616.596	341.466	.000b
	Residual	758.621	99	7.663		
	Total	5991.814	101			
a. Dependent Variable: Customer Engagement						
b. Predictors: (Constant), Customer Experience, Content Marketing						

(Source : Data Processed 2023)

From table 5 of the ANOVA test or F test carried out, there is a calculated F value of 341,466 with a significance of 0.000, that is, the significance is much smaller than 0.05, then H0 is rejected and Ha is accepted. The outline is that the Content Marketing (X1) and Customer Experience (X2) variables together have a meaningful impact on Customer Engagement.

Test Coefficient of Determination (R2)

Table 6 Test Results of Coefficient of Determination R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935a	.873	.871	2.76818
a. Predictors: (Constant), Customer Experience, Content Marketing				

(Source: Data Processed 2023)

From table 6, the Coefficient of Determination in Adjusted R Square is 0.871. It can be concluded that the capability of the independent variable, namely content marketing and customer experience, in explaining the dependent variable, namely customer engagement is 87.1%.

7. DISCUSSION

The Effect of Content Marketing on Customer Engagement

Based on multiple linear regression analysis, content marketing (X1) has a coefficient of 0.417, meaning that if other X variables (customer experience) are fixed values and content marketing (X1) has a spike in units, then customer engagement (Y) has a spike of 0.417. The positive value coefficient which is the occurrence of a positive relationship between content marketing (X1) and customer engagement (Y), the better the content marketing (X1), the more customer engagement increases. With the results of the t test in the content marketing variable (X1), the t number is calculated at 8.844 > 1.984 t table and the significance of 0.000 < 0.05. So it can be said that the content marketing variable (X1) has a positive and meaningful impact on customer engagement (Y) in Talk Coffe Mataram. These two variables are interrelated and unidirectional, meaning that content marketing can affect customer engagement positively and significantly. Then for the result of the coefficient of multiple linear determination (R2) of 0.873 or a total of 87.3%. So the degree of contribution of the independent variable (X) to the related variable (Y) is 87.3%. While the remaining 12.7% was due to other variables outside this study.

The Effect of Customer Experience on Customer Engagement

From the results of data analysis shows that customer experience has a positive and meaningful effect on customer engagement with the results of the coefficient of multiple linear regression analysis having a value of 0.557 meaning that if other X variables (content marketing) value are stable and customer experience (X2) there is a spike in units, then customer engagement (Y) there was a spike of 0.557. The positive value coefficient which is the occurrence of a positive relationship between customer experience (X2) and customer engagement (Y), the better the customer experience (X2), the more customer engagement increases. With the results of the customer experience variable t test (X2), the t number is calculated at $21.349 > 1.984$ t table and the significance of $0.000 < 0.05$. So it can be called the customer experience variable (X2) has a positive and meaningful impact on customer engagement (Y) Talk Coffe Mataram. The two variables are interrelated and unidirectional, meaning that customer experience can affect customer engagement positively and significantly. Then for the result of the coefficient of multiple linear determination (R2) of 0.873 or a total of 87.3%. So the degree of contribution of the independent variable (X) to the related variable (Y) is 87.3%. While the remaining 12.7% was due to other variables outside this study.

8. CONCLUSION

From the results of the research that has been obtained, the conclusions are:

1. Content marketing variables have a positive and meaningful impact on customer engagement. The better the content marketing, the higher the customer engagement, which means that the better the content marketing carried out, the higher the customer engagement on Talk Coffe Mataram in visiting and buying Talk Coffe Mataram products.
2. Customer experience variables have a positive and meaningful impact on customer engagement. The better the customer experience, the higher the customer engagement, which means the better the customer experience of Talk Coffe Mataram, the higher the customer engagement in visiting and buying Talk Coffe Mataram products.

Advice for companies

1. Advice for companies regarding content marketing variables, namely Talk Coffe Mataram, can maintain marketing strategies by creating unique and interesting content. However, Talk Coffe Mataram must pay more attention to the content presented in order to be able to provide an emotional message for the audience who see the content on Talk Coffe Mataram so that it can further influence the audience to visit. So the suggestion for Talk Coffe Mataram is to show all menus and atmospheres that are more interesting and the content presented by Talk Coffe Mataram must be more trustworthy and useful for consumers.
2. As for suggestions for customer experience variables owned by Talk Coffe Mataram, it needs to be improved again dynamically in Talk Coffe Mataram, it would be nice to consistently maintain its image well where this is a benefit for Talk Coffe Mataram in gaining customer buying interest.

Research limitations and opportunities for future researchers

1. Limited time, energy and honesty of answers from participants when answering questions, trigger the possibility of answers that are not the same as the actual situation.
2. In this study there are obstacles, namely researchers have limited knowledge and knowledge. As for the study, there may be other factors that can influence participants' answers when filling out questionnaires.

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