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## The Effect of Feel Experience and Action Experience on Repurchase Interest at Nest Coffee Jombang During the COVID-19 Pandemic

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### ABSTRACT

*Café is a type of restaurant but prioritizes a relaxed atmosphere, entertainment and comfort. So that cafe managers need to pay attention to the variety of menus, attractive interior designs for today's teenagers and also entertaining live music so as to improve the lifestyle of today's teenagers. This study aims to analyze how much influence feel experience and action experience have on repurchase interest at Nest Coffee Jombang. In this study, the sampling method used was purposive sampling technique, for the sample size used was 100 respondents according to the criteria determined by the researcher, questionnaires were used for the data collection process in this study. This data retrieval using multiple linear regression analysis techniques, validity test, reliability test, T test, and F test.*

**Keywords:** *Feel Experience; Action Experiences; and Interest in Buying Again*

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### INTRODUCTION

Covid-19 is a disease outbreak that began with infection with a virus related to SARS, this virus was first discovered in China in 2019. In just a short time, this virus spread widely throughout the country. The first case of the Covid-19 virus in Indonesia was announced in March 2020, since then the transmission of the Corona Virus has become more massive until it is recorded that more than 1.3 million people in this country are infected with the disease (KOMPAS.com 2021)

This pandemic has caused various problems, not only health problems but also economic problems. The reason is that this pandemic has caused economic paralysis in the world, especially in Indonesia itself. One of these economic paralysis has an impact on the MSME sector (Fadhli & Fahimah, 2021). The decline in income turnover experienced by business actors is a problem that must be addressed immediately considering that MSMEs are one of the drivers of the Indonesian economy which absorbs a lot of labor. This is what forces MSME owners to carry out various strategies to increase the interaction of a consumer with the customer experience of a brand (Fadhli, 2021).

*customer experience* is an activity that involves consumers emotionally in order to have a memorable experience either after or before using a product or service from a company (Rahmawaty et al., n.d.). This research is corroborated by previous research researched by (Halomon et al., 2020) the results of which can be seen that consumer experience significantly influences both individually and simultaneously on Repurchase Interest at One Eighty Coffee.

Repurchase is defined as a purchase that has been made repeatedly of the same product or service and will buy again for the second or third time (Tiara et al., 2020). Brands that are already embedded in the hearts of customers will cause customers to continue buying or repurchasing (Febrina et al., n.d.). The experience felt when visiting a coffee shop is also a consideration for consumers today in choosing a coffee shop (Ailudin & Sari, 2019).

One of the MSMEs impacted by COVID-19 is a café. Nest coffee is a café known as a creative hub that uses this place to work, not only that, this café often organizes workshops, discussions, and live music (Ratnasari et al., n.d.). With its outdoor atmosphere that supports consumer comfort, this cafe is almost never empty and is always crowded with consumers on weekdays and weekends. However, since the Covid-19 pandemic and the enactment of the PSBB by the Government, Nest Coffee has experienced a very drastic impact, due to the decline in visitors and income at this café which is decreasing day by

day, resulting in losses for the café (Christine & Lestari, n.d.). Which makes it a challenge for cafe owners to increase sales by making marketing strategies by choosing places that are more strategic and not disturbing the residents, doing promotions by utilizing technology such as Instagram, Facebook and Youtube (Upayani et al., 2019). Not only that, Nest Coffee also holds live music every week to entertain consumers, even though Nest Coffee is always open every day, this café still applies the applicable health protocols, such as being required to wear masks, providing a place to wash hands, and marking seats to maintain safety. distance. Nest coffee provides a variety of food menus ranging from appetizers, main courses, and desserts. With affordable prices starting from (Rp. 9,000-Rp. 19,000) consumers can enjoy various food menus from Nest Coffee. The food menu offered includes fried rice, noodles, tomyam, sea food to various kinds of snacks, and others. For drinks, there are various processed coffees, iced teas, and mojitos. The purpose of this study was to determine the Effect of Feel Experience and Action Experience on Repurchase Interest at Nest Coffee Jombang during the Covid-19 Pandemic.

## **METHOD**

In this study, the population used were all consumers of Nest Coffee Jombang during the Covid-19 pandemic. In determining the number of samples to be studied, the Lemeshow formula is used because the total population is not known. The number of samples obtained was 100 respondents who had been determined by the researcher and then a questionnaire was distributed to determine the respondent's assessment. In this research method using a questionnaire. To analyze the data, the technique of multiple linear analysis was used with the help of the SPSS program. Before calculating the multiple linear analysis, it is necessary to test the validity, test reliability, and test the classical assumption.

## **RESULT AND DISCUSSION**

### **Result**

- **Validity test**

Based on the validity test of each the variable has  $r$  count  $> 0.1966$ , which means that it can be stated that all question items are valid, because the  $r$  count of each variable is above 0.1966.

**Table 1.** Feel Experience Variable Validity Test Results (X1)

No	Items	r Count	r Table	Information
1	X1.1	0.881	0.1966	Valid
2	X1.2	0.896	0.1966	Valid

Source: Processed data (2021)

Based on table 1, on the Feel experience variable (X1) which consists of 2 question items being tested, it is stated that all question items are valid, because the  $r$  count is above 0.1966.

**Table 2.** Action Experience Variable Validity Test Results (X2)

No	Items	r Count	r Table	Information
1	X2.1	0.887	0.1966	Valid
2	X2.2	0.903	0.1966	Valid

Source: Processed data (2021)

Based on table 2, on the Action experience variable (X2) which consists of 2 question items being tested, it is stated that all question items are valid, because the  $r$  count is above 0.1966.

- **Reliability Test**

Reliability test using statistical test Cronbach alpha ( $\alpha$ ). A variable is said to be reliable if the Cronbach alpha value  $> 0.60$ . The results of the reliability test of the variables studied can be seen in the following table:

**Table 3.** Reliability Test Results

Variable	Alpha count	Alpha Coefficient	Information
<i>Feel Experience</i>	0.743	0.60	Reliable
<i>Action Experience</i>	0.751	0.60	Reliable
Repurchase Interest	0.825	0.60	Reliable

Source: Processed data (2021)

In table 3 each value of Cronbach's alpha on each instrument is greater than 0.6 (Cronbach's alpha  $> 0.6$ ). This shows that all instruments are reliable so that they can be used in research.

- **Multiple regression analysis**

**Table 4.** Multiple regression analysis  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.219	1.129		2.851	.005
Feel Experience (X1)	.838	.138	.434	6.075	.000
Action Experience (X2)	.752	.110	.488	6.830	.000

a. Dependent Variable: Repurchase Interest (Y)

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 3.219 + 0.838 X1 + 0.752 X2$$

Information:

X1 = Feel Experience

X2 = Action Experience

Then, from the regression equation, it can be explained as follows:

- The constant value of 3,219 can be interpreted if the Feel Experience and Action Experience variables are considered zero, then the Repurchase Interest at Nest Coffee will be 3,219
  - The value of the multiple linear regression coefficient on the Feel Experience variable is 0.838
  - The value of the multiple linear regression coefficient on the Action Experience variable is 0.752
- **T Uji test**

**Table 5.** T . Test Results  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.219	1.129		2.851	.005
Feel Experience (X1)	.838	.138	.434	6.075	.000
Action Experience (X2)	.752	.110	.488	6.830	.000

a. Dependent Variable: Repurchase Interest (Y)

Source: Processed data (2021)

- Based on the estimation results, the determined T count is 6.075 > T table is 0.838 (6.075 > 0.838) and the price of sig, (0.000 < 0.05) so that Ho is rejected, Ha is accepted, describing the feel experience on repurchase interest has a significant influence.
- Based on the estimation results, the determined T count is 6.830 > T table is 0.752 (6.830 > 0.752) and the price of sig, (0.000 < 0.05) so that Ho is rejected, Ha is accepted, illustrating that action experience on repurchase interest has a significant effect.

## Discussion

The discussion of each variable is as follows:

- Effect of Feel Experience on Repurchase Interest

The results of this study indicate that Feel Experience has an effect on repurchase intention. Supporting factors in Feel Experience such as friendliness, speed of service of employees and the most comfortable hangout places have an influence on repurchase interest.

From the friendliness and speed of service of employees at Nest Coffee, the services provided are very good, employees are responsive to consumer questions regarding menu recommendations so as to make them feel happy and satisfied with the services provided. For speed in serving, it is standard like cafes in general, it takes about 10 minutes, this affects the interest in repurchasing at Nest Coffee.

Nest coffee is a comfortable hangout place during this Covid-19 pandemic. Because, at Nest Coffee, we always implement and comply with health protocols, starting from preparing running water to wash our hands before entering, wearing masks and of course keeping our distance. And at Nest Coffee, they put an X on some of their chairs as a sign to keep their distance. This makes consumers feel comfortable and influences repurchase interest. Factors in the variable *Feel Experience* The most contributing is employee service.

- **Effect of Action Experience on Repurchase Interest**

The results of this study indicate that Action Experience has an effect on repurchase interest. Supporting factors in the Action Experience such as the variety of menus offered and lifestyle have an influence on repurchase interest.

From the variety of menu factors at Nest Coffee, using a menu list using a la Carte, namely the dishes served on each menu have been equipped with their respective prices, making it easier for consumers with the budget they have. The character of the a la Carte presentation is that the food will be cooked only after an order is made and you can choose a unit menu according to consumer tastes.

From the lifestyle factor, nest coffee is currently a trend for young people while chatting and discussing. Moreover, at this time it is not uncommon for cafes to be equipped with wifi facilities that support comfort and as a learning place for students and students during this pandemic who are doing online learning systems. Factors in the variable *Action Experience* What contributes the most is the variety of the menu.

## **CONCLUSION**

Based on the results of the data analysis and discussion above, it can be concluded that the results of the study it states that:

- There is an effect of the Feel Experience variable on repurchase interest at Nest Coffee Jombang. Feel Experience involves friendliness, speed of service of employees and the most comfortable hangout. The most influential factor on the Feel Experience variable is employee service.
- There is an effect of the Action Experience variable on repurchase interest at Nest Coffee Jombang. Action Experience involves the variety of menus offered and lifestyle. The most influential factor on the Action Experience variable is the variety of menus offered.

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