

The Effect of Customer Experience and Live Music Event Promotion on Bajawa Consumer Loyalty

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Abstract

Bajawa Café, which carries the theme of an ethnic modern coffee shop, is a café that highlights the culture of NTT (East Nusa Tenggara) and introduces it to urban communities in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The café's ambiance is traditional, with a strong Flores cultural nuance. This study aims to measure the influence of customer experience and live music event promotion on consumer loyalty at Bajawa Flores Café as an ethnic brand. The literature review of this research refers to the Elaboration Likelihood Theory (ELT). A sociopsychological research tradition is employed in this study. This research uses a descriptive approach with quantitative methods. The basic assumption of ELT is the study of persuasion, as it predicts when and how a person may or may not change their opinion (be persuaded) by a message or argument they receive. This study adopts a positivist paradigm to describe and explain social life, events, and human behavior. The research was conducted by visiting Bajawa Café to observe firsthand the cultural elements embedded in its exterior and interior, such as symbols, images, merchandise, entertainment offerings, and other aspects discovered during the visit. Questionnaires were distributed as primary data sources. Secondary data for this research included literature studies from books, scientific journals, online news articles, and verified internet sources. This study is expected to contribute to the development of marketing communication strategies that blend modern and traditional themes by measuring the influence of customer experience and live music event promotion on consumer loyalty at Bajawa Flores Café as an ethnic brand.

Introduction

The culinary and lifestyle industry in urban areas has made cafés with local cultural themes a prominent phenomenon (Omholt, 2015; Montgomery, 1997). Bajawa Café is one such café that successfully incorporates cultural elements into its marketing strategy. Established in 2021 by Frans and David, Bajawa Café combines East Nusa Tenggara (NTT) culture with a modern minimalist interior, creating a unique identity that blends traditional and contemporary elements. Since its founding in Jakarta, the café has expanded rapidly, opening several branches in Jabodetabek, including Bintaro, Depok, Bogor, and Serpong. Bajawa Café not only serves coffee as its main product but also integrates Flores cultural elements into the consumer experience.

These cultural elements are evident in the café's décor, such as a large map of Flores Island as its trademark, traditional NTT woven fabrics, portraits of Flores residents, and the traditional Sasando musical instrument adorning the café. Additionally, the café's atmosphere is enhanced by live music performances that blend traditional and modern music, along with the Flores

regional song "Bolelebo Ita Nusa Lelebo," symbolizing unity and harmony, which complements the café's interior.

This unique concept serves as a strong marketing strategy, leveraging local cultural elements to attract urban consumers in Jabodetabek. However, in modern marketing, it is essential to understand the extent to which these cultural elements influence consumer perceptions and how they shape the café's overall brand image (Kang et al., 2012; Jeong et al., 2014; Le et al., 2022). Thus, cultural elements are not merely decorative but serve as visual communication tools that evoke emotions and create an emotional connection between consumers and Bajawa Café.

Oswald's marketing semiotics framework provides an understanding of how visual signs, such as cultural elements at Bajawa Café, can influence consumer perceptions (Panjaitan et al., 2025; Marbun et al., 2020; Panjaitan et al., 2025). These cultural elements can be categorized as "signs" conveying specific cultural meanings, "emotional territories" affecting consumer emotions, and "cultural categories" helping to establish the brand's uniqueness and market position.

In this context, it is crucial to measure the impact of cultural elements on consumer perceptions, particularly regarding aesthetics, comfort, cultural identity, and brand image (Kushwah et al., 2020; Malai & Speece, 2005; Chattaraman & Lennon, 2008). Although Bajawa Café has incorporated these cultural elements into its marketing strategy, no quantitative research has specifically measured their impact on consumer perceptions. In marketing, understanding how consumers interpret visual and cultural elements in a café is vital for creating effective marketing strategies that enhance consumer loyalty (Purnamasari & Affandi, 2025; Marta & Septyana, 2015).

Therefore, this study aims to examine the influence of customer experience and live music event promotion on consumer loyalty at Bajawa Flores Café as an ethnic brand. This research uses a quantitative approach with a survey method, collecting data from consumers who have visited Bajawa Café at various branches. Variables measured include consumer loyalty, customer experience, cultural identity, and live music event promotion at Bajawa Flores Café as an ethnic brand. This study is expected to serve as a reference for the development of communication science, particularly in culture-based marketing communication.

Methods

This study employs a survey method to collect data from respondents. Questionnaires were developed based on literature and distributed as primary data to millennials in Jakarta. Secondary data included e-journals, books, internet sources, e-books, e-magazines, and other relevant materials. The research uses a quantitative method with purposive sampling. According to Campbell (2020), purposive sampling is a technique for selecting samples and data sources based on specific criteria. Data collection was conducted using Likert-scale questionnaires (Google Forms), with weights as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The population for this study was limited to millennials. The sample size was determined using Hair et al.'s formula (1998), where the minimum sample size = number of indicators \times 5, and the maximum sample size = number of indicators \times 10.

Minimum sample size = $15 \times 5 = 45$

Maximum sample size = $15 \times 10 = 150$

Rahi et al. (2019) suggest that an appropriate sample size ranges between 100 and 200 respondents. All data were analyzed using SmartPLS 4.0 software, employing partial least squares structural equation modeling (PLS-SEM). PLS-SEM is a multivariate statistical strategy that can simultaneously handle multiple response and explanatory factors. This analysis was chosen over other methods due to its efficiency and robustness, ensuring that model boundaries remain stable even with new samples.

Results and Discussion

This study measures and examines the influence of customer experience, live music, and cultural identity on consumer loyalty at Bajawa Flores Café. The majority of respondents were male, aged 22–32, and located in Jakarta. Data analysis was conducted using PLS-SEM to assess the relationships between variables. The analysis consisted of two stages: measurement model analysis (outer model analysis) and structural model analysis (inner model analysis) (Anggita et al., 2019). The measurement model analysis tested validity and reliability. Results showed that all indicators and variables met the criteria for convergent and discriminant validity. For example, factor loadings for all indicators exceeded 0.6, and the average variance extracted (AVE) for each variable exceeded 0.5. Additionally, composite reliability values for all variables exceeded the minimum threshold of 0.7, confirming the model's reliability.

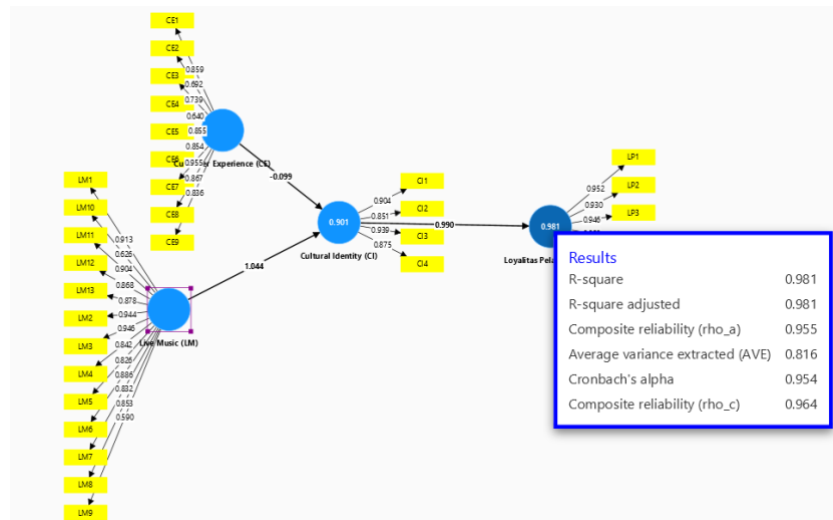


Figure 1. R-Squared Test

The structural model analysis examined the magnitude of influence between variables. The R-squared value for consumer loyalty was 0.911, indicating that customer experience and live music (directly or through cultural identity) collectively explained 91.1% of the variance in consumer loyalty. The remaining 8.9% was attributed to other unexamined variables. Path coefficient analysis revealed the following: (1) The direct effect of customer experience on consumer loyalty was 0.287 (28.7%); (2) The direct effect of live music on consumer loyalty was 0.684 (68.4%); (3) The direct effect of customer experience and live music on cultural identity was 0.921 (92.1%); (4) The indirect effect of customer experience on consumer loyalty through cultural identity was 0.630 (63%); (5) The total effect of customer experience on consumer loyalty through cultural identity was 0.917 (91.7%).

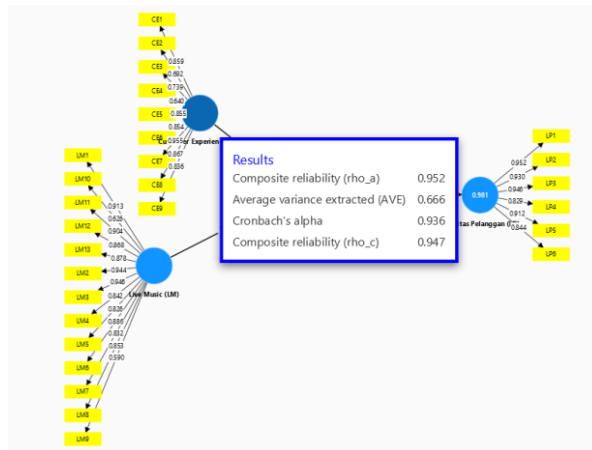


Figure 2. Path Coefficient Analysis Test

Bootstrapping confirmed the significance of these effects (all *p*-values < 0.05).

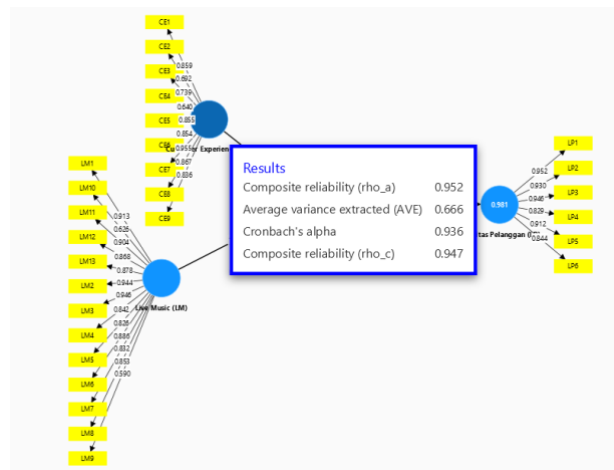


Figure 3. Bootstrapping Test

The findings highlight the mediating role of cultural identity in the relationship between customer experience, live music, and consumer loyalty. This suggests that consumers evaluate their experiences not only functionally but also emotionally, influenced by the cultural identity presented by Bajawa Café.

Discussion

The findings of this study demonstrate a strong relationship between customer experience, live music, cultural identity, and consumer loyalty at Bajawa Flores Café. The R-squared value for consumer loyalty (0.911) indicates that the combination of customer experience and live music both directly and indirectly through cultural identity explains a substantial proportion of variance in loyalty. This aligns with the view of Anggita et al. (2019); Faizah et al. (2021) that an R-squared value above 0.75 represents a substantial model fit, suggesting that the independent variables possess a high explanatory power over the dependent variable.

Customer Experience and Consumer Loyalty

The results show that customer experience has both direct (28.7%) and significant indirect effects on consumer loyalty via cultural identity (63%), with a total effect of 91.7%. This is consistent with Quadri-Felitti & Fiore (2012) Experience Economy framework, which posits that memorable experiences, beyond the basic provision of goods or services, are central to driving customer loyalty. In this case, Bajawa Flores Café not only offers a functional service

(food and beverages) but creates a distinctive and immersive environment that enhances perceived value. Furthermore, Mascarenhas et al. (2006) and Verhoef et al. (2009) define customer experience as the internal and subjective response customers have to any direct or indirect contact with a company. The results suggest that when customers encounter positive service moments at Bajawa Flores Café such as personalized service, comfortable ambiance, and attention to detail these experiences strengthen their emotional bond, which in turn enhances loyalty.

Live Music as a Loyalty Driver

The direct effect of live music on consumer loyalty (68.4%) underscores its critical role as a differentiating factor in the café experience. This aligns with the Servicescape Model by Dalmoro et al. (2019), and Chen & Lin (2018) which emphasizes the influence of physical and sensory elements on customer behavior. Live music, as an atmospheric cue, enhances the emotional quality of the environment, creating an immersive setting that encourages repeat visits. Moreover, music has been shown to influence consumer emotions, perceptions, and purchase intentions (Dikćius et al., 2019; Hsu et al., 2021; Hwang & Oh, 2020). At Bajawa Flores Café, live music likely fosters a sense of warmth, belonging, and entertainment, all of which contribute to an enhanced overall experience and subsequent loyalty.

Cultural Identity as a Mediator

The path coefficient from customer experience and live music to cultural identity (92.1%) highlights the strong role that cultural expression plays in shaping customer perceptions. Cultural identity, in this context, refers to the representation of Flores heritage whether through décor, music selection, menu items, or staff interactions that resonates with customers' sense of place and authenticity. According to Brown & Lohr (1987) and Bergami & Bagozzi (2000), individuals derive part of their self-concept from their membership in social groups and cultural affiliations.

By embedding cultural identity into the café's offerings, Bajawa Flores Café taps into customers' emotional and symbolic needs, creating a deeper connection that extends beyond transactional value. This finding also aligns with the concept of Authenticity in Services Marketing (Kolar & Zabkar, 2010; Yi et al. 2018), which posits that in an era of commoditization, authenticity becomes a primary driver of loyalty. Consumers are more likely to return to and recommend businesses that reflect genuine cultural narratives, as opposed to those offering generic experiences.

Mediation Effect of Cultural Identity

The bootstrapping results confirm that cultural identity significantly mediates the relationship between customer experience, live music, and consumer loyalty (Yang et al., 2021; Fang & Liu, 2024). This mediation suggests that while customer experience and live music have inherent value, their impact on loyalty is amplified when filtered through a cultural lens. As argued by Bruckberger et al. (2023) and Nyamekye et al. (2023), culturally congruent experiences enhance customers' sense of belonging and pride, fostering stronger loyalty. This mediating role indicates that emotional and symbolic values are as important as functional benefits in the service industry, particularly in hospitality and experiential settings. Bajawa Flores Café successfully combines experiential elements (live music, ambiance) with cultural storytelling, creating a holistic value proposition that reinforces loyalty.

Implications

Theoretically, the results extend the understanding of loyalty formation by integrating experience economy, servicescape, and social identity theories. Practically, they suggest that

hospitality businesses should move beyond functional service delivery to create multi-sensory and culturally resonant experiences. For Bajawa Flores Café, this means maintaining high-quality live music performances, reinforcing authentic cultural themes, and ensuring service delivery aligns with customers' emotional expectations.

Conclusion

Based on the data analysis, all hypotheses in this study were accepted. Customer experience and live music positively and significantly influenced consumer loyalty, both directly and through cultural identity. This study provides valuable insights into the role of customer experience and live music promotion in building consumer loyalty through cultural identity. The results support the implementation of marketing communication strategies focused on cultural values, particularly for culinary industry players.

Suggestion

Future research should include respondents from diverse regions and consider additional variables such as price and product quality to broaden understanding.

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