The effect of customer experience and emotional value on the net promoter score: Middle-class millennial climber category

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Abstract
This study investigates net promoter score changes due to the emotional value and experience of middle-class customers. A total of 150 respondents were selected, while 96 brands were observed based on the respondent's daily life needs, such as clothes, cafes, gadgets and travels, among others. Customers experience was measured by analyzing their interactions with the brands they use. The emotional value was measured by the positive or negative emotion score of each brand. The gap between brand Promoter and Detractor is the Net Promoter Score. This research shows a positive correlation between customer experience, emotional value, and net promoter score. Data were analyzed using the Multiple regression method.

Keywords: Brand; climber; customer experience; emotional value; net promoter score.

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INTRODUCTION

Increased community income and purchasing power make Indonesia a potential market for the business world. Indonesia's middle-class population is likely to double to 140 million by 2020 (Rastogi et al., 2013). This country is predicted to become the 7th largest economy in the world by 2030. The increase in purchasing power significantly raises the expenditure for various needs, triggering consumption democratization, and the rise of mass luxury (Yuswohady & Gani, 2015). Tasurru & Salehudin (2014) stated that Indonesia is a large market for consumer products targeting youth. In 2017, the middle-class population was around 52 million, accounting for 43% of the total household consumption. This means that the middle class is the key to Indonesia's economic growth. Millennials are the main indicators of future large-scale changes in consumer behavior (Barton et al., 2015). They influence and accelerate changes in consumer attitudes, shopping habits, as well as brand perceptions and preferences among Gen-Xers and baby boomers. Additionally, they personally and emotionally engage with a broader brand in a way different from any other generation. In a crowded market, emotional impulses prevail over rational thinking. Therefore, emotions play an essential role in human life. According to Khuong & Tram (2015), marketing using emotional analysis improves consumer purchasing decisions. This is in line with Akgün et al. (2013), which discussed the emotional...
role in strengthening brand-customer relationships. Mandina et al., (2014) stated that emotional marketing is a competitive advantage and increases consumer loyalty. Similarly, Kamran & Siddiqui (2019) found a positive relationship between emotional advertising and consumer buying behavior. Therefore, companies should understand and use it intelligently in selling their products and services to please customers. Senič&Marinkovic’ (2014) stated that companies should create strong emotional relationships with customers. For millennials, a two-way reciprocal relationship between the company and the brand is desirable.

The increase in income triggers the middle-class growth in Indonesia. This makes the country a potential market for Global Brand owners. The second-largest portion is savings and investment. Shiraishi (2004) mentioned a new urban middle class in Southeast Asia, with their work, education, and income creating a new lifestyle based on their earnings and status. Moreover, due to income increase, the products that were previously only consumed by the upper class are currently enjoyed by the middle class. Various products classified as luxury goods are currently a necessity to support the middle-class lifestyle. Therefore, local brands (Brand Indonesia) began facing competition from high-quality and credible brands. Failure to improve, Indonesian brands would lose in the competition for consumers. One of the strategies implemented is fostering local values as an identity that is part of nationalism for local brands to have different growth and development facts (Situmorang, 2016). Sulhaini et al., (2020) stated that positive emotions significantly contribute to the willingness to pay more for foreign brands.

Companies should produce products with value innovation and benefits consumers at low affordable costs in this competition era. Furthermore, companies with affordable and simple product concepts reach a broader market (Kim et al., 2011). Some big companies, such as IKEA, McD, Ford, Apple, Uber, Spotify, and Airbnb, have succeeded globally with a simple simplicity concept. Currently, these companies enter and compete in the national market. Brand competition is very high, and various competitors offer each other similar products with difficult attributes and benefits to distinguish. Some brands even offer better quality products at lower prices. Companies should not expect customer loyalty based on satisfaction due to the functional benefits of the product. Instead, they should provide a memorable experience and emotional benefits for their brands to influence customer loyalty (Situmorang, 2016). Reichheld & Markey (2011) stated that, over time, long-term brand experiences within the consumer memory affect customer satisfaction and loyalty and their willingness to repeat purchases, recommend to others, and resist offers from other brands. Also, the study proposed new ways of measuring the effect of an organization on people's lives and how it generates loyalty relationships. Reichheld & Markey (2011). Pine et al., (2011) stated that experience is a personal event that binds to each individual. The memorable experience (always remembered in mind) determines the next consumer behavior and affects emotional value. Therefore, a good and memorable experience differentiates a company from its competitors and becomes an added value (Pine et al., 2011). Loyalty is not based on the customer's willingness to repurchase the brand, but rather to recommend it to others.

Historically, brands have significantly helped customers differentiate between what they consider the best and not. The main company objectives are to increase brand awareness towards products and services, as well as increase preference and loyalty among consumers. Unfortunately, competition forces companies to create almost the same products and services. Smilansky (2017) stated that to avoid this, companies should create brands that inspire customer lifestyles, adapt to their personalities, provide memorable experiences, as well as functional, social, and emotional benefits. However, creating a varied, fun, and inspiring experience are not easy. Brands should continually innovate experiences to increase customer loyalty. Reichheld & Markey (2011) developed the Net Promoter Score (NPS) method to measure the strength of a brand and the extent to which
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it is recommended by customers than its competitors. Moreover, the NPS value is used to compare customer loyalty between companies or businesses. Brands attain a high NPS (loyalty) value when the company provides a positive customer experience (Situmorang et al., 2016).

This research determined and analyzed the brand behavior of the Climber middle class in Medan. Also, it determined the influence of Customer Experience and Emotional Value on customer loyalty. Medan is the largest city in the Sumatra region, western Indonesia. It is estimated that the millennial middle-class composition in Medan is 34% (Medan City Central Statistics Agency, 2019). According to Yuswohady & Gani (2015), the middle class has 8 categories, including Expert, Climber, Aspirator, Performer, Trend-Setter, Follower, Settler, and Flower. At 21.51%, the Climber category is the largest among other segments. The Climber middle class is known as a hard worker, part of the millennial, driven by the desire to improve economic status, as well as get better welfare and appreciation from their workplace. Medan City, the growth center of North Sumatra, is a suitable place for the climber to work and have a career. Based on the demographic composition, the millennial middle-class is a potential market for companies. They are critical (smart consumer), accustomed to using technology, and enjoy seeking experiences. However, there are limited studies on experiences, emotional value, and loyalty of middle-class clients. The research findings are expected to contribute to knowledge, especially in marketing.

METHOD

This research was conducted on Middle-Class Consumers in Medan within the Climber category. The population used comprised people aged between 25-40 and highly educated with less experience (just getting a job or still starting their career). They had a minimum length of work by 2 years and were the breadwinners of their families, with an income of at least Rp. 2,000,000. The research used purposive sampling in selecting the respondents because the population was not known. The samples included 150 respondents. The brands observed were 96, consisting of 20 categories. The selected brand categories are often used in daily activities, such as clothes, watches, pants, bags, smartphones, bookstores, cinemas, cafes, shopping, and travel.

The variable used in this study is Customer Experience (X1), and the measurement is based on the concepts of Schmitt (2009) and Shaw (2007). Customer Experience is related to a product or service. It is more than just getting the desired product because it includes all activities from the buying process. The indicators used are the most sensitive touchpoints for consumers on each product. The scale used is the interval of 1-10. In this study, emotional measurement is based on the concept of (Shaw, 2007). Emotional Value (X2) is the atmosphere received by customers when interacting with the company (brand) used. Customer emotional value is differentiated based on two levels. The first level comprises groups that destroy negative values or emotions. The second level consists of groups that promote positive values or emotions (Shaw, 2007). The categories included in the destroying group are dissatisfaction, frustration, disappointment, annoyance, unhappiness, stress, feelings of abandonment, and urgency. Furthermore, 3 groups promote value. The first group is the Attention cluster, consisting of customers that spend more money in the short term. The second group is the Recommendation cluster,
comprising customers that recommend a product. The third group is the Advocacy Cluster, made up of brand defenders.

Net Promoter Score (Y) is the level of customer loyalty to a brand. It is indicated by the respondent’s willingness to recommend the brand to family, colleagues, or other people. The Net Promoter Score describes a simple and practical categorization of customers based on their answers towards a single question, such as how much they would recommend a product to friends or other people, on a scale of 0-10. These questions may then be followed by others aimed at investigations, such as the reason for giving a particular score or what improvements are needed to get closer to 10. Customer loyalty responses are measured on a scale of 0-10, Promoter on a 9-10 scale, Passive on a 7-8 scale, and Detractor on a 0-6 scale. Net Promoter Score is the difference between the number of customers willing to buy and recommend products (Promoter), and those willing (Detractor). The Net Promoter Score is obtained by the promoter percentage minus the Detractor. Customer response is measured on a scale of 0-10, Promoter on a 9-10 scale, Passive on a 7-8 scale, and Detractor on a scale of 0-6. Furthermore, based on the Net Promoter Score results, brands are ranked in the NPS Star, NPS Leader, NPS Excellent, and NPS Good categories. NPS Star is a brand with the best value from all categories, while NPS Leader has the highest value in each category. Additionally, NPS Excellent has a positive minimum value of 10% in each category, and NPS Good has a value below 10% and still positive in each category. The effect of the customer experience (CX) variable on the Net Emotional Value and Net Promoter Score is obtained in the final stage. Data were analyzed using multiple linear regression analysis.

RESULTS AND DISCUSSION

Customer Experience is the internal and subjective responses due to direct or indirect interactions with the company. It is the target of customer perception and interpretation of all stimuli faced when interacting with the company (Situmorang et al., 2016). In this research, customer experience is measured to identify and determine the customer contact point for a product’s brand. Each category uses a different experience measure. Based on Table 1, brands such as Apple and Samsung (smartphone), Vans (shoes), Lois (pants), Gogo (cake shop), Seiko and Alexander Christie (watches), H&M (clothes), Honda Vario (motorbikes), Batik Air (aircraft) have high customer experience value. Brands with high customer experience (CX) combine physical and emotional elements in their interactions with consumers. These two elements influence consumer judgment in every contact between the customer and the company (Shaw, 2007). Emotional and physical interactions provide the basis for relativistic individual preferences (Mathwick et al., 2001). Based on all calculations, the average customer experience value of the brand is 7.44. This means that the company has managed its brand well.
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Tabel 1.
Customer Experience

| Brand              | Highest CX | Brand     | Lowest CX |
|--------------------|------------|-----------|-----------|
| Apple              | 8.11       | Bumiputra | 6.74      |
| Samsung            | 7.96       | Lion Air  | 6.77      |
| Vans               | 7.94       | Tauco Medan | 6.84    |
| Lois               | 7.87       | PSD       | 6.93      |
| Gogo               | 7.83       | Fountain  | 6.98      |
| Seiko              | 7.83       | Es Teller 77 | 7.03   |
| Alexander Christie | 7.77       | Romp      | 7.06      |
| H&M                | 7.75       | Salemba   | 7.10      |
| Honda Vario        | 7.75       | Cole      | 7.13      |
| Batik Air          | 7.75       | Asus      | 7.14      |

Source: Results of data processing (2018)

Customer emotional value is separated into two levels. These include the value destroyer and driver groups, consisting of Advocacy, Recommendation, and Attention (Shaw, 2007). Advocacy Cluster is a group of defenders. Happy customers proactively notify and invite people to use their brand. Based on the Advocacy results, brands such as Cinema XX (cinema), Zulaikha (gift shop), Uncle K, and LemburKuring (a place to eat) have the highest value. For the Recommendation cluster category, comprising customers that recommend a product, brands such as OO Patisserie, Traveloka, Samsung, Matahari, Batik Air have the highest value from respondents. Furthermore, the Attention cluster consists of customers that buy and use the brand in the short term, such as Alexander Christie, Sam’s Patisserie, Casio, Nike, Fladeo, Levi’s, Nevada, Clover, and Brownies Amanda. Brands with the highest positive emotional values are Manulife, Jiwasraya, AXA Mandiri, IAI Financial (insurance), Bangi Kopitiam, Coffee Mug, Harvest (coffee shop), Samsung (smartphone), LemburKuring (restaurant), Traveloka (travel portal).

Tabel 2.
Emotional Value

| Brand             | Advocacy | Recommendation | Attention | Value Driver | Value Destroyer | NEV    |
|-------------------|----------|----------------|-----------|--------------|----------------|--------|
| Manulife          | 33       | 28             | 37        | 98           | 2              | 95     |
| Jiwasraya         | 18       | 30             | 48        | 96           | 4              | 93     |
| AXA Mandiri       | 30       | 22             | 44        | 96           | 4              | 93     |
| Bangi kopitiam    | 33       | 29             | 32        | 95           | 5              | 90     |
| Lembur            | 38       | 20             | 37        | 94           | 6              | 88     |
| Kuring            | 21       | 32             | 41        | 94           | 6              | 88     |
| Samsung           | 29       | 24             | 40        | 93           | 7              | 87     |
| Harvest           | 27       | 28             | 38        | 93           | 7              | 86     |
| Patisserie        | 29       | 22             | 43        | 93           | 7              | 86     |
| Kopi Cangkir      | 26       | 32             | 35        | 93           | 7              | 86     |
| AIA Financial     | 26       | 32             | 35        | 93           | 7              | 86     |
| Traveloka         | 29       | 22             | 43        | 93           | 7              | 86     |

Source: Results of data processing (2018)
Brands with high NEV value provide many benefits to consumers, such as insurance, as well as a place to hang out with family and friends (coffee shops, restaurants). Unfortunately, companies often forget the importance of managing customer emotions. This is in line with (Kim et al., 2011) that Emotional Value is an essential factor in forming a relationship between brands and customers. Consumer impressions are influenced by cognitive, Hedonic, social, and ethical values (Varshneya & Das, 2017). Dwivedi et al. (2019) showed that the increasing popularity of social media platforms is evidence that consumers are emotionally involved with the brands they use.

Net Promoter Score (NPS) was initially used to track customers’ loyalty, engagement, and enthusiasm. It is a measuring and monitoring tool for customer loyalty. Furthermore, NPS is a simple but effective method of measuring loyalty. It provides a practical way to categorize customers based on their answers through a single question, usually phrased as How likely are you to recommend our product or service and brand to your friends or colleagues?

| Category       | Promoter (%) | Passive (%) | Detractor (%) | Total NPS | NPS Category       |
|----------------|--------------|-------------|---------------|-----------|--------------------|
| Clothes        |              |             |               |           |                    |
| The Executive  | 17           | 68          | 15            | 2         | Good               |
| Polo           | 16           | 76          | 8             | 8         | Good               |
| Mango          | 15           | 85          | 0             | 15        | Excellent/Leader   |
| H&M            | 19           | 65          | 16            | 3         | Good               |
| Alba           | 14           | 82          | 3             | 11        | Excellent          |
| Seiko          | 30           | 65          | 5             | 26        | Excellent          |
| Swiss Army     | 11           | 81          | 8             | 3         | Good               |
| Guess          | 39           | 55          | 6             | 34        | Excellent          |
| Alexander Christie | 36        | 62          | 2             | 34        | Excellent/leader   |
| Casio          | 19           | 76          | 5             | 14        | Excellent          |
| Converse       | 36           | 62          | 2             | 34        | Excellent/leader   |
| Adidas         | 30           | 70          | 0             | 30        | Excellent          |
| Sneakers       |              |             |               |           |                    |
| Vans           | 18           | 75          | 6             | 12        | Excellent          |
| New Balance    | 20           | 70          | 10            | 10        | Good               |
| Nike           | 42           | 46          | 11            | 31        | Excellent          |
| Fladeo         | 11           | 83          | 6             | 6         | Good               |
| YongkiKomaladi | 18           | 75          | 6             | 12        | Excellent          |
| Buccheri       | 22           | 65          | 13            | 10        | Excellent          |
| Bata           | 26           | 58          | 16            | 10        | Good               |
| Shoes          |              |             |               |           |                    |
| Shopping place |              |             |               |           |                    |
| Parkson        | 39           | 43          | 18            | 22        | Excellent          |
| Planet Ocean   | 19           | 72          | 9             | 10        | Good               |
| Wallet         |              |             |               |           |                    |
| Louis Vitton   | 34           | 61          | 6             | 28        | Leader/Excellent   |
| Hush Puppies   | 14           | 86          | 0             | 14        | Excellent          |
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| Category          | Promoter (%) | Passive (%) | Detractor (%) | Total NPS | NPS Category       |
|-------------------|--------------|-------------|---------------|-----------|--------------------|
| T-Shirt           |              |             |               |           |                    |
| Nevada            | 11           | 79          | 10            | 2         | Good               |
| Polo              | 22           | 69          | 9             | 14        | Leader/Excellent   |
| American Jeans    | 16           | 74          | 10            | 6         | Good               |
| Apple             | 56           | 37          | 7             | 49        | Star               |
| Gadget            |              |             |               |           |                    |
| Samsung           | 42           | 53          | 5             | 38        | Star               |
| Oppo              | 29           | 64          | 7             | 22        | Excellent          |
| Nokia             | 10           | 90          | 0             | 10        | Good               |
| Honda Vario       | 43           | 57          | 0             | 43        | Star/leader        |
| Yamaha Mio        | 24           | 57          | 19            | 5         | Good               |
| Motorcycle        |              |             |               |           |                    |
| Honda Beat        | 42           | 56          | 2             | 39        | Excellent          |
| Honda Scoopy      | 22           | 72          | 6             | 17        | Excellent          |
| Starbucks         | 32           | 62          | 6             | 26        | Excellent          |
| Coffee Shop       |              |             |               |           |                    |
| Bangi Kopitiam    | 14           | 78          | 7             | 7         | Good               |
| QQ Kopitiam       | 13           | 81          | 6             | 6         | Good               |
| Book Store        |              |             |               |           |                    |
| Gramedia          | 32           | 59          | 9             | 23        | Excellent/leader   |
| Karisma           | 18           | 73          | 9             | 10        | Good               |
| Nelayan           | 46           | 50          | 3             | 43        | Star/leader        |
| Restaurant        |              |             |               |           |                    |
| Uncle K           | 24           | 66          | 10            | 14        | Excellent          |
| LemburKuring      | 36           | 61          | 3             | 33        | Excellent          |
| Howey Passterie   | 28           | 72          | 0             | 28        | Excellent/leader   |
| Harvest Passterie | 30           | 60          | 10            | 19        | Excellent          |
| Patisserie        |              |             |               |           |                    |
| Sam's Passterie   | 22           | 68          | 10            | 11        | Excellent          |
| La Maison Passterie | 16       | 79          | 5             | 11        | Excellent          |
| Meranti           | 34           | 58          | 7             | 27        | Excellent          |
| Gogo              | 25           | 70          | 5             | 20        | Excellent          |
| Medan Local Cake Shop |        |             |               |           |                    |
| Zulaikha          | 35           | 65          | 0             | 35        | Excellent/leader   |
| Clover            | 36           | 54          | 10            | 26        | Excellent          |
| Brownies Amanda   | 29           | 64          | 7             | 22        | Excellent          |
| Recreation vehicle|              |             |               |           |                    |
| Wonders Water Park| 25           | 58          | 17            | 8         | Good               |
| Funland Mickey Holiday | 34       | 59          | 7             | 26        | Excellent/leader   |
| Hairos Water Park | 26           | 67          | 6             | 20        | Excellent          |
| Cinema            |              |             |               |           |                    |
| Cinema 21         | 20           | 70          | 10            | 10        | Good               |
| Cinema XXI        | 30           | 59          | 10            | 20        | Excellent/leader   |
| Cinema XX         | 23           | 66          | 11            | 12        | Excellent          |
| Levi's            | 35           | 58          | 6             | 29        | Excellent          |
| Jeans             |              |             |               |           |                    |
| Logo              | 24           | 70          | 6             | 18        | Excellent          |
| Lois              | 38           | 62          | 0             | 38        | Excellent/leader   |
Category | Promoter (%) | Passive (%) | Detractor (%) | Total NPS | NPS Category
---|---|---|---|---|---
Lea | 30 | 62 | 8 | 22 | Excellent
Cardinal | 21 | 69 | 10 | 10 | Good
Insurance | AIA Financial | 22 | 66 | 13 | 9 | Good
Travel Portal | Traveloka | 26 | 63 | 10 | 16 | Excellent
Citilink | 23 | 67 | 10 | 14 | Excellent
Flight | Air Asia | 18 | 70 | 11 | 7 | Good
Batik Air | 14 | 82 | 5 | 9 | Good

Source: Results of data processing (2018)

Discussion

According to Reichheld & Markey (2011), in NPS, there are 3 types of customers. The first type is the Promoter, comprising customers that are enthusiastic about a company's product and buy continually. They are loyal, usually making repeat purchases and giving the company a bigger share of their spending. They are happy to recommend a company's products to their friends. The second type is the Passive, consisting of customers that are satisfied but not enthusiastic about a company's product. They move on to another product when they find something more interesting. Also, they bring little value to the company and cannot be counted as a long-term asset. The company's goal for this category is to improve service, product, or process to please customers and turn them into promoters. Raassens & Haans (2017) stated that, though the passive customer group has no value in calculating NPS, companies should pay attention to it because of its large number. The third type is the Detractor, made up of customers that have a bad experience with a company's products. In case of a lack of an opportunity, they spread negative news about the product.

Of the 92 brands measured, only 66 had a positive NPS value, while the remaining 26 had a negative NPS. A positive NPS means a customer is willing to recommend the brand to friends or family. Furthermore, Omar et al., (2011) found that satisfied customers would recommend the brands they use. Based on the calculation results in Table 2, brands such as Apple, Nelayan, Honda Vario, Honda Beat, Nike, and Samsung had the highest NPS (NPS Star). NPS Star brand has the best value from all categories. NPS Leader brand has the highest score in each category, such as Mango (Clothing), Alexander Christy (Watches), Converse (sneakers), Yongki (shoes), Parkson (shopping), LV (Wallets), Polo (T-Shirt), Apple (Smartphone), Vario (motorbike), Starbuck (Coffee Shop), Gramedia (bookstore), Nelayan (place to eat), Zulaikha (local cake shop), Jeans (Lois), and Traveloka (travel Portal), among others.

NPS Excellent brand has a positive NPS of at least 10% in each category. Brands in the Excellent category include Sam's Passterie, Alba, Cinema XX, Vans, Uncle K, Citilink, Casio, Hush Puppies, Honda Scoopy, Logo, Harvest, Cinema XXI, Hairos WaterPark, Gogo, Parkson, Lea, Oppo, Brownies, Amanda, Clover, Funland Mickey Holiday, Seiko, Meranti, Howey, Levi's, Adidas, Nike, Overtime Kuring, Guess, Converse, and Zulaikha. NPS Good has a value below 10% and still positive in each category. A total of 21 brands, including Nevada, H&M, Swiss Army, Yamaha Mio, American Jeans, QQ Kopitiam, Fladeo, Air Asia, Bangi
Kopitiam, Wonders Water Park, Polo, AIA Financial, Batik Air, Bata, Buccheri, Cardinal, New Balance, Cinema 21, Planet Ocean, Karisma, and Nokia, are in the NPS Good category. This is in line with Mackintosh (2015), which stated that one of the most effective and powerful methods for measuring customer experience performance and quality is the NetPromoter Score.

Research on the customer experience concept has been conducted in the hospitality industry, such as restaurants, hotels, or service areas (Dong & Siu, 2013). Schmitt (2009) introduced the concept of Experiential Marketing to provide information about brands and products for consumers. Moreover, it recommended that companies create consumer experiences through 5 stages, including sense, feel, think, act, and relate. Schmitt (2009) further stated that different experiences create brand appeal for consumers.

The regression test results show that Customer Experience has a positive and significant effect on Emotional Value and Promoter Score. It means that Customer Experience is an essential factor in influencing emotions and consumer loyalty. This research is in line with Schmitt et al., (2009), that experience should connect brands with consumers both rationally and emotionally. Also, Lin & Bennett (2014) found Customer Experience for consumer loyalty. Therefore, companies should create touchpoints with brands to create a deep and lasting impression on consumers’ minds.

Other results indicate that Emotional Value has a positive and significant effect on the Net Promoter Score (loyalty). These results prove that the feeling atmosphere (emotions) received by customers when interacting with the company (brand) creates positive (advocacy, recommendation, and attention) and negative emotions. Gentile (2007) stated that Customer Experience should be made to contribute to value creation for customers and the company itself. Additionally, Omar et al., (2011) recommended the importance of understanding emotional factors in driving customer loyalty.

| Tab 4 | Testing Results |
|-------|-----------------|
| From      | To              | Unstandardized Coefficients | T-test | R     | R²    | P-Value | Hypothesis |
| Experience | Emotional Value | 7.71           | 2.58   | .263  | .069  | .011     | Accepted   |
|           | Net Promoter Score | 55.54         | 7.516  | .621  | .386  | .000     | Accepted   |
| Emotional Value | Net Promoter Score | 1.307        | 4.49   | .428  | .184  | .000     | Accepted   |
| Experience and Emotional Value | Net Promoter Score | F Test 38.072 | .679   | .461  | .000  | Accepted |

Source: Results of data processing (2018)
CONCLUSION

Based on the middle-class society's brand behavior in Medan, Customer Experience has a partial positive and significant effect on Emotional Value and Net Promoter Score. The Emotional Value variable has a positive and significant effect on the Net Promoter Score. Simultaneously, the Customer Experience and Emotional Value variables positively and significantly affect the Promoter Score. A successful brand management company creates memorable experiences for consumers in every interaction with the brands used. Destari et al. (2020) stated that an increase in consumer emotionality increases impulse buying behavior. This is because consumers feel comfortable when shopping. According to Rizki (2015), the personnel characteristics influence the assessment of Customer Loyalty following the interactions and experiences gained. In line with Bilgihan et al., (2016), customers with positive experiences when shopping give positive WOM (recommend) and make repeat purchases. This means consumers that feel happy, enjoy, and are impressed share their positive experiences with others. They become Brand Advocators for other consumers. Other results show that Customer Experience and Service Quality positively impact Customer Satisfaction (Banjarnahor, 2017).

Based on the NPS of 92 brands measured, only 66 had positive NPS values, while the remaining 26 had negative NPSs. It is hoped that market players establish strategies and improve service quality to special customers that attract millennial middle-class consumers. Moreover, the test results show the importance of managing the customer experience, both physically and emotionally. This is because these two elements influence consumer judgment in every contact between customers and companies. Market players and Brand Managers that implement a customer experience strategy create a different experience and become an attraction for consumers. Amenuvor et al. (2019) stated that customer experience has a significant positive effect on hedonic value. Contrastingly, the utilitarian value has a significant negative effect. There was support for the mediating effect of hedonic value on the relationship between customer experience and behavioral intention (Amenuvor et al., 2019). For brand managers, managing experience requires a comprehensive understanding of customer value and expectations. This contributes to the customer experience, satisfaction, and loyalty.

This research still has limitations. Further research is needed to consider emotional factors based on cognitive, hedonic, social, and ethical values. In line with Laitinen (2018), NPS measurement needs to be developed in the public sector. Furthermore, it is unnecessary to include Brand Value, service quality, and customer satisfaction variables in predicting loyalty (Mohamed et al., 2020; Yas et al., 2020). The limitation of the NPS concept in measuring loyalty is the recommendation factor based on WoM. It is necessary to add additional WoM or social media measurements to amplify the effect of the recommendations.

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