THE INFLUENCEOF EXPERIENCE, TRUST, AND MARKETING ATMOSPHERE ON RETURN VISIT DECISIONS AT SLOUCS CAFE

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Abstract: This study aims to determine and analyze the effect of Experience Marketing, Trust, and Atmosphere on the Decision to Return to Cafe Slou cs. The data used in this study are primary data obtained through observation, interviews and distributing research questionnaires and using secondary data through activity documentation. The population in this study were Cafe Slou c s consumers, while the research sample used a sampling calculation according to Arikunto by multiplying the number of indicators by 6, resulting in a sample of 108 consumers. For data analysis, the authors used multiple linear regression analysis. Based on the results of hypothesis testing, it can be stated that Experience Marketing has a significant effect on Revisit Decisions, Trust has a significant effect on Revisit Decisions, and Atmosphere has a significant effect on Revisit Decisions. And simultaneously the variables of Marketing Experience, Trust, Atmosphere have a significant effect together on the Decision to Return to Cafe Slou cs.

Keywords: Experience Marketing; Trust; Atmosphere; Revisit Decision

INTRODUCTION

In this era of globalization, there are more and more unique places that can be used as a place to enjoy drinks and food. One of these places is "Cafe". The habit of drinking coffee is closely related to human life since centuries ago. In this modern era, drinking coffee has many roles, not only as a source of enjoyment, but also as a medium of communication. Coffee consumption is expected to increase in the future due to cultural factors, economic conditions, changes in drinking tastes (serving various flavors), coffee's perception of health, and lifestyle changes.

Experience marketing comes from two words, namely Experience which means experience and Marketing which means marketing. According to Pine and Gilmore in (Benedicta Jennifer et al., 2022)[1]experience is an event that occurs and is felt by each individual personally which can give a special impression to the individual who feels it. First, sensory experience which involves how consumers use their five senses to experience a product, ranging from appearance, taste, aroma, location atmosphere, to product texture. Second, the feeling experience relates to consumers' moods that influence their memories of the product and the emotions that arise from interactions with the product, both positive and negative. Third, the creative thinking experience relates to the way a business evaluates its products to support progress and innovation.

Fourth, physical experience (lifestyle) is related to individual behavior patterns that are reflected in their actions, interests, and opinions. The second problem related to consumer revisit decision factors is the existence of trust related to services and also products in the form of goods or services offered by business actors. According to Rofiq in (Rezha Devi Anggreini & Suparwati, 2020) [2]trust is the trust of certain parties to other parties in making transactions based on the belief that the individual or object they trust has all obligations in accordance with their expectations.

There are several elements that influence it, namely first, Benevolence, this relates to the commitment of product and service providers to be able to meet customer needs, in this case the company or place of business must pay attention to customer satisfaction, second Ability, this relates to the quality and ability of the actors (sellers, employees, etc.) [3]to their customers. Cafe Slou Cs is one of the cafes in the city of Jember with a minimalist design, this café was founded at the end of 2022 which is located at Jl. Tidar Palace 02, West Krajan, behind SD, Kec. Sumbersari, Jember Regency, East Java. Where this cafe is open from 09.00-23.00 WIB which with its operating hours makes this cafe identical to student consumers and also workers.

According to research (Dwi Oktavia Nirmalasari, Feti Fatimah, Wenny Murtalining Tyas, 2022) [4]shows that the results of the study stated a significant positive between marketing experience and consumer repurchase interest, this is also sustainable with research conducted by researchers. with the title influence of marketing experience, trust, and atmosphere on repeat visit decisions at café slou cs. Based on the results of interviews with employees on behalf of afi (2024), it is stated that the marketing experience with action indicators at the slou cs cafe, employees provide an open bar system, which means that open bars are consumers allowed to make their own coffee latte art (art on coffee), while according to the trust variable based on the results of interviews with employees on behalf of afi (2024), it is stated that trust with integrity indicators is at the slou cs café stated to have good order and queues in ordering slou cs drink and meal menus, quality product quality supported by good service quality makes consumers have an interest in visiting again, according to the atmosphere variable.

Based on the results of interviews with employees on behalf of Afi (2024), it is stated that the indoor atmosphere of Café Slou cs gives an aesthetic impression by installing paintings and flower pot decorations, also provides wifi and bathroom facilities while outdoor services provided by Café Slou cs provide hangout facilities in front of the cafe such as tables and chairs that are comfortable for hanging out. In addition, the service facilities provided are also related to a large and safe parking lot. The trust provided by cafe slou cs is in the form of quality assurance in terms of taste in the form of quality coffee which tends to be of high quality so that it creates a distinctive taste that is different from other businesses in the vicinity, this trust creates a mature perception for consumers in making decisions. to make a return visit.

Meanwhile, based on phenomena related to the atmosphere of the location of the Slou Cs café business place, it is very possible to hangout at dusk, a location that tends to be quieter is perfect for doing assignments, gathering and relaxing with friends. Because the café is dirty cs provides access to locations and access to facilities needed by today's millennial generation.

METHOD

This research uses a quantitative approach. According to Sinulingga in (Adinda, 2021) [5]quantitative research is a type of research that aims to describe systematically. This research is classified as associative research, which is research that aims to determine the relationship between two or more variables. This study aims to determine whether there is an influence of experiential marketing, trust, and atmosphere on repeat visit decisions.

This study uses data obtained through respondents, where respondents will provide oral responses to find out written responses in response to the statements given. The data used in this study are as follows: According to (Sugiyono, 2018)[6] Primary data is a data source obtained directly from the original source (not through intermediary media). The method used to obtain primary data is the interview method or distributing questionnaires to respondents of Cafe Slou. Cs. In this study, primary data includes data on the results of distributing questionnaires to respondents.

According to Sekaran in (Adinda, 2021)[5] Secondary data is a data source obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). Secondary data is generally in the form of evidence, historical records or reports that have been compiled in published or unpublished archives. Secondary data used in this research is in the form of literature studies, journals, and other documentary information that can be retrieved through online systems (internet). To explain the population where the generalization area consists of objects or subjects that have a certain number and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019).[7] [The population in this study were consumers of Cafe Slou. Cs who have visited.

A sample is research that only examines part of the population. According to (Sugiyono, 2019) [7]the sample is part of the number and characteristics of the population. The sampling procedure used in this study is a sampling technique, the sample determination depends on the indicators used (Arikunto, 2016).[8] Determining the number of samples in a study using a questionnaire or questionnaire depends on the number of researcher indicators used. The number of samples is equal to the number of indicators multiplied by 5 to 10. In this study there were 18 indicators used. Therefore, using a factor multiplied by 6 because the research indicators only amounted to 18 indicators, the number of samples for this study was determined to be $18\times6 = 108$.

RESULTS AND DISCUSSION

a. **Characteristics of Respondents Based on Gender.**

Table 1. Characteristics of respondent

Gender.	Respondents	Persentase
Man	51	47,2%
Woman	57	52,8%
Amount	108	100%

Based on Table 4.2, it can be concluded that the gender who visited Slou Cs cafe was dominated by women as many as 57 respondents (52.8%) and only followed by men as many as 51 respondents (47.2%).

b. **Characteristics of Respondents Based on Last Education**

Table 2. Last Education

Years	Responden	Persentase
SMP	2	1,9%
SMA	52	48,1%
D1/D2/D3	9	8,3%
S1/S2/S3	45	41,7%
Amount	108	100%

Based on table 4.4, it can be seen that consumer visits to Slou CS cafes are dominated by people with a high school education background (48.1%) and only S1 / Masters / S3 education levels (41.7) followed by those with Diploma education (41.7). 8.3%). and junior high school (1.9%).

c. **Characteristics of Respondents Based on Visits**

Table 3. Visits

Age	Responden	Persentase
Years 2020	4	3,7%
Years 2022	18	16,7%
Years 2023	50	46,3%
Years 2024	36	33,3%
Amount	108	100%

Based on table 4.5, it can be stated that the highest domination of visits occurred in 2023 (46.3%) followed by 2024 (33.3%) then 2022 (16.7%) and 2020 (3.7%).

DISCUSSION

Based on the test results, each effect can be explained as follows:

a. The Effect of Marketing Experience on Return Visit Decisions

The results showed that Experience Marketing (X1) has an influence on revisit decisions, this is evidenced by the t value (4.211) > t table (1.98304) and the calculated significance value (0.000) < (0.05). So H0 is rejected and H1 is accepted. So it can be interpreted that Experience Marketing (X1) has an effect on revisit decisions. This shows that the higher the Experience Marketing will certainly have an impact on consumer decisions to visit again.

This research is in line with research [8] the results of the study show that experience marketing has a significant effect on customer satisfaction, it is also This research is in line with research (Hendayana & Solichati, 2021)[9] whose results state that experience marketing has a significant positive effect on consumer loyalty. And research conducted by (Nirmalasari et al., 2022) [4]shows that partially experiential marketing variables (sense, feel, think, act and connect) have a significant positive effect on repurchase interest and are supported by research (Muhammad Febrianto, Muhammad Naely Azhad, 2023) [10]which states that experiential marketing (sense, feel, think, act and connect) affects consumer repurchase. And supported by (Mohammad Miftahul Berri, Achmad Hasan Hafidzi, Ira Puspitadewi) [11]that Taste has a positive and significant effect on Customer Loyalty.

This finding means that there will be a good increase in customer loyalty at Kedai Kopi Jember. The above results can be concluded that experience marketing is the most important part in attracting customers or visitors to decide to visit again with all considerations, one of which is the differentiation of products and services provided.

b. The Effect of Trust on Revisit Decisions

The results showed that Trust (X2) has an influence on the Decision to Visit Again, this is evidenced by the calculated t value (5.265)> t table (1.98304) and the calculated significance value (0.000) < (0.05). So H0 is rejected and H1 is accepted. So it can be interpreted that trust affects the decision to visit again. This shows that the higher the consumer trust in Cafe Slou CS, of course, will have an impact on consumer decisions to visit again.

This research is in line with (Aulia et al., 2023) [12]which states that trust has a significant positive effect on purchasing decisions at E-Commerce Shopee in Bandar Lambung. And supported by research (Anggraini et al., 2022) [13]which states that consumer confidence partially and simultaneously has a positive and significant effect on purchasing decisions. it can be concluded that customer trust must be prioritized through the quality and quantity of services and products marketed.

c. The Effect of Atmosphere on Revisit Decisions

The results showed that the atmosphere (X3) has an influence on the decision to visit again, this is evidenced by the calculated t value (9.409)> t table (1.98304) and the calculated significance value (0.000) < (0.05). Then H0 is rejected and H1 is accepted. So it can be interpreted that the atmosphere affects the decision to visit again.

This research is in line with research conducted (Dimas Aryo Baskoro, 2021) [14]which from the results of his research states the results that the cafe atmosphere has an effect on purchasing decisions and this is also supported by research (Grace Amalia Tondang et al., 2023) [15]which states that the cafe atmosphere variable affects consumer interest in visiting. it can be concluded that the atmosphere in objects such as cafes greatly influences consumer decisions to make return visits to these places.

d. The Effect of Experience Marketing, Trust, and Atmosphere on Revisit Decisions Simultaneously

The results showed that the variables (X1) Experience Marketing, (X2) Trust, (X3) Atmosphere have an influence on revisit decisions, this is evidenced by the calculated significance value (0.000) < (0.05). So H0 is rejected and H1 is accepted. So it can be concluded that the variables (X1) Experience Marketing, (X2) Trust, (X3) Atmosphere if tested together have a significant positive effect on revisit decisions, based on the results of R Square of 0.908, this means that (X1) Marketing Experience, (X2) Trust, (X3) The ability of independent variables to influence the dependent variable is 90.8% and the remaining 9.2% is influenced by other factors.

This research is in line with research (Muhammad Febrianto, Muhammad Naely Azhad, 2023) [10]which states that marketing experience (sense, feeling, think, act and related) has an effect on consumer repurchases. In addition, based on the trust variable, this study is in line with (Aulia et al., 2023) [12]which states that trust has a significant positive effect on purchasing decisions at E-Commerce Shopee in Bandar Lambung. This research is in line with research conducted (Dimas Aryo Baskoro, 2021)[14] which from the results of his research states the results that the cafe atmosphere

has an effect on purchasing decisions. And supported by (Mohammad Miftahul Berri, Achmad Hasan Hafidzi, Ira Puspitadewi, 2022) [11]that Taste has a positive and significant effect on Customer Loyalty. This finding means that there will be a good increase in customer loyalty at Kedai Kopi Jember. So it can be concluded that simultaneously attention and quality as well as differentiating factors in providing marketing experience, trust and atmosphere in the object of cafe research must continue to be improved which can affect high consumer visit interest.

CONCLUSION

Based on the results of research conducted by researchers, it can be concluded as follows: Testing the results of the hypothesis between Experience Marketing (X1) on Revisit Decisions has a significant positive effect based on the t test (partial) Experience Marketing variables have a positive and significant effect. at a value of (4,211) > t table (1,98304) and a significance value level (0.000) <0.05. So from the results of this study it can be concluded that Experience Marketing can improve and influence consumer Return Visit Decisions to Cafe Slou Cs. The results of hypothesis testing between Trust (X2) on the Revisit Decision have a significant positive effect based on the t test (partial) the Trust variable (X2) has a value of (5.265)> t table (1.98304) and a significance value confidence level (0.000) <0.05. So from the results of this study it can be concluded that consumer trust can increase and influence consumer decisions to visit Cafe Slou Cs again.

The results of hypothesis testing between the atmosphere (X3) on the decision to visit again have a significant positive effect based on the t test (partial) the atmosphere variable (X3) has a calculated t value (9409)> t table (1.98304) and a significance level value (0.000) < 0.05. So from the results of this studies it can be concluded that the atmosphere can improve and influence consumer decisions to visit Cafe Slou Cs again. The results of hypothesis testing between Variables (X1) Experience Marketing, (X2) Trust, (X3) Atmosphere have an influence on Revisit Decisions, this is evidenced by the calculated significance value (0.000) < (0.05). Then H0 is rejected and H1 is accepted. So it can be concluded that the variables (X1) Marketing Experience, (X2) Trust, (X3) Atmosphere if tested together have a significant positive effect on Revisit Decisions, based on the results of R Square of 0.908, meaning that (X1) Marketing Experience, (X2) Trust, (X3) Atmosphere The ability of independent variables to influence the dependent variable is 90.8% and the remaining 9.2% is influenced by other factors.

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