1st *KBP Conference Business*
(February 2024):92 - 108

CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AT THE AMPALU RAYA ULAK KARANG RESTAURANT IN PADANG

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Abstract

This research aims to test the effect of Customer Experience Regarding Customer Satisfaction at the Ampalu Raya Ulak Karang Padang Restaurant. This type of research is quantitative. The population in this study is consumers who shop at Ampalu Raya Ulak Karang Padang Restaurant. Where is the population Ampalu Raya Ulak Karang Padang Restaurant in 2022 there will be 42,000 consumers. The number of samples was 100 people obtained using the Slovin formula. The type of data used in this research is quantitative and qualitative data. Meanwhile, the data sources are primary and secondary data sources. The data analysis technique uses multiple linear regression using the SPSS version 21.00 program. The hypothesis was tested using the t testα = 0.05. The results of this research show that Sense has a positive and significant effect onCustomer ExperienceinAmpalu Raya Ulak Karang Padang Restaurant, Feel positive and significant effect on Customer Experiencein Ampalu Raya Ulak Karang Padang Restaurant, Think positive and significant effect on Customer Experiencein Ampalu Raya Ulak Karang Padang Restaurant, Act positive and significant effect on Customer Experiencein Ampalu Raya Ulak Karang Padang Restaurant, and Relate positive and significant effect on Customer Experiencein Ampalu Raya Ulak Karang Padang Restaurant.

Keywords: Sense, Feel, Think, Act, Relate and Customer Experience.

Send : January 17th, 2024

Acceptance: February 29th, 2024

INTRODUCTION

The development of the food business, especially restaurants, is currently making competition increasingly fierce, where business people not only need to offer a taste of the food served, but also have to compete in terms of service, price, atmosphere, location and ease of carrying out transactions. Nowadays consumers don't just choose delicious and cheap food, but also pay attention to the atmosphere, quality, and even compare with offers they get from other restaurants. As one of the areas that has the potential for business development, the Ampalu Raya Padang restaurant is one of the supports for increasing the Indonesian economy. As one of the areas that has potential for the development of the Ampalu Raya Padang restaurant business, there are different offers. Consumers themselves are faced with many choices and offers when they choose a restaurant. So currently the values desired by consumers are changing. The experience felt when visiting a restaurant is also a consideration for consumers today when choosing

another restaurant. so that customer value and experience need to be a concern for restaurant business people in satisfying their consumers and winning the competition. Customers who can be categorized as loyal customers are customers who are satisfied with a particular product so they have the enthusiasm to introduce it to anyone they know. Furthermore, loyal customers will also show their loyalty by purchasing other products from the same company.

*Customer experience*defined as originating from a set of interactions between a customer and a company, product or part of an organization, which can cause a reaction. This experience is truly personal and implies customer involvement at different levels (emotional, rational, sensory, spiritual and physical).

Customer experience according to(Schwager 2007)is the customer's internal and subjective response as a result of direct or indirect interactions with the company.

The increasingly tight competition in existing businesses, especially the food business, is becoming one of the businesses that is increasingly mushrooming and offers many types and varieties of variants at affordable prices, making it much popular. This makes food businesses increasingly required to be involved more quickly in terms of attracting consumers, so a food business needs to pay close attention to consumer behavior and the factors that influence purchasing decisions in the product marketing efforts carried out. This is one way to achieve company goals, namely by knowing what the needs and desires of consumers or target markets are(Rafi and Budiatmo 2018).

Customer dissatisfaction is when what the customer expects does not match what he receives. Several things underlie customer dissatisfaction, such as the experience that customers receive when interacting at the restaurant does not match their expectations, this makes customers feel bored interacting at the Ampalu Raya Ulak Karang Padang restaurant. This is also due to a lack of empathy and room conditions that are not very comfortable, with this, customer satisfaction at the Ampalu Raya restaurant is not good.

Competition in the food business world will always give rise to brands that offer popular and economical dishes. One of the food businesses is the Ampalu Raya restaurant. Ampalu Raya restaurant operates in the food sector which is famous for its characteristic taste that suits the Indonesian tongue. This Ampalu Raya Padang restaurant is located on Jl. Jhoni Anwar Kelurahan No.17, Ulak Karang Utara, Kec. North Padang, Padang City, West Sumatra.

Table 1
Data on visitors to the Ampalu Raya Padang restaurant for January – December 2022

No	Month	Total Consumers
1	January	3,000
2	February	3,300
3	March	3,600
4	April	4,500
5	May	4,200
6	June	4,300
7	July	4,000
8	August	4,100
9	September	3,000

No	Month	Total Consumers
10	October	2,800
11	November	2,700
12	December	2,500
Amount		42,000

Source: Ampalu Raya Restaurant

Based on the table above, it can be seen that consumers at Ampalu Raya Padang restaurants experience increases and decreases from month to month. The highest number of consumers occurred in April with 4,500 people, but from August to December there was a continuous decrease from 4,100 – 2,500 consumers.

Customer satisfaction is defined as the overall level of pleasure felt by customers from a product's ability to meet customer needs(Leecharoen et al. 2018). *The customer experience is a blend of a company's physical performance and the emotion evoked, intuitively measured against customer expectations across all moments of contact (Colin Shaw and John Ivens, nd).*

From the definition above, Collin Shaw and John Ivens consider that there are two elements in Customer Experience, namely physical and emotional. And the word blend explains that customer experience is not influenced by just one element/aspect but a combination of several aspects including product, service, brand, channel and promotion. Schmit (1999) suggests that these components can be grouped into 5 dimensions of customer experience as a form of application approach that companies can take to provide experience to their consumers. These five dimensions include sense, feel, think, act and relate.

Customer satisfaction (Customer Satisfaction) is defined as a function of how well the product buyer's expectations match the performance that the buyer thinks of the product.(Pramudita and Japarianto 2013)Westbrook and Reilly also provide a definition or understanding of customer satisfaction as an emotional response to experiences related to certain products or services purchased, retail outlets, or even behavior patterns.

Customer satisfaction is largely determined by the quality of phenomena in service in the field, Fandy (Tjiptono 2008). If the service is not the same or does not match the customer's expectations, then in the eyes of the customer, the service provided is considered bad and unsatisfactory. Furthermore (Lupiyoadi 2001) determining the level of consumer satisfaction is influenced by five factors, namely product quality, service quality , emotional factors, price, as well as costs and ease of obtaining products/services.

Doing business is an activity that is starting to be loved by many people. As time goes by, starting a business is no longer something that people fear anymore. Many people are starting to read an opportunity, and finally have the courage to enter the world of business. (Fauzi et al., 2017). The problem currently faced by the Ampalu Raya Padang restaurant is increasingly fierce competition with new competitors who are mushrooming in Padang City from year to year. This problem is in line with what was expressed by the owner of the Ampalu Raya Padang restaurant, who stated that one of the problems faced by restaurants today is the increasing number of competitors appearing based on the results of interviews with the owner, therefore, looking at the competitive conditions, efforts to maintain Customers to remain loyal are an important reference for restaurant businesses. This is because the key to competitive advantage in order to survive in a business situation full of competitors and competition is the company's ability to create and increase loyalty from its customers, because customers who are loyal or devoted to a

brand or product are an opportunity for the company to get new customers. . Therefore, by getting new customers, product sales can increase, and this provides benefits in the midst of a tight competitive situation (Utami and Ekawati, 2020).

Customer satisfaction (Customer Satisfaction) is a feeling of pleasure or disappointment in the minds of customers that arises after comparing the performance (results) of a product/service consumed with the customer's expectations (Indrata et al., 2018). This link between loyalty and satisfaction has been discussed in several previous studies, such as (Gumussoy & Koseoglu 2016) in(Tielung3 and 123Management 2023)which obtained the result that customer loyalty can be achieved by increasing the level of satisfaction of the customer. Apart from that, (Juana et al. 2016) stated that customer satisfaction is one of the main priorities that must always be considered in a company, because if a customer feels satisfied in consuming a product or service, it can create loyalty between the customer and the company, which will beneficial to both parties. Customers who are satisfied will of course be willing to pay more to get the product/service they want.

Customer satisfaction can also be influenced by profit value, as stated by (Tran & Le 2020) in their research results, profit value has a direct influence on customer satisfaction. Profit value is basically the value that customers expect from a product. When the value they get when consuming a product matches their expectations, customers will tend to feel satisfied in using the product they choose. The significance of customer loyalty is closely related to the continuity of the company and to the strength of the company's growth in the future, therefore retaining loyal customers. is currently more important than aggressive strategies such as expanding market size by attracting potential consumers (Lupiyoadi, 2006). According to (Anon nd)Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception/impression of the performance of a product and their expectations. It can be concluded that customer satisfaction is the feeling of satisfaction that customers feel when buying or using a particular product or service (Usvela, Qomariah, and Wibowo 2019). Customer satisfaction in choosing their needs can be seen from how the customer behaves at a level where needs, desires and expectations are met which will result in repeat purchases or continued loyalty.

According to (Kertajaya 2006) said that to create an extraordinary Customer Experience there are two things that must be considered. First, make a preposition for an attractive experience promise so that customers want to come, and second, present the reality of a customer experience that matches the promise. If the two match, then customer satisfaction will emerge and will lead to long-term customer loyalty. This opinion explains that customer experience can be created with the right marketing strategy by providing emotional marketing elements that are able to give a deep impression to consumers. To find out the relationship between customer experience and customer satisfaction, such as research conducted by (Christian 2013) which states that the research results show There is a significant positive influence between customer experience and customer satisfaction. This is different from research conducted by (Alkilani, et al 2013) which states that there is no significant influence between customer experience and customer satisfaction.

A hypothesis is a temporary answer to a problem that still needs to be proven and must be logical, clear and testable. Based on the theoretical study and framework of

thinking above, the following hypothesis can be proposed:

Some previous research that the author used as a guide in determining the hypothesis regarding the influence of Sense on Customer Satisfaction at the Ampalu Raya Padang restaurant, namely:

Research entitled Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya was conducted by(Pramudita and Japarianto 2013)stated that the sense dimension had the greatest influence on customer satisfaction at De Kasteel Resto. The sense dimension itself is related to all experiences received by consumers and can be felt directly by their five senses, especially from the interior and exterior concepts of the room, as well as the products of the restaurant. Like the results of data processing that has been carried out previously, the experience that consumers really feel directly from De Kasteel Resto is the atmosphere, and this is what consumers like. So just by feeling the uniqueness of this restaurant concept (especially the room concept) will make consumers satisfied with De Kasteel Resto.

Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana Dewi1 2016) stated that Sense had a positive and significant effect on customer satisfaction at the Rantau prapat Javanese Culinary Restaurant.

Research entitled Analysis of the Influence of Customer Experience on Customer Satisfaction of Tourists at Tourist Destinations in Bintan Regency, Riau Islands, conducted by (Iranita 2018) stated that the Sense dimension had the greatest influence on tourist customer satisfaction in the Bintan district tourism destination.

H_1: Sense variable personally has a significant effect on Customer Satisfaction.

Some previous research that the author used as a guide in determining the hypothesis regarding the influence of Feel on Customer Satisfaction at Ampalu Raya Padang restaurants, namely:

Research entitled Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya was conducted by (Pramudita and Japarianto 2013)stated that the Feel dimension does not have a major influence on customer satisfaction. Where the Feel dimension is related to the experience felt by consumers from their interactions with employees through the services provided.

Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana Dewi1 2016)stated that Feel has a positive and significant effect on customer satisfaction at the Rantau prapat Javanese Culinary Restaurant.

H_2: Feel variable personally has a significant effect on Customer Satisfaction.

Some previous research that the author used as a guide in determining hypotheses regarding the influence of Think on Customer Satisfaction in Ampalu Raya Padang restaurants, namely:

Research entitled Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya was conducted(Pramudita and Japarianto 2013) stated that the Think dimension which is related to the uniqueness of the product and service concept of De Kasteel Resto also does not have a big influence on customer satisfaction.

Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana

Dewi1 2016) stated that Think had a positive and significant effect on customer satisfaction at Rantau prapat Javanese Culinary Restaurant.

H_3: Think variable partially has a significant effect on Customer Satisfaction

Some previous research that the author used as a guide in determining hypotheses regarding the influence of Act on Customer Satisfaction in Ampalu Raya Padang restaurants, namely:

Research entitled Analysis of the Influence of Customer Value and Customer Experience t(Pramudita and Japarianto 2013)regarding Customer Satisfaction at De Kasteel Resto Surabaya which was carried out by stating that the Dimensi Act had the smallest impact because De Kasteel Resto itself did not hold many promotions that attracted consumers to take part.

Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by (Ira Triyana Dewi1 2016)stated that Act had a positive and significant effect on customer satisfaction at the Rantau prapat Javanese Culinary Restaurant

In research entitled The Impact of Sense, Feel, Think, Acr, Relate and Brand Image on Cafe Customer Satisfaction in Surabaya conducted by Lilik Indrawati1,(Indrawati1 and Devi Dian Amalia2 2020) states that the Act variable has a partially significant influence on customer satisfaction.

H_4: the Act variable partially has a significant effect on Customer Satisfaction

Some previous research that the author used as a guide in determining hypotheses regarding the influence of Relate on Customer Satisfaction in Ampalu Raya Padang restaurants, namely:

Research entitled Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya was conducted by (Pramudita and Japarianto 2013) states that this relate is related to the consumer's desire to get recommendations from other people's experiences about De Kasteel Resto, as well as the consumer's desire to recommend De Kasteel Resto to others. When many people recommend the restaurant to consumers, and the experience received is as recommended, consumers will feel satisfied. And the more people who provide recommendations will make consumers believe that the restaurant really has something that will provide a different experience for them.

Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana Dewi1 2016)stated that Relate had a positive and significant effect on customer satisfaction at the Rantau prapat Javanese Culinary Restaurant.

In research entitled The Impact of Sense, Feel, Think, Acr, Relate and Brand Image on Cafe Customer Satisfaction in Surabaya conducted by Lilik Indrawati1,(Indrawati1 and Devi Dian Amalia2 2020) that supports research (Setiabudi et al. 2020) states that relate has a positive and significant influence on satisfaction.

H_5: the Relate variable partially has a significant effect on Customer Satisfaction.

RESEARCH METHODS

Types of research

The type of research used for this research is a quantitative method, namely a method used to research a certain population or sample, collecting data using predetermined research instruments and data analysis (Sugiyono, 2017).

Object of research

The research object is the location where the researcher obtains the required amount of data. Before conducting research, the researcher first selects the object to be studied. The object of this research isAmpalu Raya Padang restaurant.

Population and Sample

Population

(Imron and Suhardi 2019) defines population as a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on the definition above, the population in this study is consumers at Ampalu Raya Padang restaurants. Where in 2022 there will be 42,000 visitors.

Sample

The sample is part of the number or characteristics possessed by the population. Samples taken from the population must be representative/representative (Sugiyono, 2010). A sample is a part of the population that we take to represent the overall population that will be used as respondents in a study.

The sample in this research was consumers from the Ampalu Raya Padang restaurant. Respondents were selected based on criteria established by the researcher. The criteria for respondents selected were consumers who had shopped at the Ampalu Raya Padang restaurant and were willing to fill out the questionnaire. One method used to determine the sample size is to use the Slovin formula as follows:

n = N
1+Ne2

Information :
n : number of samples
N : population number
e : error tolerance limit

$$n = \frac{42,000}{1+42.00(0,1)2}$$

n = 99.7 rounded to 100

Data Types and Sources

Data Type

In this research, the types of data used are quantitative data and qualitative data. Quantitative data is data in the form of numbers or numerical data. In this research, the quantitative data is the number of consumers in Ampalu Raya Padang restaurant Meanwhile, qualitative data is data in the form of schemes and images. In this research, the qualitative data was distributed by distributing questionnaires to customers in Ampalu

Raya Padang restaurant.

Data source

The information used in this research is primary data, namely information collected by researchers directly from the object. Questionnaires are directly given to customers who have purchased products at Ampalu Raya Padang restaurant Or direct interviews are conducted at the research object.

Data collection technique

Data collection aims to provide researchers with the knowledge they need to conduct their research. The contemporary data collection approach includes questionnaires, observation, interviews and documentation (Sugiyono, 2017). The data collection technique used in this research is to approach the data as follows: Observation, Interview, Distribution of questionnaires.

RESULTS AND DISCUSSION

Validity test

***Customer Satisfaction*(Y)**

Based on the validity test using Corrected Item-Total Correlation (CITC), the results can be seen in the table below:

Table 2
Validity Test of Customer Satisfaction Variable (Y)

Statement	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
Y.1	0.369	0.300	Valid
Y.2	0.394	0.300	Valid
Y.3	0.443	0.300	Valid
Y.4	0.406	0.300	Valid
Y.5	0.624	0.300	Valid
Y.6	0.422	0.300	Valid

Source: SPSS 24 data (data processed in 2023)

From table 2 above, it is known that all statements regarding the Customer Satisfaction variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

***Senses* (X_1)**

Based on the validity test using Corrected Item-Total Correlation (CITC), the results can be seen in the table below

Table 3
Sense Validity Test (X_1)

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X1.1	0.621	0.300	Valid
X1.2	0.683	0.300	Valid
X1.3	0.662	0.300	Valid
X1.4	0.642	0.300	Valid

Source: SPSS 24 data (data processed in 2023)

From the table above it can be seen that all statements regarding the Sense variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

***Feel* (X_2)**

Based on the Validity test using Corrected Item-Total Correlation (CITC) the results can be seen in the table below:

Table 4
Feel Validity Test (X_2)

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X2.1	0.823	0.300	Valid
X2.2	0.847	0.300	Valid
X2.3	0.843	0.300	Valid
X2.4	0.791	0.300	Valid

Source: SPSS 24 data (data processed in 2023)

From the table above, it is known that all statements regarding the Feel variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

***Think* (X_3)**

Based on the validity test using Corrected Item-Total Correlation (CITC), the results can be seen in the table below:

Table 5
Validity Test of the Think Variable (X_3)

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X3.1	0.621	0.300	Valid
X3.2	0.664	0.300	Valid

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X3.3	0.711	0.300	Valid
X3.4	0.550	0.300	Valid

Source: SPSS 24 data (data processed in valid year 2023)

From the table above, it is known that all statements regarding the Think variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

***Act* (X_4)**

Based on the validity test using Corrected Item-Total Correlation (CITC), the results can be seen in the table below

Table 6
Validity Test of the Act Variable (X4)

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X4.1	0.779	0.300	Valid
X4.2	0.705	0.300	Valid
X4.3	0.833	0.300	Valid
X4.4	0.875	0.300	Valid

Source: SPSS 24 data (data processed in valid year 2023)

From the table above, it is known that all statements regarding the Act variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role of Thumb value of 0.300, so further research can be continued.

***Relate* (X_5)**

Based on the validity test using Corrected Item-Total Correlation (CITC), the results can be seen in the table below:

Table 7
Validity Test of Relate Variables (X_5)

Question	Corrected Item-total Correlation	Rule Of Thumb	Conclusion
X5.1	0.733	0.300	Valid
X5.2	0.849	0.300	Valid
X5.3	0.793	0.300	Valid
X5.4	0.608	0.300	Valid

Source: SPSS 24 data (data processed in valid year 2023)

From the table above it can be seen that all statements regarding the Relate variable can be declared valid where the Corrected Item-Total Correlation is greater than the Role Of Thumb value of 0.300, so further research can be continued.

Reliability Test

Based on the reliability test using Cronbach Alpha, the results can be seen in the table below:

Table 8
Reliability Test

No.	Research variable	Cronbach's Alpha	Role Of Thumb	Conclusion
1.	*Customer Satisfation*(Y)	0.708	0.600	Reliable
2.	*Senses*(X1)	0.826	0.600	Reliable
3.	*Feel*(X2)	0.925	0.600	Reliable
4.	*Think*(X3)	0.802	0.600	Reliable
5	*Act*(X4)	0.908	0.600	Reliable
6	*Relate*(X5)	0.882	0.600	Reliable

Source: SPSS 24 data (data processed in 2023)

From the table above it can be stated that the Cronbach's Alpha value for the Sense (X_1), feel (X_2), think (X_3), act (X_4), relate (X_5), and customer satisfaction (Y) variables is greater than Role Of Thumb 0.600, so it can be concluded that the variables studied are declared reliable.

Multiple Regression Analysis

Multiple Regression Analysis can be used or functioned to determine the relationship between independent variables (independent variables) and dependent (dependent) variables. The following is a test of multiple regression that has been carried out in table 9 below:

Table 9
Multiple Regression Analysis Test Results

Information	Coefficient
Constand	7,253
Senses (X_1)	0.287
Feel (X_2)	0.213
Think (X_3)	0.154
Act (X_4)	0.199
Relate (X_5)	0.227

Source: SPSS 24 data (data processed in 2023)

$$\mathbf{Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + \beta 4\ X4 + \beta 5\ X5 + e}$$

$$\mathbf{Y} = 7{,}253 + \mathbf{0.287(X1) + 0.213(X2) + 0.154(X3) + 0.199(X4) + 0.227(X5)}$$

The multiple linear regression equation above has the following meaning:

1. The Constant Value has a positive value of7,253unitif you sense, feel, think, act and relate to consumers Ampalu Raya Ulak Karang Padang Restaurant, is equal to zero then Customer Satisfaction is still a fixed value7,253unit.
2. The value of the Sense variable is 0.287 units. This means that the Sense regression coefficient shows a positive direction. This means that if Sense increases then *Customer Satisfaction* will also increase by 0.287 units.
3. The value of the Feel variable is 0.213 units. This means that the fell regression coefficient shows a positive direction. This means that if the feeling increases then *Customer Satisfaction* will also increase by 0.213 units.
4. The value of the Think variable is 0.154 units. This means that the Think regression coefficient shows a positive direction. This means that if thinking increases then *Customer Satisfaction* will also increase by 0.154 units.
5. The value of the Act variable is 0.199 units. This means that the act regression coefficient shows a positive direction. This means that if act increases then *Customer Satisfaction* will also increase by 0.199 units.
6. The value of the Relate variable is 0.227 units. This means that the Relate regression coefficient shows a positive direction. This means that if relate increases then *Customer Satisfaction* will also increase by 0.227 units.

Hypothesis testing

T test

To determine the influence of Sense, Feel, Think, Act and Relate on Customer Satisfaction, a hypothesis was carried out using a t test using a significance level of 5% (a=0.05) with the following results:

Table 10
T Test Results

No	Variable	t-count	t-table	A	Sign	Conclusion
1	*Senses*(X_1)	3,176	1,660	0.05	0.002	H_1 is accepted
2	*Feel*(X_2)	3,094	1,660	0.05	0.003	H_2 is accepted
3	*Think*(X_3)	2,130	1,660	0.05	0.036	H_3 is accepted
4	*Act*(X_4)	2,510	1,660	0.05	0.014	H_4 is accepted
5	*Relate*(X_5)	2,484	1,660	0.05	0.015	H_5 accepted

Source: SPSS 24 data (data processed in 2023)

Based on the results of the partial t test table above, it can be done as follows:

a. The influence of physical evidence variables on Customer Satisfaction (H_1). The Sense variable (X_1) has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, where the calculated t value is greater than the t table and the significance value is smaller than the alpha value, then hypothesis one (H1) in this study is declared accepted.

b. The influence of the Feel variable on Customer Satisfaction (H_2). The Feel variable (X_2) has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, where the calculated t value is greater than the t table and the significance value is smaller than the alpha value, then the second hypothesis (H_2) in this study is declared accepted.
c. The influence of the Think variable on Customer Satisfaction (H_3). The Think variable (X_3) has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, where the calculated t value is greater than the t table and the significance value is smaller than the alpha value, then the third hypothesis (H_3) in this study is declared accepted.
d. The influence of the Act variable on Customer Satisfaction (H_4). The Act variable (X_4) has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, where the calculated t value is greater than the t table and the significance value is smaller than the alpha value, then the fourth hypothesis (H4) in this study is declared accepted.
e. The influence of the Relate variable on Customer Satisfaction (H_5). The Relate variable (X_5) has a positive and significant effect on Customer SatisfactionAmpalu Raya Ulak Karang Padang Restaurant, where the calculated t value is greater than the t table and the significance value is smaller than the alpha value, then the fifth hypothesis (H5) in this study is declared accepted.

DISCUSSION

The Influence of Sense on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant.

Based on the results of testing the first hypothesis, it was found that Sense had a positive and significant influence on *Customer Satisfaction* in Ampalu Raya Ulak Karang Padang Restaurant. Where the calculated t value is greater than the t table 3,176>1,660 and the significance value is smaller than the alpha value (0.002<0.05). So, in this research the first hypothesis (H_1) is accepted.

This means that through the sense experience (five senses) provided by Rumah Makan Ampalu Raya Ulak Karang Padang in terms of design, music, aroma, taste and cleanliness which are representatives of the five senses (sight, hearing, smell, taste and touch) it has fulfilled needs and has met restaurant standards, the better, then*Customer Satisfaction*will also experience a significant increase.

The results of this study are in accordance with research(Pramudita and Japarianto 2013) with the title Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya which was carried out stated that the sense dimension had the greatest influence on customer satisfaction at De Kasteel Resto. The sense dimension itself is related to all experiences received by consumers and can be felt directly by their five senses, especially from the interior and exterior concepts of the room, as well as the products of the restaurant. Like the results of data processing that has been carried out previously, the experience that consumers really feel directly from De Kasteel Resto is the atmosphere, and this is what consumers like. So just by feeling the uniqueness of this restaurant concept (especially the room concept) will make consumers satisfied with De Kasteel Resto. And research entitled Analysis of the Influence of Customer Experience on Customer Satisfaction of Tourists at Tourist Destinations in Bintan Regency, Riau Islands, conducted by(Iranita 2018)stated that the

Sense dimension had the greatest influence on tourist customer satisfaction in the Bintan district tourism destination.

The Influence of Feel on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant.

Based on the results of testing the second hypothesis, it was found that Feel had a positive and significant effect on *Customer Satisfaction*in Ampalu Raya Ulak Karang Padang Restaurant. Where the calculated t value is greater than the t table 3,094>1,660 and the significance value is smaller than the alpha value (0.003<0.05). So, in this research the second hypothesis (H_2) is accepted.

Which means that the feeling received by consumers at the Ampalu Raya Ulak Karang Padang Restaurant, namely happiness, satisfaction and pride, are feelings that generally exist when consumers enjoy food or drink products at the Ampalu Raya Ulak Karang Padang Restaurant. Where the better the feeling felt by consumers will also improve *Customer Satisfaction* on Ampalu Raya Ulak Karang Padang Restaurant.

This research is supported by Research(Pramudita and Japarianto 2013)with the title Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya which was carried out by stating that the Feel dimension has a big influence on customer satisfaction. Where the Feel dimension is related to the experience felt by consumers from their interactions with employees through the services provided. Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana Dewi1 2016)stated that Feel has a positive and significant effect on customer satisfaction at the Rantau Prapat Javanese Culinary Restaurant.

The Influence of Think on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant.

Based on the results of testing the third hypothesis, it was found that Think had a positive and significant effect on *Customer Satisfaction* in Ampalu Raya Ulak Karang Padang Restaurant. Where the calculated t value is greater than the t table 2,130>1,660 and the significance value is smaller than the alpha value (0.036<0.05). So, in this research the third hypothesis (H_3) is accepted.

This shows that in providing inspiration, the Ampalu Raya Ulak Karang Padang Restaurant has fulfilled its needs because in terms of location area which makes customers comfortable, apart from that in terms of the use of electronic equipment, the Ampalu Raya Ulak Karang Padang Restaurant can accept non-cash payments, which makes make it easier for customers to make transactions. The better the consumer's feeling, the better it will be*Customer Satisfaction*onAmpalu Raya Ulak Karang Padang Restaurant.

The results of this research are in line with the research carried out by the research carried out (Pramudita and Japarianto 2013)with the title Analysis of the Influence of Customer Value and Customer Experience on Customer Satisfaction at De Kasteel Resto Surabaya which states that the Think dimension which is related to the unique concept of products and services from De Kasteel Resto also has a big influence on customer satisfaction. Where think has a positive and significant effect on Customer Satisfaction. Research entitled The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants conducted by(Ira Triyana Dewi1 2016)

stated that Think had a positive and significant effect on customer satisfaction at Rantau prapat Javanese Culinary Restaurant.

Effect of Act on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant.

Based on the results of testing the fourth hypothesis, it was found that Act had a positive and significant effect on*Customer Satisfaction* in Ampalu Raya Ulak Karang Padang Restaurant. Where the calculated t value is greater than the t table 2,510>1,660 and the significance value is smaller than the alpha value (0.014<0.05). So, in this research the fourth hypothesis (H_4) is accepted.

This shows that the body language of employees who are always happy will make customers happy with the products provided, because this small action is one of the services provided to customers. Customers will consume food or beverage products from the Ampalu Raya Ulak Karang Padang Restaurant as a lifestyle. The better you think, the better you will improve *Customer Satisfaction* on Ampalu Raya Ulak Karang Padang Restaurant.

The results of this research are in line with research conducted by(Ira Triyana Dewi1 2016)title The Influence of Customer Experience on Customer Satisfaction at the Rantau prapat Javanese Culinary Restaurant which states that the Act has a positive and significant effect on customer satisfaction at the Rantau prapat Javanese Culinary Restaurant. In research entitled The Impact of Sense, Feel, Think, Acr, Relate and Brand Image on Cafe Customer Satisfaction in Surabaya conducted by Lilik Indrawati1,(Indrawati1 and Devi Dian Amalia2 2020) states that the Act variable has a partially significant influence on customer satisfaction.

The Effect of Relation on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant.

Based on the results of testing the fifth hypothesis, it was found that Relate had a positive and significant effect on *Customer Satisfaction* in Ampalu Raya Ulak Karang Padang Restaurant. Where the calculated t value is greater than the t table 2,484>1,660 and the significance value is smaller than the alpha value (0.015<0.05). So, in this research the fifth hypothesis (H_5) is accepted.

This means that the higher or better the relationship created by the Ampalu Raya Ulakkarang Padang Restaurant, the higher the customer satisfaction. From a psychological perspective, customers want to be appreciated by the people around them, as is the case with Rumah Makan Ampalu Raya Ulak Karang Padang which makes customers become part of Rumah Makan Ampalu Raya Ulak Karang Padang and have an obligation to share information with other people about Rumah Makan Ampalu Raya Ulak Karang Padang. The more you relate, the more it will increase *Customer Satisfaction* in Ampalu Raya Ulak Karang Padang Restaurant.

This research is also in line with research conducted(Ira Triyana Dewi1 2016) with the title The Influence of Customer Experience on Customer Satisfaction at Rantau prapat Javanese Culinary Restaurants which was carried out by stating that Relate has a positive and significant effect on customer satisfaction at Rantau prapat Javanese Culinary Restaurants. In research entitled Impact of Sense, Feel, Think, Act , Relate and Brand Image on Cafe Customer Satisfaction in Surabaya carried out by Lilik Indrawati1,(Indrawati1 and Devi Dian Amalia2 2020) that supports research (Setiabudi et al. 2020) states that relate has a positive and significant influence on satisfaction

CONCLUTION

Based on the results of the research that has been carried out, the following conclusions can be drawn in this research: Sense has a positive and significant effect on Customer Satisfaction inAmpalu Raya Ulak Karang Padang Restaurant, then the conclusion is that the first hypothesis is accepted. Feel has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, then the conclusion is that the second hypothesis is accepted. Think has a positive and significant effect on Customer Satisfaction Ampalu Raya Ulak Karang Padang Restaurant, then the conclusion is that the third hypothesis is accepted. Act has a positive and significant effect on Customer Satisfaction in Ampalu Raya Ulak Karang Padang Restaurant, then the conclusion is that the fourth hypothesis is accepted. Relate has a positive and significant effect on Customer Satisfaction in Ampalu Raya Ulak Karang Padang Restaurant, then the conclusion is that the fifth hypothesis is accepted.

ACKNOWLEDGMENTS

Upon completion of this research, the researcher would like to thank the owner of the Ampalu Raya Ulak Karang Padang Restaurant. who are willing to provide the required data, so that it can make it easier for researchers to collect data according to the data needed in this research. And the parties who have provided support and motivation to researchers in conducting this research.

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