Comparison of User Experience between Goal-directed and Experiential Users on Customer Satisfaction in Tourism Marketplace

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Abstract

This research aimed to examine the effect of user experience on Pigijo's website www.pigijo.com on Pigijo customer satisfaction by using an experimental study and comparing between two different groups of user behavior, namely goal-directed and experiential. The experiment was conducted using an accidental purposive sampling technique on 60 respondents divided into two groups based on user behavior. The data collection of this experiment used a questionnaire that had been tested for validity and reliability, then carried out various tests and analyses such as descriptive analysis, t-test, and regression tests. As a result of the research. It was found that the user experience on the www.pigijo.com website has a positive relationship and influence on Pigijo customer satisfaction, where the goal-directed group has a higher average rating (69.40%) and affects customer satisfaction more positively compared to the experiential group (65.50%).

Keywords: user experience, customer satisfaction, goal-directed, experiential, marketplace

Introduction

The internet has had a significant impact on business since the mid-1990s (Xiang et al. 2015). In Indonesia, the total number of internet users as of January 2022 reached 202.7 million, an increase of 29.3 million (+17%) since 2020 (Hootsuite 2022). The increase in the use of the internet or the World Wide Web (www) has also dramatically affected business behavior in various industries (Pradana 2015). The travel and tourism sector was one of the first industries affected by the internet. The emergence can be seen in airlines that offer tickets directly to consumers via the web and travel agencies that reach out to tourists worldwide using technology, especially mobile applications and web technologies (Camilleri 2017). Currently, travel services not only support transactions between tour operators in the travel industry. However, the website also provides online travel services that help

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tourists find and organize trips, especially making accommodation reservations, transportation, tour packages, and tour guides (Guttentag et al. 2017). This innovation has driven the emergence of online platforms that allow more interaction between tourists and providers of tourism products/services, better known as the marketplace. According to Ariandi (2022), the marketplace is an intermediary between sellers and buyers in the virtual world; the marketplace acts as a third party of the transaction that provides two needs, namely the place of sale and payment. This travel intermediary or marketplace has become a recognized force in the tourism industry and objective in embracing the internet for promotion and marketing.

From a demand perspective, the number of tourists who use the internet to search for information and make online reservations provides clear evidence of the marketplace's popularity among tourists (Fernández-Cavia et al. 2014). As a result, consumers now have greater access to information, prices, superb choice, and overall convenience (Jiang et al. 2013). That is why marketers need to influence the users' minds and hearts (Išoraitė 2018). In order to be relevant, differentiating, and thus ultimately successful, digital products and services also need to connect with their users on an emotional level. Such approach can leverage the users' experience on online social platforms (Photiadis and Papa 2022). Users not only have experience when using them, but the services around the website and the entire product system also affect the user experiences (Sand et al. 2020). Today, a good user experience is the goal of most product and service businesses, targeted at consumers. Kaasinen et al. (2015) define user experience (UX) as the perception, or way users feel about using a product, service, or work system, and how this shapes the organization's image as a professional. The goal of a good user experience (UX) is to design an interface that is useful, easy to use and to align user goals with business goals. A good user experience will likely result in users returning to the service and recommending it, increasing website traffic (CareerFoundry 2022).

To achieve a complete understanding of user experience interactions, studying pragmatic and hedonic qualities also plays a prominent role. Pragmatic quality is defined as the extent to which a system enables the effective and efficient achievement of goals and is closely related to the idea of usability. Hedonic quality is how a system allows stimulation with its challenging and new character or identification by communicating critical personal values (Følstad and Brandtzaeg 2020). It indicates that the user will choose the appropriate source based on the user's goals. Therefore, the system needs to provide different benefits depending on whether the search is goal-directed or experiential (Shin et al. 2019). The search results for the desired information determine which website elements are considered satisfactory and beneficial by tourists. According to Hill and Brierley (2017), customer satisfaction measures an organization's "total product" performance in meeting a series of customer needs/desires. Satisfaction itself is the level of pleasure or disappointment of customers arising from comparing the product's perceived performance (or result) against their expectations (Chaffey and Ellis-Chadwick 2016). If the performance fails to meet expectations, the customer will be dissatisfied. On the other hand, customers will be satisfied if the performance matches expectations. Moreover, if the performance exceeds expectations, the customer will be very satisfied or happy.

Considering that customer satisfaction is not an absolute concept but is relative or depends on what customers expect, customer satisfaction can be achieved by providing a good user experience (Wiwesa 2021). User experience (UX) is an essential factor of a quality website. It is responsible for a sustainable strategic advantage for the business, especially new businesses that launch new products similar to competitors' products in the same industry/market. One of the new businesses in this field is Pigijo. Pigijo is an Indonesian tourism-based startup engaged in the marketplace, which in 2018 launched the website www.pigijo.com as a channel for marketing activities to reach consumers (Pigijo 2020). This research is a modification of previous research by Badran and Al-Haddad (2018) and Hutabarat and Harsono (2014), which also discussed the influence of user experience on customer satisfaction. Previous research recommends that future research examine the experiences of different subjects so that the study results can be generalized. This research contributes by measuring the influence of user experience based on user behavior in terms of pragmatic quality (goal-directed) and hedonic quality (experiential). Besides that, according to the information technology department of Pigijo, they recently updated their website interface and appearance where only internal employees performed the user acceptance test (UAT), not the general public. So, it becomes the paramount urgency of researchers to

contribute to expanding previous research by choosing travel industry websites, especially PT. Tourindo Guide Indonesia or Pigijo. This research is expected to show the importance of appearance and design of a website in generating perceptions of customer satisfaction, in order to increase company associations.

Literature Review

Literature review illustrates our structure of research variables. The model was also developed to test the hypotheses between the effect of user experience on customer satisfaction and how the results compare between goal-directed and experiential users. Details of the literature review and hypotheses are provided in the following sections.

User Experience (UX)

User experience (UX) is the perception and response of users as a reaction to using a product, system, or service. User experience is not about how the inside of a product or service works but how the product or service works from the outside when the user is interacting with the product or service. (Park et al. 2013). Online marketers can influence the decision-making process of virtual customers by creating and delivering appropriate online experiences, web experiences: a combination of online functions, information, emotions, cues, stimuli, and products/services, or in other words, combining various elements that are complex compared to traditional marketing (Mosescu et al. 2019). Factors that affect user experience can be subjective and objective.

The subjective factors in user experience can be divided based on the user's online search behavior, namely goal-directed and experiential (Ozkara et al. 2016). Goal-directed search behavior is driven by profits and benefits, which involve external motives for using the internet as a source of problem-solving. Experiential or non-directed search behavior is driven by hedonic benefits and involves internal motives. In other words, users use the internet for entertainment, pleasure, and emotional satisfaction (Pöyry et al. 2013). Han (2021) revealed that describing the difference between goal-directed and experiential user behavior is very important in an online or worldwide web environment to study consumer behavior issues such as involvement, search, decision making, consumer benefit, and motivation.

The objective factors in user experience are divided into two: pragmatic quality, which means the product's ability to provide user needs and goals (usability); and hedonic quality, which means the product's ability to provide user needs that are not related to tasks/goals (identification and stimulation abilities) (Hassan and Galal-Edeen 2017). Based on research from Hinderks et al. (2019), user experience is divided into two, namely Perceived Value Aesthetic (PVA) to measure hedonic quality and Interface Quality Scale (IQS) to measure pragmatic quality. Extended the previous findings from Al-Shamaileh (2013) and Hinderks et al. (2019), the seven dimensions tested in this study are classical expressive, expressive aesthetics, perceived usability, and service quality (collected by the PVA scale), and then usability, pleasure, and content (collected by the IQS scale).

The International Standards Organization (ISO) (2019), defines usability in the ISO norm FDIS 9241-210 as 'the extent to which a system, product or service can be used by a particular user to achieve a specific goal effectively, efficiency and satisfaction/control in a particular context of use'. Gupta et al. (2014) extend the definition of ISO 9241-11 by adding attributes of ease of learning and safety in usability. Then, the quality of the content is measured using The Bernier Instructional Design Scale (BIDS) which serves as a standard or blueprint for the quality of instructional design. The quality of the content in this study includes the level of content detail, the amount of content, the relevance of the content, and the quality of the content (Beaunoyer et al. 2017).

The indicators discussing pleasure were developed by Al-Shamaileh (2013) and have been tested in his previous research. Such indicators consist of pleasure in interacting with the site, pleasantness to look at, preferred features, and positive feelings for the site. The perceived usability factor is measured by four indicators, namely comfort when used, ease when used, easy orientation, and easy navigation (Prastawa et al. 2019). Based on the researches by Al-Shamaileh (2013) and Hinderks et al. (2019),

classical aesthetics refers to traditional aesthetic ideas that emphasize orderly and clear design. The attributes that include classical aesthetics are such as "fun", "clear", "clean", "symmetrical" and "aesthetic design". Meanwhile, expressive aesthetics is characterized by qualities that capture the user's perception of the creativity and originality of the site design. The relevant attributes in this dimension are "creative", "interesting", "original", "advanced design", and "use of special effects". And in the last dimension, namely service quality, the five main dimensions of service quality are reliability, responsiveness, assurance, empathy, and real (Yousapronpaiboon 2014).

Customer Satisfaction

Customer satisfaction is a positive feeling that arises from the customer's experience when using a product or service and conformity to expectations by comparing the performance of the product or service with the customer's expectations (Hill and Brierley 2017). Customer satisfaction is one of the strategies in the company's competition to get customers by maximizing customer satisfaction with the products offered by the company. According to Chaffey and Ellis-Chadwick (2016), companies must prioritize the preparation of customer privileges. By doing so, customers will deliver higher customer satisfaction, higher repeat purchases, and ultimately higher profits for the company. Not a few satisfied customers will recommend the service to other customers. According to Hawkins and Lonney quoted in Tjiptono (2019), attributes forming customer satisfaction or important indicators consist of: (1) conformity with expectations, (2) interest in revisiting, (3) willingness to recommend, (4) overall satisfaction.

Based on the concepts that have been mentioned, the research model used in this study can be described as follows (Figure 1):

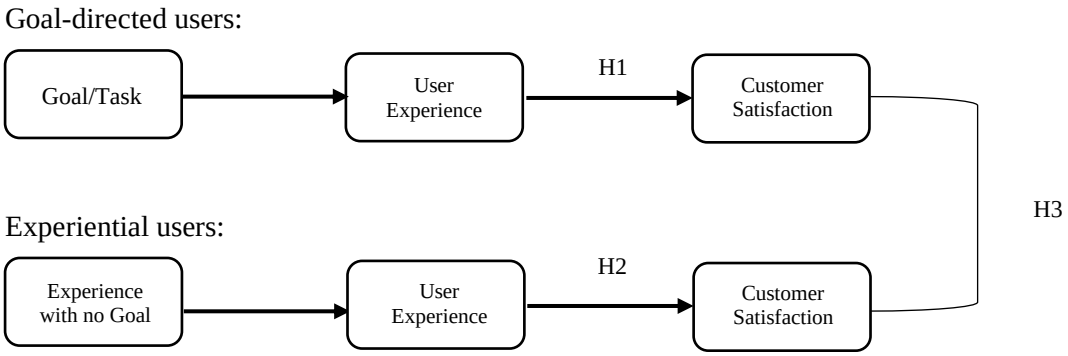

Figure 1. Research model

H1: There is an influence of user experience on customer satisfaction in experimental group 1 (goal-directed)
H2: There is an influence of user experience on customer satisfaction in experimental group 2 (experiential)
H3: There are differences in user experience between experimental group 1 (goal-directed) and experimental group 2 (experiential)

Methodology

The type of research used in observing, collecting information, and presenting the analysis results in this research is quantitative research with an experimental study approach. Quantitative research is used to test specific theories by examining the relationship between hypothesized variables or, in this case, to see the influence between user experience variables based on user behavior and customer variables (Enny 2016). According to Sekaran and Bougie (2016), an experimental study is an experiment to test

the effect of the independent variable with a particular treatment on the dependent variable as a result/output under controlled conditions. In this study, the experimental design used was a true experimental design, with a post-test-only control design type. Post-test only control design was used to see the difference between the treated and untreated groups (Sugiyono 2020).

Data sources in this study are primary data and secondary data (Sugiyono 2020). Primary data was obtained directly from the respondents by conducting experiments in which the respondents would be given treatment and divided into 2 groups (goal-directed and experiential). Researchers obtained secondary data for this study through articles, websites, and journals. The sampling technique used is non-probability sampling with accidental and purposive sampling techniques. This study takes samples that are met by chance (accidental) and meet certain specific (purposive) to be used as samples (Etikan 2016). Specifically for experimental and comparative research, Alwi (2015) stated that a sample of 15-30 respondents per group is required. Therefore, the total number of respondents in this study was 60 respondents, with a grouping of 30 respondents for each experimental group. The criteria for this research sample have been adjusted and are considered representative of the population (Pigijo's target market): (1) Male and female, aged 21-40 years old (2) Have known Pigijo before (3) Have never visited www.pigijo.com, so it can be seen how the user experience affects users who visit the site for the first time.

The data collection technique uses a questionnaire that applies the measurement technique of the Likert scale of four interval scales, where the most extensive scale on each question was 4 and the lowest scale was 1 (please see Table 1). The modification of the Likert scale is intended to eliminate weaknesses in the five-level scale namely: (1) the category has a double meaning, usually interpreted as not being able to decide or give an answer or hesitate. (2) the purpose of the four-level category is mainly to look at the tendency of the respondent's opinion, towards agreeing or towards disagreeing (Wahyudi and Ratna Sari, 2019).

Table 1. Likert Measurement Interval Scale Modification

Scale	Score
Strongly agree	4
Agree	3
Disagree	2
Strongly disagree	1

In this experimental study, the researchers use a closed-ended questionnaire that provides respondents with a limited set of alternative answers (Sreejesh et al. 2014). Each experimental group will receive 2 (two) types of questionnaires: a user experience questionnaire and a customer satisfaction questionnaire. All components of the questions and measurements were the same for both groups. Experimental group 1 (goal-directed) is oriented towards achieving the goals when using the website. The treatment given is the experience of finding precise information when interacting on the site. Experimental group 2 (experiential) is oriented to the experience gained when using the website. No special treatment is given other than experience with the site without a goal.

Reliability testing in this study using the Alpha Cronbach test was conducted for instruments that had more than 1 correct answer (Adamson and Prion 2013). The standard alpha value used is 0.7, so if the value obtained is below 0.7, it can be said that the measuring instrument (indicator) made is not reliable. The validity test will be measured using the Pearson Product Moment correlation test. The usefulness of the Pearson Product Moment test or correlation analysis is to find the relationship of free variables (X) with bound variables (Y), i.e. between user experience and customer satisfaction. After the data is collected, the data will be processed with the help of SPSS software to conduct descriptive analysis, t-tests, and regression tests to see how much influence user experience variables have on customer satisfaction.

Results

This research was carried out in various regions in the Badung area, Bali for 7 (seven) days in May 2022. Researchers managed to gather 60 people to be respondents in this study. The selection of this location is aimed at limiting the wide scope of research, so as to provide optimal results. At the same time, to make it easier for researchers to collect data.

The collection of respondents was adjusted to the characteristics of a predetermined sample. As previously stated, treatment is distinguished based on the orientation of website users, namely goal-directed and experiential on the website of www.pigijo.com. The research tool / instrument used for data measurement is a questionnaire filled out by the research subject. The experiment begins with interacting with the website, followed by filling out a user experience questionnaire, and ends with filling out a customer satisfaction questionnaire.

Respondent Characteristics

To find out the background of respondents, an analysis of respondent characteristic data was carried out which can be input to clarify the research data, including gender, and age. The study's respondents totaled 60 respondents classified by gender and age (please see Table 2). As many as 33 respondents are female (55%), and as many as 27 respondents are men. Therefore, it can be concluded that most respondents in this study are female (55%). Most of the respondents were 21-22 years old, as many as 43 people (71.67%). There are no respondents under 21 years or above 40 years. It is considered following with the characteristics of the sample to be measured because Pigijo's primary target market ranges from 21 to 40 years.

Table 2. Respondent Characteristics

Characteristics		Frequency	Percentage
Gender	Female	33	55%
	Male	27	45%
Age	21-22	43	71.67%
	23-24	8	13.33%
	25-26	6	10%
	27-28	3	5%

Reliability Test and Validity Test

Reliability Test

The reliability test was carried out by looking at the Cronbach's alpha value of each indicator in the instrument. The user experience variable consists of 7 dimensions, with 31 indicators. Cronbach's alpha values were obtained, ranging from 0.967 to 0.969. The customer satisfaction variable consists of 4 indicators with Cronbach's alpha values obtained from 0.967 to 0.968 (please see Table 3). An alpha value above 0.7 indicates that the overall indicator for the two variables are declared reliable.

Validity Test

The validity test carried out in this study was the Pearson Product Moment correlation test, which was used to find the relationship between the independent variable (X) and the dependent variable (Y). The correlation coefficient value used is between -1<0<1. If r=-1 perfect negative correlation, the significance level of the influence of variable X on variable Y is fragile. If r=1 perfect positive correlation, the significance level of the influence of variable X on variable Y is robust. From the validity test results above, the Pearson correlation value is close to 1, so it can be concluded that there

is a positive relationship between indicators and variables. The higher the indicator value, the higher the dimension value.

Table 3. Reliability Test and Validity Test

Dimension	Sub-dimension	Cronbach's Alpha	Pearson Correlation
Usability	Security	0.969	0.661**
	Ease of learning	0.968	0.913**
	Effectiveness	0.968	0.783**
	Efficiency	0.968	0.898**
	Control	0.969	0.816**
Content	Content detail	0.968	0.841**
	Amount of content	0.968	0.830**
	Relevance	0.968	0.798**
	Quality of content	0.968	0.838**
Pleasure	Feelings	0.967	0.936**
	Views	0.967	0.911**
	Features	0.967	0.882**
	Positive feelings	0.967	0.895**
Perceived Usability	Site comfort	0.968	0.718**
	Ease of orientation	0.968	0.950**
	Ease of use	0.969	0.907**
	Ease of navigation	0.969	0.916**
Classical Aesthetics	Aesthetic design	0.967	0.920**
	Pleasant design	0.967	0.917**
	Clean design	0.968	0.904**
	Symmetrical	0.968	0.882**
Expressive Aesthetics	Creativity	0.967	0.942**
	Fascinating	0.968	0.925**
	Originality	0.968	0.871**
	Use of special effects	0.968	0.875**
	Sophisticated design	0.968	0.906**
Service Quality	Reliability	0.968	0.907**
	Responsiveness	0.968	0.907**
	Assurance	0.968	0.823**
	Empathy	0.969	0.775**
	Tangible	0.968	0.718**
Satisfaction	Conformity with expectations	0.968	0.863**
	Interest in revisiting	0.967	0.877**
	Willingness to recommend	0.968	0.912**
	Overall satisfaction	0.968	0.910**

Descriptive Analysis

Descriptive analysis used in this study is used to get a descriptive picture of how user experience and customer satisfaction will be formed. Based on Figure 2, it can be seen that there are 5 (five) dimensions of user experience in experimental group 1 (goal-directed) which are higher than in experimental group 2 (experiential), except for the dimensions of content and pleasure. It shows that the dimensions that make up the user experience on the Pigijo website are considered more positive in the group with goal-directed behavior than the experiential behavior group.

When viewed per dimension, in the usability dimension, the average value of the experimental group 1 (goal-directed) is higher than the experimental group 2 (experiential), which is 3.302 versus 3.12. Based on this, it can be said that the ease of use usability on the Pigijo website is captured slightly better by goal-oriented users (goal-directed) than by experience-oriented users (experiential). On the other hand, in the content dimension, the average assessment of respondents in the experimental group 1 (goal-directed) was lower than that of experimental group 2 (experiential), which was 3.137 versus 3.14. Based on this, it can be concluded that the content on the Pigijo website is rated slightly better by experience-oriented users than by goal-directed users.

In the pleasure dimension, the average value of respondents in experimental group 1 (goal-directed) was lower than that of experimental group 2 (experiential), which was 3.257 versus 3.305. Based on this, it can be concluded that the pleasure while on the Pigijo site is captured slightly better by experience-oriented users than by goal-directed users. In the classical aesthetics dimension, the average assessment of respondents in experimental group 1 (goal-directed) was higher than in experimental group 2 (experiential), which was 3,195 versus 3.17. Based on this, it can be concluded that the overall classic aesthetic on the Pigijo website is rated slightly better by goal-directed users than by experience-oriented users.

In the expressive aesthetics dimension, the average value of the 1 (goal-directed) experimental group was higher than the experimental group 2 (experiential), which was 3.07 versus 3.05. Based on this, it can be concluded that the overall expressive aesthetic on the Pigijo website is rated slightly better by goal-directed users than by experience-oriented users. Furthermore, in the service quality dimension, the average assessment of respondents in experimental group 1 (goal-directed) was higher than in experimental group 2 (experiential), which was 3.05 compared to 2,904. Based on this, it can be concluded that the quality of service on the Pigijo website is captured slightly better by goal-oriented users than by experience-oriented users.

Based on the average answers from both experimental groups to each dimension, it can be concluded that in addition to the dimensions of content and pleasure, other dimensions that measure user experience on the www.pigijo.com site are rated more positively by goal-directed users than by experiential users.

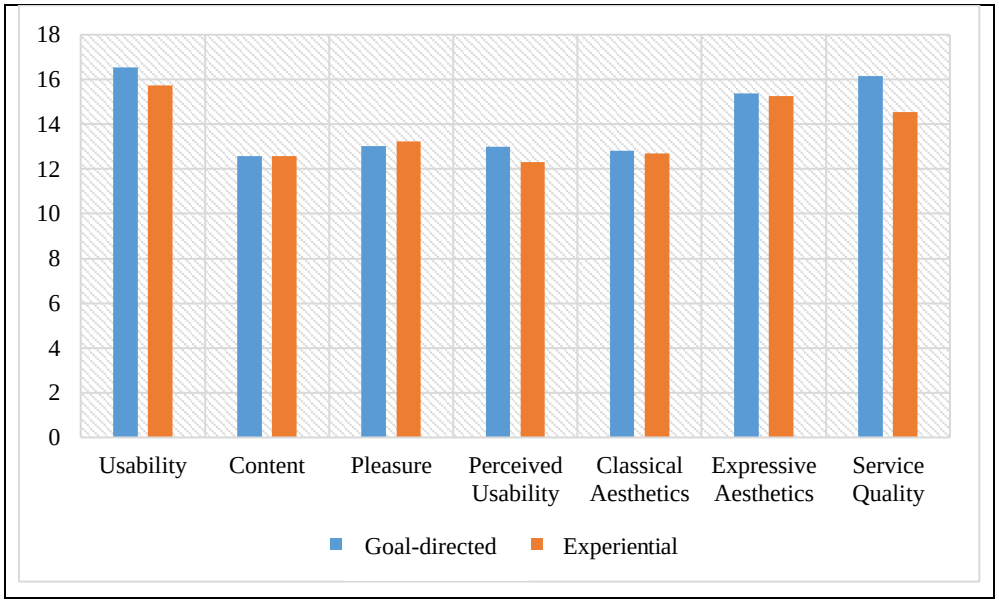

Figure 2. Comparison of the average value of the user experience dimensions

In Figure 3, it can be seen that the average rating (mean) of respondents in experimental group 1 (goal-directed) is higher than experimental group 2 (experiential). Furthermore, based on the results of descriptive analysis tests on customer satisfaction, the average value of variable customer satisfaction in the experimental group 1 (goal-directed) was higher than the experimental group 2 (experiential), which was 3.19 versus 3.165. Thus, it can be concluded that customer satisfaction (customer satisfaction) captured by the experimental group 1 (goal-directed) after getting a user experience with the site has a more positive assessment from respondents than the assessment by the experimental group 2 (experiential).

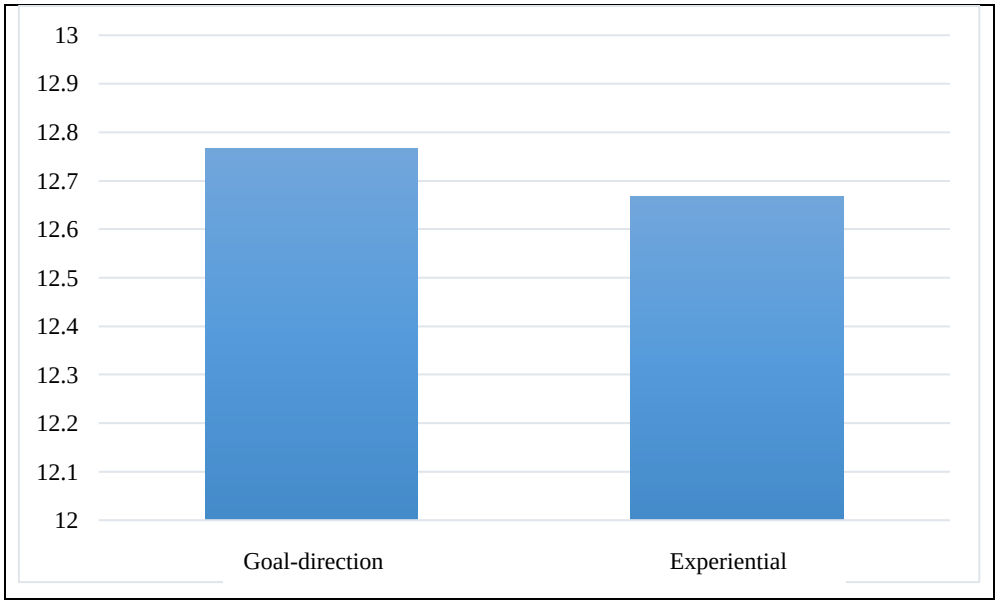

Figure 3. Comparison of the average value of customer satisfaction variable

T-test

Next, the researchers tried to see whether there was a difference in the respondents' assessment of customer satisfaction between the experimental group 1 and the experimental group 2 through the Independent Samples T-Test. Before conducting the independent sample t-test, the researchers first determined the variance through the F test to check whether the two variances of customer satisfaction

(experimental group 1) and customer satisfaction (experimental group 2) were the same or different. If both variances are assumed to be the same, then in the t-test, the test must use equal variance assumed, and if the variance is not the same, then the test t must use equal variance not assumed. The two variances are considered equal if the probability or significance is above 0.05 (p > 0.05), while if the probability or significance is below 0.05 (p < 0.05), the variance is assumed to be different (Santoso 2019).

Based on Table 4, it can be seen that the F test value is 0.391 with a significance of 0.534 (p=0.534 >0.05), so both variances are assumed to be the same so that the t-test can use equal variance assumed. Therefore, the value of t with equal variance assumed is 0.516. The positive t value was obtained because the value of customer satisfaction in the experimental group 1 (GD) was higher, namely 12.77, than the experimental group 2 (EXP), which was 12.67. The significance value of 0.877, which is above 0.05 (p=0.877 > 0.05), indicates that there is no significant difference in perceptions of customer satisfaction in experimental group 1 (GD) and experimental group 2 (EXP). Therefore, it indicates that each group has no different perceptions of customer satisfaction.

The results of this analysis are different from the theory presented by Lee (2016) which states that experiential and goal-directed behaviors measure different extrinsic and intrinsic aspects while on the web, because they are shown to have no different assessment results, where goal-directed groups and experiential groups both have a positive assessment of the experiences felt on www.pigijo.com sites.

Table 4. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Customer Satisfaction	Equal variances assumed	.391	.534	.156	58	.877	.100	.642	-1.184	1.384
	Equal variances not assumed			.156	58.000	.877	.100	.642	-1.184	1.384

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Customer Satisfaction	Goal Directed	30	12.77	2.487	.454
	Experiential	30	12.67	2.482	.453

Regression Test

Based on the calculation results, it was found that the R-value formed between user experience and customer satisfaction in the goal-directed group was 0.833. This figure shows a strong correlation between the two variables and has a positive direction of relationship, so it can be said that the higher the user's assessment of user experience (independent variable) on the website, the higher the assessment of customer satisfaction (dependent variable), and vice versa. The relationship between user experience and perceptions of customer satisfaction also indicates that user experience influences the formation of customer satisfaction. The value of the R square obtained in experimental group 1 (Goal-directed) is 0.694. It means that 69.40% of the satisfaction, revisit intention, willingness to recommend, and conformity of expectations towards the Pigijo website felt by the respondents in the goal-directed group, is the result of an assessment of usability, aesthetics, content, and service quality (user experience variable) formed on this tourism marketplace website or www.pigijo.com in this matter. This figure is classified as high because other factors influencing customer satisfaction are 30.60%.

Meanwhile, in experimental group 2 (Experiential), the R-value formed between user experience and customer satisfaction in this group is 0.809 with an R square of 0.655 (please see Table 5). From these data, it can be seen that in the experiential group, the correlation between user experience and perceptions of customer satisfaction is quite significant, with a positive relationship direction. It means that the higher the user's assessment of user experience (dependent variable) on the website, the higher the assessment of customer satisfaction (dependent variable) will be, and vice versa. From the value of R square, it can be concluded that 65.50% of the satisfaction, revisit intention, willingness to recommend, and conformity of expectations towards the Pigijo website felt by the respondents in the experimental group 2 (experiential), is the result of an assessment of the user experience variable of this tourism marketplace or www.pigijo.com. This number is significant because it exceeds 50%, and only 34.50% of others are forming factors by other variables not examined in this study.

Table 5. Coefficient of determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Goal-directed	0.833[a]	0.694	0.597	1.579
Experiential	0.809[a]	0.655	0.545	1.675

a. Predictors: (Constant), Service Quality, Expressive Aesthetics, Usability, Perceived Usability, Content, Pleasure, Classical Aesthetics

Discussion

From the results of the study, there are several study implications both theoretically and practically, as follows:

Theoretical implications

1. User experience elements consisting of two measurements and six dimensions of usability, content, pleasure, perceived usability, classic aesthetics, and expressive aesthetics as carried out in research by Al-Shamaileh (2013), is proven to be able to measure user experience on websites.
2. The elaboration of differences in user behavior in the computer-mediated online environment as stated by Han (2021) can be proven that the involvement, search, decision-making, consumer benefits, and motivations that a person is looking for affect his assessment of user experience.

Practical implications

1. The results of this research have implications for Pigijo or PT Tourindo Guide Indonesia that with the appearance and design of the Pigijo website, it has succeeded in causing a positive influence on Pigijo's customer satisfaction, and increasing Pigijo's association, both in the revisit intention, willingness to recommend, and conformity of expectations. However, the results showed that the assessment of expressive aesthetics and service quality on the website was rated slightly lower by respondents compared to other dimensions, although this did not affect the overall user experience.
2. In addition, for Pigijo or PT. Tourindo Guide Indonesia, it is also known that the Pigijo website is less supportive for experiential user characters when compared to goal-directed users. This is what results in experiential users' assessment of the website tends to be lower than goal-directed users in most aspects.

Identification and classification of user experience elements can be used as a benchmark for analyzing the results of virtual interactions carried out by marketers in cyberspace. This classification can help marketing practitioners to be able to recognize and understand more deeply about the nature and potential of tools in online marketing and branding. This research shows that user experience is related to and affects customer satisfaction, so that a positive user experience can form positive customer

satisfaction as well. This also proves the statement from Wiwesa's (2021) research that says that customer satisfaction can be achieved by providing a good user experience (Wiwesa 2021).

This research shows that user experience is formed more positively in goal-directed users, while experiential users tend to experience a lower user experience and form a lower customer satisfaction with Pigijo. Www.pigijo.com website is designed with simplicity and informative style, and tend to be less than optimal in terms of interactivity and design aesthetics. So this is what causes the level of user experience and customer satisfaction to be higher in the goal-directed group than the experiential group who enjoy websites without a specific purpose more. However, based on this research, it is known that www.pigijo.com still provide a positive user experience to its users and affect customer satisfaction in a more positive direction. Therefore, overall it can be said that the user experience provided by the Pigijo website is relatively good, although it still has room to improve.

Conclusion

After testing, analyzing, and interpreting the research data, conclusions can be drawn to answer the research problem formulation as follows: (1) Respondents in experimental group 1 (goal-directed) have a higher assessment of user experience than respondents in experimental group 2 (experiential) (2) Respondents in experimental group 1 (goal-directed) have a higher assessment of customer satisfaction than respondents in experimental group 2 (experiential) (3) There is no difference in customer satisfaction in the experimental group 1 (goal-directed), and the experimental group 2 (experiential) (4) The independent variable (user experience) on the www.pigijo.com site has an influence of 69.40% on the dependent variable (customer satisfaction) formed on respondents in the experimental group 1 (goal-directed). (5) The independent variable (user experience) on the www.pigijo.com site has an influence of 65.50% on the dependent variable (customer satisfaction) formed on respondents in the experimental group 2 (experiential).

The limitation of this study is that the reason for the respondent choosing the answer cannot be explored further because this study only uses a closed-ended question form, so it cannot be known why the respondent chose a particular answer. For further research, the researchers recommend developing this research and reviewing user experience in a more diverse context of website objects in order to be able to generalize more about types of sites and also with different subjects. It is hoped that the relationship between user experience and customer satisfaction can be generalized to a broader and general context. The researchers also suggest that those who would conduct similar studies involve a more significant number of respondents and more homogeneous characteristics.

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