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Cognitive And Affective Customer Experiences: Antecedent Of Customer Satisfaction

Dian Anggraece Sigit Parawansa[1)], Rahmat Riwayat Abadi[2)], and Annisa Paramaswary Aslam[3*)]
[1)]Department Management, Faculty of Economics and Business, Universitas Hasanuddin, Makassar, South Sulawesi
[2)]Department Management, STIEM Bongaya, Makassar, South Sulawesi
[3)]Department Management, Faculty of Economics, Universitas Negeri Makassar, Makassar, South Sulawesi

*Corresponding Author
Email: annisa.paramaswary@unm.ac.id

Abstract
The occurrence of the internet in accessing information has changed the way people view shopping activities. Currently, shopping can be done anywhere and anytime without having to do mobility due to the available mobile apps. This study aims to analyze how much influence cognitive customer experiences and affective customer experiences have on customer satisfaction in Fore Coffee consumers who use mobile apps. Methods of data collection using interviews and questionnaires using a Likert scale and determining the sample in this study were 100 respondents using nonprobability sampling technique with purposive sampling method. To analyze the data in this study, multiple linear regression analysis was used with the help of SPSS version 25 software. The findings show that cognitive customer experiences have a significant effect on customer satisfaction, affective customer experiences have a significant effect on customer satisfaction, and cognitive customer experiences and affective customer experiences have a significant effect on customer satisfaction.

Keywords : Cognitive Customer Experiences; Affective Customer Experiences; and Customer Satisfaction.

INTRODUCTION

Technological developments make companies remains to innovate to increase productivity and profit. One way for companies to be able to increase growth in this technological era is to create and develop mobile apps. Mobile apps show an important role because they allow users to communicate with manufacturers in an easier, faster and more convenient way, both for accessing information and making transaction s (van Noort & van Reijmersdal, 2019). In addition, mobile apps can encourage users to shop more frequently and spend more on purchases when compared to non-mobile app users (Liu et al., 2019).

The presence of the internet in accessing information has changed the way people view shopping activities. Currently, shopping can be done anywhere and anytime without having to do mobility due to the available platforms or mobile apps. As time goes by, various products are easier to obtain because companies are starting to develop e-commerce to reach their consumers.

Not only in terms of product availability, companies who develop e-commerce also pay attention to the convenience of consumers in making transactions. However, there are still problems that occur when making online transactions or mobile apps. Constraints that are often encountered by consumers when making transactions on platforms or mobile apps are the incompatibility of product quality when compared to the visual appearance of the application, concerns regarding the delivery of goods that are not on time, and the process of returning goods that do not meet consumer expectations tends to be long and convoluted.

Consumption Coffee is a popular trend in Indonesia especially in Millenial and Z Generations. This trend makes the coffee industries develop applications for their products. One of the coffee businesses is Fore Coffee. Fore Coffee is a modern coffee start-up with high quality coffee characteristics. This brand launched mobile apps as a form of innovation to continuously

improve its services to customers. This mobile app provides delivery and self-pick-up services for purchasing various drink variants. In addition, this application is also useful for customers, namely no longer needing to queue when ordering, providing convenience in the transaction process, getting special discounts, and getting points and rewards.

Fore Coffee itself is currently expanding to several cities, one of which is in the city of Makassar. This expansion is of course aimed at increasing the market value of Fore Coffee in Indonesia, both from fundraising efforts, opening outlets, to developing features in the Fore Coffee application to encourage users and transactions. The strategies of Fore Coffee design their outlets with accepting only online order and give discounts for their customer with Fore application. This aims to make their customer to easily get their orders and will bring the effect on customer satisfaction with Fore Technology.

Several previous studies have shown that the customer's mobile app experience is different from other shopping experiences. The use of mobile apps allows customers to obtain data related to products in an easy way, can be compared with similar products or other products, purchased, reviewed, assessed, and can share information related to these products (Grewal et al., 2017). In addition, users can also access various attractive promotions, discounts, and services available (Parise et al., 2016). Therefore, mobile apps have the potential to play an important role in influencing the relationship between customers and sellers.

RESEARCH METHODS

This study was designed through systematic steps starting from the operationalization of variables, determining the types and sources of data, methods of collecting data, and ending with designing data analysis and testing hypotheses. If viewed from the level of explanation, this study is associative with the form of causality. The associative approach is an approach to determine the effect of two or more variables and to find out how one variable relates to another. The method used in this research is to use quantitative methods and data collection using survey methods. In this study, there are several variables, either as the dependent variable and independent variables include; Cognitive Customer Experiences (X1), Affective Customer Experiences (X2), and Customer Satisfaction (Y).

Data Sample

To test the conceptual model and hypotheses, a quantitative method with survey data was used to measure customers' satisfaction of the extent to which cognitive and affective customer experience. This research design is consistent with previous studies on cognitive customer experience (Gao et al., 2021; Abadi, et al., 2020; Bleier et al., 2019), affective customer experience (Barari et al., 2020; Souden et al., 2019; Martin, 2015), and customers' satisfaction (Mustafa, et al., 2023; Angelova & Zekiri, 2011). Data were gathered from a college student Management Department Faculty of Economics and Business Hasanuddin University who has mobile apps Fore Coffee. In this study, the number of samples was determined based on the Cochran formula, which obtained a sample of 100 people.

Data Collection and Method Analysis

The form of data collection was carried out using personality quesitionnaires using a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Then the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions (Sugiyono, 2010: 133).

To confirm that the respondents who participated in the survey had actual experience using this mobile apps Fore Coffee services, they were asked whether they had using mobile apps Fore

Coffee services shopping experiences with at the beginning of the survey. Only the customers who confirmed their previous experience with this mobile apps Fore Coffee were allowed to complete the remainder of the survey.

In this study, a quantitative approach was used in carrying out data analysis, empirical data was collected by researchers and then processed using multiple linear regression analysis which was used to test the research hypothesis through SPSS software version 25. Multiple regression analysis can determine how much influence the independent variables have on the dependent variable, namely the effect of cognitive experience and affective experience on customer satisfaction.

This analysis is used to determine how much influence the independent variables (X1 and X2) have on the dependent variables (Y), while conceptual equation of multiple regression is:

$$Y = \beta_0 + b_1X_1 + b_2X_2 + e$$

Information:

Y : Customer Satisfaction
X_1 : Cognitive Customer Experiences
X_2 : Affective Customer Experiences
β_0 : Constant Value
b_1 : Variable Regression Coefficient X_1
b_2 : Variable Regression Coefficient X_2
e : Error Term

RESULT AND DISCUSSION

The format of the results of research and discussion is not separated, considering the number of pages available for the author is limited.

Validity and Reliability Test

This study conducts validity test using Pearson's Correlation with the trust level is 95% or α= 0.05. Moreover, reliable test given the fact that the findings of reliability test show that each variable in this study has a greater Cronbach's Alpha score than 0.60. Based on the results of calculations with the SPSS program, validity and reliability tests can be presented in the following table:

Table 1. Result of Validity and Reliability Test

No.	Variables	Corrected Item – Total Correlation		Cronbach's α	Description
		Min	Max		
1	Cognitive Experiences (X1)	0,613	0,748		Valid
				0,864	Reliable
2	Affective Experiences (X2)	0,691	0,755		Valid
				0,879	Reliable
3	Customer Satisfaction (Y)	0,676	0,707		Valid
				0,882	Reliable

Source: Prepared by the authors (2023)

According to the previous table 1, it is discovered that all observed indicators are acceptable, because it shown by the r-count > r-table (0.199). This data displays that the indicators are feasible to be expended as indicators of constructs. Alpha has a score bigger than

0.60, therefore it can be clarified that the variables of cognitive experiences, affective experiences, and customer satisfaction are valid and or guaranteed to be consistent, so they have the accuracy to be used as a construct in a study.

Multiple Regression Analysis Result

The calculation results in the regression equation obtained a beta value of 2.157, then 0.456 for the cognitive customer experiences coefficient, and 0.472 for affective customer experiences. Based on the results of these calculations, the regression equation can be formulated as follows:

$$Y = 2{,}157 + 0{,}456X_1 + 0{,}472X_2 + e$$

Information:
Y : Customer Satisfaction
X_1 : Cognitive Customer Experiences
X_2 : Affective Customer Experiences
e : Error Term

Table 2. Partial Significance Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,157	1,173		1,839	,069
	COGNITIVE EXPERIENCES	,399	,072	,456	5,569	,000
	AFFECTIVE EXPERIENCES	,526	,091	,472	5,768	,000

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Primary data process on SPSS, 2023

From this equation, the results of the multiple linear regression equation can be interpreted, that; 1) a constant value of 2.157 means that if β0 of the cognitive customer experiences and affective customer experiences variables is equal to zero, then the value of the consumer satisfaction variable is 2.157; 2) the b1 value of cognitive customer experiences is 0.456 meaning that if there is an increase in the value of cognitive customer experiences by one unit assuming the value of the affective customer experiences variable is constant, then the value of the consumer satisfaction variable increases by 0.456; and 3) the b2 value of affective customer experiences shows a value of 0.472, which means that if affective customer experiences increases and the cognitive customer experiences variable is constant, the value of the consumer satisfaction variable will increase by 0.472.

Therefore, based on tables 2, cognitive customer experiences (X1) has a significance probability level of 0.000, then affective customer experiences (X2) has a significance probability level of 0.000. Therefore, it can be concluded that partially cognitive customer experiences and affective customer experiences have a significant effect on consumer satisfaction because the significance level is less than 0.05.

Table 3. Simultaneous Significance Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1210,640	2	605,320	172,006	,000[b]
	Residual	341,360	97	3,519		
	Total	1552,000	99			

a. Dependent Variable: CUSTOMER SATISFACTION
b. Predictors: (Constant), AFFECTIVE EXPERIENCES, COGNITIVE EXPERIENCES

Source: Primary data process on SPSS, 2023

Based on tables 3, ANOVA table or F-table above obtained an F-count coefficient value of 172.006 with a significance probability of 0.000 which is less than 0.05, so that the model can predict customer satisfaction, or it can be said that cognitive customer experiences (X1) and affective customer experiences (X2) simultaneously affect consumer satisfaction with Fore Coffee mobile apps users.

Coefficient of Determination (R^2)

Table 4. Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,883[a]	,780	,776	1,876

a. Predictors: (Constant), AFFECTIVE EXPERIENCES, COGNITIVE EXPERIENCES

Source: Primary data process on SPSS, 2023

The coefficient of determination is the value of the coefficient used to determine the magnitude of the independent variable's contribution to changes in the dependent variable. The contribution of cognitive customer experiences and affective customer experiences to consumer satisfaction is 0.776 or 77.6%, while the remaining 22.4% (100% - 77.6%) is influenced by other variables which were not examined.

Discussion

Effect of Cognitive Customer Experiences on Customer Satisfaction

Drawing on the theoretical framework, this study empirically examines the role of cognitive customer experience to customer satisfaction. The first hypothesis proposed in this study is the relationship between cognitive customer experience variables and customer satisfaction. Based on the findings obtained, these results indicate that cognitive customer experience has a significant effect on customer satisfaction. Consumers will feel satisfied if the service received is in accordance with what has been sacrificed. The convenience that consumers find when placing an order has a significant impact on product sales through mobile apps, besides

that, with the amount of information displayed regarding products, prices, and promotions on the mobile app, Fore Coffee is one of the choices for consumers when they want to order. This finding is in line with previous studies which found that cognitive customer experiences have a significant effect on customer satisfaction (Gao et al., 2021; Abadi, et al., 2020).

Aspects that need to be considered in using mobile apps are aspects related to decision making when placing an order, because consumers will sometimes be helped when reading reviews regarding the product they want to order. In addition, consumer order history needs to be presented to manage consumer purchase records so that consumers can recommend menus or orders based on purchase history. Mobile apps, which are now highly standardized in terms of the features and conveniences they provide, make consumers able to operate them cognitively, will be able to present experiences that create satisfaction (Bleier et al., 2019).

Effect of Affective Customer Experiences on Customer Satisfaction

Moreover, the findings suggest that affective customer experiences, have strong impacts on the customer satisfaction. The second hypothesis proposed in this study is the relationship between affective customer experiences variables and customer satisfaction. Based on the findings obtained, these results indicate that affective customer experience has a significant effect on customer satisfaction.

In addition, consumers also have certain expectations with the services presented, because consumers assume that consumers do not only incur costs, but also include time, energy, emotions, and psychology. Therefore, if the use of this mobile app wants to achieve customer satisfaction and get continuous purchases, Fore Coffee needs to form optimal services related to the development of mobile apps emotionally. This finding is in line with previous research which found that affective customer experiences have a significant effect on customer satisfaction (Aslam, et al., 2023; Barari et al., 2020).

Unexpectedly, the completeness of payment methods available on mobile apps can be an emotional stimulus in building consumer satisfaction (Souden et al., 2019; Martin, 2015). High consumer criteria or expectations need to be realized so that consumers are able to enjoy the complete features of mobile apps.

Effect of Cognitive Customer Experiences and Affective Customer Experiences on Customer Satisfaction

Furthermore, the results of the analysis of cognitive customer experience and affective customer experience show that customer satisfaction simultaneously has a significant effect. Affective customer experiences have a stronger influence on customer satisfaction than cognitive customer experiences. This indicates that, emotionally, consumers use mobile apps in using services because they are able to evoke feelings to buy products and provide convenience when carrying out ordering activities.

These findings reinforce the vital role of the cognitive and affective customer experience ti incerase customer satisfaction. In other words, to get optimal satisfaction it is important for companies to touch the hearts of customers both cognitively and affectively in order to achieve competitive advantage (Aslam, et al., 2023; Mustafa, et al., 2023; Abadi, et al, 2020).

CONCLUSION

Managerial Implication

In particular, Fore Coffee mobile application may present complete and consistent product descriptions, product category classifications, product prices, and discount and voucher information on the application menu. They can also update their mobile application system to manage purchase records, both online and offline so that they can offer customized menu

recommendations based on a customer's past purchase history. In addition, Fore Coffee mobile apps service can improve the system which allows customers who have complaints at the time of ordering to quickly connect with customer service so they can be resolved quickly.

Moreover, Fore Coffee focuses on enhancing the affective customer experience, they must improve the quality and interactions on customer. For example, Fore Coffee could allow customers to use their online store to browse products in their offline store, self-collect online purchases at the offline store, and redeem coupons through their preferred mobile apps. Companies may also provide after-purchase services, such as the exchange or return of products purchased in mobile apps.

Limitations and Future Research Directions

Despite this study's exposures, its limitations leave room for further investigation. Despite the exposure of this study, its limitations still leave development for further investigation. First, this study's object sample was drawn only from the customers of a college students Department Management, Faculty of Economic and Business, Hasanuddin University, in that way limiting the generalizability of its findings. It would be very useful to test the conceptual model in this study if it took data from a wide variety of consumers. Second, the drivers behind the customer experience were considered from a loyalty perspective. Subsequent research could consider other factors that might contribute to the overall customer experience.

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