

ABSTRACT

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THE INFLUENCE OF CUSTOMER EXPERIENCE, MENU UNIQUENESS, AND INTERIOR DESIGN TOWARDS WILLINGNESS TO PAY PREMIUM AT COMMON FOLKS MULTATULI

(xv+103 pages; 9 figure; 41 tables; 8 appendices)

This research was conducted at Common Folks with a focus on factors that influence willingness to pay more, such as perceived quality of ingredients, customer experience, and a weak sense of exclusivity. Despite its unique flavors and design excellence, Common Folks faces challenges in flavor consistency, presentation, digital communication, and balancing price, portion, and menu innovation.

Customer experience, menu uniqueness, and an attractive atmosphere contribute significantly to the willingness to pay premium prices. Perceived value and quality are key factors that drive loyalty, satisfaction, and brand strength.

The research method in this study is a quantitative and descriptive method using a causality study with a sample of 100 consumers. Respondents are customers who are taken using sampling criteria using non probability with convenience sampling.

The questionnaire distribution has passed the validity and reliability tests. The data tested has also passed the normality, multicollinearity, heteroscedasticity, and multiple linear regression tests. The results showed that customer experience, menu uniqueness, interior design simultaneously affect the willingness to pay premium with a coefficient of determination of 50.9%. In partial testing, customer experience, menu uniqueness, interior design have a significant effect on willingness to pay a premium.

It can be recommended to Common Folks management that strengthening the concepts of customer experience, menu uniqueness, interior cleanliness, and perceived value is needed. Efforts such as theme innovation, increasing the availability of favorite menus, commitment to cleanliness, and creating exclusive value are expected to encourage customers' willingness to pay premium prices.

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Keywords: customer experience, menu uniqueness, interior design, willingness to pay premium

References: 32 (2020-2025)

ABSTRAK

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PENGARUH PENGALAMAN PELANGGAN, KEUNIKAN MENU, DAN DESAIN INTERIOR TERHADAP WILLINGNESS TO PAY PREMIUM DI COMMON FOLKS MULTATULI

(xv+103 halaman; 9 gambar; 41 tabel; 9 lampiran)

Penelitian ini dilakukan di Common Folks dengan fokus pada faktor-faktor yang memengaruhi kesediaan membayar lebih, seperti persepsi kualitas bahan baku, pengalaman pelanggan, dan kesan eksklusivitas yang masih lemah. Meskipun memiliki keunikan rasa dan keunggulan desain, Common Folks menghadapi tantangan dalam konsistensi rasa, presentasi, komunikasi digital, serta keseimbangan harga, porsi, dan inovasi menu.

Pengalaman pelanggan, keunikan menu, dan suasana yang menarik berkontribusi signifikan terhadap kesediaan membayar harga premium. Persepsi nilai dan kualitas yang dirasakan menjadi faktor kunci yang mendorong loyalitas, kepuasan, serta kekuatan merek.

Metode penelitian dalam penelitian ini adalah metode kuantitatif dan deskriptif dengan menggunakan studi kausalitas dengan sampel sebanyak 100 konsumen. Responden adalah pelanggan yang diambil menggunakan kriteria pengambilan sampel menggunakan non probability dengan convenience sampling.

Penyebaran kuesioner telah melewati uji validitas dan reliabilitas. Data yang diuji juga telah lolos uji normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda. Hasil penelitian menunjukkan bahwa pengalaman pelanggan, keunikan menu, desain interior secara simultan berpengaruh terhadap kesediaan membayar premium dengan nilai koefisien determinasi sebesar 50,9%. Pada pengujian secara parsial, pengalaman pelanggan, keunikan menu, desain interior berpengaruh signifikan terhadap kesediaan membayar premium.

Dapat direkomendasikan kepada manajemen Common Folks bahwa diperlukan penguatan konsep pengalaman pelanggan, keunikan menu, kebersihan interior, dan persepsi nilai. Upaya seperti inovasi tema, peningkatan ketersediaan menu favorit, komitmen terhadap kebersihan, serta penciptaan nilai eksklusif diharapkan dapat mendorong kesediaan pelanggan membayar harga premium.

Kata kunci: pengalaman pelanggan, keunikan menu, desain interior, kesediaan membayar premium

Referensi: 32 (2020-2025)