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THE INFLUENCE OF EMOTIONAL EXPERIENCE AND PLACE IMAGE ON BEHAVIORAL INTENTION WITH CUSTOMER SATISFACTION AS INTERVENING ON VISITORS AT HARD ROCK CAFE BALI

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Abstract

This research aims to determine the effects of emotional experience on customer satisfaction, the effects of place image on customer satisfaction, the effects of customer satisfaction on behavioral intention, the effects of emotional experience on behavioral intention, the effects of place image on behavioral intention, the effects of emotional experience on behavioral intention with customer satisfaction as an intervening factor, and the effects of place image on behavioral intention with customer satisfaction as an intervening factor among visitors of Hardrock Cafe Bali.The study employs a quantitative method with a total of 231 respondents. Data was collected through a questionnaire consisting of a list of questions. The data analysis technique employed is multiple linear regression using LISREL and IBM SPSS 25. The results of hypothesis testing indicate the following:1) Emotional experience has a significant positive influence on customer satisfaction. 2) Place image has a significant positive influence on customer satisfaction. 3) Customer satisfaction has a significant positive influence on behavioral intention. 4) Emotional experience has a significant positive influence on behavioral intention. 5) Place image has a significant positive influence on behavioral intention. 6) Emotional experience has a significant positive influence on behavioral intention through customer satisfaction. 7) Place image has a significant positive influence on behavioral intention through customer satisfaction.

Keywords: emotional experience, place image, customer satisfaction, behavioral intention, Hardrock Cafe

BACKGROUND

With increasing human needs in the modern era, marketing has become more emotional. This is because the truth is, the more affluent a person is, the greater their emotional needs. Because feelings are related to emotions, feelings greatly affect people's thinking, shape and influence their judgments, and shape behavior, manufacturers must pay attention to customer emotions and try to influence them to have positive emotions. As a result, it is expected that the thoughts and behavior of customers about the emotional experience and place image of a tourist spot or hotel facility will be expected.

Manufacturers must realize that customers do not only benefit from a product or service. While competitors can tell, it's hard to imitate. In general, clients are more difficult to forget emotional experiences. As a result, according to Abend et al., (2019) selling products by prioritizing functionality alone will let competitors take the company's plans. Manufacturers can win market competition by using different marketing, which shows that they are different from competitors. Live music performances at Hard Rock Café create a unique emotional experience for diners. In addition, live music performances also play a role in strengthening the place image. Hard Rock Café. The influence of live music performances on behavioral intention can also be very significant. If diners have positive emotional experiences through live music performances they enjoy, they may be more likely to have more positive behavioral intentions, such as returning to visit the venue in the future or recommending it to friends and family. However, it is important to remember that the quality of live music performances and suitability for visitor preferences can also affect their impact on emotional experience, place image, and ultimately behavioral intention. Therefore, the management of Hard Rock Café needs to ensure that the live music performances are presented according to the profiles and preferences of visitors and still meet the expected quality standards.

According to Hoemann et al., (2021) emotional experience can affect the way customers feel and evaluate the product or service they receive. If customers are happy, satisfied, or even impressed by the experience they are having, they are more likely to be satisfied with the interaction. The big advantage of customer satisfaction is the opportunity to create loyal and repeat customers who will come back to buy your product or service. Positive emotional experiences can also impact customers' future behavioral intentions. If customers are happy with their experience, they are likely to have a higher intention to behave positively towards your brand or business. This can be an intention to recommend to friends and family, share positive reviews, or even increase the frequency of purchases Sharma & Nayak, (2018).

There are problems that occur at Hardrock Café, especially those related to place image and customer experience, causing researchers to intend to understand more deeply how the influence of place image and tourist experience provided by Hardrock Cafe can provide satisfaction to its customers so that it can trigger behavioral intentions to return to consumers. then based on the presentation of the theory, data, and problems described above, this research is entitled the effect of emotional experience and place image on customer satisfaction with behavioral intention as an intervention for visitors at Hard Rock Cafe Bali.

THEORETICAL FRAMEWORK

Behavioral Intentions

Behavioral intention refers to a person's intention or willingness to perform a certain action or behavior in the future. In the context of business and consumer behavior, this concept is often used to measure the extent to which a person is willing to take certain actions after experiencing or interacting with a product, service or brand Yang et al., (2020). Chao, (2019) often refers to a person's intention to take an action such as returning to visit (the intention to revisit a place or tourist destination in the future). It reflects the satisfaction and positive experiences that previous visitors had.

Customer Satisfaction

Customer satisfaction or customer satisfaction is a central concept in the field of marketing and management that measures the extent to which customers are satisfied with a product, service or experience provided by a company or organization Shahid Iqbal et al., (2018). This concept has a significant impact on the company's long-term success, as satisfied customers tend to become loyal customers, recommend them to others, and contribute to the Company's revenue and growth. According to Van Lierop & El-Geneidy, (2019), customer satisfaction has several important aspects, namely customer loyalty and increasing retention. Satisfied customers are more likely to become loyal customers. They will return to buy products or use services from the same company because of the positive experiences they had before. Satisfied customers tend to stay within the scope of the company's customers and do not switch to competitors.

Place image

Place image is a perception and mental representation that is owned by an individual or group about a place or destination. Place image includes various aspects, such as physical, cultural, social, economic, and psychological attributes of a place Shen et al., (2019). In the context of tourism and travel, place image is a key factor influencing a person's perception and interest in visiting or interacting with a particular place. According to Sudari et al., (2019) place image has a significant impact in various aspects, namely customer attraction: a positive image of a place can increase attractiveness for tourists. Good perceptions about natural beauty, unique culture, culinary, and other attractions can influence tourists' decisions to visit these places. Economic Growth: A positive place image can contribute to regional economic growth through increasing tourist visits. An increase in the number of tourists can have a positive impact on local incomes, create jobs and stimulate the tourism and hospitality sector. Investment and Development: A positive place image can attract interest from investors and developers. Places that have a good image tend to attract more investment in infrastructure, facilities and services.

Emotional Experiences

Emotional experience or emotional experience refers to feelings and emotional reactions that arise when individuals interact with certain environments, objects or situations Van Kleef & Lange, (2020). In the context of the study of consumer behavior and customer experience, emotional experience becomes an important aspect in shaping perceptions and attitudes

towards products, services or brands. Emotions have an important role in the consumer decision-making process. Cowen et al., (2019) emotional experience can affect various aspects of customer satisfaction and loyalty, memory and recall, behavioral and purchase intentions, social interaction and recommendations, emotional connection with brands. Positive emotional experiences can increase customer satisfaction levels. When customers have pleasant and satisfying experiences, they tend to be more satisfied and are more likely to return or become loyal customers.
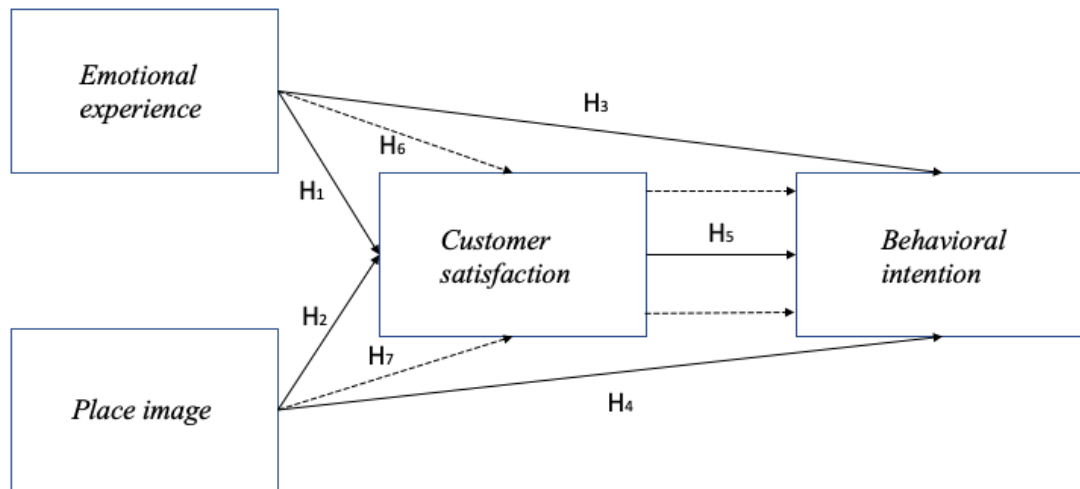

Research Model

METHOD

This study will use quantitative methods to collect and analyze data. Quantitative methods are used to obtain data that can be measured numerically, thus enabling a more in-depth and objective statistical analysis of the relationship between research variables Ghozali, (2018). Quantitative methods allow researchers to test hypotheses directly, identify significant patterns or trends, and measure the level of influence of the variables involved in the study. In this study, data will be collected through a questionnaire designed using a Likert scale to measure the level of emotion, destination image, satisfaction, and behavioral intentions of visitors regarding live music at Hardrock Café Bali. The data collected will be analyzed using statistical techniques, such as regression analysis and path analysis, to examine the relationship between research variables. Statistical analysis will assist in identifying the significant influence of emotion, destination image, and satisfaction on visitor behavioral intentions regarding live music at Hardrock Café Bali. The quantitative approach in this study provides an advantage in producing findings that can be measured objectively and can be generalized to a wider population. This approach also allows researchers to analyze data systematically and provides a sound basis for making conclusions and recommendations based on empirical evidence. This research will be carried out within a certain period and in a place that is relevant to the research context. The following is information about the time and place of research.

RESULT
Model Feasibility Test

This study uses structural equation modeling (SEM), so several types of suitability indexes are needed to measure the suitability of the model. With this the researchers used Lisrel 8.8 software to test the suitability of the model. The following are the results of the model suitability test in this study:
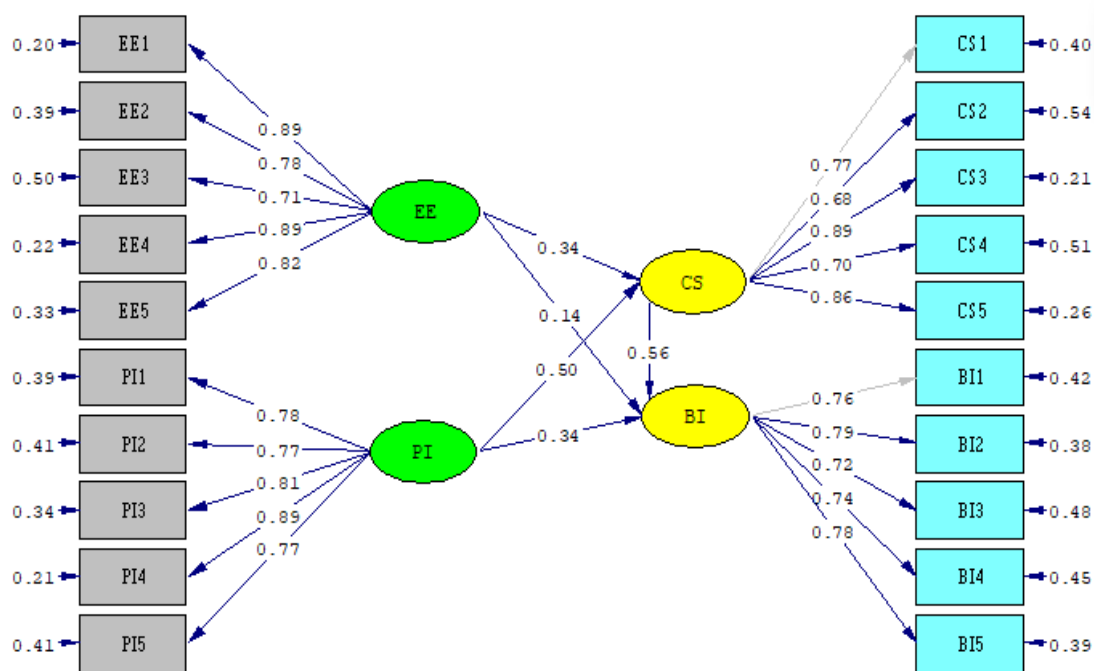
Tabel 4. 1 Tabel *Goodness of Fit Indicess*

| Goodness of Fit Indices	Cut-off Value	Hasil	Evaluasi model
Chi-square	<3	326.51	Fit
GFI	≥0,90	0,97	Fit
RMSR	≤ 0,08	0,052	Good fit
RMSEA	≤ 0,08	0,066	Good fit
AGFI	≥0,90	0,94	Good fit
TLI/NNFI	≥0,90	0,99	Good fit
CFI	≥0,90	0,99	Good fit

Source: data processed by researchers (2023)

Hypothesis testing

Hypothesis testing is a statistical procedure used to make decisions about a statement made about a population based on the sample data collected. The purpose of hypothesis testing is to test the truth or validity of an assumption or claim made based on empirical data. Determine the null hypothesis (the hypothesis to be tested) and the alternative hypothesis (the hypothesis to be proven). The null hypothesis often states that there is no particular effect or difference, while the alternative hypothesis states that there is an effect or difference. The significance level is used to determine how much evidence is needed so that we can reject the null hypothesis. Usually, the commonly used significance level is 0.05 or 0.01

Figure. t-value Lisrel
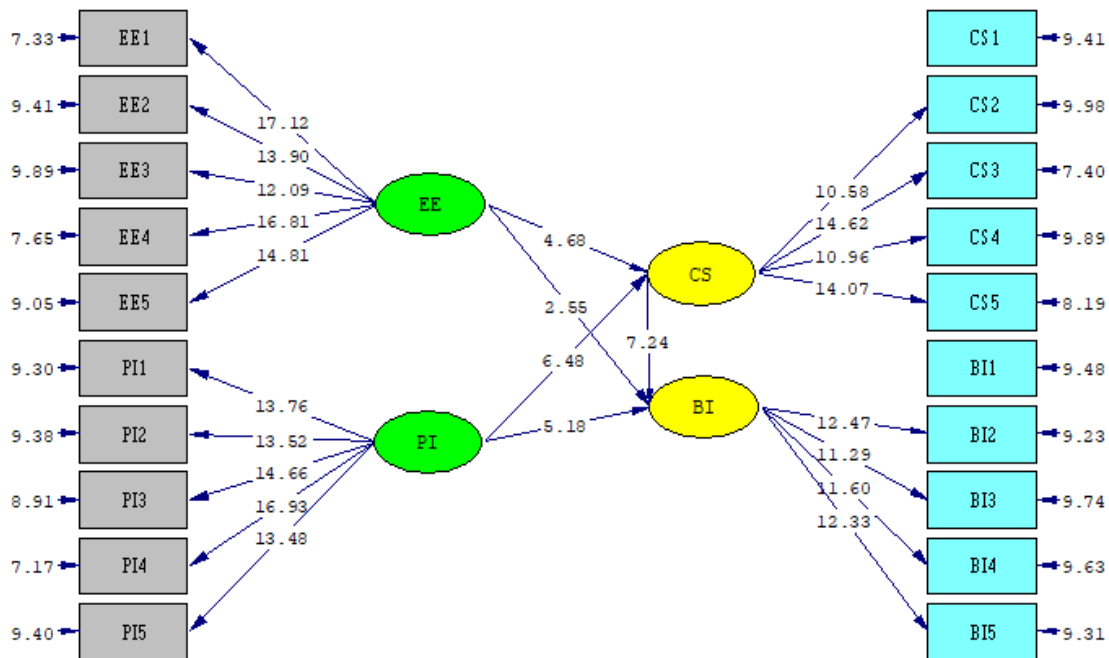
Source: data processed by researchers (2023)

Structural Equation Model

Hypothesis	Variable	Standardized total effect	t-value	Information
H1	*Emotional experience to customer satisfaction*	0,34	4,68	Accepted
H2	*Place image to customer satisfaction*	0,50	6,48	Accepted
H3	*Emotional experience to behavioral intention*	0,33	2,55	Accepted
H4	*Place image to behavioral intention*	0,62	5,18	Accepted

H5	*Customer satisfaction* to *behavioral intention*	0,56	7,24	Accepted
H6	*Emotional experience* to *behavioral intention* melalui *customer satisfaction*	0,19	4,07	Accepted
H7	*Place image* to *behavioral intention* melalui *customer satisfaction*	0,28	5,29	Accepted

Source: data processed by researchers (2023)

Based on the table, it can be seen that H1 can be accepted because it has a path coefficient of 0.34 with a t-value of 4.68. Where in these results H1 has a path coefficient value above 0 and a t-value above 1.97 which makes emotional experience have a positive and significant influence on customer satisfaction. Next, H2 can be accepted because it has a path coefficient of 0.50 with a t-value of 6.48. Where in these results H2 has a path coefficient value above 0 and a t-value above 1.97 which makes brand image have a positive and significant influence on customer satisfaction. Next, H3 can be accepted because it has a path coefficient of 0.33 with a t-value of 2.55. Where in these results H3 has a path coefficient value above 0 and a t-value below 1.97 which makes emotional experience have a significant positive influence on behavioral intelligence. Next, H4 can be accepted because it has a path coefficient of 0.62 with a t-value of 5.18. Where in these results H4 has a path coefficient value above 0 and a t-value above 1.97 which makes place image have a positive and significant influence on behavioral intention.

Next, H5 can be accepted because it has a path coefficient of 0.56 with a t-value of 7.24. Where in these results H5 has a path coefficient value above 0 and a t-value above 1.97 which makes customer satisfaction have a positive and significant influence on behavioral intention. Then H6 was accepted because it had a path coefficient of 0.19 with a t-value of 4.07. Where in these results H6 has a path coefficient value above 0 and a t-value above 1.97. So it can be concluded that emotional experience has a positive and significant effect on behavioral intention indirectly through customer satisfaction. Next. H7 is acceptable because it has a path coefficient of 0.28 and a t-value of 5.29. Where in these results H7 has a path coefficient value above 0 and a t-value above 1.97. So it can be concluded that place image has a positive and significant effect on behavioral intention indirectly through customer satisfaction.

DISCUSSION

Results of interpretation of emotional experience on customer satisfaction

In understanding these results Ratnasari et al., (2020) the emotional experiences experienced by customers have a significant influence on the level of customer satisfaction at sharia tourist attractions. demonstrated that positive emotional experiences associated with atmosphere, entertainment, and interactions with tourist attraction staff consistently increase levels of customer satisfaction. Then Wijaya & Yulita, (2020) explain that the emotional experience resulting from interactions with friendly and attentive staff has a major impact on customer satisfaction. Customers who feel they are treated well and given good service tend to be more satisfied with their visit. This shows that human factors and interpersonal relationships also play an important role in creating positive emotional experiences. Thus, the emotional

experience felt by customers at the Hard Rock Café in Bali has a significant influence on the level of customer satisfaction. Positive emotional experiences, whether arising from a pleasant atmosphere, entertaining live music entertainment, or warm interactions with staff, contribute to enhancing the overall impression of the venue.

Results of place image interpretation of customer satisfaction

The place image variable has a significant impact on customer satisfaction at Hard Rock Café in Bali. The findings from the data analysis indicate that a positive image of Hard Rock Café, which includes attributes such as unique environment, attractive atmosphere, and brand impression, directly contributes to the level of customer satisfaction. Then the findings from Sudari et al., (2019) A positive image of a product has an important role in creating positive expectations for customers before they visit the place. Customers who have a good place image tend to have positive expectations about their experience. When these expectations are met or even exceeded during a visit, it increases customer satisfaction levels. In understanding this, Shen et al., (2019) explained that place image of a place can influence customer perceptions of the quality and comfort provided. If customers feel that the image of a place matches their experience, they are likely to be satisfied with the quality of service and experience they receive. A positive place image strengthens the level of customer satisfaction because the experience they experience matches the image they have previously formed. Thus, a positive place image plays a key role in shaping the level of customer satisfaction at Hard Rock Café in Bali. A good image of a place, including an attractive atmosphere, a unique environment, and a positive brand impression, creates positive expectations and influences customer perceptions of service quality. A positive place image improves the overall impression of a customer's experience, ultimately contributing to their satisfaction. Therefore, it is important for Hard Rock Café management in Bali to continue to build and maintain a positive place image to ensure customers are satisfied.

Results of interpretation of emotional experience on behavioral intention

The emotional experience variable on behavioral intention has a positive and significant influence. Findings from data analysis indicate that positive emotional experiences experienced by customers, such as feeling happy, excited, and emotionally engaged during a visit, directly influence future positive behavioral intentions. In understanding these results, positive emotional experiences create strong emotional connections between customer anggan and Hard Rock Café. Customers who feel excited and emotionally involved during a visit tend to form a bond with the place. This emotional connection can motivate customers to have positive behavioral intentions in the future, such as returning to visit or attending a similar event. Then positive emotional experiences have a strong influence on behavioral intentions such as recommending a place to others or participating in the activities offered. Customers who feel happy and emotionally engaged are more likely to speak positively about their experience to friends, family, or coworkers. This creates a domino effect that can increase engagement and participation levels. Thus, the positive emotional experience experienced by customers at Hard Rock Café in Bali has a positive impact on behavioral intention. Emotional experiences that create emotional connections and increase customer delight and engagement, driving desired future behavioral intentions. Emotional experiences act as the main trigger that influences

customers' decisions to return to visit, recommend, or participate in activities offered by the place. Hard Rock Café management in Bali needs to continue to pay attention to and improve aspects of the emotional experience in order to motivate customers to interact further with the brand and strengthen positive behavioral intentions in the future.

Results of place image interpretation of behavioral intention

The place image variable has a positive and significant influence on behavioral intention. Data analysis shows that a positive image of Hard Rock Café as an entertainment destination, including attributes such as atmosphere, brand reputation, and cultural values, has a direct impact on customers' future behavioral intentions. In understanding these results, Shen et al., (2019) explained that a positive place image creates positive behavioral intentions such as returning to visit or participating in activities offered by the Hard Rock Café in Bali. Customers who have a positive image of the place tend to have stronger confidence in interacting further in the future. An attractive and promising place image drives positive behavioral intentions because customers want to re-experience the pleasant experience. Then Wantara & Irawati, (2021) explained that positivity about a place can also influence behavioral intentions that involve recommending to other people or participating in promotions or events organized by Hard Rock Café. A good place image creates a positive climate for sharing experiences with others and for participating in profitable activities. Thus, it can be concluded that a positive place image plays a key role in shaping customer behavioral intention at Hard Rock Café in Bali. A place image that is attractive, positive, and in accordance with the cultural values of the destination increases customers' behavioral intentions to return to visit, recommend to friends, or participate in the various activities offered. Hard Rock Café managers need to continue to build and maintain a positive place image to motivate customers to interact further with the destination and strengthen positive behavioral intentions in the future.

Interpretation results of customer satisfaction on behavioral intention

The variable customer satisfaction on behavioral intention has a positive and significant influence. that the level of customer satisfaction directly influences positive behavioral intentions in the future, including intentions to return to visit, recommend, and participate in the activities offered. In understanding these results, Shahid Iqbal et al., (2018) explained that customers who are satisfied with their experience at Hard Rock Café tend to have positive behavioral intentions in the future. A high level of satisfaction creates an emotional and affective bond between the customer and the brand, which motivates them to reiterate action or take action desired by the company. Then Van Lierop & El-Geneidy, (2019) explained that customer satisfaction has a significant influence on behavioral intentions such as recommending places to others and participating in the programs or events offered. Satisfied customers are more likely to speak positively about their experience to friends or family, as well as be more loyal in their interactions with the brand or destination. Thus, it can be concluded that customer satisfaction plays a key role in shaping behavioral intention at Hard Rock Café in Bali. A high level of customer satisfaction has a positive impact on positive behavioral intentions, including returning to visit, recommend, and participate in the activities offered. Hard Rock Café managers must continue to focus on increasing customer satisfaction levels through improving experience, service and service quality to ensure customers are satisfied and have profitable behavioral intentions in the future.

The results of the interpretation of emotional experience on behavioral intention through customer satisfaction

The emotional experience variable on behavioral intention through customer satisfaction has a positive and significant influence. The positive emotional experience experienced by customers does not only directly affect their level of satisfaction, but also indirectly influences positive behavioral intentions in the future. In understanding these results, Carissa et al., (2020) explained that positive emotional experiences which include feelings of pleasure, emotionally involved, and feeling satisfied with interactions at Hard Rock Café directly contribute to the level of customer satisfaction. Experiences that fulfill the emotional aspects of customers tend to increase their overall satisfaction with the experience in that place. Then Rasoolimanesh et al., (2022) explained that customer satisfaction acts as a mediation between emotional experience and behavioral intention. Emotional experiences that trigger customer satisfaction influence future positive behavioral intentions, such as returning to visit, recommend, and participate in the activities offered. Customer satisfaction becomes an important bridge that connects emotional experience with the desired real action. Thus, it can be concluded that a positive emotional experience at the Hard Rock Café in Bali has a positive impact on behavioral intention through intermediary customer satisfaction. Emotional experiences that fulfill the customer's emotional aspects stimulate the level of customer satisfaction, which in turn motivates positive behavioral intentions in the future. Hard Rock Café managers need to recognize the importance of this connection and focus on creating positive emotional experiences to influence both customer satisfaction and desired behavioral intentions in the future.

Results of interpretation of place image on behavioral intention through customer satisfaction

Place image variable on behavioral intention through customer satisfaction has a positive and significant influence. A positive image of the Hard Rock Cafe as an attractive entertainment venue not only directly influences customer satisfaction, but also indirectly influences positive behavioral intentions in the future. In understanding these results, Yang et al., (2020) explained that the positive image of Hard Rock Café, including the atmosphere, brand reputation, and cultural values associated with the place, contributes directly to the level of customer satisfaction. A positive place image creates positive expectations before the visit and results in appropriate experiences during the visit, ultimately increasing customer satisfaction. Then Wijaya & Yulita, (2020) explained that customer satisfaction acts as a mediator between place image and behavioral intention. A positive place image triggers customer satisfaction, which in turn influences positive behavioral intentions in the future, such as returning to visit, recommending, and participating in various activities offered. Customer satisfaction serves as a channel through which place image influences desired concrete actions. It can be concluded that a positive place image at the Hard Rock Café in Bali has a significant impact on behavioral intention through customer satisfaction. A place image that creates positive expectations before a visit and provides a satisfying experience during the visit increases customer satisfaction. Customer satisfaction then motivates positive behavioral intentions in the future. Therefore, Hard Rock Café managers need to understand the

importance of this relationship and strive to continuously improve the image of the place and customer satisfaction to influence the desired behavioral intention.

CONCLUSION

Based on the results of the research described earlier, there are several conclusions that can be drawn in this study. First, regarding the direct effect of emotional experience on customer satisfaction and behavioral intention, emotional experience has a significant positive effect on customer satisfaction and behavioral intention. From these results it can be concluded that the better the emotional experience felt by Hardrock Café Bali customers, the better customer satisfaction and behavioral intention towards Hardrock Café Bali will increase.

Then regarding the influence of emotional experience on behavioral intention indirectly (indirectly) through customer satisfaction. The results obtained stated that emotional experience has a significant positive effect on behavioral intention through customer satisfaction. From these results it can be concluded that customer satisfaction with Hardrock Café Bali mediates the influence between the emotional experience felt by customers related to Hardrock Café Bali on the customer's behavioral intention towards Hardrock Café Bali in a positive and significant way.

Then regarding the direct effect of place image on customer satisfaction and behavioral intention, place image has a significant positive effect on customer satisfaction and behavioral intention. From these results it can be concluded that the better the place image of Hardrock Café Bali is perceived by customers, the better customer satisfaction and behavioral intention towards Hardrock Café Bali will increase.

Finally, regarding the effect of place image on behavioral intention indirectly (indirectly) through customer satisfaction, significant positive results were obtained. From these results it can be concluded that customer satisfaction with Hardrock Café Bali mediates the influence between the place image of Hardrock Café Bali felt by customers on the customer's behavioral intention towards Hardrock Café Bali in a positive and significant way.

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