



EXPERIENTIAL VALUE STIMULUS AFFECTS EMOTION AND WORD OF MOUTH: STUDY AT A LOCAL RESTAURANT

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Abstract - This study explores the effect of experiential value on emotion and word of mouth, and the moderating effect of experiential value on word of mouth through consumer emotions. Respondents in this study were 95 consumers who visited meatball restaurants in the city of Malang, and used PLS analysis tools. The result of this research is that experiential value has an effect on emotion and WOM either directly or indirectly.

Keywords - Experiential Value, Emotions, and WOM

I. INTRODUCTION

The culinary industry is one of the 16 sub-sectors of the creative industry in Indonesia. Where this subsector can be interpreted as the manufacture of regional specialties and the marketing of these products in Indonesia. The entry of the culinary industry into the creative industry can also be interpreted as the added value of products provided through the creativity possessed by culinary industry players, such as the creation of processing methods, recipes, and presentation methods. The culinary industry is one of the sub-sectors of the creative industry that is experiencing rapid development. Based on data from the Indonesian Creative Economy Agency (Bekraf), it is stated that of the total contribution of the creative economy in 2016 to Indonesia's GDP, the culinary industry contributed 41.4 percent of IDR 922 trillion (agmasari, 2018) This shows that the culinary industry is one of the main sub-sectors of the creative industry

Local cuisine is a core manifestation in cultural heritage tourism destinations, and through local cuisine, tourists truly get an authentic cultural experience (Okumus & McKercher, 2007; Renko

et.al, 2010). Culinary in Indonesia is growing, this is evidenced by the existence of sightseeing activities to enjoy some of the culinary delights in big cities in Indonesia which is often called culinary tourism.

Malang city is located in East Java province which is famous for its culinary tourism, one of which is meatballs. Bakso is a typical food of Malang which is famous for its deliciousness to foreign countries. What distinguishes poor meatballs from other meatballs is the very delicious fried options. This study focuses on consumers who visit a meatball restaurant in the city of Malang.

When visitors who come to a restaurant feel impressed by the restaurant's environment, the atmosphere is as expected, Susana's restaurant is warm, and comfortable, then consumers can already feel the experiential value during their visit to the meatball restaurant (Ren Fan, 2021). The experiential value felt by visitors can stimulate positive emotions so that consumers can refer to relatives or friends through word of mouth.

Local restaurants usually serve regional specialties. Consumers come to local restaurants aiming to experience the different flavors of different regions. (Chatzopoulou et al., 2019). The menus in local restaurants greatly influence consumers to visit (Liu et al., 2018; Min, 2016; Youn and Kim, 2018). Meanwhile, local restaurants introduce local food and culture to consumers (Wen et al., 2020).

Experiential value as a form of appreciation felt by consumers after consuming goods or services (Datta & Vasantha, 2013; Mathwick et al., 2001; and Rosanti et al., 2014). Nigam (2012) defines experiential marketing as an event that is felt by consumers in consuming products and their experiences so that consumers can recommend them to relatives.

II. MATERIALS AND METHODS

A. Experiential Value

Mathwick, Malhotra, and Rigdon (2001) proposed the concept of experiential value explaining consumer evaluations of products and services based on experiences experienced by consumers in a multidimensional manner. The value of experience is more focused on what is experienced during the entire transaction process and consumer interaction with providers of goods or services (Keng & Ting, 2009). Experience-based values create pleasure and unforgettable experiences for customers (Wu & Liang, 2009). The value of the experience reflected in customer perceptions consists of four different dimensions: pleasure, aesthetics, customer return on investment (CROI), and service excellence (Yuan & Wu, 2008). Playfulness shows the pleasure and enjoyment that consumers feel from participating in activities that also provide a sense of comfort (Mathwick et al., 2001). Aesthetic values indicate "the fit/unity of the physical object and its rhythm in terms of overall performance" (Jin, Lin, & Goh, 2013, p. 681). CROI refers to "active investment of final, temporal, behavioral and psychological resources that have the potential to generate returns" (Mathwick et al., 2001, p. 41) whereas service excellence represents quality, expertise, and skills that meet customer expectations (Jin, Line, & Goh, 2013).

Chua et al. (2014) found that the experience value gained by consumers who visited local restaurants was influenced by the quality & price of food, the quality of staff service, and menu design. In addition, the design of the restaurant environment has an impact on consumers. Schmitt (1999) found that the experience felt by consumers causes consumers to think and determine certain behaviors so that they can influence consumer behavior after visiting. Consumers visiting a restaurant are first stimulated by sight, sound, and smell, and sensory information, this can create a variety of emotional responses that can affect their assessment of the restaurant (Park, 2004). However, previous studies consider that the effects of staging are substantive and communicative on consumer behavior respectively but the interaction of these two variables. From a hybrid experiential perspective (Schmitt, 1999b), substantive and communicative staging have an interaction effect on the value of experience. Therefore, this study proposes the following hypothesis:

H1. Experiential Marketing positively impacts consumers emotions

B. Emotion

Emotion can be defined as "consciousness of the occurrence of some physiological arousal followed by a behavioral response along with appraised meaning of both" (Sheth, et al., 1999). From this definition, it can be seen that emotions consist of three components, namely physiological, behavioral and cognitive. In more detail, the elements of emotion can be described based on functional models, namely antecedent, appraisal, feeling action tendency, action and goal (Roseman, Wiest, and Swartz, 1994, cited in Edwardson, 1998).

According to Prezz in Syukur (2011) emotion is the body's reaction when facing certain situations. The nature and intensity of emotions are closely related to the cognitive activity (thinking) of humans as a result of the perception of the situation they are experiencing. Human reactions to the presence of emotions, whether consciously or not, have a constructive or destructive impact. Thus, it can be said that emotion is not only a reaction to one's own condition and outside oneself, but also an effort to achieve self-formation towards a transcendental (spiritual) life.

Emotion is something that appears suddenly and is experienced by humans, Damasio (1994). Emotions consist of two categories, namely negative emotions and positive emotions, Lee et al. (2009). Positive emotions consist of feelings of happiness and relaxation, while negative emotions are characterized by anger and stress. Ali et al. (2016) argue that consumers who have positive emotions can make a decision in a shorter time span compared to those who have negative emotions. Emotional response is a conscious and mental condition that comes from a particular object or event. They can influence consumer decisions, evaluations, and behavioral intentions and influence the development of brand loyalty (Burns and Neisner, 2006; Martin et al., 2008).

Consumers can collect information and remember, so they can show a happy or sad emotional response when consuming food in a restaurant. Wakefield and Blodgett (2016) state that restaurant atmosphere can affect consumer emotions. Positive emotions have a considerable impact on consumer satisfaction. Bitner (1992) shows the relationship between word of mouth and consumer emotion. More recent research has shown a link

between restaurant environment and consumer emotions (Meng and Choi, 2017)

H2. Consumers Emotions positively impacts word of mouth.

C. Word of Mouth

Understanding Word of Mouth marketing (WOM) is one of the many business tools used by business people to market their products. This method is considered quite effective in attracting new customers and convincing them to buy a business product. Word of mouth is a marketing strategy that relies on recommendations and reviews from consumers, both personally and in groups for a product or service so that it can attract more potential new customers.

WOM is a statement that is conveyed to consumers to relatives or friends (Tjiptono, 2014). Hasan (2008) said that WOM is part of a strategy in marketing activities by involving satisfying people to promote others in increasing product awareness and generating a certain level of sales. Strong emotional responses, such as trust, encourage someone to give positive comments about their service provider (Nuryanto, 2012). Katz and Lazarsfeld (1955) found that word of mouth by consumers and has a tremendous impact and is more effective than advertising. de Matos and Rossi (2008) found several factors that influence WOM, namely the value of consumer experience, store decoration, and service quality. So that what is in the restaurant can affect consumers as a reference item. (Jang et al., 2011; Liu and Jang, 2009) found that positive (e.g., joy and euphoria) and negative (e.g., boredom and visitor) emotions influence behavioral intentions such as willingness to revisit and recommend.

H3. Experiential Marketing positively impacts word of mouth.

III. RESEARCH METHOD

This research is a field research conducted using a quantitative approach. The population of the object of this research is unknown because the number of visitors at the meatball restaurant in the city of Malang cannot be predicted. So that the sampling was carried out by the accidental method which is part of non-probability sampling, namely the research sampling technique by finding visitors to a meatball restaurant in Malang city by chance, then being given an online questionnaire using a google-form and the respondent has criteria that the

researcher considers, namely: (1) willing to be a respondent, (2) having visited at least 1x (one time) and (3) being able to provide all the information needed in research through questionnaires. In addition, the researcher also asked the respondents for help to share the research google-form link (online questionnaire) to their fellow respondents who had also been to a meatball restaurant in the city of Malang. The number of samples taken in this study were 95 respondents. This is in accordance with Wibisono's calculations in Akdon (2013) for an unknown population. The collected data is finally analyzed using Partial Least Square (PLS) analysis in order to achieve a more in-depth analysis that is up to the indicator level.

TABEL 1. INDICATOR DAN ITEM

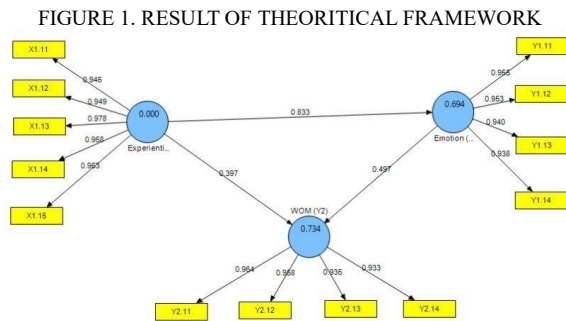
Variable	Indikator	Item
<i>Experiential value</i> (Ren Fang et al, 2021)	<i>Impressed</i>	I am deeply impressed by the restaurant's environment.
	<i>Atmosphere</i>	The restaurant's atmosphere meets my expectations.
	<i>Warm atmosphere</i>	The restaurant has a warm atmosphere
	<i>Comfortable</i>	I feel comfortable in the dining room.
Emotion (Ren Fang et al., 2021)	<i>Facilities</i>	The restaurant facilities are convenient
	Happy	I feel happy when I think of eating at this restaurant.
	Excited	I feel excited when I think of eating at this restaurant.
	Relaxed	I feel relaxed when I think of eating at this restaurant
WOM Muhammad & Artanti (2016)	Refreshed	I feel refreshed when I think of eating at this restaurant
	Saying Positive	Saying positive thing about restaurant
	<i>Pleasure</i>	Pleasure to recommended
	<i>Service</i>	Persuading other people to do service in the same place
	Encouraging	Encouraging friends and relatives to do business with the company

IV. RESULTS AND DISCUSSION

A. Result

This study used partial least squares structural equation modeling (PLS-SEM) for analysis considering its ability to effectively test moderation and interaction effects (Ringle et al., 2012). Smartpls 3.0 was used to perform statistical analysis on the

variables. The results indicate that the data meet the assumption of statistical normality. A total of 95 visitors to the meatball restaurant in Malang were the respondents, 73% were female, while 27% were male. 74% came from outside the city of Malang, while 26% came from the city of Malang. As for the results of the PLS analysis, the structural model formed is presented in Figure 1. below.



Based on Figure 1. Structural Model, for the outer model, it is known that each item that measures the valid latent construct can be seen from the loading factor value which shows the correlation between the indicator and the construct is mostly above 0.70 (Sarwono, 2014). However, this value can still be tolerated up to 0.50 and if the loading factor value is below 0.50 then the indicator must be dropped from the analysis (Ghozali, 2015), because the indicator with a low loading value indicates that the indicator does not work on the model. the measurement.

If viewed from the inner model, it is known that the R- Square value is 0.919. It means that 91.9% experiential value is explained by WOM and consumer's emotional response. As for the rest, 100% - 91.9% was explained by other exogenous constructs which were not considered in the study.

Based on this model, it is known that the path coefficient for the experiential value variable is 0.833 units in the positive direction. That is, the higher the experiential value felt by consumers, the higher the emotions felt by consumers when consuming meatball restaurants in Malang. Likewise, the experiential value to the word of moth has a path coefficient of 0.397, which means that the higher the experiential value perceived by the consumer, the higher the possibility that consumers will refer meatball restaurants to relatives or friends via WOM. An increase in emotion of 0.497 against WOM, indicates that when positive emotions increase, it will cause a feeling of happiness so that consumers are also happy to recommend the restaurant through WOM.

If examined at the level of items that reflect latent constructs (can be seen in table 2, the strongest item (the largest t-statistic value) reflects the experiential value is the warm atmosphere, while the weakest item (the item with the smallest t-statistic value) is impressed.

TABLE 2 CONSTRUCT EXPERIENTIAL VALUE

INDICATOR	KOEFISIEN	STANDARD ERROR	T- STATISTIK
X1.11	0.946	0.015	64.129
X1.12	0.949	0.013	71.905
X1.13	0.978	0.005	182.636
X1.14	0.958	0.011	90.185
X1.15	0.963	0.010	98.749

The item that most strongly reflects emotions (can be seen in table 3) is feeling happy, while the item that is the weakest is refresh. While the strongest WOM (table 4) is staying positive, and the weakest item is encouraging friends.

TABLE 3 CONSTRUCT EMOTION

Indicator	Koefisien	Standard Error	T-Statistik
Y1.11	0.955	0.009	105.036
Y1.12	0.953	0.011	85.295
Y1.13	0.940	0.013	72.073
Y1.14	0.938	0.015	64.419

TABLE 4 CONSTRUCT WOM

Indikator	Koefisien	Standard error	T- statistik
Y2.11	0.964	0.009	108.547
Y2.12	0.958	0.011	85.831
Y2.13	0.935	0.014	69.081
Y2.14	0.933	0.016	57.114

From table 5 it is explained that the experiential value has an effect on word of mouth through consumer emotions of 3,366 and is tested through the

Independen Var	Dependen Var	Variabel Intervening	Koefisien Jalur	P- Value	Ket.
Experientia l Value (X1)	WOM (Y2)	Emotion (Y1)	3,366	0,001	Signifika n

Sobel test.

V. DISCUSSION

A. Experiential Value and Emotion.

The value of experience has a positive effect on consumer emotions, this shows that what consumers feel in the form of a restaurant environment, an atmosphere according to expectations, a warm and comfortable restaurant Susana can cause positive emotions. The influence of experience on consumer emotions, and some conclude that positive emotions increase customer satisfaction, because consumers feel comfortable when they visit (Phillips and Baumgartner, 2002; Song and Qu, 2017). Song and Qu (2017) found that experiential values were associated with positive emotions. This study, verified a significant relationship between the value of experience and emotion. As mentioned earlier, consumers feel emotions more quickly when they feel something. Comfortable or uncomfortable. Research has shown that positive emotions are more effective in explaining the value of experiences (Jang et al., 2011; Lee et al., 2009; Tsaur et al., 2015). Thus, most research has focused on the impact of positive emotions. Authors and Affiliation.

Experiential value has been defined as the perception and interaction that involves the direct use or appreciation of goods and services. These interactions provide the basis for the relativistic preferences held by the individuals involved Mathwick, Malhotra, and Rigdon (2001). This can be interpreted that experiential value is a value that is felt by consumers, whether in the form of service, atmosphere, environment, and level of comfort. When consumers feel the experiential value is quite good, it can directly increase positive emotions in consumers, so that it can cause a feeling of happy, relaxed, and refreshed.

B. Experiential Value and WOM

The experiential value has a positive affect on word of mouth. Through the experiential value felt by visitors to the meatball restaurant, consumers are satisfied with the service, atmosphere and sense of comfort. It is this experience that touches the emotional side that causes consumers to happily recommend the restaurant through WOM. This can be an effective company strategy so that consumers tell positive things to others about their experiences of visiting meatball restaurants in Malang City and recommending them.

Muhammad, Artanti (2016) found that experiential value significantly affects word of mouth. Experiential value is very important to be felt by consumers, when consumers feel extraordinary experiential value, they do not hesitate to share pleasant things with others. Word of mouth is a powerful strategy to attract consumers, therefore it is

very important to bring up experiential marketing in meatball restaurants.

C. Consumers Emotion and WOM

Emotions have a positive and significant effect on word of mouth, this is in accordance with Meng and Choi's research (2017) which found that positive emotions greatly affect one's communication. Studies of consumer emotions have mostly focused on positive emotions, and few have dealt with positive and negative emotions, especially in the context of restaurants. Because consumers who come to the restaurant with happy emotions. However, Meng and Choi's (2017) study on themed restaurants highlights consumer emotions from a singular positive emotion perspective. Kim et al. (2017), on the other hand, find genuine restaurants from the point of view of both positive and negative emotions. Ali et al. (2016) also classify emotions into positive and negative emotions. These experts conclude that consumers who experience positive emotions make decisions in a shorter time span than those who experience negative emotions. Consumers' positive and negative emotions are influenced by the restaurant's atmosphere. Positive emotions have a greater impact on word of mouth, because when the mood is happy, consumers will be easy to refer via WOM.

VI. CONCLUSION

Based on the results of the analysis and discussion that has been carried out, several conclusions can be drawn, including: (1) experiential value has a significant effect on emotions. The higher the experiential offered by the meatball restaurant, the better the emotions created in consumers. A very important factor to note is that experiential value is a very sensitive thing felt by consumers and can easily change consumers' emotional feelings. (2) Emotions have a positive and significant effect on WOM. The happier consumers enjoy food, the higher the chance for consumers to refer restaurants to relatives. (3) Experiential Value has a significant positive effect on WOM.

Suggestions for further research is to investigate further in depth about experiential marketing and satisfaction, because when consumers feel positive emotions it indirectly indicates that consumers are satisfied with the experiential value provided by the restaurant. In addition, this research is still limited to local restaurants, namely meatball restaurants. Further research is expected to have a wider range of objects.

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