DEVELOPING CUSTOMER EXPERIENCE MODEL TO INCREASE EMOTIONAL BRAND

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Abstract- Measuring the customer experience is considered difficult because the extremely high level of subyektivitasnya. Concerning the personality of a person, which is very difficult and the individual is affected. For it requires the appropriate model so that the results are not being biased. The stimulating dynamics of the academic circles to develop research on the development of the concept of Customer Experience. Therefore be at issue is what the concept or theory of the customer experience, and the extent to which the development of the concept and model in shaping customer experience in literature since the 2009 period up to 2013. The purpose of this paper is to examine the concept of Customer Experience at both companies manufacture or services, as well as provide ongoing attention at each research programme are recommended. Term paper writing method used is the study of the literature on the concept of scientific journals, case studies, and research results related to Customer Experience theory developed by experts from a variety of literature (journal). Implications of papers is expected to further develop the model measuring customer experience so that it can be found a concept or theory that fit, for any problem concerning increase business customer experience measurement and customer experience. a conceptual model of marketing focus developed is a model strategy for the market (market strategy) by focusing on the customer experience analysis entitled customer experience Model (Theory of Customer Experience). With the expected development of the emerging thinking from the researches and the concept and model about ROMI more comprehensive so useful for academics and companies.

Keywords- Customer Experience and Emotional Brand.

I. INTRODUCTION

The emergence of "experience" as the other forms in the business offer (Pine and Gilmore 1999) and the failure of the implementation of the management in establishing relationships with customers in terms of creating what is wanted and needed customers (Palmer 2008,2009,2010; Barnes,2002) has encouraged its practitioners and academics to continue to explore what needs to be done in establishing relationships with customers, which is known as the customer experience. (Pine da Gilmore 1999) assert that the company needs to create an unforgettable experience for every customer that is expected to generate greater economic value-based experience, not merely produce a product and give it to customers (Kim, Cha, Knutson and Beck,2011) more than it aims so that customers can differentiate to produce a memorable experience (Amir Nasermoadeli, Dewey Choon Ling & Erfan Severi ,2013).

Understanding the customer experience requires comprehensive knowledge about all the things that can make a way of producing a product and market a product, sold or distributed, can then be used by consumers as end users. A discussion of the customer experience into something considered important lately because of involving customers and companies. Also the benefits of technology in providing customer data, interacting with customers, manufacture products in accordance with what is required of customers (market driven), this all can enhance the ability of the company in terms of cross and up-selling, so bring in increased customer retention and increase in return for the company. For that the company considered the need to pay attention to the four dimensions of customer experience, namely strategy, information, insights, and distribution to allow the occurrence of competitive differentiation (Dave Nash, Doug Armstrong, and Michael Robertson,2013).

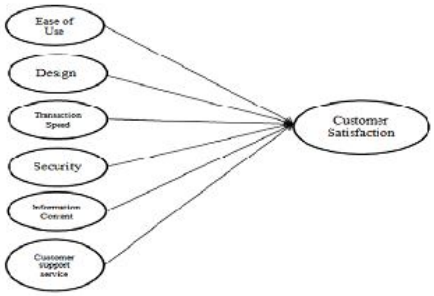
Explanation or discussion of what is meant by customer and the experience has been a lot done by experts. Theory of Customer Experience is itself a great many definitions as well as the sense being used. Lewis and Chambers (2000, p. 46) define the consumer experience as "total results to customers from a combination of environmental, purchased goods and services". Pine and Gillmore divides customer experience in big four categories that fall into two parts namely the participation of customers and connections (Bo Chen Jiangdong, Jin,2012). The belief that brand equity is an important consideration that is useful for the service so marketers need to be managed properly (Davis,2000, in Hassan, Ghorbani,2013). It is becoming important to note and was recently identified as a priority for the Foundation of the research of the Marketing Science Institute (MSI, 2010).Significant challenges is a complex network of relationships that linkages are conducted by companies competing with another company, where many have linkages with other customers, such as the dijejaring social as well as a specific brand image. Although there will be little

argument about the company must understand the needs, desires, and behaviors pelangganmaupun the prospect, marketing literature has given attention to the sales system used (Frazier 1999 in Loveland,2011) and how the relationship between companies with customers (Webster 2000; Webster and Keller,2004). Understanding the customer experience, requires knowledge that is not sdedikit and should be deep in relation not only to the product but against process, marketing and sales (Meyer and Schwager 2007; Payne and frow 2004; Schmitt 2003), even this has become a priority in understanding customer experience by the Marketing Science Institute (MSI 2008,2009,2010). Although there have been many recent research that examines about customer experience, but not sure this is done thoroughly and comprehensively.

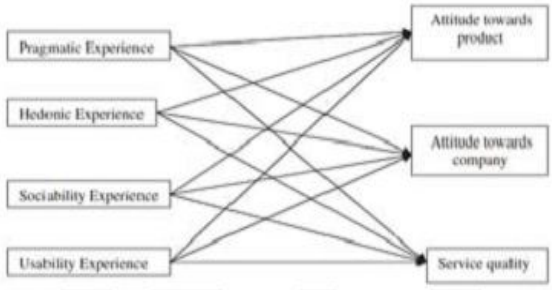
Lack of writing about the theory of customer experience, where most of the article discusses how customers interact directly to a brand or product giving rise to the experience and make purchases as the return of the company. Although the application of the concept of the customer experience has been performed significantly to almost all companies, telecommunications, retail and IT, Banking, as well as other organizations but most are still not widely developed the concept of the customer experience, which all still drawn to the interaction of overall products and customers post-purchase (Bernier, Paula, 2011: 40). However, in the development of the model the author tries to develop the concept of the definition of customer experience that will be used throughout the manufacturing and service sectors. This is the starting point in many theories of the literature that exists about the customer experience, to the development of a concept or theory of the customer experience itself.

II. RESULTS AND DISCUSSION

Dave Nash, Doug Armstrong, and Michael Robertson (2013), explains that a customer attitudes formed from interaction with a brand. so that the customer experience is created when a customer's perception of the company was developed as a result of the interaction of a variety of angles, which occurred not in the same time or one transaction only. Meanwhile FiroozehFouladivanda, Zahra Khanmohammadi, Hooman Alireza, Arman Rajabinasr (2013), the customer experience is the contribution or interaction between products, customers, company or other areas of the organization that comes from experience. This depends on the difference between customer expectations, perceptions and stimuli that come from interactions with the company. Based peneliatian different from some experts, there are four dimensions of customer experience, pragmatic, hedonic, socialization, and utility value. Relevant studies regarding customer satisfaction with online banking and its impact on the experience (Cheolho Yoon, 2010) mentions the ease of use, speed of transactions, design, context information, security and customer support systems as a factor in the customer experience and evaluate its impact on the level of customer satisfaction.



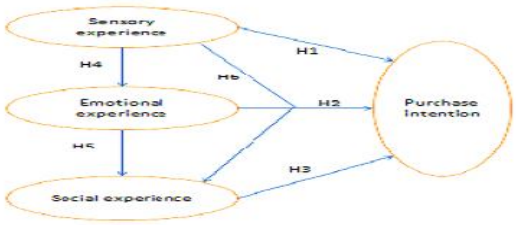
P. Nambisan and j. Watts (2011) define a new model of online customer experience (OCE). After that, they test the experience of controlling customers in the online community to four companies including Intel, IBM, Adobe, and Microsoft. The sample size has 650 customers and models used to test.



According to experts, it appears that the quality of service may be effected by the customer experience. Every relationship in the model have been done and considered in a draft research framework by p. Nambisan and j. Watts (2001); Honeycutt (2005); Nielsen, (2000); Preece (2000); Shneiderman and Plaisant (2004) Mathwich, et al,. (2001); Voss et al, (2003); Mummalaneni (2005); Payne et al., (2009); Gruen et al., (2006); Bendapudi & Leone (2003) and Bickart and Schindler (2001).

Amir Nasermoadeli1, Kwek Choon Ling & Farshad Maghnati (2013), the customer experience is a multi-facet concept. Gentile, Spiller and Noci (2007, hal.397) asserts that "the customer experience is derived from a set of relationships between the customer and the goods or services, companies, or parts of the company, which led tanggapan.Pengalaman related to personal problems and suggests the involvement of consumer the number of different (rational, emotional, sensory, physical, and spiritual) ". Yang and He (2011) describe the dimensions of the customer experience (consisting of sensory experience, emotional experience and social experience).

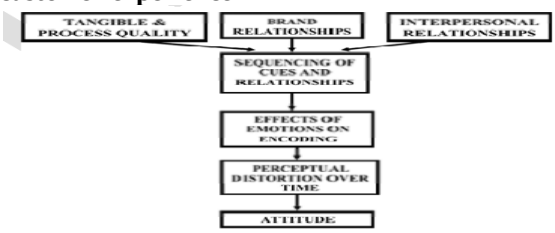
The dimensions of the customer experience (consisting of sensory experience, emotional experience and social experience) can be seen in the conceptual framework of the model, as follows:



Nasermoadeli, Dewey Choon Ling1 & Erfan Severi (2013:131), explains that the customer experience is the "total results to customers from a combination of environmental, goods and services purchased. Evaluate direct and indirect relationship between the social environment and the customer experience, including the proposed dimensions in looking at customer experience consists of sensory experience, emotional experience, and social experience. Hassan, Ghorbani (2013,461), explained that the importance of maintaining the customer experience to bring a good quality experience through an understanding of certain brands. Performance is another factor in shaping the quality of experience a positive one. Hsu and Chan (2011) found that ultimately the quality of the experience can affect brand equity directly. This research conducted by disukung Keller and Lehmann, (2003), Pappu et al. , (2005), Buil, Chernatony and Martinez, (2011). All the research shows that the quality of the experience felt by customers can enhance the brand. Can be seen in figure sbb conceptual framework, model:

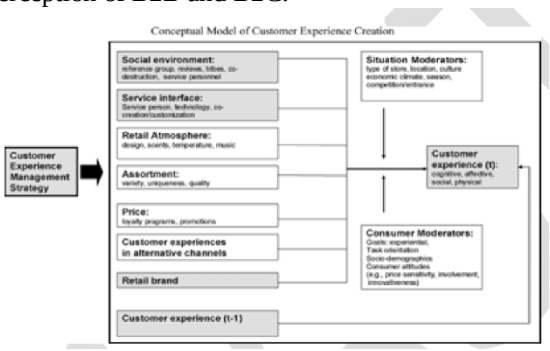
Adrian Palmer (2010,196), customer experience may be based on things that are brought by the brand, and it is even used to interact person-to-person against anything to do with the Organization of the company. Prahalad and Ramaswamy (2003,14) says that value creation is considered a specific experience of customers, based on a specific time and specific circumstances. Supporters of the customer experience based on the shape of the "three Fs" fantasy (dreams, imagination, subconscious desire), feelings (emotions, angry, hate, fear), and fun (derived from feeling excited and happy).

A conceptual framework for the construct of customer experience



GJBotha, PSKruger & M.de Vries (2012), In 2010 Botha, Kruger & De Vries introduced a framework to enhance the customer experience through business process improvements. Driggs, Woody; Porter, Barbara (2013), Technology social media are always evolving empower broader consumer by providing quality brand, which the company must: (1) seek to create a brand in accordance with what they need in tune with developments, and (2) tries to introduce models new to involve employees in terms of direct interaction with consumers. Bo Chen, Jin Yongsheng (2012), the customer experience can positively influence purchase intent, customer satisfaction, loyalty, brand equity, competitive advantage. It is by conducting a survey on online shoppers, with dimensions that affect sensory experience, the experience felt, acting experience, experience thinking, experience told. G.J Botha and A.C. van Rensburg (2010).

Customer experience is shaped by every aspect of the company's offerings, from direct contact in the customer care department for advertising, packaging, product features, and use, reliability, and maintainability of the product or service. Where in measuring the performance of a business process can be done through the QFD and BSC. Fred Lemke & Moira Clark and Hugh Wilson (2011), the main objective of the quality of the customer is getting the customer experience, which is not seen from the product and service quality, but to bring the customer perception of B2B and B2C.



So that by comparing the B2B and B2C is expected to get a quality customer experience. Jorge Teixeira, Lia Patrı'cio, Raymond P. Fisk, Larry Constantine (2012), the customer experience has become increasingly important for service organizations that see as a source of sustainable competitive advantage, and for the designer service, which is considered essential for any design project services , CEM was developed further with the application for multimedia services, using grounded theory methodology, interviews, observation, and contextual inquiry, as well as multimedia services. Dhruv Grewal, Michael Levy, V. Kumar (2009), Understanding the customer experience largely the responsibility of the chief executive. Customer experience covers every point of contact where customers interact with your business, product, or service. This is a strategy that resulted in a win-win value exchange between retailers and

customers, including promotion, price, merchandising, supply chain, location. Peter C. Verhoef, Katherine N.Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros, Leonard A. Schlesinger (2009), experiences that satisfy customers should be based on all the instructions that detects people in the buying process.

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TBC on diesel components such as valves, pistons and fire decks insulates the metal substrates from high-temperature oxidation and corrosive environments. As a thermal barrier, it reduces metal temperatures (Scientist G), Head of Mechanical Behaviour Group Defence Metallurgical Research Group Lab, pistons and fire decks insulates the metal substrates from high-temperature oxidation and corrosive environments. As a thermal barrier, it reduces metal temperatures (Scientist G), Head of Mechanical Behaviour Group Defence Metallurgical Research Group Lab (DMRL, Hyderabad) for their cooperation.

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