THE INFLUENCE OF PRODUCT VARIETY AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION

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Abstract: *The abundance of traders who sell various kinds of light snacks at very affordable prices, makes competition in the world of trade more intense thus sales increase more rapidly. For this reason, basreng ("Kedai77") products are produced as light snacks for the millennial generation that are able to compete with other light snack products that can attract customers' desire to buy and increase the number of purchases. This research was tested using quantitative methods by distributing questionnaires as a way for data to be collected. Then the data that has been collected can be analyzed with the help of SPSS Version 21 tools. The 100 respondents involved in the research included 61 women and 39 men. The age range is 12-65 years. The results of the study concluded that the variables of product variety and customer experience simultaneously affect Kedai77 customer satisfaction. From the partial determination coefficient, it is stated that the customer experience variable is more dominant than the product variation variable that affects customer satisfaction in purchasing basreng.*

Keywords: Product Variety, Customer Experience, Customer Satisfaction

1. Introduction

Today's culinary scene is proving to grow at a rapid pace, due to the emergence of many snack businesses. Both foods that are common to the community but creatively packaged, for example snacks and fast food. The consumption trend of fast food and traditional food in recent years has increased very rapidly. The high desire of people to eat light but filling snacks certainly hopes that these filling snacks are also suitable for the tongue of Indonesian people who like various local flavors or spices. Due to basreng is made from real mackerel fish, tapioca flour, spices and other authentic Indonesian seasonings, this product will be favored by many people.

Basreng is not only for snacks, but can be paired with various foods such as rice, instant noodles, meatballs and others. In addition, due to the basic ingredients of basreng are mackerel fish, this food is rich in vitamins which will certainly be very beneficial for the health of the body. The packaging used for basreng products pays attention to practical shapes and uses thus the product can be easily carried anywhere.

In order for the designed product to attract customers, the product is designed more creatively. Due to customers today prefer which products are more creative than which are more needed. The pressure of consumer needs for quality, various types of products, and packaging, advertising interest makes producers / sellers compete to make good quality and guaranteed products.

Repurchase is a form of purchasing activity carried out by a consumer repeatedly. Caused by the existence of a satisfaction value owned by consumers. The satisfaction obtained by a consumer can encourage repeated purchasing activities. Consumers will become loyal in

consuming the product and there is loyalty to the place that sells the product. It can develop again to promote by giving good and interesting news or stories related to products and sellers to others.

With the variety of products available in making sales to consumers, it will be able to attract buyers or the intended market in order to purchase these products. In addition, there are several product advantages such as price affordability, variety of flavors, product image and strategic business location that can be taken into account. The business location is very strategic due to it is close to residential areas, schools, public facilities, offices. In addition, the market segment includes all groups of children, teenagers, adults and the elderly. With the availability of a wide variety of products offered is an innovation step for a company. Goods or products are anything that can be offered to the market which can later attract attention followed by product purchases and consumption which ends in customer satisfaction related to their wants and needs (Kotler et al, 2001). Apart from being reviewed in terms of products, price also has an important influence in attracting potential buyers. The price factor is very important in determining a brand by consumers thus purchasing decisions can occur. Price is a nominal amount of money spent by the buyer to get the goods or services he receives (Swastha, 2005). Product variation is not a new matter in the world of marketing, where product variation is the most widely used tactic by sellers in their trading activities. Product variation has a meaning that includes not only the type of product but packaging design, shape, quality, brand, and guarantee if there is a return of unsuitable products. So the more product variations that are made, the seller can automatically meet customer needs. It can be concluded that product variation is a seller's tactic to attract many customers thus they do not change places, due to of the provision of various product variations, it is easier for customers to buy in one place.

The past experienced by consumers (customer experience) which relates to everything that has been learnt and known in the past. Customer experience is a form of internal and subjective consumer response as a result of a relationship with the company either directly or indirectly (Pramudita, Y.A., 2013). Customer experience is related to sense, feeling, thinking, action, relation experience. Customer Experience is a consumer response from the inside of the customer and is subjective as a result of reflex or non-reflex ties with the seller (Meyer & Schwager, 2007). Customer experience can be interpreted as a customer's interpretation of the entire customer interaction with a brand (Payne & Frow, 2017).

The level of customer disappointment or pleasure obtained by comparing the taste of the product experienced with customer desires is the definition of customer satisfaction (Kotler et al, 2012). Customers will remain loyal, if the taste of the product presented can satisfy customer desires. Meeting customer needs is the desire of every seller. Then it is also important for the survival of the seller, with the seller meeting customer needs can increase the advantage in trade competition. Customers who are satisfied with a product will be very more influential in repurchasing that product, customer satisfaction has a concrete and meaningful impact on repurchase plans for goods formed from experience and belief (Suandana et al, 2016). So customer satisfaction is one of the keys to making repurchase transactions which is the greatest value in the company's sales volume.

Product variations and the experience of purchasing products by consumers lead to customer satisfaction who continue to make purchases repeatedly. So it is important for the author to examine how high the impact of product variations and customer experience on customer satisfaction at Kedai77.

2. Research Method

The research method used in this study is a quantitative approach or known as the traditional method, which has been conservatively used as a technique for conducting research. Research data in quantitative methods are in the form of numbers. (Sugiyono D, 2018).

The research was conducted at Kedai77 Surabaya. The population was basreng customers whose number was unknown and 100 people were taken as respondents consisting of 61 women and 39 men. Accidental Sampling was used as a sample collection technique, namely the collection of sample members was carried out randomly by not looking at the levels in the population. Researchers distributed questionnaires to be filled in by respondents with 15 statements representing all questionnaire indicators.

3. Results and Discussion

3.1. Results

Multiple linear regression analysis is used as an analytical tool in this research, for more details will be discussed as follows:

Validity Test

The validity of a statement in a questionnaire can be concluded as valid or invalid can be known in validity testing. The validity test begins with finding the DF (Degree of Freedom) value. The formula related to DF disbursement is the number of samples in the research minus two. The questionnaire is said to be valid if the r-count value is greater than the r-table value (Sofyan, 2016).

The 15 statements in this research questionnaire represent all indicators/items of research variables. From the calculation results, the r-table is .196. Based on data analysis, it can be seen that the lowest value of r-count is .621 and the highest value is .826. This shows that all questions are valid.

Reliability Test

A way to measure item statements that can be concluded whether a questionnaire is credible or not, it is necessary to conduct a reliability test. The reliability test will show the stability and accuracy of the results of a reliable measurement of questionnaire items. (Muhidin, 2011). In this study, the reliability test is declared good if all question variables can be measured, as evidenced by the processed SPSS data with a Cronbach's Alpha value greater than 0.6 (reliability test provisions). Respectively .843, .822, .838

Multicollinearity Assumption Test

To see an indication of whether or not there is a high relationship between independent variables in a multiple linear regression model, it is necessary to carry out the multicollinearity test stage (Sutopo, 2017). A relationship between research variables can be said to be disrupted, if the magnitude of the influence of the relationship between the independent variables in the research. Thus, the high relationship between product variations and customer experience does not occur.

The pearson correlation value from the SPSS processed results will be used to see whether or not there is an indication of multicollinearity. If the pearson correlation value is above .800, it can be said that multicollinearity is proven to exist. The processed data results show a value of .778 (fulfilling the provisions of no indication of multicollinearity).

Heteroscedastic Assumption Test

In a regression model, differences in residual variance from one observation to another can be known by testing heteroscedasticity (Priyastama, 2017). The higher residual variance (e) between independent variables means that the estimator variance can be said to be unrealistic and the hypothesis estimation is less valid. The spearman's rho correlation value can be used as a reference to determine whether or not heteroscedasticity occurs if it does not exceed .800. The processed data results show that the spearman's rho correlation of each independent variable is .791 and .766, it can be concluded that there is no indication of heteroscedasticity.

Autocorrelation Assumption Test

The Autocorrelation test is made to prove whether between a period-t and the previous period (t-1) there is or is not a connection. Data connection between a case and the previous case. The Durbin-Watson (D-W) value proves the presence or absence of autocorrelation. The null hypothesis indicates that the relationship between the confounding variables is not proven, and vice versa, the alternative hypothesis indicates that the relationship between the confounding variables is proven. The condition is not proven autocorrelation, if D-W is worth towards the number 2 (two) (Sutopo, 2017). The processed research results produce a D-W value of 1.953, autocorrelation is not proven.

Normality Assumption Test

Normal or abnormal circulation of data or residuals is proven by the normality test stage. Normal data circulation means that all conditions in multiple regression analysis and parametric category analysis are met. Confounding variables are said to circulate normally, if the values of data circulation / dot images are seen in a position close to a straight line (Priyastama, 2017).

The assumption of normality can be said to be fulfilled in this research as evidenced by the results of the processed image of the research data, the residual points are located in a position near a straight line.

Explanation of Multiple Regression Analysis and Interpretation of Regression Coefficients
Multiple Regression Equation

The extent of the impact of the influence of the independent variable on the dependent variable will be carried out in the multiple regression analysis stage. The multiple regression equation in this research is $Y = 2.597 + .391X1 + .471X2$.

The interpretation of the regression equation is:

a. The number 2.597 is a constant value, which means that if product variations and customer experience t are assumed to be constant, customer satisfaction is 2.597.

b. The number .391 attached to X1 has the interpretation of a regression coefficient of .391 (39.1%) and is positive, which means that if the product variation increases or decreases by one unit, customer satisfaction will increase or decrease by .391 (39.1%). Assuming no change in other variables.

c. The number .471 attached to X2 has a regression coefficient interpretation of .471 (47.1%) and is positively directed, which means that if the customer experience increases or decreases by one unit, customer satisfaction will increase or decrease by .471 (47.1%). Assuming no change in other variables.

Partial Correlation Coefficient (r)

The partial correlation coefficient of each independent variable is .787 (product variety) and .796 (customer experience), meaning that product variety and customer experience both have a very strong correlation with customer satisfaction. This is evidenced by the coefficient value ranging from 71%-90% (Sujarweni, 2015).

Partial Determination Coefficient (r^2)

To see the high percentage of contribution of each influence variable, it can be seen from the partial determination coefficient value (Sugiyono, 2017).

Product variety has a partial determination coefficient value of .619 (61.9%), it can be interpreted that 61.9% of product variety and 38.1% of other variables affect the mutation of rising or falling customer satisfaction. In addition, customer experience has a partial determination coefficient value of .633 (63.3%), it can be interpreted that 63.3% of customer experience and 36.7% of other variables affect the mutation of up or down customer satisfaction.

From the above interpretation, it is concluded that customer satisfaction is more dominantly influenced by customer experience, as evidenced by the highest partial determination coefficient value.

Simultaneous Correlation Coefficient (R)

The calculated simultaneous correlation coefficient value of .839 (83.9%) explains that product variations and customer experience have a very strong relationship simultaneously to customer satisfaction. It is said to be very strong due to it has a coefficient value of 71% to 90% (Sujarweni, 2015).

Simultaneous Coefficient of Determination (R^2)

The simultaneous coefficient of determination is obtained to explain how high the percentage contribution of the independent variable to the dependent variable together. The simultaneous coefficient of determination is .705 (70.5%), explaining that product variations and customer experience have 70.5% of the amount to influence the increase or decrease in customer satisfaction and other variables outside of research have an effect of 29.5%.

t-test (Individual Test)

To prove the influence of each independent variable individually on the dependent variable and the alleged hypothesis can be proven, it is necessary to conduct a t-test. (Priyastama, 2017: 88). The individual test benchmark is if t count is greater than t table, indicating that the initial hypothesis is not accepted and the alternative hypothesis is not rejected. Conversely, if t count is smaller than t table, it indicates that the initial hypothesis is not rejected, the alternative hypothesis is not accepted.

The t-test is obtained from the comparison of the t-table value and the t-count value. The DF (Degree of Freedom) value is first calculated by the formula is DF equal to n (number of respondents) - k (number of independent variables) - 1. Calculated DF value = 97, α value = 5%, then the t-table is 1.984 (2-tailed).

The t-count of product variety is 4.835 > t-table value, indicating that the initial hypothesis is not accepted, the alternative hypothesis is not rejected. It is concluded, product variety has a meaningful and positive individual impact on customer satisfaction. t-count of customer experience is 5.297> t-table, indicating that the initial hypothesis is not accepted, the alternative

hypothesis is not rejected. It is concluded that customer experience has a meaningful and positive individual impact on customer satisfaction.

The interpretation of the t-test in this research is that product variety and customer experience individually have a substantial effect on Basreng customer satisfaction.

F-test (simultaneous test)

To *prove* the concurrent influence of independent variables on the dependent variable and prove the results of the alleged hypothesis, it is necessary to conduct an F-test.

The benchmark for concurrent testing is if the F-count is greater than the F-table indicating that the initial hypothesis is not accepted, the alternative hypothesis is not rejected. In contrast, if F-count is smaller than F-table, it indicates that the initial hypothesis is not rejected, the alternative hypothesis is not accepted.

To get the F-table value, first find the numerator and denominator values. The numerator value is the number of independent variables in the research and the denominator value is the number of research respondents - the numerator value - one. It is concluded that the numerator value is equal to 2 (two) and the denominator value is equal to 97 thus the F-table is worth 3.09.

The F-test result is F-count> F-table (115.629> 3.09), it is concluded that the initial hypothesis is not accepted, the alternative hypothesis is not rejected. The interpretation is concluded that product variety and customer experience together have a substantial and positive impact on basreng customer satisfaction.

3.2. Discussion

From the results of data analysis, the t-count shows that the product variation is worth 4.835> t-table value, indicating that the initial hypothesis is not accepted, the alternative hypothesis is not rejected. This means that product variations have a meaningful individual impact and have a positive direction on customer satisfaction. This is in line with research conducted by Dwijayanti (2020) which states that product variations have an influence on ultra- milk buyer customer satisfaction. Likewise, research conducted by Efnita (2017) shows that product variations have a significant influence on customer satisfaction in purchasing CV Modelmen's products. Research by Suwito (2018) in line with this study states that product variety has a significant influence on customer satisfaction of the Kareb Bojonegoro Cooperative. However, there is also research conducted by Hidayat (2019) which states that product variety does not have a significant influence on customer satisfaction of Wardah cosmetics in Batam city.

Furthermore, the t-count of customer experience is 5.297> t-table, indicating that the initial hypothesis is not accepted, the alternative hypothesis is not rejected. It is concluded that customer experience has a significant individual impact and has a positive direction on customer satisfaction. This is in line with research conducted by Herijadi (2021) which states that customer experience has a significant influence on customer satisfaction at Starbuck Coffee Pontianak. This research is also in line with research conducted by Mantala (2016) which states that there is an influence of customer experience on the satisfaction of android smartphone users of Banjarmasin State Polytechnic students. Research by Marpaung (2022) is in line with this research that customer experience has a significant influence on customer satisfaction at Bfc Fried Chicken Mutiara Kisaran outlets. However, this research is not in line with research conducted by Irawan et al (2023) which states that customer satisfaction is not influenced by customer experience at Café Pascho Pematangsiantar.

From the results of data analysis, it shows that the F-test results are F-count> F-table (115.629> 3.09), it is concluded that the initial hypothesis is not accepted, the alternative

hypothesis is not rejected. It is concluded that product variety and customer experience together have a substantial and positive impact on basreng customer satisfaction. This research is in line with research conducted by Dwijayanti, S (2020) which states that there is a joint effect of product variation, brand image, and customer experience on repurchase interest with customer satisfaction as a mediating factor and its review from an Islamic point of view: (case study on ultra-milk customers).

4. Conclusion

From the results and discussion, it can be concluded that:
a. Product variety variables partially affect customer satisfaction basreng Kedai77
b. The customer experience variable has a partial effect on customer satisfaction of basreng Kedai77
c. Product variety variables and customer experience have a simultaneous effect on customer satisfaction basreng Kedai77

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