

## The Influence of Product Experience on Customer Loyalty of Frozen Food Product

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**Abstract.** *Indonesia's frozen food industry is experiencing rapid development. Companies are targeting almost the same target market leads to tight competition. Therefore, many businesses concern about gaining customers while enhancing their customer loyalty. Dealing with a loyal customer is less costly and beneficial for any business. Product experience is one factor that could help to elicit a positive experience to enhance customer loyalty. This research limited to processed meat frozen food products such as sausage, chicken wings, nuggets, et cetera. It aims to get a better understanding of the product experience of a well-known brand, then investigate the influence of it on customer loyalty. Those understanding will be a helpful reference for a small and medium frozen food company with a similar product to design and manage their product experience to enhance their customer loyalty. The ultimate goal is to grow the business to the next level. The research used purposive sampling with 277 qualified quantitative data collected through an online questionnaire. The data were analyzed using multiple linear regression and shows that both hypotheses (aesthetic, meaning, and emotional experience is significant predictors of customer loyalty) are accepted. There is a significant influence of product experience (aesthetic experience, the experience of meaning, and emotional experience) on customer loyalty of frozen food products. The predictors able to explain 50.7% variations of customer loyalty, and experience of meaning became the highest predictors of the variation.*

**Keywords:** *Customer loyalty, frozen food, small and medium enterprise, SMEs, product experience.*

### 1. Introduction

Based on the Indonesian Ministry of Industry, the food and drink industry contributed 34.95% on Gross Domestic Product (GDP) of the non-oil and gas industry sector in Indonesia in 2017, which is the highest compared to another contributing sector (Faizal, 2017). It gives a significant contribution to the country's economic growth and still become the primary sector to support the country's sustained growth in manufacturing and economy sector (Kementrian Perindustrian Republik Indonesia, 2017). Besides, based on *Badan Koordinasi Penanaman Modal (BKPM)*, the food and drink industry is also the 5th most significant foreign investment sector by contributing US\$ 1.4 billion in January - September of 2017.

Currently, the government is still trying to create a supportive industry climate to empower food and drink industry development on any scale since it also absorbs 3,318,186 labor in Indonesia (Faizal, 2017).

The industry itself consists of varieties of products that highly sensitive to the trend of the customer (Business Monitor International Ltd, 2017). One of them is frozen food like nuggets, sausage, chicken wings, and other processed-meat-based frozen food. They come up as an answer for people who are continuously seeking for convenience in having their meal (Kennedy, 2000). Many food and drink companies, including frozen food, are trying to provide the customer with many kinds of competitive advantage that claimed could satisfy their needs and wants (Infor Food and Beverage, 2012). Simple, Easy, and Fast are three words defining character products needed by most people in

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the world nowadays. Those characteristics are ones that tried to be satisfied by the frozen food product (Bord Bia, Irish Food Board, 2013).

These past years, the frozen food industry is showing significant growth in developing countries (Kennedy, 2000). It is reflected by the annual report of PT Charoen Pokphand Indonesia Tbk in 2016 as one of the biggest frozen food company in Indonesia. There is a significant increase in the net sales from IDR 29,920,628 to IDR 38,3256,857 (In Millions of Rupiah). It indicates that frozen food consumption in Indonesia is increasing. Besides, the rapid growth of modern retailers in Indonesia enables people to find frozen food almost everywhere in this country. It has driven the forecast of 11% CAGR between 2012 – 2017 (Mynewsdesk, 2013).

The rising trend of frozen food in Indonesia also indicated by the rise of many new brands in a small, medium, and big scale. Based on researcher observation in a particular modern retail store, there are many frozen food brands from small until big companies. It makes the industry is now facing the red ocean market as every brand is competing for almost general and the same target market. The fierce competition requires the company to put much concern on gaining new customers and maintain their existing customers to be loyal. Since gaining a new customer is costlier, businesses are trying to develop many loyalty programs to enhance customer loyalty since it is less costly and give many benefits for the business growth (Lawfer, 2004).

Therefore, every brand promises to give a positive consumption experience to its consumers. This behavior indicates the importance of designing the best product experience for the customer. “Product experience is the entire set of effects that are elicited by the interaction between a user and a product. The interaction including: (1) the degree to which all our senses are gratified (aesthetic experience); (2) the meanings we attach to the product (experience of meaning); (3) the feelings and emotions that are elicited

(emotional experience)” (Hekkert & Schifferstein, 2008). The example of the experience done by frozen food products based on those three categories is the appearance from the packaging design, the food before and after it cooks, how appetizing the smell of it, and the texture when customers consume the product (aesthetic experience). Then frozen food is highly appreciated as a convenience food for its simplicity, and fast cooking time is an example of the experience of meaning. Furthermore, people that have less time to prepare food will feel happy and satisfied when they could eat tasty frozen food because it saves them time. It is counted as the emotional experience of the product. Positive product experience is expected to increase customer loyalty.

This research aims to get a better understanding of the product experience of popular frozen food products, then investigate the influence of it on customer loyalty. Those understanding is expected to be used as a reference for small and medium frozen food companies to design and manage their product experience to grow the business to the next level.

## **2. Literature Study / Hypotheses Development**

### *2.1. Product Experience*

There is two contrast definition of product experience. One perspective said that it is limited to a particular social event that involves designed spaces, specific setup, events that most likely suitable to define a service product like amusement parks, exhibitions, et cetera. While others define product experience as a day-to-day interaction between users and products that ignites several responses and future behavior towards the product (Hekkert & Schifferstein, 2008). Meanwhile, the context of this research would best be defined as a set of experiences experienced by customers when interacting with a product. The product is limited by physical and non-physical products that have functional value (Hekkert, 2006; Schifferstein

& Cleiren, 2005). Product experience is very familiar in the context of everyday life because much experience occurs from the usage of a product (Hekkert & Schifferstein, 2008). The most suitable dimensions of it from the perspective of edible product would be ranging from sensory properties, emotions, emotional and functional conceptualization and contextual appropriateness (Spinelli et al., 2019).

Product experiences divided into three types (Desmet & Hekkert, 2007; Hekkert, 2006). First is an aesthetic experience, which is an experience as a result of the response of the human sensory system that receives a particular stimulus. Second is the customers' understanding of how to operate a product, their function, and meaning that then state as the experience of meaning. The last one is the way a product could influence the customers' process of achieving their goal, whether as a support or even a constraint. This component then could raise several emotions towards the product; therefore, it called emotional experience (Desmet & Hekkert, 2007; Hekkert, 2006; Hekkert & Schifferstein, 2008).

#### *2.1.1. Three Level of Product Experiences*

##### *Aesthetic experience*

The aesthetic is a concept that could be stated as an understanding of a response given by customers through sensory perception (Desmet & Hekkert, 2007). The perception could generate delight or pleasure on one or more of the human sensory receptors. The scope of aesthetic experience covers the visual of products, pleasant voices, texture, and food that smells nice (Desmet & Hekkert, 2007). Sensory pleasure claimed to be the most appropriate approach to distinguish aesthetic experience from other types of experience, such as meaning and emotional (Hekkert, 2006). Nevertheless, aesthetic experience actually could lead to emotional responses such as happiness after hearing a good song or excitement when tasting delicious food through a complicated process (Blood and Zatorre, 2001).

In this research, the variable measured as the representation of aesthetic experience was the smell, taste, texture, and appearance of the product related to the degree of pleasure that could be perceived by the customer after consuming frozen food products (Cardello & Wise, 2008; Hekkert & Leder, 2008; Schifferstein & Spence, 2008).

##### *Experience of meaning*

Experience of meaning is a chain of a cognitive process such as interpretation, memory retrieval, associations, and recognition of a product's significance by the customer. Experience of meaning consists of meaning and value attachment to a product during its consumption (Boess & Kanis, 2008). Experience of meaning also related to the meaning associated with the product characteristic and form of product's self-explanation regarding their practical function (Boess & Kanis, 2008). This component is also influenced by individual culture and backgrounds that might lead the customer to give a different meaning to the same product (Desmet & Hekkert, 2007).

In the food context, activities that related to food objects derived the meaning attachment and most often learned through the family as the early primary socialization. In the experience of meaning, the customer focus on experiencing the product represented by its attribute and through a person's interaction with others in consumption-related activities during their life. Based on Locher, Yoels, Maurer, and Van Ells (2005), frozen food categorized into convenience food that could give comforts to the customer based on its characteristic as conveniently available and give an effortless gratification to the customer. On the other side, Dixon, Hinde, and Banwell (2006) define several histories and characteristics of convenience, meaning that attached to food.

It is food that quick, easy, low cost, provide excellent availability and solutions for everyday life organization. They also appear to answer people's demand for keeping their household standard in the context of nutrition

then eventually appreciated as healthy convenience category of goods. Therefore, supported by an interview with frozen food customers, the dimension measured from the experience of meaning in frozen food products in this research will be:

*- Convenience Food*

Convenience food is prepared or packaged manufactured food that offers a little effort before being used or consumed (Tillotson, 2003).

*- Healthy Convenience*

Based on Kennedy (2000), in the context of nutrition level, there is shifting in the customer expectation towards frozen food products. Many years ago, customer expectation was low towards the nutrition quality of frozen food products; hence, there is no intention from the company to increase their product quality. However, nowadays, it is shown that customer expectation is high, and many companies are offering high-quality frozen food by offering a well-preserved nutrition containment and used ingredients.

*Emotional Experience*

Emotional experience is describing feelings or emotions that arise from an interaction with a product (Hekkert & Schifferstein, 2008). Emotional experience is highly relevant with and referring to standard terms of essential emotion words such as love, disgust, happy, angry, pride, et cetera (Smith & Kirby, 2009).

Several prior researchers have developed numbers of basic emotions associated with food names and divided it into 39 basic emotions words (Cardello et al., 2012). Concerning frozen food, and the research context to better understand the current product experience of frozen food and its influence on customer loyalty. Thus this research will use four positive emotions words which are happy, satisfied, enthusiastic, and nostalgic — each term of emotions measured through the likeliness of the customer in feeling those emotions during their consumption.

## 2.2. Customer Loyalty

Customer loyalty is a condition in which a consumer repurchases an item or renewal of service on continually, nevertheless the situation and marketing efforts done and occurs that could potentially lead the switching of behavior to another provider (Oliver, 1999).

Customer loyalty explained the behavior of the customer, which they repeatedly buy a specific product from the same business and recommend them to other people (Lawfer, 2004). Dealing with the loyal customer gives many benefits for businesses (Lawfer, 2004). Those benefits listed below:

1. Predictability of loyal customer that give ease on managing the business that could reduce their operational expenses.
2. Reduce the cost of attracting new customers.
3. A loyal customer is easier to deal with since the business already knows their habits and preferences. Besides, they already know the information about the business well. Hence, it also takes less time rather than trying to grab new customers and convert them into a loyal one.

### 2.2.1. Characteristic of Customer Loyalty

Characteristic of customer loyalty defined below (Griffin, 2005):

1. Repurchasing the product
2. Buying other product lines of the company or brand
3. Recommend the product to other people
4. Showing the impenetrability in the competition

## 2.3. Hypothesis Development

Customer loyalty is beneficial for every business, with no exception (Lawfer, 2004). Therefore, every business is trying to develop many loyalty programs to gain a loyal customer. Commitment to building customer loyalty requires a company to create and build a lifetime relationship with the customer. Among all the possible ways, product design is one of them. Designing the product is expected to be able to create a product value that eventually helps to enhance the customer

loyalty of the company (Churchill & Halpern, 2001). The company must provide a product that highly essentials and important to fulfill customers' needs. Meanwhile, the research done by Mc Donald and Burger King on testing their loyalty programs in 2002 generates an unexpected result, which shows that in order to gain successful loyalty programs, initially, a company need to create and ensure a consistently positive experience to their customer (Duffy, 2003). Inevitably, it is about enhancing the experience that could evoke both customers' pleasure in aesthetic experience, the experience of meaning, and stimulate positive emotions. That way, then a company could gain a loyal customer.

Previous research shows that product experience happens during the customer's interaction with the product. Then, it ignites multisensory response (aesthetic experience), stimulates functional conceptualization (the experience of meaning), and elicit different emotions from the customer (emotional

experience). Those experience then influence the liking, and choice as well as future tendency to repurchase translated as part of customer loyalty (Spence & Carvalho, 2019; Spinelli et al., 2019). Meanwhile, customer experience is giving a direct influence on customer loyalty (Srivastava & Kaul, 2016).

The statement above supporting the dimensions of product experience used in this research also its influence on customer loyalty.

Therefore, three hypotheses are developed:

- H1: Aesthetic Experience, has a significant impact on Customer Loyalty of frozen food product
- H2: Experience of Meaning, has a significant impact on Customer Loyalty of frozen food product
- H3: Emotional Experience has a significant impact on Customer Loyalty of frozen food product

#### 2.4. Conceptual Framework

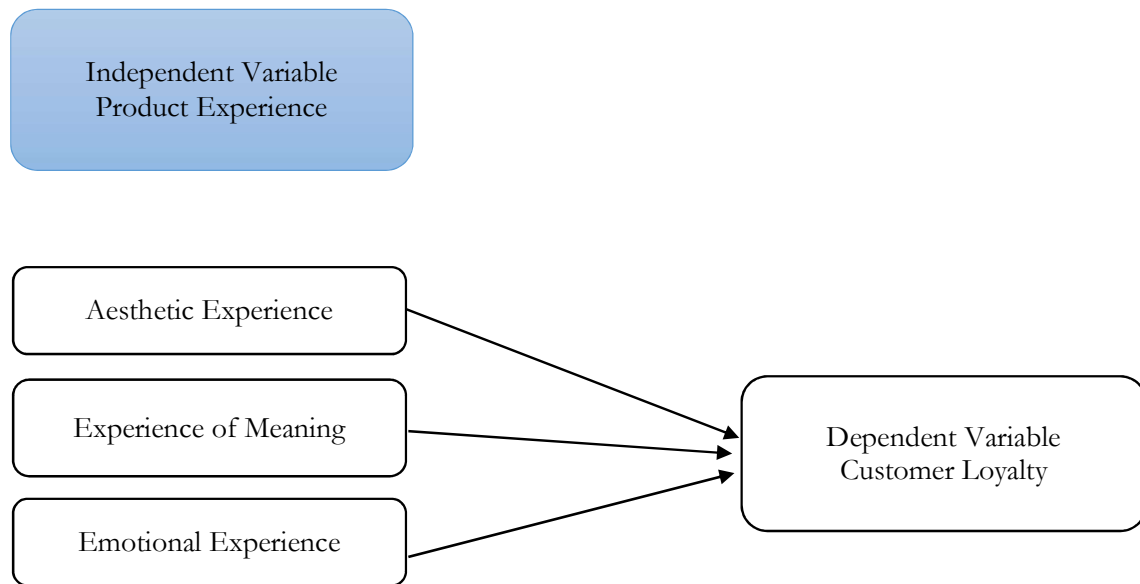


Figure 1.  
Conceptual Framework

### 3. Methodology

This research used a quantitative approach. An online questionnaire is spread using a purposive sampling method with criteria such as people with age ranging from 17 – 36 years old, university students, and young mothers from big cities in Indonesia such as Jakarta, Bandung, Bali, and Surabaya. The questionnaire consists of three segments, which are demographic profile, product experience, and customer loyalty. The variables in the questionnaire are developed based on a literature review and preliminary research through an interview. Four questions are representing the dependent variable, which is customer loyalty as the second segment of the questionnaire. The third segment consists of 22 questions representing the independent variables, which are an aesthetic experience, the experience of meaning, and emotional experience as part of

product experience. The second and third segments are measured using a 5-scale Likert scale (1= strongly disagree to 5= strongly agree). To ensure the quality of the questionnaire validity and reliability test is conducted to 40 random respondents. Bivariate Pearson was used for the validity test and Cronbach alpha for the reliability test. The statistical reliability shows 0.6 – 0.7 value, which is the range of acceptance.

There are 277 qualified data collected from May 28th until June 24th, 2018. The data is analyzed using Multiple Linear Regression to find the influence of product experience on customer loyalty of frozen food products. The T-test is conducted to investigate the influence of each independent variable on the dependent variable. Aesthetic experience, the experience of meaning, and emotional experience will give a significant influence if the significant value is below 0.05, and T-value is higher than T-table.

Table 1.  
*Respondent's Profile*

| Socio-demographic factors      | Frequency | (%)  |
|--------------------------------|-----------|------|
| <b>Gender</b>                  |           |      |
| Male                           | 81        | 29.2 |
| Female                         | 196       | 70.8 |
| <b>Age</b>                     |           |      |
| 17 - 21 years old              | 169       | 61   |
| 22 - 26 years old              | 70        | 25.3 |
| 27 - 31 years old              | 29        | 10.5 |
| 32 - 36 years old              | 9         | 3.2  |
| <b>Latest Education</b>        |           |      |
| Junior High School             | 1         | 0.4  |
| Senior High School             | 149       | 53.8 |
| Diploma                        | 9         | 3.2  |
| Bachelor Degree                | 94        | 33.9 |
| Master Degree                  | 24        | 8.7  |
| Doctoral Degree                | 0         | 0    |
| <b>Average Monthly Outcome</b> |           |      |
| < 1.000.000                    | 32        | 11.6 |
| 1.000.000 - 1.500.000          | 78        | 28.2 |
| 1.500.000 - 2.000.000          | 59        | 21.3 |
| 2.000.000 - 3.000.000          | 47        | 17.0 |
| 3.000.000 - 5.000.000          | 36        | 13.0 |
| 5.000.000 - 7.500.000          | 15        | 5.4  |
| > 7.500.000                    | 10        | 3.6  |



| <b>Occupation</b>        |     |      |
|--------------------------|-----|------|
| Students/College Student | 208 | 75.1 |
| Housewife                | 7   | 2.5  |
| Private Employees        | 33  | 11.9 |
| Entrepreneur             | 11  | 4.0  |
| Government Employees     | 3   | 1.1  |
| Others                   | 15  | 5.4  |
| <b>Domicile</b>          |     |      |
| Bandung                  | 142 | 51.3 |
| Jakarta                  | 46  | 16.6 |
| Surabaya                 | 12  | 4.3  |
| Bali                     | 77  | 27.8 |

## 4. Finding and Discussion

### 4.1. Respondent Assessment of Product Experience

#### 4.1.1. Aesthetic Experience

Table 2.

*Assessment of Aesthetic Experience*

| Aesthetic Experience    | Likeliness |      |       |       |       |
|-------------------------|------------|------|-------|-------|-------|
|                         | 1          | 2    | 3     | 4     | 5     |
| A1 (Smell)              | 0.4%       | 7.2% | 22.4% | 51.6% | 18.4% |
| A2 (Taste)              | 0.0%       | 2.2% | 9.7%  | 55.2% | 32.9% |
| A3 (Texture)            | 1.1%       | 4.0% | 19.9% | 50.5% | 24.5% |
| A4 (Product Appearance) | 1.1%       | 7.6% | 25.6% | 45.5% | 20.2% |
| A5 (Packaging Design)   | 2.2%       | 9.0% | 34.3% | 36.8% | 17.7% |

Based on the table, most of the respondent ( $\pm 50\%$ ) is experiencing a positive experience towards indicators that measured in the aesthetic experience. Most of them are agree that the smell of frozen food product is appetizing, taste delicious, have a pleasant texture, and appearance. Meanwhile, for the packaging design, the amount of respondents

who agree and neutral that the packaging design is attractive is almost the same ( $\pm 35\%$ ). Nevertheless, generally, based on the result, a frozen food product that exists in the market nowadays can give sensory pleasures to the customer, which indicates that it is a sign of positive experience.

4.1.2. *Experience of Meaning*Table 3  
*Assessment of Experience of Meaning*

| Experience of Meaning                   | Likeliness |       |       |       |       |
|---|------------|-------|-------|-------|-------|
|   | 1          | 2     | 3     | 4     | 5     |
| M1 (Affordable Price)                   | 2.2%       | 10.8% | 26.0% | 44.4% | 16.6% |
| M2 (Nutritious)                         | 11.2%      | 33.6% | 34.3% | 14.8% | 6.1%  |
| M3 (Easy cooking process)               | 0.0%       | 1.1%  | 4.7%  | 35.7% | 58.5% |
| M4 (Fast Cooking Time)                  | 0.0%       | 0.0%  | 5.8%  | 40.4% | 53.8% |
| M5 (Information on Packaging)           | 1.8%       | 4.3%  | 22.4% | 45.8% | 25.6% |
| M6 (Safety of the packaging materials)  | 0.7%       | 5.1%  | 10.5% | 55.6% | 28.2% |
| M7 (Merchandise bundled in the product) | 12.3%      | 31.0% | 27.4% | 19.5% | 9.7%  |
| M8 (Product Variant)                    | 4.0%       | 14.8% | 31.0% | 38.6% | 11.6% |
| M9 (Product Lifetime)                   | 0.4%       | 2.5%  | 17.0% | 53.1% | 27.1% |
| M10 (Product Freshness)                 | 0.7%       | 2.9%  | 18.1% | 54.5% | 23.8% |
| M11 (Raw Materials of the Product)      | 0.4%       | 8.3%  | 27.1% | 48.7% | 15.5% |
| M12 (Product Hygiene)                   | 0.4%       | 2.5%  | 15.2% | 57.4% | 24.5% |
| M13 (Product Quantity)                  | 0.7%       | 5.4%  | 20.2% | 49.5% | 24.2% |

Based on the table, showing that among 13 indicators that represent the experience of meaning, 11 indicators get a positive response from the respondent. They agree that they are having a positive experience in those indicators. They even strongly agree on the statement that they were experiencing an easy cooking process, and fast cooking time with a frozen food product. However, regarding the

nutritious level and merchandise that bundled in the frozen food product, customers are not resulting in a positive response. Majority of the respondent (44,8%) shows a tendency of disagreement that frozen food product has an excellent nutritional containment, and they think that merchandised that bundled in the frozen food product is not beneficial for them.

4.1.3. *Emotional Experience*Table 4.  
*Assessment of Emotional*

| Emotional Experience | Likeliness |       |       |       |       |
|----------------------|------------|-------|-------|-------|-------|
|                      | 1          | 2     | 3     | 4     | 5     |
| E1 (Happy)           | 2.5%       | 6.9%  | 30.0% | 42.6% | 18.1% |
| E2 (Enthusiastic)    | 43.7%      | 37.9% | 11.2% | 5.4%  | 1.8%  |
| E3 (Nostalgic)       | 46.9%      | 33.6% | 13.0% | 4.0%  | 2.5%  |
| E4 (Satisfied)       | 1.1%       | 4.3%  | 30.7% | 47.7% | 16.2% |

From 4 basic positive emotions, the majority of the respondent ( $\pm 45,15\%$ ) agree that they feel happy and satisfied with their frozen food consumption. However, the respondent is not likely to feel enthusiastic and nostalgic. This result could be due to the characteristic of

frozen food products, which has a low probability of eliciting those two emotions of the customer.



#### 4.2. Multiple Linear Regression's Result and Interpretation

Table 5.  
*Validity and Reliability Test*

| Constructs   | Pearson Correlations | Cronbach's Alpha |
|--|----------------------|------------------|
| <b>Aesthetic Experience (X1)</b>                             |                      | 0.696            |
| Smell  | 0.705**              |                  |
| Taste  | 0.717**              |                  |
| Texture  | 0.540**              |                  |
| Product Appearance   | 0.799**              |                  |
| Packaging Attractiveness                                     | 0.598**              |                  |
| <b>Experience of Meaning (X2)</b>                            |                      | 0.837            |
| Affordability  | 0.617**              |                  |
| Nutrition  | 0.473**              |                  |
| Ease in Cooking  | 0.439**              |                  |
| Fast Cooking Time  | 0.541**              |                  |
| Information on Packaging                                     | 0.564**              |                  |
| Safety of the Packaging                                      | 0.573**              |                  |
| Merchandise bundled in the product                           | 0.344*               |                  |
| Product Variant  | 0.522**              |                  |
| Product Lifetime   | 0.654**              |                  |
| Product Freshness  | 0.746**              |                  |
| Raw Materials of the Product                                 | 0.745**              |                  |
| Product Hygiene  | 0.652**              |                  |
| Product Quantity   | 0.709**              |                  |
| <b>Emotional Experience (X3)</b>                             |                      | 0.754            |
| Happy  | 0.766**              |                  |
| Enthusiastic   | 0.774**              |                  |
| Nostalgic  | 0.812**              |                  |
| Satisfied  | 0.682**              |                  |
| <b>Customer Loyalty (Y1)</b>                                 |                      | 0.677            |
| Doing Repurchase   | 0.604**              |                  |
| Buy Interline Goods or Services                              | 0.719**              |                  |
| Recommend to other people                                    | 0.769**              |                  |
| Showing the impenetrability in the competition               | 0.756**              |                  |
| Note:  |                      |                  |
| **. Correlation is significant at the 0.01 level (2-tailed). |                      |                  |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                      |                  |

Table 6.  
*Model Summary*

| Model Summary <sup>b</sup>            |                   |          |                   |                            |
|---------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                                 | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                     | .712 <sup>a</sup> | .507     | .501              | .51266                     |
| a. Predictors: (Constant), x3, x1, x2 |                   |          |                   |                            |
| b. Dependent Variable: y1             |                   |          |                   |                            |

Table 7.  
ANOVA

| ANOVA <sup>a</sup>                    |            |                |     |             |        |                   |
|---------------------------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model                                 |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                                     | Regression | 73.712         | 3   | 24.571      | 93.489 | .000 <sup>b</sup> |
|                                       | Residual   | 71.749         | 273 | .263        |        |                   |
|                                       | Total      | 145.461        | 276 |             |        |                   |
| a. Dependent Variable: y1             |            |                |     |             |        |                   |
| b. Predictors: (Constant), x3, x1, x2 |            |                |     |             |        |                   |

Table 8.  
*Beta Coefficients*

| Coefficients <sup>a</sup> |             |                             |            |                           |        |      |
|---------------------------|-------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |             | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |             | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant ) | -.505                       | .230       |                           | -2.192 | .029 |
|                           | x1          | .268                        | .059       | .240                      | 4.563  | .000 |
|                           | x2          | .637                        | .073       | .461                      | 8.742  | .000 |
|                           | x3          | .228                        | .060       | .175                      | 3.827  | .000 |
| a. Dependent Variable: y1 |             |                             |            |                           |        |      |

The predictors generate the value of R Square at 0.507 for the relationship between product experience with customer loyalty. This value means that product experience, which consists of aesthetic experience, the experience of meaning, and emotional experience, could explain 50.7% variations of customer loyalty. Furthermore, the coefficient table shows that the experience of meaning (X2) becomes the highest predictors with a standardized coefficient beta at 0.461. Meanwhile, the aesthetic experience coefficient beta is 0.240, and the emotional experience is 0.175. The above results indicate that experience of meaning explains 46.1% variations of customer loyalty, meanwhile aesthetic and emotional experience explains

24% and 17.5% variations of customer loyalty, respectively.

#### 4.3. Discussion

This research aims to investigate the influence of product experience towards customer loyalty of frozen food products. The finding shows that both hypotheses are accepted, which means that all of the independent variables (aesthetic experience, the experience of meaning, and emotional experience) are a significant influence on customer loyalty. This finding is supported by previous research done on several product categories ranging from food until service products like an amusement park, rental, et cetera. The previous research conducted by Mc Donald and Burger King on testing their loyalty

programs in 2002 shows an abrupt result. A successful loyalty programs requires consistent positive experience to their customer (Duffy, 2003; Mascarenhas, Kesavan, & Bernacchi, 2006; Spinelli et al., 2019).

Aesthetic experience plays essential roles in eliciting positive experiences when a customer interacts with a product. The fundamental of aesthetic experience is sensory perception like taste, smell, texture, and appearance/visual that using sensory receptor as its media. When a frozen product could generate a sensory pleasure to those sensory receptors, it is reasonable that customers will demand those pleasure of consumption repeatedly. Nowadays, many frozen food companies put much effort into inventing new product's flavor, designing attractive packaging, and even make them come in unique shapes to attract and capture more customers.

In the globalization era, it is best to design a product that has an aesthetic value that gives a pleasurable aesthetic experience. People have enacted it as a consideration in their product acceptance in many sectors, not only food, but also entertainment, and other industry sectors (Čučković, 2011).

Many people will agree that taste is the most fundamental aspect that makes the customer love and buy particular food repeatedly. However, in this research, we see that taste, which included in aesthetic experience, do not become the highest predictors of customer loyalty. The highest predictors of customer loyalty are the experience of meaning. In this variable, there is recognition from the customer about product conceptualization, including the way they operate, their function, and symbols associated with them. It consists of indicators related to the product attribute such as price, nutrition facts, quality of the material, packaging, et cetera.

There is a reasonable reason why the experience of meaning affects customer loyalty at the highest rate. Experience of meaning covers the conceptualization of the

product and leads customers to attach value to the product. Value is an essential factor in determining the success rate of a product in the market. An example of that value phenomenon is a big company like Apple, since the beginning, they proposed a value that makes their user having an excellent experience that could ease their life through Apple's product. Now, we could see how people will line up each time the company launched its new product to be the first to have Apple's product.

Reflecting on the current condition of the frozen food industry, customers have perceptions that the frozen food product is not clean, and the nutrition quality is not good enough. It is supported by the result which customers' experience toward the nutrition value of frozen food is negative. If we related the result with the demographics of the respondent, it shows that the majority of them is a university student both undergraduate and graduate. They have a higher knowledge that leads to a critical evaluation of a product that they buy. They are a customer that assumed to have a high awareness about the importance of knowing the product that they buy.

However, nowadays, there is a positive attitude towards frozen food products leads by millennials (people born within 1994 – 2000). This shifting happened because companies have been improving frozen food products to answers the health concern towards the product. Besides, it is also answering the need for a more convenient way to eat properly and frozen food seen as a convenient way to eat with controllable portions and nutrition (Rodriguez, 2018).

Moreover, discussing emotional experiences, people will try to look for a positive emotional experience and avoid negative/bad emotional experience. Positive emotional experience is highly possible in contributing to a positive overall experience that eventually leads to customer loyalty. Meanwhile, a negative emotional experience will lead to product avoidance, indicating that the customer will not show a sign of loyalty, such as

repurchasing or another characteristic of customer loyalty. The explanation indicates that emotional experience has a significant influence on customer loyalty; both could be positive or negative depends on what kind of emotional experience felt by the customer while interacting with the product.

The result supports the result of existing previous research, but with a different approach to customer experience. However, the essence of customer experience while interacting with the product in both approaches is aiming to help the company in designing and managing their product experience better.

## **5. Conclusion & Recommendation**

### *5.1. Conclusion*

This research aims to investigate the influence of product experience towards customer loyalty of frozen food products. Based on the descriptive assessment of frozen food product experience, show that other the customer generally agree that they are experiencing a positive experience with frozen food products that they consume. The exception is for the nutrition containment and merchandised that bundled in the frozen food product. The nutrition containment is yet delivering a positive experience to the customer, and the merchandise is not significant enough to ignite the customer loyalty

The second finding shows that the three independent variables together is giving a significant influence on customer loyalty. They could predict 50.7% of variations of customer loyalty. The percentage indicates that product experience is giving a half contribution to predicting customer loyalty. Moreover, based on the t-test result, the three independent variables are also giving a significant influence on customer loyalty partially. Among those three, the experience of meaning becomes the highest predictors of customer loyalty, then, followed by aesthetic experience, and emotional experience.

### *5.2. Research Limitation*

This research focuses on investigating the product experience of frozen food products and their influence on customer loyalty. During the process, this research has several limitations:

- This research only used three components of product experience, which are an aesthetic experience, the experience of meaning, and emotional experience to predict the variation of customer loyalty.
- This research has a time limitation that leads the researcher only focus on reaching the respondent on four areas (Bandung, Bali, Surabaya, Jakarta) and people ranging from 17 – 36 years.
- Due to the lack of previous research that uses the same approach of product experience to measure the influence of product experience on customer loyalty of frozen food products, the researcher decided to conduct preliminary research by interviewing frozen food customers that match with the targeted respondent. The preliminary research is conducted to develop the indicators that will be measured in the questionnaire. Due to those conditions, there are still many spaces for improvement in the measurement indicators.

### *5.3. Future Research Recommendation*

This research gives more useful indicators as a metric to measure the experience during the consumption of frozen food products. The result strengthens the concept of product experience's role in shaping customer loyalty. Since the indicators are focusing on the physical product experience, this research would be beneficial for producers to improve their experience using data-based reference as it shows the current situation of customer's experience and to put their effort effectively and efficiently.

However, with the limitations of the research, there are several suggestions for future research in this area, such as collecting a

bigger sample in order for the result to be generalized and become more representative. Furthermore, the research could be mixed with a qualitative approach to get an in-depth understanding of how the experience of the customer while interacting with the frozen food product could impact customer loyalty. Besides, the result from multiple linear regression shows that the indicators used in this research explained 50.7% variation of customer loyalty. There are still another 49.3% factors that have not yet been explained. It could be several indicators of product experience, which have yet been explored and not included in this research, also many other factors that could impact customer loyalty other than product experience. It gives spaces for future research to explore and develop more indicators to better explain the variation of customer loyalty itself.

#### 5.4. Managerial Implication

The research gives insight into the state of frozen food product experience in the market nowadays. The result could help companies, especially ones with limited resources, to focus on designing which aspect of product experience that they want to explore and develop more.

It is highly recommended to design the indicators of frozen food product experience inside the experience of a meaning variable since it is the highest predictor of customer loyalty. Precisely, the focus should be on creating a positive evaluation of the health value of the product since it is evaluated lower than others. Since the current status of health value is not as good as others, the company that could serve those needs will make an attractive competitive edge in the market.

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