

EVALUATION OF BRIDGE COFFEE CUSTOMER EXPERIENCE

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Abstract. Along the years, we can not deny that coffee shop become a fast-growing business in Indonesia especially in urban city such as Jakarta, Bandung, Medan, Surabaya, and other cities. There is a really huge market this sector since drinking coffee is not longer a necessity but lifestyle. Bridge Coffee is on of those coffee players which produce premium roasted Indonesian coffee beans and other beverages for cafes, restaurant, corporation, and especially for end-customer. They are currently planning to open their first coffee shop in Bandung, which they named it Bridge Coffee Boutique and Dining. Coffee shop is a very competitive business, and attracting new customers is a consistent challenge. One of the best ways to attract new customers to Bridge Coffee Boutique and Dining is to offer something of value to change their "normal" behavior and encourage them to try something new. Therefore, this research has the objective to examine experiential marketing program from Bridge Coffee's potential customers and give recommendation to Bridge Coffee Boutique and Dining on the things the should do. To gather the data, focus group discussions were done three times. The result of this study shows that the customer already recognized some uniqueness of experience in Bridge Coffee Boutique and Dining. It highlights the coffee gallery, which show many information about coffee, coffee beans and coffee equipment showcase as the first experience that given to visitor. Another result is that Bridge Coffee Boutique and Dining overall service admitted higher than average compared with other cafe or restaurant. Therefore, the recommendation for Bridge Coffee is to provide the customer with a simple customization for their order to create a really pleasent experience.

Keywords: Coffee, Coffee shop, Focus group discussion, Experiential marketing, Experience

Introduction

Along the years, we can not deny that Coffee Shop become a fast-growing business in Indonesia especially in urban city such as Jakarta, Bandung, Medan, Surabaya, and other cities. There are huge market this sector since drinking coffee is not longer a necessity but lifestyle. Drinking coffee has now become more of a concept than merely a drink coffee itself. People also come to coffee shop to buy an integrated services such as good place for a meeting, hang out, spend leisure time, having good meal, or on some cases go to coffee shop even become a lifestyle.

Bridge Coffee is a coffee company producing premium roasted Indonesian coffee beans and other beverages for cafes, restaurant, corporation, and especially for end-customer. Bridge Coffee are planning to open their first coffee shop in Bandung, which they named it Bridge Coffee Boutique and dining. Coffee shop is a very competitive business, and attracting new customers is a consistent challenge.

One of the best ways to attract new customers to Bridge Coffee Boutique and Dining is to offer something of value to change their "normal" behavior and encourage them to try something new. While a discounted offer may encourage trial, it will not necessarily drive a repeat customer or brand loyalty. The more successful business tends to combine value with a unique experience that

significantly differ one coffee shop to another coffee shop in this case. Offering a value may incentivize a consumer to try a newly open coffee shop, but it's the unique coffee experience that they will remember and talk about. And we know that word-of-mouth is the strongest form of marketing in any business.

Literature Review

Bridge Coffee

Bridge Coffee first founded in 2012 by Alvin Hermawan upon his interest of coffee. At the early years until now, Bridge Coffee products have not started yet to be sold to public and still on developing stage. Bridge Coffee itself is formed from bridge word which means a structure carrying a road, path, railroad, or canal across a river, ravine, road, railroad, or other obstacle. Bridge is one of the most important infrastructures that exist to link one important object to another. So the founder is aiming to link their services and customer satisfaction by creating Bridge Coffee.

Bridge Coffee serves their customer only the fresh and premium grade of coffee bean that roasted as fresh as possible. Bridge Coffee blends different origin of Indonesian coffee that has its own characteristic to create a rich and balance taste. Beside that, they package the coffee with technology-applied airtight canister system that allowed roasted coffee freshness kept for a longer time. In line with premium quality of materials, Bridge Coffee selling price is quite high. as a international brand benchmark Bridge Coffee is around Starbucks Coffee and for the local products Bridge Coffee price range are similar with JJ Royal Coffee. Bridge Coffee has totally different type of services concept from Starbucks and JJ Royal.

Bridge Coffee presents unordinary establishment of coffee shop called boutique and dining. the boutique itself highlights coffee gallery as the primary features for their customer. besides the showroom of Bridge Coffee products, they put information about coffee from history, cultivation, process, roasting, and so on until how to make a perfect cup of coffee. Different type of coffee making utensils, coffee grades, rejected coffee quality and coffee roasting level also displayed in this area.

Sophisticated design and concept were presented in this boutique. The character of the building is masculine modern minimalist with a touch of feminine decoration. Mainly the materials used are earthy color of granite, glasses, and dark wooden treatment of furniture. To accompany the coffee experience, Bridge Coffee also serve quality, fresh, and fine food that mostly are home-made to their customers that well-plated to boost consumer appetite that adopted from French fusion with Japanese Cuisine.

Experiential Marketing

Experience are inherently emotional and personal; many factors are beyond the control of management such as personal interpretation of a situation based on cultural background, prior experience, mood, sensation seeking personality traits, and many other factors (Belk, 1975; Gardner, 1985; Hirschman & Holbrook, 1982; Zuckerman, 1971). For this purpose, Pullman and Gross (2004) argued that within management's domain, the service designer can design for experience and operations managers can facilitate an environment for experience by manipulating key elements. It would seem to make intuitive sense that some of the activities with experiential designs which people become involved might provide conditions that promote more psychologically meaningful and involving experiential outcomes (Mannell, 1993; Stebbins, 2001).

According to Bitner (1990, 1992, 2000), context is the "servicescape" and dictates what the organization should consider in terms of environmental dimensions, participant mediating responses (cognitive, emotional, and physiological), and employee and customer behaviors including staying

longer, expressing commitment and loyalty, spending money, and carry out the purpose of the organization. Particularly, memorable context allows for different levels of customer participation and connection with the event or performance both through rational and physical elements (Pine & Gilmore, 1998).

Garbone and Haeckel (1994) refer to physical context as "mechanics clues" for sights, smells, sound, and textures generated by things. They refer to relational context as "humanics clues" for those behavior emanated from people. Similarly, Pullman and Gross (2004) defined relational context refers to the interaction between the guest and service provider and between the guest and the other guests. They also argued that when a guest identifies with the service provider and other guests, the guest takes on the interests of the service provider and accepts those interests as his or her own, thus creating loyalty behavior. From perspectives of physical context and relational context, managing customer experience means orchestrating all the "clues" that people detect so that they collectively meet or exceed people's emotional needs and expectations in addition to functional expectations (Berry, Carbone, & Haeckel, 2002). For this reason, it advocates the notion of experiential marketing that differs from traditional marketing in that experiential marketing provides a set of value involving sensory, emotional, cognitive and relation, elicit consumer to sense, feel, think, act, and relate instead of focusing on functional features-and-benefits (F&B) marketing (Schmitt, 1999).

Schmitt (1999) proposed the definition of experiential marketing: any consumer experiences some stimulations result from direct observation and/or participation in events, in which generates motivation, cognitive consensus, and purchase behavior. As stated above, he contended experience are usually not self-generated but induced; experiences are "of" or "about" something; they have reference and intentionality. And experience maybe be viewed as complex; in other words, no two experiences are exactly alike (Schmitt, 1999). Schmitt (1999) also indicated that experiential marketing can be used beneficially in many situations including: (a) to turn around a declining brand, (b) to differentiate a product from competition, (c) to create an image and identity for a corporation, (d) to promote innovations, and (e) to induce trial, purchase and, most important, loyal consumption.

Perceived Experiential Value

Experiential values of perception are based upon interactions involving either direct usage or distanced appreciation on goods and services; these interactions provide the basis for the relativistic preferences held by the individuals involved (Holbrook and Corfman, 1985). Experiential value has been said to offer both extrinsic and intrinsic benefit (Babin & Darden, 1995; Batra & Ahtola, 1991; Crowley, Spangenberg & Hughes, 1992; Mano & Oliver, 1993). Thus, the consumption experience itself can also be rich in value.

Holbrook (1994) broadened the traditional extrinsic-intrinsic conceptualization of experiential value by including an activity dimension. He defined reactive or passive value derives from the consumer's comprehension of, appreciation for, or response to a consumption object of experience; and active or participative value, on the other hand, implies a heightened collaboration between the consumer and the marketing entity. Furthermore, Holbrook (1999) proposed a framework for typology of experiential value that designed to categorize or classify the various types of value in the consumption experience, which are efficiency, excellence, status, esteem, play, aesthetics, ethics, and spirituality according to three key dimensions of consumer value: (a) extrinsic versus intrinsic value, (b) self-oriented versus other-oriented value, and (c) active versus reactive value.

The typology of experiential value proposed by Holbrook (1994) suggests a value landscape divided into four quadrants framed by intrinsic/extrinsic sources of value on one axis and active/reactive value on the other. Similarly, Mathwick, Malhotra and Rigdon (2001) developed four dimensions of experiential value on the basis of prior research: (a) consumer return on investment; (b) service excellence, (c) playfulness, and (d) aesthetic appeal

Methodology

Methods

This research will use qualitative research to collect and analyze data. The primary purpose of qualitative method is to understand experiences and attitudes of respondents. Through different ways of gathering information, it is possible to reach a deeper understanding of the problem and facilitate the description of the context around the problem. The method is characterized by nearness to the source from where the information is collected (Holme & Solvang, 1997). Many consumer preferences including experience cannot be determined by numerical data and cannot be described by likert scale or other quantitative questioning. Beside that by conducted in-depth interview could see customer point-of-view about things. The output from this qualitative research is expected to find out about important attributes that matter for Bridge Coffee Boutique and Dining customer. The target sample included those guests who visit Bridge Coffee Boutique and Dining in Bandung. The customers that will join this interview are chosen based on their knowledge and interest about coffee and food industry so they can criticize relevantly.

Instruments

There are two instruments which will was used in this research; in the first part of the survey is focus on develop experiential marketing program based on five dimensional of customer experience by Schmitt, B (1999) and examine adapted experiential provider. The second is about customer perceived experiential value towards their experience. The subjects were asked to indicate their opinion and recommendation.

Schmitt (1999) proposed experiential marketing as any consumer experience some stimulation result from direct observation and/or participation in events, in which generates motivation, cognitive consensus, and purchase behavior as well as superior value. Moreover, he argued that experiential marketing consists of five measurement dimensions: sense experience, feel experience, think experience, act experience, and relate experience. In the study o f Mathwick, Malhotra and Rigdon's (2001) experiential value, they developed four dimensions of experiential value scale on the basis o f prior research: (a)consumer return on investment, (b) service excellence, (c) playfulness, and (d) aesthetic appeal. In this study, perceived experiential value is measured by employing these four dimensions of experiential value scale.

Data Collection

The first phase of this study is to construct experiential marketing program based on secondary data and former research about experiential marketing program. Researcher will examine about Bridge Coffee Boutique and Dining customer experience that will be tested on the next phase. For this research Focus Group Discussion are proposed to be conducted in this research. The researcher use semi-structured interviews that consist of several key questions that help to define the areas to be explored, but also allows the interviewer or interviewee to diverge in order to pursue an idea or response in more detail. Data used in content analysis include human speech, observations of behavior, and various forms of nonverbal communication. The speech itself may be recorded, and if video cameras are used, at least some of the behavior and nonverbal communication may be permanently archived. Such data are highly unstructured, however, at least for the purposes of the researcher. Procedures of Focus Group Discussion below are the ideal experience that Bridge Coffee Boutique and Dining customer may have. Change of order of the procedure is allowed depends on respondents' demand.

1. Welcoming Guest
2. Gallery showcase
3. Boutique Tour
4. Choosing seating area
5. Offering signature menu

6. Waiting for food and drinks
7. Serving food and beverage
8. Discussion
9. Closing

Data Analysis

The first step in many approaches to the analysis of focus group data is to have the entire interview transcribed. Transcription services are readily available in most cities and are generally able to provide relatively rapid turnaround at modest cost. Transcription not only facilitates further analysis, but also it establishes a permanent written record of the group discussion that can be shared with other interested parties. On the other hand, in research situations that are time pressured or involve fairly mundane issues (e.g., advertising copy testing), a transcript may not be prepared. In these cases, the researchers rely on detailed notes taken by the focus group observers, or they may also replay the audio or videotape of the group as needed.

Studies that rely on qualitative research methods often employ qualitative approaches to extracting meaning from the data. The meaning of a focus group discussion, or for that matter any set of words, does not leap out complete with interpretation and insight. Rather, the content of the discussion must be examined and the meaning and its particular implications for the research question at hand discovered. Every effort to interpret a focus group represents analysis of content. There are, however, rigorous approaches to the analysis of content, approaches that emphasize the reliability and replicability of observations and subsequent interpretation. These approaches include a variety of specific methods and techniques that are collectively known as content analysis (Krippendorf, 2004). There are frequent occasions when the use of this more rigorous approach is appropriate for the analysis of data generated by focus groups. This may even be necessary when numerous focus groups are fielded, yielding a large volume of data.

Research Result

Experience and Perceptions on CROI and its Dependent Factors

Customer Return on Investment comprises the active investment of customer in money, time, or other behavior that potentially yield a return. In this case the customer's return is product quality or other pleasant experiences.

Exclusivity

Exclusivity in this context is about something different that most likely giving new luxurious experience. In some cases customer relate luxurious consumption as prestige. This is in line with hedonism in consumption experience which is assumed pleasure is the highest good; the pursuit of pleasure; a lifestyle devoted to pleasure-seeking (Chambers Online Reference, 2005). Exclusivity is generally related with expensive goods or services. This may affect positively and negatively to Bridge Coffee Boutique and Dining. Positively there are certain demands or needs of this kind of experience that still rarely available in Bandung area. So in extreme context, Bridge Coffee might bring pride to its customers because its exclusivity. This is also well-recognized by Bridge Coffee customer. But on the other side, commonly people tend to avoid 'expensive' cafe without any special occasion which make Bridge Coffee Boutique and Dining may not frequently visited. There are also other factors that will be examined later.

Value for Money

In this part the customer's return on investment is specifically related to the price or value for money. In customer's opinion the selling price of Bridge Coffee Boutique and Dining are worth to pay in comparison with the experience they got. It's not literally affordable for the price especially for certain group of people.

Experience and Perceptions on Aesthetics and its Dependent Factors

Based on previous studies and customer's response, aesthetics or in this case consist of interior design, decoration, lighting, music, or other aspects that affect customer's mood are the most noticeable part from customer experience. Susskind & Chan (2000) found that food and decor are more strongly related to a high rating by customers than service. The importance of good food is self-evident, but, interestingly enough, many known gourmets deny the importance of ambience for their satisfaction.

Formal Ambience

The dominant response about physical ambience of Bridge Coffee Boutique and Dining are formal, serious, and mature. This already in line with Bridge Coffee's concept in targeted to mature people and upper scale segment. Studies show that young people prefer bright, strong colors, whereas adults mostly enjoy their meals in weak, unobtrusively colored environments (Grunert 1993, according to Stroebele & De Castro, 2004). So Bridge Coffee should strengthen the concept and approach the right market to generate their awareness. It is said that young people sometimes feel uncomfortable to come to Bridge Coffee Boutique and Dining because they feel that they don't belong to a place that too serious for them. It is also said that chances to come to Bridge Coffee Boutique and Dining are infrequently because of the concept are match only for certain occasion.

Coffee Story Telling

The degree of information that a consumers have about a product, including how well they can distinguish its characteristics, can also affect their experience, involvement, and satisfaction. Typically, the higher a consumer's product knowledge, the more involved with it he or she will be. Deeper knowledge about a product also translates into higher involvement because the consumer perceives it as more important, especially if some of that knowledge pertains to characteristics that hold personal meaning (Boundless, 2015).

Uniformity

For the interior treatment, some customer think that they prefer something harmony and uniform. Bridge Coffee Boutique and Dining first floor, second floor, and smoking area are not uniform. It's also lack of decoration ornament hat helps create coffee connoisseur environment. Decor of the restaurant can influence our perception of what's the most important in the restaurant, the food or drinks in this case. Bell et al. (1994, according to Stroebele & De Castro, 2004) showed that by changing the ambience of a restaurant. For example they created a typical Italian atmosphere with red and white checked tablecloths, the Italian flag, menu written in Italian, and other Mediterranean symbols. Even though the actual menu was the same for the Italian setting and in the usual restaurant setting, all meals were rated as more Italian under the "Italian condition". The customers also consumed more dessert in the Italian ambience, thus the environment actually influenced their behavior.

Smell

From customer opinion, Bridge Coffee Boutique and Dining doesn't have a particular coffee shop aroma that has strong characteristic like Starbucks. Smell is one of senses that have a powerful ability to evoke emotions and memories. In this case, coffee aroma is considered to be important. Jean Charles Chebat from the University of Montreal's HEC Management School had proven that with citrus aroma in this case, customer felt that the space was more comfortable, happier and stimulating.

Respondents seemed to think the products and services were better in quality, even though they were exactly the same as the previous time.

Lighting

Lighting is important to consider as they helps create atmosphere or mood. Eating in a softly illuminated dining room might contribute to decreased food intake, whereas eating in a brightly illuminated area might promote the intake of rapidly eaten meals of greater total energy content (Stroebele & De Castro, 2004). Customer's opinion of Bridge Coffee Boutique and Dining is too flat for a coffee shop ambience. It is related to physical decoration, color, and texture. Lighting could enhance each component to be more dramatic and because the color of flooring and ceiling in Bridge Coffee Boutique and Dining is too bright, so it has to be careful to choose the lighting.

Sound

Music is one of important aspects that not all people could notice or paid attention to. But it does affects customer's mood or ambience pretty much. Easy listening music should be considered to be played in Bridge Coffee Boutique and Dining. The music has to represent the characteristic of Bridge Coffee. It should be something mature, steady, and yet has strong identity. A recent study examined the effects of both music tempo and preference, and found out that it is actually the liking of music what the customers respond to, and not the tempo. If people like the music, they spend more time in the restaurant, and spend more money on both food and drink (Caldwell and Hibbert, 2002). There are interesting studies about the influence of music on restaurant customers' behavior, usually concluding that the faster the music, faster people eat, and less time they spend in the restaurant – again, just remember the music in fast food restaurants (Milliman, 1982; according to Caldwell and Hibbert, 2002; Roballey, et al.1985; according to Caldwell and Hibbert, 2002).

Signature Spot

Signature Spot in this context is a particular spot as an icon of Bridge Coffee Boutique and Dining itself. It is important because a visually attractive spot for example on social media timeline, could enhance curiosity of potential customer to come to Bridge Coffee Boutique and Dining. The intention to witness a particular or signature spot could effectively enhance social proof, especially for social media users. Social proof which also referred as 'informational social influence,' is the concept that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior.

Experience and Perceptions on Playfulness and its Dependent Factors

Product Experience

Product Experience in this context is not only about the product quality but involving the presentations, way of serving, and unique experience. Products that can easily conform to and enrich a consumer's lifestyle tend to be consumed with more frequency and involvement (Boundless, 2015). Pine and Gilmore (1999) explain: When a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time enjoying a series of memorable events that a company states - as in a theatrical play - to engage him in a personal way. (p. 2) Another interesting example of how presentation color choice influences the dining experience is that coffee drinkers judged the same coffee served from a blue pot as mild and from a brown pot as too strong. The best judgment of "aromatic and strong" was given to coffee served in a red pot (Favre & November, 1979, according to Stroebele & De Castro, 2004).

Signature Dish

Signature dish is one of the important tools to create unusual customer experience. A signature item is a particular food or drink that a restaurant has created and is very well known for. Every establishment needs a signature item which becomes the mainstay for regular patrons, and, in turn, keeps the establishment in business for a very long time. Richard Saporito, founder of Topserve Consulting stated that a signature item can actually keep a restaurant afloat because it's the one reliable item that puts their numbers over the top. A great signature item has the potential to bring your restaurant significant growth as your customers will tell their family, friends and co-workers about their experience at your establishment. This word-of-mouth marketing will result in more overall business and more repeat business as well.

Customization

Customization is considered as a value added to customer experience if any. But on the other side, the communication way of customization itself must not be confusing to customer. One of very good example is starbucks with their promise statement "Your drink should be perfect, every time. If not, let us know and we'll make it right." It is a good example of customization communication because it doesn't confuse customer with any unfamiliar languages. So, sales spokesperson becoming very important to create a good experience of customized purchase.

Customer Involvement

To witness the process of making could become an interesting and memorable experience for customer. It is more appealing through sensory experience like we can see, hear, smell, and even gets informed how the food is cook, or how the coffee was made and finally touch the texture and taste it.

Experience and Perceptions on Service Excellence and its Dependent Factors

Waiter's Hospitality

The server is the most important point of contact for the guest, the face of the company, and the person with the most responsibility for whether the guest leaves with a good experience. In overall customer's opinion, service person in Bridge Coffee Boutique and Dining are properly qualified. Beside that timing seems to be crucial for customer satisfaction. In our fast forwarded lifestyle, we like to think that we can't afford to spend too much time eating. In a study by Wildes & Seo (2001) all subject groups, but particularly younger people and people with children considered slow service a major problem. There are also some cultural differences, which demonstrate just how obsessed with speed the western culture has become.

Friendliness

Overall opinion, Bridge Coffee Boutique and Dining service person is qualified enough in customer sight. Two kind of waiter that should avoid is annoying waiter and robot waiter on how they approach customer. Robot waiter approaches guest like all in template of repetitive welcome text. And also there is waiter who is too annoying which walking table to table give too much enthusiasm. Waiter have to always seen have enthusiasm and cheerful in a proper way. The way waiter talk and response the customer also represent their confident.

General Facilities

In this digital and connected era, internet connection seems to be important to everyone. Providing good quality of wi-fi connectivity will help create a good experience to customer and impact the brand itself. By experiencing good experience of general facility is more likely appeal customer to visit Bridge Coffee Boutique and Dining more frequently.

Conclusion

Customer Return on Investment

In customer opinion, Bridge Coffee Boutique and Dining is in line with its market segment which is premium and exclusive. Overall Bridge Coffee and Dining has a reasonable price and worth value for money. But in Bandung environment a place such Bridge Coffee can't be visited frequently because of its premium market segment.

Aesthetic

The dominant response tell that Bridge Coffee Boutique and Dining ambience is very formal and mature that only certain people with certain preference or necessity who enjoy it but it is in line with premium class that aimed by Bridge Coffee Boutique and Dining. And to be more detail, Bridge Coffee is lack of coffee decoration, coffee smell, and other ornaments that could enhance the ambience of coffee place.

Playfulness

Customer already recognized some uniqueness of experience in Bridge Coffee Boutique and Dining. It highlights the coffee gallery which show many information about coffee, coffee beans and coffee equipment showcase as the first experience that given to visitor. Beside the coffee itself, the way to present the food and beverage to customer are quite impressive for example involving customer to see live process of drinks, unique device to serve coffee (for example syphon brewing), and beautiful presentation including premium quality of cutleries.

Service Excellence

Bridge Coffee Boutique and Dining overall service is admitted higher than average compared with other cafe or restaurant. Respondents give only few insights about service complaints or improvement such as sometimes it lack of stand by waiter because of Bridge Coffee Boutique and Dining have many different zoning area. By providing stand by greeter at main entrance get positive appreciation from customer.

Recommendation

Customer Return on Investment

Due to costing and market segmentation, there is nothing to do with the price instead of improve the other aspects such as product quality, physical ambience, and other services while mostly customer have perceived the value and premium concept of Bridge Coffee Boutique and Dining. The issue is become how Bridge Coffee communicate the brand itself clearer and spreading awareness to the right target market. Because it's quite clear Bridge Coffee Boutique and Dining is favoured by mature target market which need a formal, exclusive, and private place. it is quite niche market that Bridge Coffee have, so it is better to start membership program which also could give monetary benefit and beside that build a relationship is important with this kind of market, create account for whatsapp and any other social messenger is important. Bridge Coffee Boutique and Dining could share about seasonal promotion, product knowledge, and free gift voucher through social messenger with formal and professional communication way so it doesn't interrupt the branding itself.

Aesthetic

Aesthetic seems to be the most recognized by customer based on excitement and total number of responses from customer in this research data collection. There are many possible improvements especially in small detail of physical ambience that Bridge Coffee should add. Picture or poster that related to coffee such as coffee infographic, coffee taste chart, map of coffee origin, list of coffee characteristic, picture of coffee plantation, picture of coffee farmer, or maybe pictures of coffee process could be easy and effective way to be implemented which creates Bridge Coffee Boutique

and Dining more welcome and interactive. Beside that Bridge Coffee Boutique and Dining should highlight printed media about seasonal promotion or greetings such as christmas greetings, christmas special coffee, and many more to create such a dynamic environment of Bridge Coffee Boutique and Dining. Bridge Coffee should create a constant coffee aroma in every area in Bridge Coffee Boutique and Dining naturally or artificially depends of its possibilities. As stated before smell is one of most memorable and recognized sensory, it will enhance customer mood to drink coffee and make customer experience the coffee even better.

Playfulness

Customer response about playfulness is not as deep as how they give opinion about physical ambience. Bridge Coffee can be so creative in creating unique experience to enhance playfulness aspect which give a memorable experience to the customer. When it comes with visually attractive and unusual attraction it most likely will attract customer to get involved. Customer loves to witness the process their beverage or coffee. It can be derived to provide simple customization to customer as they choose what coffee they want. Customization must not be complicated because customer with limited knowledge about coffee won't be able to translate their preference which they will possibly don't reach their goal. In this case waiter and info graphic will be very important to give such experience to customer. Related to the way of serving, Bridge Coffee already have several menu item that impressed customer such as how they serve hot chocolate drink which the chocolate is being melted and combined with hot milk in front of customer on guest table. Bridge coffee also has coffee equipment that unusual to common people such as syphon brewing, paper drip, etc. Bridge Coffee could consider offering "Coffee Pairing". Coffee Pairing in this context is similar with wine pairing with objective that in a single visit customer can experience several coffee drinks with companion of matching food sorted by similarity of taste character. The important touch point is how the presentation can inform customer about the pairing information to customer. In this day collaboration across business, industry and area is popular such as Bridge Coffee could invite top barista or chef from Jakarta city or abroad to make an event in Bridge Coffee boutique and Dining sometime. The concept and theme should be well-design such as it specialized for brunch, free coffee tasting, latte art tutorial, etc.

Service Excellence

Even though in customer's sight Bridge Coffee Boutique and Dining already provide a good customer service, there are still many possible improvements that Bridge Coffee can do. Do frequent briefing about S.O.P and disciplines. The major things that the spokesperson of service should master are menu item or general thing about Bridge Coffee. To be seen enthusiastic and friendly in responding customer also important. It can be brought to the next level of service for frequent customer by remember their name, favorite items, what they like or dislike on condition that all communication are still in limitation of polite manner and professionalism. Sending greetings to customers on special occasion such as new year, eid mubarak, christmas, and birthday can be a part of good services that Bridge Coffee can provide.

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