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The Influence of Customer Experience on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong

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Abstract

The increasingly fierce competition in the culinary industry encourages restaurants to not only offer quality products but also create experiences that can increase customer satisfaction. This study aims to analyze the effect of Customer Experience on Customer Satisfaction at Kansha Japanese Restaurant Gading Serpong. The study uses a quantitative approach with a survey method. The study population was all 33,080 consumers of Kansha Japanese Restaurant Gading Serpong, with a sample of 100 respondents selected using a purposive sampling technique. Data were collected through a Likert scale questionnaire that has met the validity and reliability tests. Data analysis was carried out using descriptive analysis, normality test, heteroscedasticity test, Pearson correlation, simple linear regression, t-test, and coefficient of determination with the help of SPSS 25. The results showed that Customer Experience has a positive and significant influence on Customer Satisfaction with a t-value of 9.471 and a significance of 0.000. In addition, the correlation coefficient of 0.691 indicates a strong and positive relationship between the two variables. The research conclusion shows that the better the customer experience felt through the dimensions of Sense, Feel, Think, Act, and Relate, the higher the level of consumer satisfaction after visiting Kansha Japanese Restaurant Gading Serpong.

Keywords:Consumer Satisfaction, Customer Experience, Dining Experience, Food Service, Hospitality Management

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INTRODUCTION

The food and beverage industry is one of the business sectors that is growing progressively and contributing to Indonesia's economic activity. This growth is driven by changes in consumer consumption patterns, which increasingly make eating out a part of social and recreational activities. The Central Statistics Agency (BPS) records that the number of food and beverage businesses in Indonesia continues to increase, reaching approximately 5.28 million by 2024. This large number of businesses demonstrates the culinary industry's vital role in the national economy and its ability to develop dynamically in line with the increasing public demand for food and beverage services (Ismartini Pudji, 2025).

The development of the culinary industry is also evident in Tangerang, one of the areas with rapid economic growth in Banten Province. Data from the Statistics Indonesia (BPS) of Banten Province shows that the number of restaurants in South Tangerang City increased from 477 units in 2021 to 1,824 units in 2024, while Tangerang City has maintained a relatively high number of restaurants in recent years. This condition indicates increasing competition among culinary businesses in the Tangerang area. One area experiencing significant culinary development is Gading Serpong, known as a new center of economic growth with various modern facilities, thus developing into a popular culinary tourism destination in Tangerang and its surrounding areas (Farensia & Ritonga, 2025; Christian & Ritonga, 2025).

In an increasingly competitive environment, restaurants are no longer solely required to provide quality products but also to create positive experiences for their customers. According to Katherine N. Lemon and Peter C. Verhoef, customer experience is the accumulated impressions formed through all of a consumer's interactions with products, services, and facilities throughout the customer journey, both before, during, and after consumption (Simamora & Sulistyo, 2023). The experiences consumers gain can potentially influence their perceived level of satisfaction, as satisfaction arises when the services and products they receive meet or even exceed their expectations. Previous research has shown that a positive customer experience can significantly impact customer satisfaction and loyalty (Becker & Jaakkola, 2020).

This phenomenon can also be found at Kansha Japanese Restaurant Gading Serpong. This restaurant received an average rating of around 4.8 out of 5 based on customer reviews on Google, GoFood, and GrabFood. However, several reviews still indicate complaints related to service aspects, such as orders not matching customer

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notes, lack of attention to customer special requests, and service that was deemed less than satisfactory. This condition indicates that although the overall rating level is relatively high, the experience received by consumers is not entirely consistent. This variation in customer experience has the potential to result in different levels of satisfaction for each individual, even within the same service context (Dewi et al., 2026).

The relationship between customer experience and customer satisfaction has been extensively researched, but the results still show discrepancies. Becker and Jaakkola (2020) revealed that customer experience significantly contributes to customer satisfaction because it is shaped by all interactions throughout the customer journey. Conversely, Zaid and Patwayati (2021) demonstrated that while customer experience plays a role in shaping customer satisfaction, other factors, such as emotional engagement, are considered more dominant in influencing customer loyalty. These findings indicate that the relationship between customer experience and customer satisfaction is not always direct or consistent.

Furthermore, research by Tri HA (2021) demonstrated that customer experience has a positive and significant impact on customer satisfaction in the beverage service sector. The discrepancy in these research findings indicates an empirical gap that requires further study to ensure the consistency of the relationship between customer experience and customer satisfaction across different contexts. Furthermore, some previous research was conducted in different business settings, resulting in relatively limited studies specifically examining this relationship within the restaurant industry, particularly in the Gading Serpong area. This suggests a population gap that warrants further investigation, as consumer characteristics and levels of competition in each region can yield varying findings.

Based on the aforementioned phenomena and research gaps, this study aims to determine the effect of customer experience on consumer satisfaction at Kansha Japanese Restaurant Gading Serpong. This study has an urgency to provide a more contextual understanding of the relationship between customer experience and consumer satisfaction in the restaurant industry located in an area with a high level of culinary competition. The novelty of this study lies in the object and population of the study which focuses on Kansha Japanese Restaurant Gading Serpong, so it is expected to enrich the study of customer experience and consumer satisfaction in the Food and Beverage industry.

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RESEARCH METHODS

This study uses a quantitative approach based on the positivist paradigm to examine the influence of customer experience on customer satisfaction at Kansha Japanese Restaurant Gading Serpong. The quantitative approach was chosen because the study aims to objectively measure the relationship between variables through numerical data, which is then analyzed using statistical techniques. The variables studied consist of customer experience as the independent variable and customer satisfaction as the dependent variable. The concept of customer experience in this study refers to the dimensions of sense, feel, think, act, and relate proposed by Schmitt (2020) (Simamora & Sulistyo, 2023), while customer satisfaction is measured based on customer feelings and the match between expectations and service performance received (Triandewo & Adara, 2025). This study is also descriptive and associative, namely describing the conditions of the research variables while analyzing the influence of customer experience on customer satisfaction in the research object (Viany & Nawangwulan, 2025).

The research data was obtained by distributing questionnaires to respondents who met the research criteria. The research instrument was based on customer experience indicators, including the dimensions of sense, feel, think, act, and relate (Simamora & Sulistyo, 2023), as well as consumer satisfaction indicators, including feelings of satisfaction, repurchase intention, willingness to recommend, and conformity to expectations (Widyakto et al., 2024). Respondents' responses were measured using a five-level Likert scale, consisting of strongly agree, agree, neutral, disagree, and strongly disagree. In addition to primary data obtained through questionnaires, this study also utilized secondary data from books, scientific journals, and previous research relevant to the topic of customer experience and consumer satisfaction. The collected data were then analyzed using statistical techniques to describe the characteristics of the research variables and examine the effect of customer experience on consumer satisfaction.

The population in this study was all consumers who had visited and received services at Kansha Japanese Restaurant Gading Serpong. Based on research data, the number of consumers in 2025 was recorded at 33,080 people, making it a known population (finite population). The sampling technique used purposive sampling, which selects respondents based on certain criteria relevant to the research objectives (Lenaini & Artikel, 2021). The respondent criteria included consumers who had visited Kansha

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Japanese Restaurant Gading Serpong, had consumed food or drinks at the restaurant, were at least 18 years old, and were willing to complete the research questionnaire. The sample size was determined using the Slovin formula because the population size was known with certainty.

The research began with the identification of phenomena and formulation of problems related to the influence of customer experience on customer satisfaction at Kansha Japanese Restaurant Gading Serpong. A literature review was then conducted to establish a theoretical basis for customer experience and customer satisfaction based on relevant previous research. The next stage was the preparation of research instruments based on the indicators of each variable, followed by the distribution of questionnaires to respondents who met the sample criteria. The data obtained were then collected, processed, and analyzed using statistical techniques to test the research hypotheses. The results of the analysis were then interpreted and discussed with reference to theory and previous research findings to draw conclusions regarding the influence of customer experience on customer satisfaction at Kansha Japanese Restaurant Gading Serpong.

RESULTS AND DISCUSSION

Respondent Characteristics

1. Gender

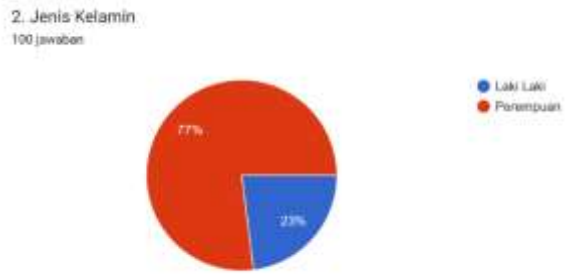


Figure 1. Gender Diagram

Source: Data processed by researchers (2026)

According to the respondent characteristics data by gender, it is proven that of the total 100 respondents, the majority of respondents are female, amounting to 77 people or 77%, while respondents with male gender amounted to 23 individuals or 23%.

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These findings demonstrate that women predominately represented respondents in the study. Therefore, the majority of the data obtained in the study came from female consumers who had visited Kansha Japanese Restaurant Gading Serpong.

2. Age

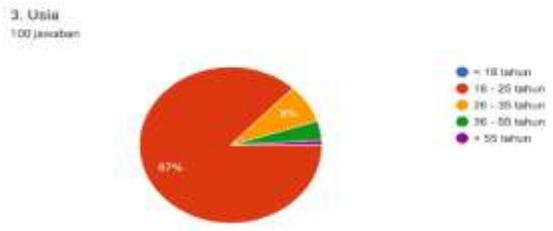


Figure 2. Age Diagram

Source: Data processed by researchers (2026)

Based on the respondent characteristics data by age group, it can be seen that the majority of respondents were in the 18-25 age range, amounting to 87 people (87%). Furthermore, there were 8 individuals (8%) aged 26-35, 4 individuals (4%) aged 36-55, and 1 individual (1%) aged 55 and over. At the same time, there were no respondents under 18 years of age.

These results show that the 18–25 age group represents the largest number of respondents. Therefore, the majority of the research data was obtained from consumers in the early adulthood category who had visited Kansha Japanese Restaurant Gading Serpong.

3. Work

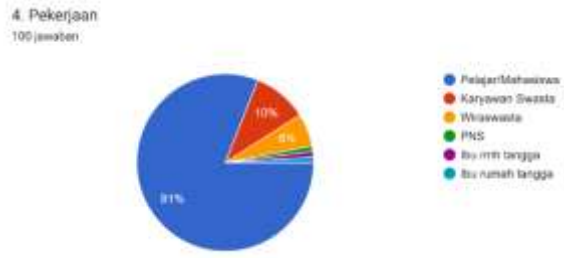


Figure 3. Job Diagram

Source: Data processed by researchers (2026)

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Based on the respondent's characteristics data at work, it can be seen that most respondents are students or pupils with a total of 81 individuals or 81%. Next, respondents who have private employee jobs number 10 people or 10%, self-employed with 6 people or 6%, and every 1 person or 1% comes from the category of civil servants, housewives, and housewives with different categories written in filling out the questionnaire.

These results indicate that the majority of respondents in this study were students. This finding aligns with the age characteristics of the respondents, who were mostly in the 18-25 age range. Therefore, the majority of the research data was obtained from consumers with a student background who had visited Kansha Japanese Restaurant Gading Serpong.

4. Domicile

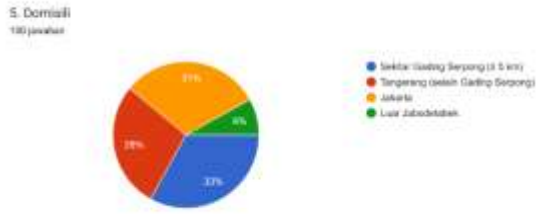


Figure 4. Domicile Diagram

Source: Data processed by researchers (2026)

Based on the respondent characteristics data by domicile, it can be explained that the majority of respondents came from around Gading Serpong (≤ 5 km) as many as 33 people or 33%. Furthermore, respondents from Jakarta numbered 31 individuals or 31%, Tangerang outside Gading Serpong as many as 28 people or 28%, and outside Jabodetabek as many as 8 people or 8%.

These results demonstrate that respondents in this study came from various regions, both around Gading Serpong and outside the region. Thus, the research data was obtained from consumers domiciled inwho have visited Kansha Japanese Restaurant Gading Serpong.

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5. Revisiting Repeatedly



Figure 5. Revisiting Diagram

Source: Data processed by researchers (2026)

Based on the data collected on the frequency of respondents' visits to Kansha Japanese Restaurant Gading Serpong, it was found that the majority of respondents (61 people) had visited the restaurant 2-3 times. Furthermore, 23 individuals (23%) had visited 4-5 times, 13 individuals (13%) had visited only once, and 3 individuals (3%) had visited more than 5 times.

These findings indicate that the majority of respondents in the study were consumers who had visited Kansha Japanese Restaurant Gading Serpong more than once. Therefore, the majority of the research data was obtained from respondents who had experience visiting the restaurant.

Research Instrument Test

1. **Questionnaire Pre-Test**

Table 1. Questionnaire Pre-Test Results

Variables	Statement	R count	R table	Information
Customer Experience (X)	XA_1	0.615	**0.361**	VALID
	XA_2	0.461		VALID
	XA_3	0.620		VALID
	XA_4	0.576		VALID
	XA_5	0.462		VALID
	XA_6	0.529		VALID
	XA_7	0.421		VALID
	XB_1	0.529	**0.361**	VALID
	XB_2	0.655		VALID
	XB_3	0.460		VALID

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Variables	Statement	R count	R table	Information
	XB_4	0.577		VALID
	XB_5	0.420		VALID
	XB_6	0.405		VALID
	XB_7	0.461		VALID
	XB_8	0.384		VALID
	XC_1	0.527		VALID
	XC_2	0.555		VALID
	XC_3	0.685	**0.361**	VALID
	XC_5	0.627		VALID
	XC_6	0.603		VALID
	XC_7	0.601		VALID
	XD_2	0.432		VALID
	XD_3	0.628		VALID
	XD_4	0.546		VALID
	XD_5	0.482	**0.361**	VALID
	XD_6	0.548		VALID
	XD_7	0.674		VALID
	XD_8	0.717		VALID
	XE_1	0.635		VALID
	XE_3	0.428		VALID
	XE_4	0.537		VALID
	XE_5	0.682	**0.361**	VALID
	XE_6	0.625		VALID
	XE_7	0.725		VALID
	XE_8	0.580		VALID
Customer Satisfaction (Y)	YES_1	0.514		VALID
	YES_2	0.698		VALID
	YES_3	0.452	**0.361**	VALID
	YES_4	0.586		VALID
	YES_5	0.537		VALID
	YES_6	0.619		VALID
	YB_1	0.558	**0.361**	VALID

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Variables	Statement	R count	R table	Information
	YB_2	0.702		VALID
	YB_3	0.607		VALID
	YB_4	0.713		VALID
	YB_6	0.709		VALID

Source: SPSS 25 Output (2026)

The validity test results show that of the 40 statement items in the Customer Experience (X) variable, there are 5 items that are invalid because they have a calculated r value smaller than the r table (0.361), so that the remaining 35 statement items are valid. In the Consumer Satisfaction (Y) variable, of the 12 statement items, there is 1 item that is invalid because the calculated r value is smaller than the r table (0.361), so that 11 valid statement items are used. All items that have been declared valid are then used in the main research and continued with a reliability test to measure the consistency of the research instrument.

Table 2. Results of the X and Y Reliability Pre-Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.950	46

Source: SPSS 25 Output (2026)

Table 3. Results of the Pre-Test Reliability Test

Variables	Cronbach's Alpha Value	Cronbach's Alpha Value	Information	Category
X	0.933	0.6	**Reliable**	Very high
Y	0.835	0.6	**Reliable**	Very high
X and Y	0.950	0.6	**Reliable**	Very high

Source: SPSS 25 Output (2026)

The pre-test reliability test results s

howed that the Customer Experience (X) variable had a Cronbach's Alpha value of 0.933 and the Consumer Satisfaction (Y) variable had a Cronbach's Alpha value of 0.835. Both variables had Cronbach's Alpha values above 0.60, thus being declared reliable. Thus, the research instrument had a very good level of consistency and was suitable for use in distributing the main research questionnaire.

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2. **Validity Test**

Table 4. Results of the Validity Test of the Research Instrument

Variables	Statement	R count	R table	Information
Customer Experience (X)	XA_1	0.501	**0.196**	VALID
	XA_2	0.351		VALID
	XA_3	0.518		VALID
	XA_4	0.485		VALID
	XA_5	0.447		VALID
	XA_6	0.414		VALID
	XA_7	0.500		VALID
	XB_1	0.330	**0.196**	VALID
	XB_2	0.445		VALID
	XB_3	0.399		VALID
	XB_4	0.532		VALID
	XB_5	0.460		VALID
	XB_6	0.302		VALID
	XB_7	0.428		VALID
	XB_8	0.418		VALID
	XC_1	0.361	**0.196**	VALID
	XC_2	0.431		VALID
	XC_3	0.376		VALID
	XC_5	0.471		VALID
	XC_6	0.444		VALID
	XC_7	0.548		VALID
	XD_2	0.375	**0.196**	VALID
	XD_3	0.429		VALID
	XD_4	0.449		VALID
	XD_5	0.448		VALID
	XD_6	0.454		VALID
	XD_7	0.550		VALID
	XD_8	0.526		VALID
	XE_1	0.398	**0.196**	VALID
	XE_3	0.444		VALID
	XE_4	0.374		VALID
	XE_5	0.520		VALID

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Variables	Statement	R count	R table	Information
	XE_6	0.460		VALID
	XE_7	0.571		VALID
	XE_8	0.455		VALID
Customer Satisfaction (Y)	YES_1	0.342	0.196	VALID
	YES_2	0.476		VALID
	YES_3	0.507		VALID
	YES_4	0.385		VALID
	YES_5	0.303		VALID
	YES_6	0.402		VALID
	YB_1	0.449	0.196	VALID
	YB_2	0.523		VALID
	YB_3	0.520		VALID
	YB_4	0.566		VALID
	YB_6	0.486		VALID

Source: SPSS 25 Output (2026)

The validity test results show that all statement items in the Customer Experience (X) and Consumer Satisfaction (Y) variables have a calculated r value greater than the table r (0.196), so all items are declared valid. Thus, all indicators in both variables are considered capable of measuring the constructs being studied accurately and are suitable for use in the next testing stage.

3. **Reliability Test**

Table 5. Results of X and Y Reliability Tests

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	46

Source: SPSS 25 Output (2026)

Table 6. Results of the Reliability Test of the Research Instrument

Variables	Cronbach's Alpha Value	Cronbach's Alpha Value	Information	Category
X	0.882	0.6	**Reliable**	Very high
Y	0.728	0.6	**Reliable**	Tall
X and Y	0.907	0.6	**Reliable**	Very high

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The reliability test results show that the Customer Experience (X) variable has a Cronbach's Alpha value of 0.882 and the Consumer Satisfaction (Y) variable is 0.728. Both variables have Cronbach's Alpha values above 0.60, thus being declared reliable. In addition, the Customer Experience variable is included in the very high reliability category, while the Consumer Satisfaction variable is in the high reliability category. Thus, all research instruments have a good level of consistency and are suitable for use in research.

Descriptive Analysis of Mean

Table 7. Descriptive Analysis of Mean Variable X Sense Dimension

No.	Statement	*Mean*	Information
SENSE			
Visual Display			
1.	The interior design of Kansha restaurant looks visually appealing	4.29	Very high
2.	The presentation of food and drinks at Kansha looks delicious and appetizing.	4.36	
Total Mean		4.32	
Aroma			
1.	The aroma inside Kansha restaurant creates a comfortable atmosphere.	4.20	Very high
2.	The aroma of the food served at Kansha increased my desire to try the menu.	4.27	
Total Mean		4.23	
Restaurant Atmosphere			
1.	The layout and decor at Kansha is well thought out.	4.18	Very high
2.	The lighting in Kansha makes me feel comfortable	4.22	
Total Mean		4.20	
Facilities and Cleanliness			

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No.	Statement	*Mean*	Information
1.	The facilities available at Kansha supported my comfort during my visit.	4.20	Very high
Total Overall Mean Dimension SENSE		**4.24**	**Very high**

Source: SPSS 25 Output (2026)

In the Sense dimension, all indicators obtained mean scores in the high to very high category. The highest mean score was found in statements regarding the presentation of food and drinks that looked attractive and appetizing with a mean of 4.36, while the lowest score was found in statements related to the layout and decoration of the restaurant with a mean of 4.18. Overall, the Sense dimension obtained an average score of 4.24 which is included in the very high category, thus indicating that the sensory experience provided by Kansha Japanese Restaurant Gading Serpong was considered very good by consumers.

Table 8. Descriptive Analysis of Mean of Variable X Dimension Feel

No.	Statement	*Mean*	Information
FEEL			
Happy Feeling			
1.	I felt happy when I visited Kansha	4.36	Very high
	The experience at Kansha made a pleasant impression on me	4.30	
Total Mean		4.33	
Feeling of Comfort			
	I felt comfortable while I was at Kansha	4.26	Very high
	The atmosphere at Kansha made me feel at home.	4.16	
Total Mean		4.21	
Feeling Appreciated			
	I felt appreciated by Kansha employees during my visit.	4.31	Very high
	Kansha employees provide good attention to me as a customer	4.34	
Total Mean		4.32	

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No.	Statement	*Mean*	Information
Feeling of Satisfaction (Emotional)			
	I feel emotionally satisfied after visiting Kansha	4.19	Very high
	The experience at Kansha made a positive impression on my feelings	4.33	
Total Mean		4.26	
Total Overall Mean Feel Dimension		**4.28**	**Very high**

Source: SPSS 25 Output (2026)

In the Feel dimension, all indicators obtained mean scores in the high to very high category, indicating that the emotional aspects felt by consumers during their visit to Kansha Japanese Restaurant Gading Serpong were assessed positively. The highest mean score was found in the statement "I feel happy when visiting Kansha" with a mean of 4.36, while the lowest score was found in the statement "The atmosphere at Kansha makes me feel at home" with a mean of 4.16. Overall, the Feel dimension obtained an average score of 4.28 which is included in the very high category, thus indicating that consumers' emotional experience with the restaurant was assessed as very good.

Table 9. Descriptive Analysis of Mean Variable X Dimension Think

No.	Statement	*Mean*	Information
THINK			
Product Quality			
1.	I think the quality of products at Kansha is good	4.42	Very high
2.	The products presented at Kansha are up to the standards I expected.	4.28	
Total Mean		4.35	
Price Match			
1.	I think the product prices at Kansha are in accordance with the quality provided	4.35	Very high
Perceived Value			
1.	I think the experience I got at Kansha was worth the money	4.25	Tall

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No.	Statement	*Mean*	Information
2.	I feel Kansha is a good value compared to other places.	4.12	
Total Mean		4.18	
Service Evaluation			
1.	I think the service at Kansha is running well.	4.24	Very high
Total Overall Mean Think Dimension		**4.27**	**Very high**

Source: SPSS 25 Output (2026)

In the Think dimension, all indicators obtained mean values in the high to very high category, indicating that the aspects of consumer assessment and thinking towards Kansha Japanese Restaurant Gading Serpong were considered good. The highest mean value was found in the statement "I think the product quality at Kansha is good" with a mean of 4.42, while the lowest value was found in the statement "I feel Kansha has good value compared to other places" with a mean of 4.12. Overall, the Think dimension obtained an average value of 4.27 which is included in the very high category, thus indicating that product quality, service, perceived value, and price suitability received very good assessments from consumers.

Table 10. Descriptive Analysis of Mean Variable X Dimension ACT

No.	Statement	*Mean*	Information
ACT			
Intention to Visit Again			
1.	I am considering Kansha as an option for my next visit.	4.12	Tall
Menu Exploration			
1.	I am interested in trying the various menus that Kansha offers.	4.37	Very high
2.	I am willing to try the new menu available at Kansha	4.31	
Total Mean		4.34	
Active Involvement			
1.	I am willing to follow the menu recommendations from Kansha employees.	4.27	

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No.	Statement	*Mean*	Information
2.	I am willing to try if there is a new branch offered in Kansha	4.22	Very high
Total Mean		4.24	
Influence on Lifestyle			
1.	The experience at Kansha influenced my choice in choosing a place to eat	4.23	Tall
2.	I make Kansha a part of my lifestyle choices	4.05	
Total Mean		4.14	
Total Overall Mean Dimension Act		**4.22**	**Very high**

Source: SPSS 25 Output (2026)

In the Act dimension, all indicators obtained a mean value in the high to very high category, indicating that the aspects of consumer action and involvement towards Kansha Japanese Restaurant Gading Serpong were assessed positively. The highest average value was found in the statement "I am interested in trying various menus offered by Kansha" with a mean of 4.37, while the lowest value was found in the statement "I make Kansha a part of my lifestyle choices" with a mean of 4.05. Overall, the Act dimension obtained an average value of 4.22 which is included in the very high category, thus indicating that the interest in trying the menu, active involvement, and consumer behavioral tendencies towards Kansha were assessed very well.

Table 11. Descriptive Analysis of Mean Variable X Dimension Relate

No.	Statement	*Mean*	Information
RELATE			
Social Interaction			
	I feel comfortable interacting with Kansha employees.	4.29	Very high
Social Experience			
	Kansha is a great place to hang out with friends or family.	4.35	Very high
	I enjoyed spending time with other people while at Kansha.	4.26	
Total Mean		4.30	
Self-Conformity			

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No.	Statement	*Mean*	Information
	Kansha suits my lifestyle	4.05	Tall
	I feel Kansha reflects my personal preferences.	4.27	
Total Mean		4.16	
Attachment			
	I feel Kansha has a different feel compared to other eating places.	4.16	Very high
	I feel Kansha is one of the places I remember when I want to gather	4.31	
Total Mean		4.23	
Total Overall Mean Dimension Relate		4.24	Very high

Source: SPSS 25 Output (2026)

In the Relate dimension, all indicators obtained mean values in the high to very high category, indicating that the social relationship and consumer attachment aspects with Kansha Japanese Restaurant Gading Serpong were assessed positively. The highest mean value was found in the statement "Kansha is a suitable place to gather with friends or family" with a mean of 4.35, while the lowest value was found in the statement "Kansha suits my lifestyle" with a mean of 4.05. Overall, the Relate dimension obtained an average value of 4.24 which is included in the very high category, thus indicating that the aspects of social interaction, social experience, self-conformity, and consumer attachment to Kansha were assessed very well.

Table 12. Descriptive Analysis of Mean of Variable Y Dimension of Consumer Feelings

No.	Statement	*Mean*	Information
CONSUMER FEELINGS			
Feeling of Satisfaction			
	I feel satisfied after visiting Kansha	4.46	Very high
	The experience I had while at Kansha gave me satisfaction	4.3	
Total Mean		4.38	
Pleasure After Experience			
	I feel happy after visiting Kansha	4.28	Very high

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No.	Statement	*Mean*	Information
	The experience at Kansha made my mood better	4.39	
Total Mean		4.33	
The Right Decision			
	I feel my decision to visit Kansha was the right one.	4.33	Very high
	I don't regret choosing Kansha as a place to eat	4.35	
Total Mean		4.34	
Total Overall Mean of Consumer Feeling Dimensions		4.35	Very high

Source: SPSS 25 Output (2026)

In the Consumer Feelings dimension, all indicators obtained a mean value in the very high category, which indicates that the aspect of consumer feelings after visiting Kansha Japanese Restaurant Gading Serpong was assessed very well. The highest average value was found in the statement "I feel satisfied after visiting Kansha" with a mean of 4.46, while the lowest value was found in the statement "I feel happy after visiting Kansha" with a mean of 4.28. Overall, the Consumer Feelings dimension obtained an average value of 4.35 which is included in the very high category, thus indicating that the aspects of consumer satisfaction, pleasure, and confidence in the decision to visit received a very good assessment.

Table 13. Descriptive Analysis of Mean of Variable Y Dimension of Performance Expectations

No.	Statement	*Mean*	Information
PERFORMANCE EXPECTATIONS			
Conformity to Expectations			
1.	Overall, my experience at Kansha lived up to my expectations	4.52	Very high
	The experience I had at Kansha was in line with my expectations before visiting.	4.18	

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No.	Statement	*Mean*	Information
Total Mean		4.35	
Product Quality			
	I think the quality of the products served at Kansha is good.	4.40	Very high
	The product quality at Kansha meets my expectations.	4.28	
Total Mean		4.34	
Service			
	The service at Kansha met my expectations.	4.34	Very high
Total Overall Mean of Performance Expectation Dimension		4.34	**Very high**

Source: SPSS 25 Output (2026)

In the Performance Expectation dimension, all indicators obtained mean values in the high to very high category, indicating that consumers positively assess the suitability of Kansha Japanese Restaurant Gading Serpong's performance with their expectations. The highest mean value was found in the statement "Overall, my experience at Kansha was in line with my expectations" with a mean of 4.52, while the lowest value was found in the statement "The experience I got at Kansha was in line with my expectations before visiting" with a mean of 4.18. Overall, the Performance Expectation dimension obtained an average value of 4.34 which is included in the very high category, thus indicating that the aspects of suitability of expectations, product quality, and service were assessed very well by consumers.

Classical Assumption Test

1. Normality Test

Table 14. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100

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Normal Parametersa,b	Mean	.0000000
	Standard Deviation	2.93445155
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.049
Test Statistics		.064
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 25 Output (2026)

Based on the results of the normality test, the model is applied *One-Sample Kolmogorov-Smirnov Test*, a significance value (Asymp. Sig. 2-tailed) of 0.200 was obtained. This value is more than 0.05, so it can be concluded that the residual data in this study has a normal distribution.

Therefore, the regression model used in the study has fulfilled the normality assumption and can be applied for subsequent testing.

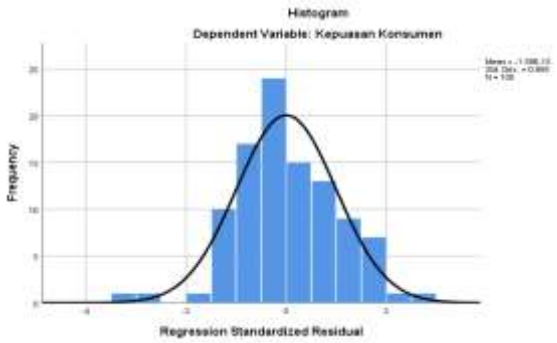


Figure 6. Normality Test, Histogram
Source: SPSS 25 Output (2026)

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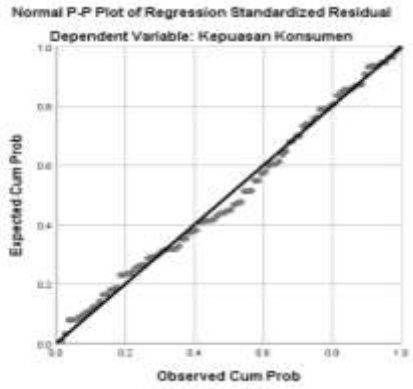


Figure 7. Normality Test, P-Plot

Source: SPSS 25 Output (2026)

Based on the graph*histogram*, the data distribution forms a pattern similar to a normal curve (bell shape) and the data is spread evenly around the center line. In addition, in the Normal P–P Plot graph, the residual points expand around the diagonal line and move in the direction of the diagonal line.

Based on these results, it can be concluded that the data in the study has fulfilled the normality assumption so that the regression model is suitable for application in subsequent testing.

2. Heteroscedasticity Test

Table 15. Heteroscedasticity Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,354	2,452		2,183	.031
	Customer Experience	-.027	.022	-.174	-1.254	.213
	Customer Satisfaction	.020	.061	.046	.331	.742
a. Dependent Variable: ABS_RES						

Source: SPSS 25 Output (2026)

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According to the results of this test which applies the Glejser method, it is known that the variable*Customer Experience*obtained a significance value of 0.213. This value is more than 0.05 (0.213 > 0.05), so it can be concluded that there are no signs of heteroscedasticity in the regression model.

Therefore, the regression model in research on the influence of*Customer Experience*on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong has fulfilled the heteroscedasticity assumption and is suitable for use in further testing.

3. Pearson Correlation Test

Table 16. Pearson Correlation Test Results

Correlations			
		Customer Experience	Customer Satisfaction
Customer Experience	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	100	100
Customer Satisfaction	Pearson Correlation	.691**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: SPSS 25 Output (2026)

According to the results of the Pearson correlation test, the value was found*Pearson Correlation*as much as 0.691 with a significance value of 0.000. The significance value is less than 0.05 (0.000 < 0.05), indicating that the relationship between Customer Experience and Consumer Satisfaction is significant.

The correlation coefficient value shows a value of 0.691, which means that the relationship between*Customer Experience*and Customer Satisfaction are in the strong category and have a positive relationship. Thus, an increase in Customer Experience tends to be followed by an increase in Customer Satisfaction at Kansha Japanese Restaurant Gading Serpong.

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4. Simple Linear Regression Test

Table 17. Simple Linear Regression Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,774	3,852		3,316	.001		
	Customer Experience	.244	.026	.691	9,471	.000	1,000	1,000
a. Dependent Variable: Consumer Satisfaction								

Source: SPSS 25 Output (2026)

Based on the assessment of the simple linear regression test, the form of the regression equation in the research is presented as:

Y = 12.774 (a) + 0.244 (X) + e

The regression equation shows that the constant value (a) is 12.774. This means that the variable*Customer Experience*(X) has a value of 0, then the Consumer Satisfaction value (Y) is 12.774.

Meanwhile, the regression coefficient value*Customer Experience*(X) with 0.244 means that each additional unit in Customer Experience will increase Consumer Satisfaction by 0.244 units.

A positive regression coefficient value indicates that*Customer Experience*has a direct relationship with Customer Satisfaction. Therefore, the higher the Customer Experience perceived by consumers, the higher the Customer Satisfaction at Kansha Japanese Restaurant Gading Serpong.

Hypothesis Testing

Partial Test (T-Test)

Table 18. Partial Test Results (T-Test)

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,774	3,852		3,316	.001		
	Customer Experience	.244	.026	.691	9,471	.000	1,000	1,000
a. Dependent Variable: Consumer Satisfaction								

Source: SPSS 25 Output (2026)

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Oriented to the partial test results (T-Test), it is known that the variable*Customer Experience*obtained a t-count value of 9.471 with a significance value of 0.000. The t-count value is greater than the t-table (9.471 > 1.984) and the significance value is less than 0.05 (0.000 < 0.05).

Therefore, Ho is not accepted and Ha is accepted. This shows that*Customer Experience*has a positive and significant influence on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong.

1. Coefficient of Determination Test (R2)

Table 19. Results of the Determination Coefficient (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.691a	.478	.473	2,949
a. Predictors: (Constant), Customer Experience				
b. Dependent Variable: Consumer Satisfaction				

Source: SPSS 25 Output (2026)

Based on the results of the coefficient of determination test, the R Square value was found to be 0.478 or 47.8%. This proves that the variable*Customer Experience*can explain the Consumer Satisfaction variable by 47.8%.

Meanwhile, the remaining 52.2% is explained by other variables not tested in this study. Therefore, it can be concluded that*Customer Experience*contributes significantly to Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong.

DISCUSSION OF RESEARCH RESULTS

Influence*Customer Experience*on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong

The results of the study indicate that Customer Experience has a positive and significant effect on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong. This is proven through a partial test which produces a calculated t value of 9.471 greater than the t table of 1.984 with a significance of 0.000 <0.05. The results of the Pearson correlation test show a coefficient of 0.691 which indicates a strong and positive relationship, while the coefficient of determination (R^2) value of 0.478 indicates that

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Customer Experience is able to explain 47.8% of the variation in Consumer Satisfaction, while the remaining 52.2% is influenced by other factors outside the study.

These findings align with Schmitt's (2020) theory, which states that customer experience is shaped by the dimensions of Sense, Feel, Think, Act, and Relate. Descriptive analysis shows that all dimensions scored very high. In the Sense dimension, the highest indicator was the appetizing appearance of food and beverages. In the Feel dimension, consumers felt happy during their visit. In the Think dimension, product quality received the highest rating. Meanwhile, in the Act dimension, consumers showed a high interest in trying various menu items, and in the Relate dimension, Kansha was considered a suitable place to gather with friends or family. These results indicate that customer experience is shaped by positive sensory, emotional, cognitive, behavioral, and social aspects.

In the Consumer Satisfaction variable, all indicators also received very high ratings. The highest indicator in the Consumer Feelings dimension was satisfaction after visiting Kansha, while in the Performance Expectations dimension, the highest indicator indicated that the experience met consumer expectations. This finding aligns with the theory of Han and Hyun (2021), which explains that consumer satisfaction is formed through emotional responses and the alignment between expectations and service performance.

Overall, the research findings support the findings of Simanjuntak and Purba (2020), Handayani and Budiarta (2024), and Setiawan et al. (2023), who stated that Customer Experience can positively and significantly increase Consumer Satisfaction. Therefore, the better the experience perceived by consumers across the Sense, Feel, Think, Act, and Relate dimensions, the higher the level of consumer satisfaction at Kansha Japanese Restaurant Gading Serpong.

CONCLUSION

The results of the study indicate that Customer Experience has a positive and significant effect on Consumer Satisfaction at Kansha Japanese Restaurant Gading Serpong. This finding is proven through the results of the t-test which produced a calculated t-value of 9.471 with a significance of 0.000 and a correlation coefficient of 0.691 indicating a strong and unidirectional relationship between the two variables. The coefficient of determination value of 47.8% indicates that Customer Experience is able to explain almost half of the variation in Consumer Satisfaction. Descriptive analysis also

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shows that all dimensions of Customer Experience including Sense, Feel, Think, Act, and Relate obtained a very high category. Similarly, in the Consumer Satisfaction variable, both the Consumer Feelings and Performance Expectations dimensions received very high ratings. These results confirm that a positive customer experience through sensory, emotional, cognitive, behavioral, and social aspects can significantly increase consumer satisfaction.

This study has limitations because it only uses one independent variable, focuses on one research object, and is dominated by respondents aged 18–25 years so that the generalization of the research results is still limited. Therefore, further research is recommended to examine other variables that have the potential to influence customer satisfaction, such as service quality, price, perceived value, trust, and customer loyalty, as well as expanding the scope of locations and respondent characteristics. Practically, Kansha Japanese Restaurant Gading Serpong needs to maintain the quality of customer experience that has been assessed as very good, especially in aspects of product quality, restaurant atmosphere, service, and social interactions created during the visit, so that the level of customer satisfaction can continue to increase and encourage business sustainability amidst the increasingly competitive culinary industry.

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