

# THE INFLUENCE OF SERVICESCAPE ON CUSTOMERS ENGAGEMENT THROUGH CUSTOMER SATISFACTION AT BRASTAGI COTTAGE

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## Abstract

This study aims to determine and analyze the influence of customer experience on customer engagement through customer satisfaction at Brastagi Cottage. This study is an associative study and the type of data used is quantitative data. The population in this study is Brastagi Cottage customers whose number is unknown. The number of samples in this study was 140 respondents. The sampling technique used purposive sampling with the criteria of Brastagi Cottage customers who have stayed more than 1 time. The data analysis used is structural equation modeling. The results of this study indicate that customer experience directly have a positive and significant effect on satisfaction and customer engagement at Brastagi Cottage. Indirectly, servicescape and customer experience have a positive and significant effect on customer engagement through customer satisfaction at Brastagi Cottage.

**Keywords:** *Customer Experience, Customer Engagement, Customer Satisfaction*

## 1. INTRODUCTION

The development of business activities is moving very rapidly. There are several consequences of the development of the current business world, namely business actors who compete with each other to gain profit and the fame of the brand. The development of the hotel business in Indonesia has experienced rapid growth along with the development of the economy and tourism of this country with a population of more than 270 million people, Indonesia is one of the largest markets in Southeast Asia. This large domestic market provides opportunities for hotels in Indonesia to attract local tourists who want to explore the beauty of their own country.

In addition, stable economic growth and the increasing number of middle-class residents also contribute to the high demand for accommodation. This provides an opportunity for hotels to provide various types of accommodation that suit the various needs and preferences of guests. In recent years, the hospitality sector has become one of the fastest growing sectors in Indonesia. This is not surprising considering that Indonesia has many interesting tourist destinations and natural beauty that attracts both local and international tourists (Astuty, 2023).

Hotel is one of the places that has been growing in recent years. The development of people's lifestyles, the development of tourist attractions and the variety of customer needs for creativity and the willingness of hotel developers to provide and meet the needs of the community, this creates convenience for customers in finding a place to rest or stay in the form of an attractive hotel. The physical environment plays a major role in shaping our feelings about the services provided, including visual and nonvisual elements (Giahchin and Ekhlassi, 2013).

The emergence of many hotel businesses that open hotel businesses with various interesting concepts and ideas to attract customers from various circles, especially in Berastagi City, Karo Regency, which as a tourist destination must develop a hotel business. Given the large number of hotel businesses in Karo Regency, it has an impact on the increasingly tight competition that requires Brastagi Cottage to pay attention to several strategies that must be carried out by the company to survive and thrive in the competition. The key to surviving and growing in a competitive environment like this is to have Customer Engagement, customer involvement to measure or describe the level of enthusiasm between customers and Brastagi Cottage. Customer engagement is related to the connection and relationship between customers and products or services.

Customer Engagement is usually viewed as a multidimensional concept that includes cognitive, emotional, and behavioral aspects (Behnam, et al. 2021). Hollebeek (2019) defines cognitive engagement as the level of brand-related thinking and mental elaboration of customers during interactions. It can be seen that Customer

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Engagement arises because of an attachment to a brand that meets the desired criteria and will make continuous visits and purchases. Brastagi cottage has so far not renovated/renewed the physical environment, Brastagi cottage which we know that one of the reasons and makes continuous purchases is the renovation that can be provided by the hotel. To create Customer Engagement, customer satisfaction is first needed for a particular product or service. Customer satisfaction that has been felt will be able to cause trust which is followed by attachment and repurchase decisions from customers, when a customer is already tied to a particular product or service. Customers will be satisfied when the product or service received and felt is in accordance with what the customer expects (Gultom et al. 2020). The level of customer satisfaction can be used as a basis for improving a company's marketing strategy, therefore the level of satisfaction is very much needed to be a benchmark for a company's success for the products and services issued.

According to Kotler et al (2021), Customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or service (or result) to their expectations. Customer satisfaction is a state of pleasure or disappointment formed by comparing the perceived impact of a product or service with the expected value (T. Chen, et al., 2020). According to Ghalib (2021) there are several factors that influence customer satisfaction, namely product quality, price, service quality, emotions, and cost and convenience.

Customer satisfaction will affect the customer's next action to be bound or not bound to the company. The lack of customer engagement is suspected to be due to customers who visit Brastagi Cottage who are still not satisfied with what they have received. Some of the causes are that there have been no changes to Brastagi Cottage which still has the old building concept. One of the quite popular hotel businesses in Berastagi City, Karo Regency is Brastagi Cottage. Brastagi Cottage is located at Jalan Gundaling No. 76, Berastagi, North Sumatra. This hotel was first established in 1974 by Djameluddin Tambunan.

Customer Experience is one of the interesting factors for customer involvement in satisfaction with the hotel business. Customer experience refers to the overall customer experience, as well as their response to their expectations of the e-commerce platform that provides goods or services (Lemke, Clark and Wilson 2010). The company as a service provider to its customers will always provide the best service, so that customers will be satisfied with the services provided by the company. According to Pine and Gilmore (2020) Experiences or experiences are the fourth economic offering, which is different from services such as services from goods, but until now most have not been recognized enough. The indication that customer experience is the customer's experience of the best service provided by the hotel can make customers feel satisfied.

There is a relationship between Customer Experience and Customer Engagement (Chen et al., 2019). Customer Experience is significantly and positively related to Customer Engagement (Ramli & Omar 2017). Customer Experience does not significantly affect Customer Engagement through customer-company identification. Customer Experience with service staff, shopping environment, product experience, and shopping procedures have a positive effect on customer satisfaction (Pei et al., 2020).

To use the BRASTAGI COTTAGE, people can easily download the BRASTAGI COTTAGE application on the Google Play Store for Android users or through the App Store for iOS users. If it has been downloaded, the thing that needs to be done then is to create a BRASTAGI COTTAGE account. Furthermore, the user just selects the movie title watched, choose the location of the user's city and choose the cinema, then choose chairs and broadcast hours, and after that can continue to the payment stage. In the payment process, BRASTAGI COTTAGE as one of the online cinema ticket sales service providers that has a network of cooperation with the largest cinemas in Indonesia must be an application that is easy to use and can provide information needed by its users. User experiences such as comfort and convenience in the use of the BRASTAGI COTTAGE application can be used as a benchmark for receiving the BRASTAGI COTTAGE application. If the user feels discomfort and reluctance and feels the BRASTAGI COTTAGE application is difficult to use, it can be said that the BRASTAGI COTTAGE application has the potential for failure (Indriyanti, 2021).

Considering that the number of cinema ticket booking applications has an impact on the increasingly intense competition that requires BRASTAGI COTTAGE to pay attention to some of the strategies that must be carried out by the company to pressure other competitors. The key to surviving and developing in a competitive environment like this is to have loyal customers (Suhartanto et al., 2019). Understanding of customer loyalty in Indonesia is very important for companies, because this country provides an relevant picture of developing digital markets (Japutra et al., 2020). According to (Cavallone, 2017), loyalty occurs with the specific cognitive activity of consumers who originate from beliefs that accumulate during the period of relations with the company.

To increase consumer interest during competition, one of which is to increase consumer loyalty. To support the creation of the loyal nature of consumers to the BRASTAGI COTTAGE application, it takes a

satisfaction for the services provided. There are several studies that support and state that customer satisfaction has a positive and significant influence on consumer loyalty, among others, the results of research from Azhar et al (2019), Dennisa (2016), Khakim et al (2014), Sembiring et al (2014). To cause customer loyalty, a customer satisfaction is needed in advance for a particular product or service. Consumer satisfaction is the target of every company. Consumer satisfaction is an evaluation of retirebeli between perceptions of alternative product or service performance chosen to meet or exceed expectations (Zeldman, 2017). Customer satisfaction will affect customer actions further to be loyal or not loyal to the company. Lack of customer loyalty, one of which is suspected because of the cinema customers who use the BRASTAGI COTTAGE application that feels still not satisfied with what they have got. Some of the reasons are because applications that like errors, ticket money that is refunded suddenly unilaterally, transactions that are not smooth, and so on. This makes the cinema customers who use the BRASTAGI COTTAGE application in Medan now feel not satisfied.

Site quality shows the quality that is felt in general that forms the impression that underlies the user and affects the level of loyalty and user satisfaction with a site. It is difficult to reflect on the achievement of site quality given various components (Nasimi et al., 2018). Interaction of Human-Computer Interaction Interaction, Usability, and User Experience often ignores the "dark side" of User Experience (visual, aesthetic, and emotional aspects) to improve and consolidate strong methods and share among theorists, scholars, and Practitioner (Bollini, 2017).

When creating a customer engagement, a long-running process can negatively affect user experience (Kotaru, 2019). Different interfaces will certainly provide different experiences in the use of the application. Judging from the reviews submitted by users from the BRASTAGI COTTAGE application there is still a bad assessment of the BRASTAGI COTTAGE interface such as a color combination that is less attractive, inappropriate menus/icons, and the display of the interface is less skilled. This shows that further and in -depth evaluation is still needed regarding the customer engagement of its customers. The results of research by Nasimi et al., (2018) show that the customer engagement has a high influence on customer satisfaction and has a very significant impact on loyalty. The customer engagement variable has a positive and significant effect on customer satisfaction (Sanny et al., 2019). The results of the research are Aman & Smith-Colin (2022) show that the customer engagement has no significant relationship to satisfaction.

## **2. LITERATURE REVIEW**

### **2.1 Customer Experience**

Customer experience refers to the overall experience of customers, as well as their response to their expectations of the e-commerce platform providing goods or services (Lemke, Clark and Wilson 2010). Companies as service providers to their customers will always provide the best service, so that customers will be satisfied with the services provided by the company. According to Pine and Gilmore (2020) experiences are the fourth economic offering, which is different from services such as services from goods, but until now most have not been recognized enough. The ultimate goal of implementing this concept is to create good relationships with visitors and build loyalty with visitors. Customer satisfaction is often the final goal of a company's customer journey cycle or process. In many cases, it is found that customer satisfaction is obtained by customers because the Company can provide things that are requested or expected by customers and many cases also explain this.

### **2.2 Customer Engagement**

Customer engagement is an interactive concept that occurs during customer/brand or company interactions (Harrigan, et al. 2018). In these interactions, customer engagement reflects the investment of customer resources. Based on their level of investment, the observed outcomes vary widely. For example, while highly engaged customers invest substantial thought, time, and effort in their interactions, low-engaged customers (also referred to as disengaged or unengaged customers) show little willingness to invest in their interactions, thus affecting customer satisfaction variables. Customer engagement is usually viewed as a multidimensional concept that includes cognitive, emotional, and behavioral aspects (Behnam, et al. 2021). Hollebeek (2019) defines cognitive engagement as the level of brand-related thinking and mental elaboration of customers during an interaction. Emotional engagement (labeled affection) indicates the level of positive sentiment customers have about a brand, while behavioral engagement (activation) refers to the level of energy, effort, and time customers spend in their brand interactions.

**2.3 Customer Satisfaction**

Zeithaml, Bitner, and Gremler (2017), customer satisfaction is a customer's evaluation of a product or service in terms of whether the product or service has met the customer's needs and expectations. Customer satisfaction is a state of pleasure or disappointment formed by comparing the perceived effect of a product or service with the expected value (T. Chen, Cong, et al., 2020). According to Kotler et al., (2021), Customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product or service (or outcome) to their expectations. Consumer satisfaction is often defined as the emotion that consumers like after using goods or services (Ahmed et al., 2023).

**3. IMPLEMENTATION METHOD**

**3.1 Data Collection and Sample**

This study explains the hypothetical relations between customer experience on customer engagement and satisfaction. The population in this study were Brastagi Cottage customers whose exact number was unknown. The sampling technique used is judgmental/purposive sampling, where participants are selected based on the belief of experienced individuals that they will meet the research requirements (Hair, Ortinau, and Harrison 2021). Judgemental sampling can be said to be a sampling technique based on specified criteria. In this study, the sample criteria were Brastagi Cottage customers who had stayed more than once and the sample was 140 respondents. Data analysis techniques using path analysis with approach Structural Equation Modeling (SEM). According to (Hair et al., 2021) A part of a statistical model that aims to explain the link between many variables is structural equation modeling or SEM. The measurement model (outer model) and the structural model (inner model) comprise the PLS path model. The total number of items in all variables was measured from 27 items. Each item statement is distributed using a scale of 1 to 5, from "strongly disagree" to "strongly agree".

**4. RESULT AND DISCUSSION**

**4.1 Descriptive Statistics**

**Tabel 1.** Descriptive Statistics

Description	Category	Frequency	Percentage
Gender	Male	58	41.4
	Female	82	58.6
	Total	140	100.0
Age	21-25	21	15.0
	26-30	32	22.9
	31-35	41	29.3
	> 35	46	32.9
	Total	140	100.0
Occupation	Student	24	17.1
	Civil Servant	58	41.4
	Entrepreneur	35	25.0
	Others	23	16.4
	Total	140	100.0
Income	Rp. 500.000 - 1.000.000	17	12.1
	Rp. 1.000.001 - 3.000.000	23	16.4

	Rp. 3.000.001 - 5.000.000	-	29	20.7
	Rp. > 5.000.000		71	50.7
	Total		140	100.0
Frequency of use	1-2 times		68	48.6
	3-5 times		53	37.9
	More than 5 times		19	13.6
	Total		140	100.0

Source: Primary Data (2024)

Table 1 above indicates that Brastagi Cottage customers are primarily female (58,6%) and in the age group >35 (32,9%). Additionally, Table 1 above indicates that most Brastagi Cottage customers are civil servants (41,4%), with the income mostly > 5.000.000 is (50,7%) with the majority having stayed there for more than 1-2 times (48,6%).

#### 4.2 Evaluation of Outer (Measurement) Model

**Table 2.** Validity and Reliability

Construct	Items	Outer Loading	$\alpha$	CR	AVE
Customer Experience (X2)	CX1	0.649	0.91	0.922	0.52
	CX2	0.593			
	CX3	0.733			
	CX4	0.713			
	CX5	0.782			
	CX6	0.718			
	CX7	0.777			
	CX8	0.817			
	CX9	0.712			
	CX10	0.757			
Customer Satisfaction (Z)	CX11	0.653	0.908	0.927	0.681
	KP1	0.784			
	KP2	0.810			
	KP3	0.827			
	KP4	0.872			
	KP5	0.848			
Customer Engagement (Y)	KP6	0.805	0.927	0.938	0.627
	EG1	0.776			
	EG2	0.815			
	EG3	0.805			
	EG4	0.826			
	EG5	0.764			
	EG6	0.817			
	EG7	0.826			
	EG8	0.738			
EG9	0.757				

Source: Researcher Processing Results Using SmartPLS (2024)

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Based on Table 2. Each variable indicator (customer engagement, customer engagement, and customer satisfaction) has an outer loading value and AVE > 0.5 and is considered sufficient to meet the requirements of convergent validity. Based on Table 2, the Composite Reliability and Cronbach's Alpha values of all research constructs are > 0.70 so that they meet the reliability requirements.

**Tabel 3.** Fornier-Lacker Criterion

Variables	CX	EG	SAT
CX	0.721		
EG	0.776	0.792	
SAT	0.752	0.805	0.825

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3. The diagonal value is AVE's square root value, which is higher than the correlation value between constructs. Then, the model can be said to be valid because it has fulfilled discriminant validity.

**4.3 Evaluation of Inner (Structural) Model**

**Tabel 4.** R Square

Variables	R Square	R Square Adjusted
EG	0.728	0.722
SAT	0.626	0.621

Source: Researcher Processing Results Using SmartPLS (2024)

Based on Table 4. the Adjusted R Square value of customer engagement can be explained by variations in customer engagement constructs and customer satisfaction of 0,722. This means that the contribution of variations in customer engagement and customer satisfaction to customer loyalty is 72,2%, and the other 27,8% is explained by variations in other constructs not included in the model. Meanwhile, the Adjusted R Square value of customer satisfaction can be explained by variations in the customer engagement construct of 0,621. This means that the contribution of customer engagement variations to customer satisfaction is 62,1%, and the other 37,9% is explained by variations in other constructs not included in the model.

**Tabel 5.** Direct and Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis
<b>Direct Effect</b>						
CX -> EG	0.314	0.324	0.079	3.997	0.000	Accepted
CX -> SAT	0.490	0.475	0.107	4.577	0.000	Accepted
SAT -> EG	0.438	0.429	0.074	5.927	0.000	Accepted
<b>Indirect Effect</b>						
CX -> SAT -> EG	0.215	0.203	0.055	3.877	0.000	Accepted

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3, for the direct effect, the customer experience has a positive and significant impact on customer engagement with P values (0.000) < 0.05. P Values (0.000) < 0.05 indicate that customer experience has a positive and significant impact on engagement. As a result, hypothesis 1 is approved. the customer experience has a positive and significant impact on customer satisfaction with P values (0.000) < 0.05. P Values (0.000) < 0.05 indicate that customer satisfaction has a positive and significant impact on customer engagement. As a result, hypothesis 2 is approved. Customer satisfaction positively and significantly affects customer customer engagement with P Values (0.000) < 0.05. Thus, hypothesis 3 is accepted. Table 3 also shows the indirect effect, namely, customer experience, has a significant and positive impact on consumer engagement through satisfaction with a P value of (0.000) < 0.05. Thus, hypothesis 4 is accepted.

#### 4.4 Discussion

##### 1. The Effect of Customer Experience on Customer Engagement

Based on the results of this study, Customer Experience has a direct effect on customer satisfaction with a coefficient of 0.490 with T-Statistics (4,577) > t table (1.65) and significant (0,000) < 0.05. Thus, Customer Experience has a positive and significant effect on Brastagi Cottage customer satisfaction. That is, if the customer experience increases, then customer satisfaction will also increase significantly. The results of this study are in line with the results of the study of Lemke et al (2010) showing that customer experience has a positive influence on customer satisfaction. The customer experience variable also partially has a positive and significant influence on customer satisfaction Pine and Gilmore (2020). The results of the study (Al-Adwan et al., 2020) also showed that the quality of customer experience positively affects the level of customer satisfaction.

##### 2. The Effect of Customer Experience on Customer Engagement

Based on the results of this study, customer experience directly affects the customer engagement with a coefficient of 0.314 with T-Statistics (3,997) > t table (1.65) and significant (0,000) < 0.05. Thus, Customer Experience has a positive and significant effect on Customer Engagement Brastagi Cottage. That is, if the customer experience increases, the customer engagement will also increase significantly. The results of this study are in line with (Sukendia, Jacinda and Harianto 2021) Customer Experience is a significant factor affecting customer engagement. Customer experience affects customer engagement significantly and positively (Ahmad et al., 2022).

##### 3. The Effect of Customer Satisfaction on Engagement

Based on the results of this study, directly customer satisfaction has a positive and significant effect on customer engagement. This is indicated by the coefficient value of 0.438 with T-Statistics (5,927) > t table (1.65) and significant (0,000) < 0.05. Thus, positive and significant customer satisfaction with Customer Engagement Brastagi Cottage. That is, if customer satisfaction increases, then customer engagement will also increase significantly.

The results of this study are in line with Abror, et al., (2020) that customer satisfaction affects customer engagement positively and significantly. Safitri & Lestari (2023) there is a positive influence on customer satisfaction on customer engagement. Research (Nugroho & Suprapti, 2022) also shows that customer satisfaction has a positive and significant influence on customer engagement. Meanwhile, according to Ananda, Kumar, & Singh's research (2023) customer satisfaction mediates with no significant relationship between service quality and customer engagement.

##### 4. The Effect of Customer Experience Indirectly on Customer Engagement Through Customer Satisfaction

Based on the results of this study, Customer Experience has an indirect effect on customer engagement through customer satisfaction with a coefficient of 0.215 with T-Statistics (3,877) > t table (1.65) and significant (0,000) < 0.05. Thus, customer experience has a positive and significant effect on customer engagement through Brastagi Cottage customer satisfaction. This means that if the customer experience increases, the customer engagement will also increase significantly through customer satisfaction. The results of this study are in line with (Kumar et al., 2024) which reveals that the relationship between the benefits that are felt and emotional engagement are mediated by customer satisfaction. Research (Fernando et al., 2023) also shows that there is a mediation of satisfaction between customer experience, customer involvement, and future intentions. However, Jeloudarlou, et al., (2021) found a different thing that satisfaction with customer experience of offline services was negatively influenced by the presence or behavior of other customers.

#### 5. CONCLUSION

Based on the results and discussion, the researcher concludes that the Customer experience has a positive and significant effect on Brastagi Cottage customer satisfaction. Customers Experience has a positive and significant effect on Customer Engagement Brastagi Cottage. Customer Experience has a positive and significant effect on customer engagement through customer satisfaction Brastagi Cottage customers. Customer satisfaction has a positive and significant effect on Customer Engagement Brastagi Cottage. It is recommended that Brastagi Cottage should add additional facilities such as coffee shops, karaoke, and swimming pools so that customers can be more comfortable to stay there because of many adequate facilities and entertainment. Brastagi Cottage should renovate with modern and aesthetic styles in room interior designs such as wall colors, more modern furniture but still memorable classic, decoration, more qualified facilities but still maintain the concept of its cottage with a

room in the form of a house in order to increase comfort and impression of agar Customers want to come back again and of course you can change young people for more people who want to stay at Brastagi Cottage..

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# THE INFLUENCE OF SERVICESCAPE ON CUSTOMERS ENGAGEMENT THROUGH CUSTOMER SATISFACTION AT BRASTAGI COTTAGE

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