THE EFFECT OF CUSTOMER VALUE, CUSTOMER EXPERIENCE ANDCUSTOMER TRUST ON CUSTOMER SATISFACTION
(ACE HARDWARE MEDAN CUSTOMER)

Nadya Nurul Sabrina[1], Paham Ginting[2], Amlys Syahputra Silalahi[3]

[1)2) 3)] Magister Ilmu Manajemen, Fakultas Ekonomi, Universitas Sumatera Utara, Indonesia

*Coresponding Email: nadyanurul07@gmail.com

Abstrak - Penelitian ini bertujuan untuk mengetahui pengaruh *customer value, customer experience* dan *customer trust* yang diduga berpengaruh terhadap *customer satisfaction* Ace Hardware. Dalam penelitian ini variabel Nilai Pelanggan diukur melalui dimensi nilai emosional, nilai sosial, kualitas kinerja dan nilai uang. Sedangkan, variabel *customer experience* diukur melalui dimensi *sense, feel, think, act,* dan *relation.* Peneliti melakukan penelusuran data keluhan konsumen tentang kepuasan pelangaan di Ace Hardware dengan menggali informasi melalui website media konsume dimana masyarakat Indonesia dapat saling bertukar keluhan tentang pengalaman berbelanja di suatu perusahaan. Metode yang digunakan dalam penelitian adalah kuantitatif dengan sifat asosiatif. Alat pengumpulan data yang digunakan adalah observasi, kuesioner dan wawancara. Metode pemilihan sampel yang peneliti gunakan adalah *purposive sampling* berdasarkan kategori subjek yang mengacu pada usia di atas 17 tahun. Pengumpulan data responden dilakukan dalam observasi adalah 100 orang. Hasil penelitian menunjukkan bahwa pengaruh *customer experience* dan kepercayaan adalah positif dan signifikan, dimana diantara keduanya pengalaman pelanggan merupakan pengaruh yang paling dominan terhadap kepuasan pelanggan. Sehingga, temuan secara parsial variabel nilai pelanggan, pengalaman dan kepercayaan pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan.

Kata Kunci: Nilai, Pengalaman, Kepercayaan, Kepuasan, Pelanggan

Abstract - This study was to determine the influence of customer value, customer experience, and customer trust which is thought to affect Ace Hardware's customer satisfaction. In this study, the variable Customer Value is measured through the dimensions of emotional value, social value, quality of performance, and value for money. Meanwhile, the customer experience variable is measured through the dimensions of sense, feel, thinking, act, and relation. Researchers searched consumer complaint data about customer satisfaction at Ace Hardware by digging up information through consumer media websites where Indonesian people can exchange complaints about the shopping experience at a company. This study used a quantitative approach with associative properties. The info collection tools used were observation, questionnaires, and interviews. The

sample selection method that the researchers used was purposive sampling based on the subject category which refers to the age above 17 years. Respondent data collection was carried out in the observation of 100 people. The results showed that the influence of customer experience and trust is positive and significant, where between the two customer experience is the most dominant influence on customer satisfaction. Thus, the partial findings of customer value variables, customer experience, and trust have a positive and significant effect on customer satisfaction.

Keywords: Value, Experience, Trust, Satisfaction, Customers

INTRODUCTION

This day, in Indonesia modern retail is developing along with economic developments and lifestyles making people demand more convenience in shopping. One of the leading modern retail companies in the field of home furnishing and furnishings in Indonesia, namely PT. Ace Hardware Indonesia. PT. Kawan Lama Group. Center technical and industrial equipment the first in Indonesia, PT. Ace Hardware Indonesia, Tbk. is the sole licensee ce Hardware in this country, appointed directly by Ace Hardware Corporation.

PT. Ace Hardware Indonesia always tries to make its customers feel satisfied. Every business wants to meet the needs of its customers. In addition to the crucial elements for a company's existence, meeting customer wants can boost competitive advantage. When the same demand recurs in the future, consumers who are happy with the goods and services they received are more likely to repurchase those goods and utilize those services. This means that repeat business, which accounts for the majority of a company's sales volume, is dependent on consumer happiness (Indrasari, 2019). Creating a superior Customer Experience is seen as one of the main goals of the success of an organization or company. Organizations are increasing Customer Experience management to top priority items in their efforts to build Customer Satisfaction to customer loyalty.

Put attention to Customer Experience it's a must, companies must also pay attention to the Service Quality provided to customers. A quality can be said to be good if the service provider provides services that are on par with what is

expected by the customer. Without providing good service, of course customers will not experience a good experience while at Ace Hardware.

The opinions of other customers who have visited this research location said that the products sold by this business place were very satisfactory, but the service quality provided was not good, because customers felt that they were waiting too long for their ordered dishes. Management is required to give confidence to the loyal customers of this place of business so that they can provide a good customer experience at the store.

Ace Hardware is one such restaurant provide value and experience for consumers by using the concept of middle ages both from the interior atmosphere and the exterior, to the various menus served. But from the results of the pre-survey conducted it turns out that the experience given by Ace Hardware is not yet can satisfy consumers. And this is what makes Ace Hardware tends to be quiet and little known. To be able to survive, this place of business must improve its marketing strategy, for example with customer experience, customer value to meet Ace Hardware customer satisfaction.

With so many competitors in the business, each company involved in this business must have strategic steps to increase business competitiveness. Because it is realized with a situation of intense competition, it is difficult to increase the number of consumers. One of the keys to success in competing in this competitive situation is the company's ability to increase customer satisfaction. Consumer as a person compares the performance or outcomes of a product they are considering to the performance or results they had anticipated, they are said to be satisfied (Kotler and Keller, 2018, p.138). In other words, a person feels satisfied if the results obtained are at least able to meet his expectations, while someone feels dissatisfied if the results obtained are not able to meet his expectations.

LITERATURE REVIEW

a. Customer Value

Zeithaml offers a definition of or insight into the concept of customer value (customer value) as a general evaluation by consumers of the usefulness of a product based on perceptions of what is offered and received (in Tjiptono, 2018:300). Value customer is the consumer's perception of top value the quality offered is comparatively greater than what rivals will charge be customer loyalty; the more perceived value clients feel, the more probable it is that there will be a relationship (and a transaction). And given the time and money required and the company's perception that the effort and expenditures will be significantly greater, a long-term partnership is what is needed larger when it comes to attracting new or existing customers have left the company, rather than retain it (in Alida, 2010:53). Customer Value indicators:

1)   Performance value

That is the value that shows how much the product can fulfill its uses, especially regarding the qualityof the product itself.

2)   Price Value

That is the value that shows the amount of money and the sacrifice that must be paid by the customerfor the product.

3)   Social benefits

b. Customer Experience

According to Schmitt (2008) states the customer knowledge is an incident, events or circumstances that are felt personally and happen in response to certain stimuli (such as different pre- and post-sale marketing methods). Experience can occur as a result of facing and experiencing situations that are produced through stimulation of the five senses, feelings and thoughts. According to Meyer and Schwager (2007) consumer experience is consumer responses internally and subjectively as a result of direct or indirect interactions with companies. So to keep consumers loyal, a strategy is needed that does not just on quality but also on the experience of the consumer in order to increase customer satisfaction. Dimensions that affect Customer Experience according to Schmitt (2008) dimensions that affect Customer Experience are as follows:

1)   Sense Marketing, namely the senses possessed by humans as a tool to feelthe

products and services offered.

2) Feelings, namely feelings that are displayed through ideas, pleasure, and reputation for customerservice.

3) Mind (Think), namely experience demands intelligence with the aim of creating cognitive experiences and problem solving by involving consumers creatively.

4) Attitude (Act), which is designed to create a better consumer experiencerelate to the physical body.

5) Relation (Relate), namely the relationship with other people, other social groups (such as work,lifestyle) or broader social identity.

c. Customer Trust

Morgan and Hunt (2019) explained that the relationship that occurs between companies and consumers is largely determined by trust and commitment. Soegoto, 2013, p.1274) asserts that trust is connected to emotional bonds specifically, a person's capacity to put their faith in a brand or organization to perform a task. It can therefore be assumed that loyalty and repurchase intention are positively correlated with trust. This is supported by Lau and Lee's assertion that building trust in a brand is an important part of developing brand loyalty. Consumer expectations that the product or service in question will provide favorable results are tied to consumers' willingness to trust or rely on those goods or services (Soegoto, 2013, p.1274). Building long-term partnerships requires a lot of trust and dedication consumers, they place a great value on relationships with the company. McKnightet.al states that consumer trust has two dimensions, namely:

1) Trust Belief
   The degree to which a person has trusting beliefs determines how confident they feel in another person in a situation.Trusting beliefsis the impression of a reliable party (consumer) towards a trusted party where the business possesses qualities that will benefit customers.

McKnightet.al(2002) explains that there are three foundational components of trusting belief: goodness, integrity, and competence.

2) Trusting Intention

Trusting intentionsis a deliberate thing in which A person is prepared to rely on others in a given circumstance. This happens in private and leads directly to others believing you intentions based on one's mental reliance on other people. According to McKnight et al. (2002), there are two elements that howmuch someone believes in consumers. Benevolence is is how much a person believes in keepingand fulfilling the agreement that has been made 328 build trusting intentions namely the willingness of customers to rely on the business as well as their subjective willingness.

d. Customer Satisfaction

According to Kotler and Keller (2007:238), customer satisfaction (customer satisfaction) is defined as a function of how accordance with the expectations of product buyers with good performance buyers think of the product. Westbrook and Reilly also gives a definition or understanding of customer satisfaction (customer satisfaction), describing it as an emotional reaction to experiences related to purchases of particular goods or services, retail establishments, or even patterns of behavior (such as shopping behavior and buyer behavior), as well as the market as a whole (in Fandy Tjiptono 2008:349).

Meanwhile, according to Kotler (2010), when a person's perception of the performance (or results) of a product is contrasted with their expectations, it might result in sentiments of happiness or disappointment in them. Satisfaction of a customer is an absolute necessity for the company. Satisfied customerswill have a tendency to be loyal to the company. Conversely, if the customer feels disappointed with either product quality or service quality, the customer will feel disappointed. Disappointed customers have a very slim probability of coming back, even relatively impossible. Here are three general levels of customer satisfaction. Whenever performance falls short of expectations, the

buyer is dissatisfied. If performance matches expectations, then the customer is satisfied. If performance meets or surpasses expectations, the client will be extremely satisfied or delighted According to Kotler (2000) there are three aspects of Customer Satisfaction as follows:

1) A commitment to the brand

Loyal consumers are those that are satisfied. Customers who believe the product to be satisfactory they purchase will have a propensity to return to the same producer. Repurchasing is motivated by the desire to repeat positive experiences and stay away from negative ones.

2) There is effective word-of-mouth advertising

One element that promotes favorable word-of-mouth spreading is satisfaction. This can take the form of praising the product and the business that makes it by promoting it to other potential buyers.

3) When purchasing other things, the business comes first.

When there is satisfaction, clients choose to purchase services or goods from the same producer, which is a cognitive process.

METHODOLOGY

a. Population and Sample

The population in this study is the customer at the research location. The method of determining the sample is purposive sampling, with the following criteria: respondents are at least 17 years old, respondents with a minimum purchase of 6 months and have made purchases twice at the research location. Purposive sampling, according to Sugiyono (2018: 85), is a sample strategy with a specific consideration.

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$= 96,04$$

n = 96,04 respondents, rounded up to 100 respondents

b. **Factor Analysis**

Factor analysis is used to summarize / confirm the existence of a structured relationship and influence between indicators in each dimension, as well as to see the validity (accuracy) of each question item in each dimension.

c. **Analysis of Several Linear Regressions**

Multiple linear regression analysis is used to identify the effect, and each independent and dependent variable's causal relationship is examined, which is in accordance with the research hypothesis, namely from the results of the to see the effect simultaneously, use the F test. To see it partially, use the t test, the coefficient of determination (to see the magnitude of the influence of changes in the dependent variable model), and the standard beta coefficient (to see which variable/dimensional has the most significant and dominant influence in the research model).

RESULT AND DISCUSSION

This study, 54% were women and the remaining 46% were men. with an average age of 75% under the age of 30 and the majority are students, from a total 100 respondents. The income and expenses of the respondents also show that the economic level of visitors to Ace Hardware is still in the middle class, which is between Rp. 1,500,001.--Rp. 3,500,000.-. As for the behavior of the respondents themselves, 73% had the habit of eating outside the home more than 5 times a month with an average minimum expenditure every meal at the restaurant < IDR 100,000 and likes discounts as one of the attractive promotions for a restaurant. However, even so, what they consider in choosing a restaurant is not price, but 41% consider the experience they will get.

Multiple linear regression

Regression between emotional value, social value, quality/performance value, price/value of money, sense, feel, think, act, and relate to customer satisfaction at Ace Hardware produces a correlation value of 0.872 indicating a strong relationship between emotional value, social value, quality/performance

value, price/value of money, sense, feel, think, act, and relate to customer satisfaction at Ace Hardware. While the value of the coefficient of determination or R Square produced is 0.761 indicating variations in changes in customer satisfaction at Ace Hardware can be explained by variations in changes in emotional value, social value, quality/performance value, price/value of money, sense, feel, think, act, and relate by 76.1%, while the remaining 23.9% is explained by other factors beyond the researcher's analysis.

T Test

Table . Test Resultst

VariableFree	B	t count	Sig.	Status
Emotional Values (X1)	0.250	2.594	0.011	Significant
Social Values(X2)	0.028	0.324	0.747	No significant
Quality/Performancec e Values(X3)	0.246	2.177	0.032	Significant
Price/Value of Money(X4)	0.142	2.041	0.044	Significant
Sense(X5)	0.320	2.659	0.009	Significant
Feel(X6)	0.041	0.396	0.693	Not Significant
think(X7)	0.038	0.432	0.666	Not Significant
act(X8)	0.014	0.189	0.851	No Significant
related(X9)	0.148	2.082	0.040	Significant

The results of the t test show that the value of t count > t table (df = residual, α/2 = 0.025) or a significance value < 0.05 (α = 5%), then H0 is rejected and Ha is accepted, so it can be concluded that the independent variables partially influence significant to the dependent variable. In this study, not all dimensions have t count > t table 1.98667 (df=90, α/2=0.025). Only the dimensions of emotional value, quality/performance value, price/value of money, sense, and relate have a significant effect because they have a t-value above 1.98667 with a significance of less than 0.05. Meanwhile, the social value, feel, think, and act dimensions have a t value below 1.98667 so that it can be said that these four dimensions have no significant effect on customer satisfaction. These results show that emotional value and sense dimensions have a dominant influence on customer satisfaction at Ace Hardware (H0 is rejected and Ha is accepted)

F Test

Table . Test ResultsF

Model	sum of Squares	df	Means Square	F count	Sig.
Regression	41,263	9	4,585	31,827	
residual	12,965	9	0.144		
Total	54.2280	9			
		9			

Based on the analysis carried out, the F test's findings show that the determined F score is 31,827 greater than F table 1.99 (df1=9, df2=90, α=0.05), with a significance value of 0.000 less than 0.05, it can be concluded that the nine variables independent, both emotional value, social value, quality/performance value, price/value of money, sense, feel, think, act, and relate simultaneously have a significant effect on customer satisfaction at Ace Hardware (H0 is rejected and Ha is accepted).

Customer Value has a favorable and significant impact Customer Satisfaction

The empirical test's findings suggest that the Ace Hardware employee's customer value is very concerned about providing services to customers. According to most the Ace Hardware customers, they have good service values, namely performance values. the Ace Hardware employees are very polite and responsive when providing services to customers.

In this variable, the emotional value dimension has the greatest influence on customer satisfaction. Where these dimensions relate to consumer expectations of all physical aspects of Ace Hardware and the surrounding environment. Emotional value, quality/performance value is also the second biggest factor that makes consumers satisfied. Where this dimension relates to the quality of products and services from Ace Hardware. In this case, when consumers choose a restaurant because of its comfortable atmosphere, they also

expect good products and services. And even though Ace Hardware provides products and services that consumers can find in other restaurants, consumers are still satisfied with the products from Ace HardwareResto because they taste quite good and the portions are quite large. It's just that from its service, Ace Hardware has not provided clear location information for parking, cashiers, and even toilets.

The next dimension that influences customer satisfaction from the customer value variable is price/value of money. Where this dimension relates to product prices and transaction facilities provided by Ace Hardware. The influence of this dimension is not that big, because with the product and the atmosphere presented, consumers assume that the price is set is not too expensive. It's just that what affects customer satisfaction from this dimension is the unavailability of complete transaction facilities (credit cards) as generally used by other restaurants.

Dimension of the customer value variable that has the smallest effect is social value. Where this dimension relates to the personal interaction of consumers and employees. This dimension has little effect because some consumers visit Ace Hardware with family, friends or business associates because there are certain events. And they visit not only to eat, but with the atmosphere provided to make them comfortable to chat in the restaurant, so that consumers do not pay attention to the friendliness and responsiveness given to them by employees. As long as they don't experience anything bad from restaurant employees, their hope is to remain satisfied with Ace Hardware.

Customer Experience has a positive effect on Customer Satisfaction

In this variable, the sense dimension has the greatest influence on customer satisfaction at Ace HardwareResto. The sense dimension itself relates to all experiences received by consumers and canbe felt directly by consumers.

The results of the empirical test that the customer experience of the Ace Hardware beverage product is of a good opinion, employee communication with customers also shows the impression that it is always appropriate and positive.

The taste of coffee that is different from similar products from other restaurants makes customers feel satisfied, so the Ace Hardware customers are interested in trying again.

The dimension that has the least influence on customer satisfaction is feel. Where the feel dimension relates to the experience felt by consumers from their interactions with employees through the services provided. As previously explained, consumers spend a lot of their time chatting because of the convenience they get. From this, consumers do not interact much with employees other than when ordering menus or making payments.

Thus, not much experience is gained by consumers from this dimension. As long as employees provide good service, and there are no bad experiences felt by consumers, consumers will remain satisfied with Ace Hardware. The results of this study are in accordance with research conducted by Muhammad, Militina (2020) stating that customer experience has a significant sustainable and positive influence on customer satisfaction.

Customer Trust has a positive and significant effect on Customer Satisfaction

Based on the results of testing the hypothesis using the partial test (t test) the result is that Trust has an influence on consumer satisfaction. This can be seen from the significance value on the t test of the trust variable of 0.001 or less than level of significance(α)0.05. Based on this, the second hypothesis which reads "trust has a significant influence on customer satisfaction Ace Hardware " is proven true and can be declared accepted. The results of the analysis show that there is an influence of trust on consumer satisfaction. This means that the higher the trust formed by Ace Hardware to consumers, the higher consumer satisfaction will be. In other words, consumer satisfaction can be formed with high trust by consumers. Based on the results of respondents' responses to the trust variable, it was found.

that there was a perception that was still lacking, namely in the Ace Hardware statement that prioritized consumers. It is known from the value

meanthe lowest in the statement is 3.25. Given that these indicators have valuemeanthe lowest, it is important forAce Hardware to make improvements in generating high trust in consumers. This can be done by prioritizing the interests of consumers by always paying attention to consumer needs and providing reliable service.

This is like the theory put forward by Morgan and Hunt (2008) which explains that a relationship that occurs between a company and its partners is largely determined by trust and commitment. The results in this study are in line with the results of previous research conducted by Deng, Lu and Zhang (2010) who found that trust has an influence on consumer satisfaction, where when consumers have confidence in a product, satisfied consumers will tend to be satisfied and will increase their satisfaction over time. furthermore. These results are also in line with Soegoto's research(2013) which proves that there is a significant influence of the trust variable on consumer satisfaction.

CONCLUSION

Based on the results obtained through data analysis in research on the effect of customer value and customer experience on customer satisfaction at Ace Hardware in Medan, there are several conclusions that can be drawn. From the customer value variable, the emotional value dimension has a dominant effect on customer satisfaction and from the customer experience variable, the sense dimension has a dominant effect on customer satisfaction at Ace Hardware Medan.

Customer experience influences customer satisfaction. This means that Ace Hardware customer experience needs to be maintained. The customer experience of receiving good service from employees is able to encourage maximum customer satisfaction. Customer value affects customer satisfaction. That is, the customer value of Ace Hardware employees is good when providing services to customers. Service quality has an effect on customer satisfaction. That is, the quality of service provided by Ace Hardware employees is appropriate to provide satisfaction for Ace Hardware visitors.

Conversely, if consumers no longer have confidence in a service or product because of the experience gained when using a service or product, the consumer will feel dissatisfiedwith the service or product.

The results of research conducted by Soegoto (2013) who examined the effect of perceived value and trust on contentment and its effect on customer integrity. The outcomes of Soegoto's research found that perceived value, trust and customer satisfaction have a significant effect simultaneously on consumer loyalty. In addition, the results of this study also prove that trust has a significant effecton customer satisfaction.

Based on the results of this study there are several limitations, namely in the data collection process, the information provided by respondents through questionnaires sometimes does not show the actual opinions of respondents, this occurs because of differences in thoughts, assumptions and understanding so that it is necessary to look for other factors such as honesty in filling out the questionnaire. Variable limitations so that it is necessary to expand other variables including price variables, product influences, location influences and purchasing decisions.

REFERENCE

Ahmad, D.G. (2011). "Analisis hubungan customer experience terhadap loyalitas konsumen pada café gossip", InSearch, Universitas Informatika dan Bisnis Indonesia, ISSN 2085- 7993, pp.1-17.

Aydin, S., & Ozer, G. (2005). , "Customer loyalty and the effects of switching costs as a moderator variable: A case in the turkish mobile phone markets", Marketing Intelligent and Planning, Vol. 23, No.1.

Deng, Z.Y., Lua., K.K Weib., & J. Zhanga. (2010). "Understanding customer satisfaction and loyalty: an empirical study of mobile instant messages in China", International Journal of Information Management, Vol. 30, hal. 289–300.Bambauer-Sachse, S., & Mangold, S. (2011). Brand Equity Dilution through Negative Online Word-of-Mouth Communication. Journal of Retailing and Consumer Services, 38-45.

Goldman, E. (2008). Online word of mouth and its implications for trademark law. In GB Dinwoodie& MD Janis (Eds.), Trademark law and theory handbook of contemporary research (pp. 404–429). Cheltenham, UK: Edward Elgar.

Guy Assaker & Rob Hallak. 2013. Moderating Effects of Tourist's Novelity Seeking Tendecies on Destination Image, Visitor Satisfaction, and Short- and Long-Trem Revisit Intention.

Huang, Haiyan, et al. (2015). Assessing The Relationships Between Image Congruence, Tourist

Satisfaction and Intention to Revisit In Marathon Tourism: the Shanghai International Marathon. Emerald Insight International Journal of Sports Marketing and Sponsorship. Vol. 16 Iss 4 p.50.

Kotler, P. (2012). Marketing Management: Analysis, Planning, Implementation and Control (Volumes 1 and 2). Jakarta: PT Prenhalindo.

Kotler, P. and Armstrong, G. 2012. Marketing Principles. Edition 13. Volume 1. Jakarta: Erlangga. Nasution, N. (2004). Integrated Service Management. Bogor: Ghalia Pustaka.

Robinnete, S., & C. Brand. (2008). Emoticon marketing. US : McGrow Hill. Sugiyono,2O12.MetodePenelitian, Edisi Keduabelas, Bandung: CV. Alfabeta. Zaenuri,2O19,Analisis Kualitas LayananUntuk Meningkatkan KepuasanPelanggan Pada UD.