

The Effect of Digital Content Marketing and Customer Experience on Brand Loyalty of Nuju Coffee in Bandar Lampung

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Abstract- This study aims to determine whether digital content marketing and customer experience have a significant influence or not on the development of brand loyalty from Nuju Coffee cafe. The results of this study are expected to be a reference for companies whether to continue or change the strategies that have been implemented to be able to win competition in the increasingly fierce cafe market. This type of research is causality explanatory quantitative research, with the population being followers of the @nujucoffee Instagram account of 32,300 followers and the sample to be studied as many as 100 respondents. The analytical tool used is Multiple regression analysis to determine whether there is a positive causal relationship between Digital Content Marketing and Customer Experience on Brand Loyalty from Nuju Coffee Bandar Lampung.

Keywords- digital marketing, brand loyalty, digital content marketing, instagram, customer experience

I. INTRODUCTION

Lampung is the top 10 coffee-loving region in all of Indonesia, which provides an opportunity for entrepreneurs to utilize coffee as the basis of their business. But from time to time customers are not only looking for delicious coffee, they are also looking for a suitable place to take pictures, do assignments and also just chat with friends or with relatives in a comfortable atmosphere. Because of this trend in consumer behavior, in Bandar Lampung itself, the café industry began to develop which uses coffee as one of the commodities to attract consumers to accompany their hangout activities. Because of the huge market demand plus the many responses from businesses that massively build various models of cafes, the competition map of the cafe industry in BandarLampung has become very tight. Until now, there are many cafes with various local and national brands that compete to attract and retain customers.

Competition in the café industry has also spread to the digital world. Many cafes are now utilizing various digital platforms to compete, from the use of service on demand to

the implementation of digital marketing to attract customers and deliver various promos and events. Furthermore, consumers and café-goers have also begun to search more intensely for information related to café options and alternatives through social media, as it makes it easier for them to decide where to hang out with friends. It can be said that the digital marketing platform is now one of the backbones for cafes to compete and attract consumers, due to its massive and flexible nature to be able to serve consumers and or develop a brand image that is attached and familiar to its customers.

One of the cafes or coffee shops that is currently competing in Bandar Lampung is Nuju coffee. Nuju coffee is a cafe that has not been formed for a long time, which was established on December 25, 2020, which is located in the Bandar Lampung area, has complete facilities, one of which has a mosque to make it easier for Muslim customers, even though it is only 3 years old, they already have 6 branches in several places around the city of Bandar Lampung, namely in Kedaton, Kemiling, Pahoman, Singosari, Sudirman, and also Sukarama. Just like other cafes, Nuju Kafe has also begun to aggressively implement digital marketing in its marketing activities. For example, insight on Instagram @nujucoffee has 32,137 followers, 6 following, 285 posts, 756 average likes, 22 average comments and also 35,773 average video views. In addition, it also has an Engagement rate of 2.45%, which has above-average engagement, namely an increase in followers which increases by 230 people in a week. of course, the increase in the amount of each data has many processes and strategies to maintain and increase the value of a brand and potential customers.

Based on the results of observations, there are several posts with the most likes, namely, in posts 2 years ago which amounted to 9.4 thousand likes and 20 comments with the caption one fine day in nuju hq, followed by the second with the same year, namely 2 years ago which means 2021 which amounted to 6.2 thousand likes and 77 comments with the caption nuju coffee hq in the photo using a drone by @helloworld_co..visit us. Nuju coffee, the third is a post on 31

weeks ago which means 7 months ago in 2023 which amounted to 6.2 thousand likes and 41 comments with the caption Our 6th new house "Nuju Coffee Pahoman". The content in these posts also presents information that aims to inform related to brand and place updates to customers who will come and customers who have already come.

From the description of the performance of their social media platforms, Nuju Coffe has a strategy to make customers want to come back to buy their products and can also compete with other coffee shops. This can be interpreted that Nuju Coffe is trying to focus its digital marketing activities to form brand loyalty among its followers and customers. Brand loyalty is defined as the level at which a consumer expresses a positive attitude towards a brand, has a commitment to the brand, and has the willingness to continue buying it in the future. Of course, getting this is not easy, this requires a strategy to be able to build and form brand loyalty in Nuju Coffee customers.

There are several strategies that are possible to increase brand loyalty from the café industry, namely through the application of Digital Content Marketing and Customer Experience. Content Marketing can be defined as a marketing strategy that aims to create and disseminate content that has relevance and has high value that is clear and understandable, with the ultimate goal of encouraging profitable actions from customers (Pulizzi 2009). Content marketing is a marketing strategy that is highly relevant in the context of the digital age. Content marketing is also an effective way to build brands, create stronger relationships with customers, and retain them for repeat visits. Digital content marketing is a marketing strategy that focuses on utilizing digital content, such as social media, blogs, and other online platforms, to communicate with customers and potential customers.

Meanwhile, customer experience refers to the internal and subjective responses of customers as a result of their interactions with the company, either directly or indirectly. These direct interactions are often triggered by initiative actions from customers and are generally related to the purchase and service stages (Meyer and Schwager (2007). Customer experience involves all experiences that customers have while interacting with a brand, including physical visits to coffee shops, customer service, and interactions that occur through digital platforms. Therefore, customer experience is very necessary to get attention and to win over customers to be loyal to a brand.

Based on the background of the problem, this study aims to answer the main research question. Namely whether Digital Content Digital Marketing and Customer Experience have a significant influence on Brand Loyalty at Nuju coffee in Bandar Lampung, with the Dependent variable (Y) being Brand Loyalty at Nuju coffee. While the independent variables (X) are Digital Content Marketing (X1) and Customer Experience (X2) with objects in the people of Bandar Lampung City. It is hoped that the results of this study will provide valuable insights to cafe owners and also contribute to a scientific understanding of marketing and customer behavior in the context of the city of Bandar Lampung.

II. LITERATURE REVIEW

A. *Digital Content Marketing*

Digital Content marketing or digital marketing content, according to KBBI, content itself means information available through electronic media or products while marketing is about disseminating it to the community. It can be concluded that content marketing is information that needs to be provided to be disseminated to the public through social media. Digital marketing content is also a strategy that can be used to spread valuable, relevant, and consistent content to attract the attention of certain social media users as intended.

Content marketing is the process by which individuals or organizations create or share content to tell their story in a manner similar to having a conversation. This content marketing approach is not just aimed at selling products or services directly, but rather as a mindset that should be embraced and encouraged, rather than just an instant tactic that yields quickly [1].

Content marketing has the potential to increase demand in the market. In addition, the utilization of content marketing through various media such as text, video, or images can influence the audience's thinking. Therefore, it can be concluded that content marketing can be used to attract customers to a particular product or service by using indirect persuasion methods. This approach has the potential to increase sales volume and build customer loyalty [2].

Based on the above quote, it can be concluded that the purpose of content marketing is the introduction of a product to attract the attention of the audience through text, video, or images to influence the audience's thinking to buy a product and also build an audience to keep buying the product continuously by building consumer confidence.

B. *Customer Experience*

Customer experience is defined as deriving from a set of interactions between a customer and a product, company, or part of an organization, which elicits a reaction. This experience is truly personal and implies customer involvement at different levels (both rationally, emotionally, sensory, physically, and spiritually) [3].

There are two aspects to creating a customer experience that need to be considered. First, it is necessary to shape a compelling offer so that the customer experience is prioritized, while the second is to ensure that the funds spent reflect the reality that matches the promise of the customer experience [4]. The customer experience process arises from a series of interactions between the customer and the product, company, or part of the company, which elicits a response from the customer to the product and company. This experience is highly personalized and involves customers on various levels, including rational, emotional, sensory, physical, and spiritual [5]

Based on the two quotes above, it can be concluded that Customer Experience is an interaction that causes a reaction and is personal and very rational, emotional, sensory, physical and spiritual.

C. Brand Loyalty

Brand loyalty is a deep commitment to continue to buy or re-select selected products or services consistently in the future, resulting in repeated purchases of the same brand or set of brands, despite situational influences and marketing efforts that have the potential to cause switching behavior. Brand loyalty is the extent to which customers recommend and continue to buy the same product or service [6]

Brand loyalty is a conditional response to a brand after a customer has purchased the brand and is satisfied with the benefits provided by the brand. Most of the time, brand loyalty arises when a customer is satisfied with product quality [7].

Brand loyalty is the act of repeated purchases in the future. Brand loyalty is known as a way for customers to prove their satisfaction with the performance of the product or service they receive. Brand loyalty is a principle or obligation owned by a customer to make repeated purchases of similar products over a long period of time as a form of emotional attachment to a particular brand based on aspects of customer reputation [8].

III. METHOD

A. Type of Research

This research uses Quantitative methods. Quantitative research method is an approach by taking a population or sample by collecting data that is not small, this research method must be used to obtain valid and reliable data. Valid data is true and accurate data, while reliable data is consistent and reliable data. The measurement process is the core of quantitative research that links empirical observations with mathematical expressions of quantitative relationships. The data used in this process can take various forms, such as statistics, percentages, and so on. This data is used in research to develop and implement statistical methods in its analysis [9].

B. Population

Population can be defined as a general area consisting of objects or subjects that have certain qualities and characteristics that have been determined by researchers for research purposes and then conclusions are drawn from the results of the study [10]. On the basis of understanding the population, in this study, the population to be used is 32,300 Instagram followers of Nuju Coffee in Bandar Lampung.

C. Sample

The sample is part of the total number and characteristics of the population. In this study, the authors used a slovin research sample, the characteristics of the samples used in this study were: (1) Respondents have an Instagram social media account and often use Instagram. (2) Respondents are consumers who have made transactions min. 1 time and see @nujucoffee content (3) followers of the @nujucoffee Instagram account. To determine the number of samples, researchers used the Slovin sample calculation method and obtained a sample that would be used as many as at least 100 respondents.

D. Research Instrument

The data collection method used by this study is to distribute questionnaires to respondents with a respondent

perception measurement scale using the Likert Scale. Questions are made using a scale of 1-5 to represent respondents' opinions from strongly disagree to strongly agree.

E. Data Analysis

The analytical tool in this study is Multiple Linear Regression which is one of the statistical analysis techniques used to understand the relationship between one dependent variable (the variable to be predicted) and two or more independent variables (variables used to make predictions) [11]. In multiple linear regression, the goal is to develop a mathematical model that describes the linear relationship between these variables. This model can be used to predict the value of the dependent variable based on the values of the independent variables.

Multiple linear regression models are usually represented by mathematical equations such as the following:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where:

- Y is the dependent variable.
- X_1, X_2, \dots, X_n are independent variables.
- $\beta_0, \beta_1, \beta_2, \dots, \beta_n$ are regression coefficients to be estimated.
- ε is the error that cannot be explained by the model.

The goal in multiple linear regression analysis is to find the coefficient values ($\beta_0, \beta_1, \beta_2, \dots, \beta_n$) that best explain the relationship between the dependent variable and the independent variable. This process involves techniques such as the least squares method to determine the coefficients that produce the model that best fits the data.

The results of multiple linear regression analysis include model parameters that allow us to:

1. Evaluate the relative influence of each independent variable on the dependent variable.
2. Predict the value of the dependent variable based on the value of the given independent variable.
3. Measures the quality of the model in explaining variations in the data.
4. Multiple linear regression is very useful in various disciplines, such as social sciences, economics, natural sciences, and others, where research and data analysis are conducted to understand and predict the relationship between variables:

IV. DISCUSSION

This study aims to determine whether digital content marketing and customer experience have a significant influence or not on the development of brand loyalty from Nuju Coffee cafe. This research makes it possible to combine digital approaches represented by digital content marketing variables and conventional ones represented by customer experience variables in developing the loyalty of a business.

Digital Content marketing or digital marketing content, according to KBBI, content itself means information available through electronic media or products while marketing is about disseminating it to the community. It can be concluded that content marketing is information that needs to be provided to be disseminated to the public through social media. Digital marketing content is also a strategy that can be used to spread valuable, relevant, and consistent content to attract the attention of certain social media users as intended.

H1: Digital Content Marketing (X1) is suspected to have a positive influence on Brand Loyalty (Y) Nuju Coffee in Bandar Lampung.

Customer experience is defined as stemming from a set of interactions between a customer and a product, company, or part of an organization, which elicits a reaction. This experience is truly personal and implies customer involvement at different levels (both rationally, emotionally, sensory, physically, and spiritually). [12]

H2: Digital Customer Experience (X2) is suspected to have a positive influence on Brand Loyalty (Y) Nuju Coffee in Bandar Lampung.

Brand loyalty is a conditional response to a brand after a customer has purchased the brand and is satisfied with the benefits provided by the brand. Most of the time, brand loyalty arises when a customer is satisfied with product quality [13]

H3: Digital Content Marketing (X1) and Customer Experience (X2) are predicted to have a positive influence on Brand Loyalty (Y) Nuju Coffee in Bandar Lampung.

Schematically, the 3 exploratory hypotheses prepared by the researcher can be drawn in a theoretical framework as follows:

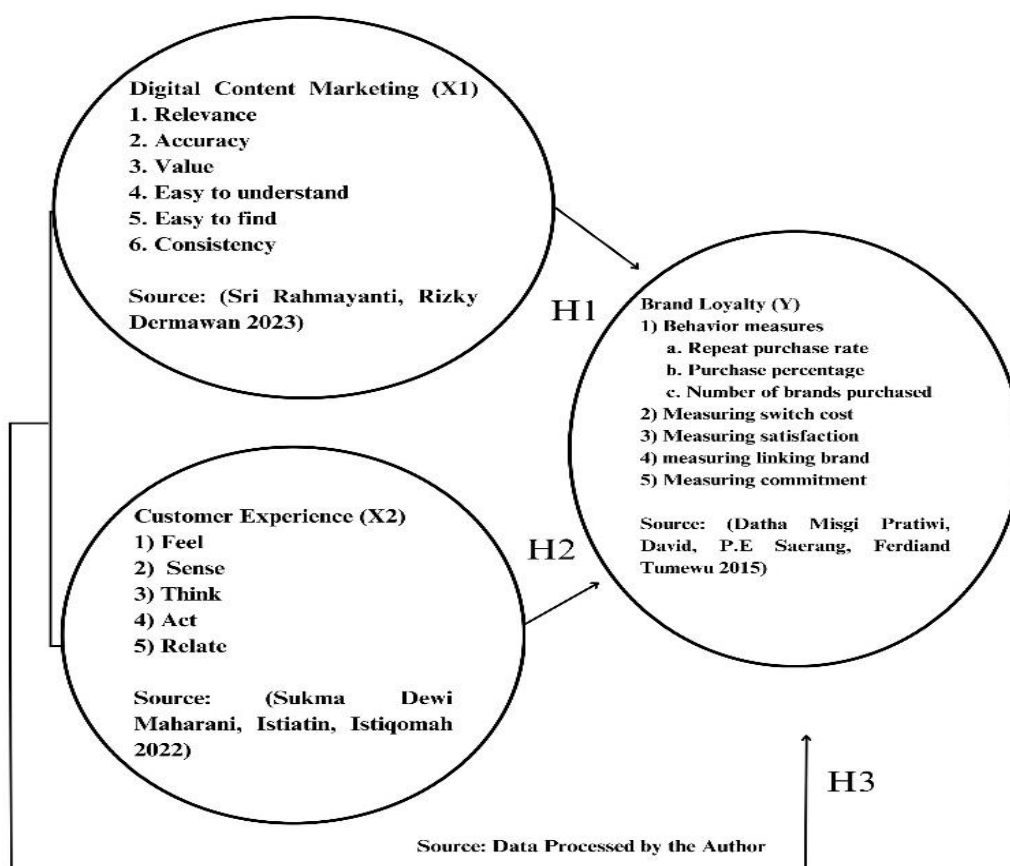


Figure 1. Theoretical framework of research

III. IMPLICATION & PLANNED RESEARCH

A. Implication

The implication of this research is that researchers and Nuju Kafe will be able to find out whether Digital Content marketing and Experience Management that have been carried out by management have a significant influence on developing brand loyalty or not. The results of this study can be a reference for the management of Nuju Coffe whether or not to continue the strategy that has been implemented.

B. Planned Research

This research is planned to be held in mid-November and ends in January to prove the theoretical framework model that has been hypothesized by the researcher. The presentation of the results can be done in February so that later it will be able to immediately become a reference for Nuju Coffee Management.

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