MANAGEMENT OF CUSTOMER JOURNEY AND STORE ATMOSPHERE FOR MSMES IN TANGERANG CITY IN BUILDING CUSTOMER SATISFACTION IN THE NEW NORMAL ERA

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ABSTRACT

Customers, by experience, they know more about purchasing than salespeople and they perceive themselves to have more control over the sales encounter. With increased mobility and connectivity, companies must map the customer's path to purchase, understand customer touchpoints along the way and intervene in selecting the touchpoints that matter. The urgency of this research is to find out the role of the customer journey and store atmosphere that can build customer satisfaction in the new normal era for MSMEs in the Tangerang area, this study uses a digital marketing communication approach, integrated marketing communication, customer journey, store atmosphere, and customer satisfaction, the research stages The research was conducted looking for related data in the MSME data center in the Tangerang area, mapping problems, conducting observations and interviews with MSME actors to find out about one of them, consumer touchpoint activities in service, and well-maintained ambiance stores. case study method. The results of the study show, through mapping the consumer journey and the use of digital customer experience. First, MSME actors take steps to map the customer journey, to get typical consumers, and the interaction media used through WhatsApp Group media, and social media, as well as to find out consumer reactions when in contact with product brands, as well as obstacles that occur. Second, digital customer experience and consumer journey mapping provide customer satisfaction when interacting with MSME product brands, this is indicated, there is a high involvement between customers and MSMEs which is marked by repeated purchases, participating in programs carried out by offered either through WAG or social media, as well as marketplaces.

Keywords: *integrated marketing communcation, customer journey, store atmosphere, customer satisfaction*

INTRODUCTION

Customers, by experience, they know more about purchasing than salespeople and they perceive themselves to have more control over the sales encounter. According to Kotler et al (2017), with increasing mobility and connectivity, companies must map the customer's path to purchase, understand customer touchpoints along the path and intervene in selecting important touchpoints. As shown in several previous studies that explain the importance of managing consumers and paying attention to store atmosphere, so that customers have a pleasant experience and give a positive assessment of the store, thereby changing their perception of product and store brands. This can be seen in the research conducted by Rebecca Hamilton & Linda L. Price (2019). The results of important strategic research on the customer journey, where consumers can switch as producers and consumers.

Overall, this study explains the contextual view of switching between this role, to investigate how new platforms and technologies interact with elements of the consumer and customer journey as supporters, rewards, barriers, and companions, as stated by, Katherine N. Lemon & Peter C. Verhoef (2016), the research results show the customer journey over time is very important for companies. Customers now interact with companies through multiple points of contact across multiple channels and media, and the customer experience is more social.

This change requires companies to integrate multiple business functions, and even external partners, in create and m provide a positive customer experience. Then this research was conducted by Priyanka Singh, Neha Katiyar, Gaurav Verma (2014), the results of the study showed the ability of the retail environment to translate consumer demand into purchases. This makes consumer needs stand out in certain retail settings.

The main motivation for studying store image has been investigating store atmosphere & store layout as predictors of consumer behavior and store performance explicitly comparing store atmosphere & store layout concepts and discussing implications for marketing practitioners by identifying considerations for building and managing customer-based store equity. Research by Riaz Hussain & Mazhar Ali (2015) shows the results regarding the collective impact of atmospheric variables at one point in time on purchase intention. The research findings indicate that atmospheric variables such as cleanliness, aroma, lighting, and appearance/layout have a positive influence on consumers' purchase intentions; while music and color have no significant effect on consumers' purchase intentions. The temperature has almost no effect on consumer purchase intentions. This study has important implications for Practitioners and Academies.

Based on the background of the problem above, the problems that can be formulated and identified in this study are "How is the management of the customer journey and store atmosphere of MSMEs in Tangerang City in building satisfaction in the new normal era?

LITERATURE REVIEW

Previous research was conducted by Rebecca Hamilton & Linda L. Price (2019). The results of the study show that strategic importance in the customer journey, where consumers can switch as producers and consumers. Overall, this study ex-

plains the contextual view of switching between roles This study aims to investigate how new platforms and technologies interact with elements of the consumer and customer journey as supporters, rewards, barriers, and companions. As stated by Katherine N. Lemon & Peter C. Verhoef (2016), the results of the study show that the journey of customers over time is very important to companies. Customers now interact with companies through multiple points of contact across multiple channels and media, and the customer experience is more social. These changes require companies to integrate multiple business functions, and even external partners, in creating and provide a positive customer experience.

Then this research was conducted by Priyanka Singh, Neha Katiyar, Gaurav Verma (2014), the results of the study showed the ability of the retail environment to translate consumer demand into purchases. This makes consumer needs stand out in certain retail settings. The main motivation for studying store image has been investigating store atmosphere and store layout as predictors of consumer behavior and store performance explicitly comparing store atmosphere & store layout concepts and discussing implications for marketing practitioners by identifying considerations for building and managing customer-based store equity.

Research by Riaz Hussain. & Mazhar Ali, (2015) shows the results regarding the collective impact of atmospheric variables at one point in time on purchase intention. The research findings indicate that atmospheric variables such as cleanliness, aroma, lighting, and appearance/layout have a positive influence on consumers' purchase intentions; while music and color have no significant effect on consumers' purchase intentions. The temperature has almost no effect on consumer purchase intentions. This study has important implications for Practitioners and Academies. There were four previous studies on the customer journey and store atmosphere, showing the role of both of them to attract and make consumers loyal to certain brands or products. The research that will be conducted will focus more on the role of the customer journey and store atmosphere in the new normal.

Morissan (2014) explains that in the 1980s, various companies in developed countries, especially the United States, began to realize the need for efforts to integrate all promotional instruments they had to increase sales. Companies are beginning to move towards a process known as integrated marketing communications (IMC), which includes the coordination of various promotional elements and other marketing activities. (Adrienne Eard Fawcet, Integrated Marketing: Marketers Convinced Its Time Has Arrived, Advertising Age, 1993) When marketing managers in various companies began to apply the concept of integrated marketing communications, they also asked advertising agencies to coordinate the use of various promotional tools available and not rely solely on advertising in the mass media. Currently, many companies are starting to realize the need to integrate various marketing communication activities that have been carried out separately.

Agus Hermawan (2012) explains that the integrated marketing communication model tries to integrate all elements of the existing promotional mix with the assumption that there is no single element that is separate in achieving effective marketing goals. Good marketing communication in its implementation will have an impact on positive perceptions (trust) of the brand that is conveyed, and vice versa brand trust will facilitate integrated marketing communication. Integrated market-

ing communications is a system that integrates the promotional mix efficiently and effectively. According to Kotler (2009), IMC is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands being sold. IMC plays an important role in cross-channel synchronization. IMC has been defined as "an audience-driven business process that strategically manages stakeholders, content, channels, and outcomes of brand communication programs" (Kliatchko: 2008). IMC "Interactive" emphasizes bringing together various consumer touchpoints, media, and messages (Peltier et al: 2002). Although scholars differ in terms of specific strategic approaches to effective IMC (Kitchen and Schultz, 2001; Duncan and Moriarty, 1998), the underlying concept is based on a core principle, namely, consistency of information across messaging platforms (Moriarty and Schultz: 2012).

Customer Journey

The customer journey is the overall experience experienced by a customer when interacting with a company or brand. Generally, the customer journey is always related to the customer journey map or customer journey map. A customer journey map is a visual illustration of a complete customer journey with an organization or company. In the process of a customer journey, a customer usually does not immediately decide to buy an item when they find out about the product for the first time. Originally, the customer will usually look at the product or brand several times before finally deciding to buy or not. This is what is called the initial point of contact of the customer journey process.

In offline advertising, it will be difficult for marketers to know the customer journey. This is because of limited information about where visitors know the existence of the offline store and why they are there. This is different from marketing that already uses the internet, where the point of contact of potential customers will be easily tracked using tools such as Google Analytics. By knowing the customer journey from this tool, it will be easy for companies to get data and adapt it to strategies on various existing channels. The purpose of the customer journey is to understand consumer behavior that leads to the acquisition of business prospects. The whole process of customers interacting with the brand is called the customer journey. Several touch point approaches can be found, namely through Facebook Forums, Advertising Brochures, User Reviews, Manufacturer's official website. Authorized dealer marketplace. The forms of this touchpoint approach vary, they can be in the form of advertisements on TV, radio, newspapers, then online platforms in the form of marketplaces, Facebook, Instagram, Twitter, YouTube, Google, WhatsApp, and so on. The more complicated and complex the touchpoint is, the more omnichannel marketing patterns will emerge. Omnichannel is a cross-channel business model that exists to support customer convenience and experience, where customers can choose online and offline platforms to contact the company.

The point of contact in this first stage is encouragement from exposure to social media, advertising, search engines, public relations, and so on. At this stage, potential customers already know their problem and find a product or service that can solve the problem. Purchasing stage. This is the moment when potential customers are convinced and decide to buy products from your brand, be it offline or online.

The touchpoints at this stage include the payment page, physical store interactions, and the account creation process. Stage of use or installation. The final stage of the customer journey is when the product or service is implemented by the customer independently or with the help of the sales team. At this stage, customers will begin to assess whether they are happy with the products and services they have received so far or not. The customer journey is closely related to customer satisfaction, create a good customer journey so that potential customers are also interested in becoming loyal customers of the brand.

Store Atmosphere

Along with the increasing competition in the business world, a powerful weapon is needed to win the game. Quoting the notion of store atmosphere from several experts: According to Levy and Weitz (2001:576) atmosphere is designing an environment through visual communication, lighting, color, music, and smell to stimulate the perceptions and emotions of customers and ultimately to influence their shopping behavior. Purpose and Store Atmosphere Factors. Lamb, Hair, McDaniel (2001) concluded that the purpose of retailers is to pay attention to the store atmosphere of their stores, namely: The appearance of the retail store helps determine the image of the store and position the retail store in the minds of consumers. An effective and strategic store layout will not only provide comfort and convenience but also have a great influence on customer traffic patterns and shopping behavior. As stated by Sutisna (2001:164) states that the store atmosphere aims to influence the emotional state of the buyer that causes or influences the purchase. The emotional state will make the two feel happy and arouse desire. The factors that influence in creating a store atmosphere according to Lamb, Hair, and McDanil (2001) are Type of Employees and Density That is the general characteristics of the employees they have.

 METHODOLOGY

In this study, researchers used the constructivist paradigm. Where the research emphasizes empathy and the interaction between the researcher and the object of research to reconstruct the reality under study through qualitative methods. Various constructions that arise from research activities can be assessed in terms of the extent to which these constructions are following the data and information they have; the extent to which the construction is "usable" (provides a convincing level of explanation); and the extent to which it is "relevant" and "modifiable" (Guba and Lincoln, 1989:179). The research approach used is qualitative, Bogdan & Taylor (Moleong, 2007:4) defines a qualitative approach as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. The research method used is a case study. Data collection techniques using primary and secondary data. Lofland and Lofland (1984:47) in Moleong (2014:157) say that the main data sources (primary) in qualitative research are words and actions, the rest is additional data such as documents and others. Primary data sources (primary) are recorded through written notes or video/audio tapes, taking photos or films. Sugiyono (2009:225) explained that data collection can be obtained from the results of observations, interviews, documentation, and combination/triangulation. In this study, the researcher did not use all the data collection techniques as

described above. Data Analysis Techniques. In principle, qualitative data analysis is carried out together with the data collection process. The data analysis technique according to Miles and Huberman includes three simultaneous activities: data reduction, data presentation, and conclusion drawing (verification). Then the data analysis technique chosen in the study was to perform data reduction, data presentation, conclusion, and verification.

RESULT AND DISCUSSION

Chocolate is one of the MSME Brands. Irena Surosoputra is the owner of Cokelatin, managed to become a young businessman with a turnover of tens of millions of rupiah. It is chocolate that has succeeded in leading him to become an entrepreneur who can now get a turnover of up to Rp 50 million per month. Starting from her anxiety about excessive coffee consumption and tending to endanger health, through chocolate drinks with the brand Cokelatin, Irena managed to sell powdered chocolate products that were mixed into healthy drinks, especially for coffee lovers who can no longer drink coffee. So I'm looking for a drink that is close to coffee in taste. Then it's dark chocolate that can enter because it's healthy and has antioxidants. The sugar content is low," he told detikFinance when he met in Jakarta some time ago, written on Saturday (13/1/2018).(https://finance.detik.com/solutionukm/d-3813310/di-tengah-tren-kopi- Wanita-ini-jual-minum-cokelat-beromzet-rp-50-jutabulan)

Pandemic, has an impact on all sectors, including MSMEs, especially Cokelatin as one of the MSME Brands, to overcome various conditions, Irene as the owner of Cokelatin, Efforts made by Home Industry Chocolate owners to be accepted by the market by utilizing Digital. Social Media has become a medium for promotion or introducing business products. Its role in business is increasingly showing impressive performance, many companies have diverted special promotion costs to increase productivity and effectiveness on social media. However, increasing sales on social media is difficult, it takes the right strategy and a little patience in building a market. Here are some strategies that can increase sales on social media. In addition, consumers become the central point, which needs to be managed optimally. One thing that needs to be managed is consumer interaction with MSME product brands, in this case, Chocolate Brand, through customer journey management.

The customer journey is the consumer's journey when interacting with the brand, it can be said that understanding the customer journey also means understanding the consumer's mindset. Customer journey, a complex journey, the illustration is like this, a consumer through a search engine comes into contact with a Brand for the first time, then he contacts the website, then explores the website, opens payment, shipping, insurance information pages, after that he closes it because there is another website who offer the same. He repeatedly does the same thing on different websites to compare offers from various websites, so that he gets the right offers and services that he wants, this is an example of a customer journey.

A customer journey is a complex journey, because there is a process of choosing, comparing, until finding something that fits, that can satisfy. This example shows how important the customer journey is for a business. Someone chooses a particular website, because of the journey to find a website that is more satisfying than its competitors. A good customer journey, giving satisfaction to customers and making

them loyal customers to our company. Likewise, Irene, Cokelatin Outlet Owner, one of the MSMEs in the Tangerang area, said that: The Covid-19 pandemic has changed the strategy of many companies, where digital customer experience has become a new focus in increasing consumer satisfaction and creating customer loyalty.

"In the new normal, companies are required to be more innovative in utilizing digital technology to create new services and provide a better experience for customers," said Irene, owner of the Cokelatin Outlet. Irene also stated how important it is to create a customer journey by utilizing digital customer experience because, during the pandemic, people spend more time with their various devices.

The data shows an increase in the use of mobile phones worldwide by up to 70% and laptops by 47% during the first half of 2020 compared to the same period last year. An increase in the use of devices has also occurred in Indonesia. According to Irene, there are four dimensions of digital customer experience that are her concern, namely: digital touchpoint, quick response, automation, and personalization.

In the new normal era, touchpoints using digital information technology will make consumers more interested and assisted in finding and getting their needs. "Consumers want to get the same consistent experience and service quality from time to time," he said. To remain able to provide service and a pleasant travel experience with her product brand, Irene did various things, including, forming a community of chocolate lovers through the WhatsApp Group which she formed to make it easier to connect with customers, also forming a chocolate community on Facebook, providing promos tailored to suit their needs. the condition of customers every month, providing brand entertainment through quizzes presented through the WhatsApp Group, in collaboration with the Tokopedia marketplace, in addition, creating agents or distributors to make it easier to reach customers throughout Indonesia through them. The statement above is in line with the statement said by Esti, one of Cokelatin's customers, she said, "The Whats Ap Group makes it easy to buy repeat orders, besides that if there is a promo it can be quickly identified, and interestingly, the quiz is given, the prize can get free shopping for chocolate products".

Another thing said by Felly, a chocolate fan as well, said, "Messages from anywhere are fun, you can buy them through the official chocolate number, or Tokopedia. The important thing is that it's fun for him while waiting for chocolate orders." Regarding their interaction with chocolate, both Esti and Felly, said it was quite easy for them to get in touch with chocolate, either through WAG, Facebook, or Marketplace.

Next is a quick response. This depends on each industry and the segments served. In the digital context, service speeds are generally 7 seconds to 5 minutes on average. In addition to the two dimensions above, a good digital customer experience is also important to pay attention to automation. Because the automation process can have a surprise effect, customer satisfaction and create loyalty. "Artificial intelligence will be the prima donna technology in the future because of the speed and automation of retrieving and processing data into information". In conducting a quick response and automation, Irene took steps, including giving a queue number to customers who came to the Cokelatin Outlet, while those who ordered online were served with a one-stop service. Some admins take care of orders, whether orders for distributor agents or individuals who order through the official cellphone

number.

For quick response and automation, Esti and Felly said, "Admin is quick to respond to orders, easy delivery through application services, even direct delivery by chocolate staff when ordering in large quantities, without postage".The last dimension is personalization. In this concept, each person is seen as a unique person so that companies must look at consumers personally when providing services. The switch of activity from offline to online is likely to be permanent. For this reason, companies must quickly adapt to digital customer experience in their business. According to the results of the interview, Irene said "The pandemic is a test, as well as an opportunity for innovative companies to make changes that make their customers more satisfied and loyal,". The steps were taken by Irene in terms of personalization, she provides personal chat services, makes digital payments, self-service, admin picks up the ball. In the personalization section, Esti and Felly also said that they were quite satisfied with the services provided by chocolate, "the admin of chocolate often picks up the ball", ensuring that the requested order has arrived safely to the customers".

In addition to the above, Irene also said that she made a map for potential consumers. Doing small research through Whatsapp, social media to find out consumer preferences for chocolate. These steps are carried out to find out the typical target consumers, also to find out what media is the first liaison when consumers come into contact with the chocolate, then to find out the reactions and comments of consumers when they come into contact with the chocolate brand, as well as their expressions when they come into contact with the chocolate brand. The last is to find out consumer barriers or obstacles when dealing with chocolate brands. From small research conducted by Irene regarding the journey of consumers in contact with chocolate brands, according to her, two typical chocolate consumers are big fans of dark chocolate, and fans who like to try chocolate products because of their aroma and taste. Furthermore, most of them know the chocolate brand and have contact with it through exhibition activities, social media, and friend recommendations, for comments and expressions, that chocolate from its taste and aroma has a luxurious taste, like Cadbury chocolate, the chocolate tastes very good. In addition, the obstacles faced, prices, according to consumers, are expensive for the size of MSME products, have not been spread in various outlets.

The store atmosphere is another element of the store's weapons. Each store has a physical layout that makes it easy or difficult for shoppers to move around in it. Every shop has an appearance. The store must establish a planned atmosphere that is suitable for its target market and which can attract consumers to buy. Store appearance positions the store in consumers' minds (Mowen and Minor, 2002). The process of creating a store atmosphere is the activity of designing a purchasing environment in a store by determining the characteristics of the store through the arrangement and selection of store physical facilities and merchandise activities. The buying environment that is formed, through visual communication, lighting, colors, music, and fragrances, is designed to produce emotional responses and special perceptions in consumers so that they are willing to make purchases and the possibility of increasing their purchases (Utami, 2006; Kotler, 2006).

The use of store atmosphere has several purposes, including that the appearance of the retail store helps determine the store's image and position the retail

store in the minds of consumers, and that an effective store layout will not only ensure comfort and convenience but also have a great influence on traffic patterns. customers and shopping behavior (Lamb, Hair, and McDaniel, 2001).

During the Pandemic, where consumer visits are limited, Irene stated, Cokelatin only has one Cokelatin outlet located in the Metland area. Outlets were opened to serve consumers buying directly. Consumer visits are limited considering that the area where the outlet is located is under restricted conditions (PPKM). In the interview, Irene said that indeed the store is in the development process so that the layout and arrangement of product and room layouts are still under development. The layout is still not optimal.

For the Store Atmosphere itself, as said by Esti and Felly, they can only see the chocolate booth through posters and photos sent via WhatsApp Group and Facebook, they have never come to the outlet, considering the PPKM that is in effect, and the condition of Covid that is still ongoing. take place. Following their statement, "it seems fun to see the chocolate shop, through the posters and photos sent, if it's not PPKM want to stop there".

DISCUSSION

The customer journey is the consumer's journey when interacting with the brand, it can be said that understanding the customer journey also means understanding the consumer's mindset. A customer journey is a complex journey, because there is a process of choosing, comparing, until finding something that fits, that can satisfy. This example shows how important the customer journey is for a business. Someone chooses a particular website, because of the journey to find a website that is more satisfying than its competitors. A good customer journey, giving satisfaction to customers and making them loyal customers to our company.

The customer journey is the overall experience experienced by a customer when interacting with a company or brand. Generally, the customer journey is always related to the customer journey map or customer journey map. A customer journey map is a visual illustration of a complete customer journey with an organization or company. In the process of a customer journey, a customer usually does not immediately decide to buy an item when they find out about the product for the first time. Originally, the customer will usually look at the product or brand several times before finally deciding to buy or not. This is what is called the initial point of contact of the customer journey process.

The results of the study show, during this pandemic, the owner of the chocolate outlet, made various efforts to keep getting customers. One that is managed by chocolate is a customer journey or consumer journey when they relate to the chocolate brand.

According to the owner of Cokelatin, Irene, making efforts through customer journey management through digital customer experience activities, in addition to mapping customer journeys.

The first step, at digital touchpoint, was the creation of whats ap Group, a chocolate community on Facebook, providing promos tailored to customers every month, providing brand entertainment through quizzes presented through the WhatsApp Group, also forming a distributor agent. In the next step, in quick response and

automation, some admins take care, both at outlets and online, to facilitate service and speed of service. And another step, in personalization, is the chocolates perform personal chat services, use digital payments, self-service, admins pick up the ball.

The steps above have received positive responses from customers, as stated by Esti and Felly. Brands are easy to get service, easy to buy, easy to get information, or get promos because there is WAG, get quick responses from admins when ordering, and get personalized treatment.

In line with what Katherine N. Lemon & Peter C. Verhoef, in their research, on Understanding Customer Experience Throughout the Customer Journey (2016), said, understanding customer experience and the customer journey from time to time is very important for companies. Customers now interact with companies through multiple touchpoints across multiple channels and media, and the customer experience is more social. This change requires companies to integrate multiple business functions, and even external partners, in creating and delivering positive customer experiences.

At this point, Cokelatin has taken strategic steps, which utilize online media lines, such as WAG, social media, marketplace, official phone calls to connect and reach customers. This is also confirmed by the statements of customers, Esti and Felly, that they are satisfied with the ease of interacting with chocolate through the given media platform.

For mapping the customer journey, chocolate did small research through the WhatsApp Group media, as well as social media to find out consumer interactions with chocolate. These steps are carried out to find out the typical target consumers, also to find out what media is the first liaison when consumers come into contact with the chocolate, then to find out the reactions and comments of consumers when they come into contact with the chocolate brand, as well as their expressions when they come into contact with the chocolate brand. The last is to find out consumer barriers or obstacles when dealing with chocolate brands. From small research conducted by Irene regarding the journey of consumers in contact with chocolate brands, according to her, two typical chocolate consumers are big fans of dark chocolate, and fans who like to try chocolate products because of their aroma and taste. Furthermore, most of them know the chocolate brand and have contact with it through exhibition activities, social media, and friend recommendations, for comments and expressions, that chocolate from its taste and aroma has a luxurious taste, like Cadbury chocolate, the chocolate tastes very good. In addition, the obstacles faced, prices, according to consumers, are expensive for the size of MSME products, have not been spread in various outlets.

For customer journey mapping, the statement, Rebecca Hamilton1 & Linda L. Price2, published in the journal JAM (2019) said, "that important strategic insight can be found by shifting from a focus on the customer journey with a single company to a broader scope. First, that the duration of the consumer journey faces the challenges of the post-core customer journey process, because the consumer journey can last quite a long time, so consumers need to develop a history with the brand, navigate the network relationship with the relational journey of their past. Second, how the consumption process is experienced as a journey and how these metaphors shape consumer experiences. Third, we must deepen our understanding of the

movement of people between their roles as customers and other roles, and the role of companions in the consumer journey. Need to provide important insights into customer touchpoints even when these touchpoints cover only a small part of the entire consumer journey. Finally, how new platforms and technologies interact with elements of the consumer and customer journey as supports, rewards, barriers, and companions.

The statement above reinforces the steps taken by chocolate to map the consumer journey, as chocolate did by conducting small research to get a mapping of typical consumers, then the way consumers interact with chocolate, and consumer reactions to chocolate, to the obstacles that chocolate faces when it comes to chocolate. interact with customers.

The store atmosphere is another element of the store's weapons. Each store has a physical layout that makes it easy or difficult for shoppers to move around in it. Every shop has an appearance. The store must establish a planned atmosphere that is suitable for its target market and which can attract consumers to buy. Store appearance positions the store in consumers' minds (Mowen and Minor, 2002)

Priyanka Singh, Neha Katiyar, Gaurav Verma, in the journal IJST (2014) said that retail shopping, which is defined as the ability of the retail environment to translate consumer demand into purchases. It makes consumer needs stand out in certain retail settings & converts shoppers into shoppers. The main motivation for studying store image has been to investigate store atmosphere & store layout as predictors of consumer behavior and store performance. To achieve customer-based store goals by explicitly comparing store atmosphere & store layout concepts and identifying considerations for building and managing customer-based store equity. Riaz Hussain &Mazhar Ali, in the journal CCSE (2015) regarding the collective impact of atmospheric variables at one point in time on purchase intention, show that atmospheric variables such as cleanliness, aroma, lighting, and appearance/layout have a positive influence on consumer buying intentions; while music and color have no significant effect on consumers' purchase intentions. The temperature has almost no effect on consumer purchase intentions.

The two journals above provide reinforcement, the need to manage the store atmosphere to attract consumers. Cokelatin in managing the store atmosphere has not done it optimally, this is confirmed by the statement of the owner of the store, Irene, that Cokelatin is in the process of developing outlets with the desired store atmosphere, as stated by the two chocolate customers, Esty and Felly, that they saw the store Chocolate through posters and photos distributed by chocolate parties through WAG, Facebook, and Poster media platforms. Store atmosphere management can provide comfort for consumers when they shop at outlets and make them intend to come back to the store because they feel the convenience of the store situation, this is what is currently in progress in the chocolate outlet.

CONCLUSION

During the pandemic, Cokelatin made steps in the customer journey to interact with its products through digital customer experience, in the form of managing touchpoints through WhatsApp Group, the Chocolate community on Facebook, providing promos tailored to customers every month, providing brand entertain-

ment through quizzes presented through the WhatsApp Group. ap, also formed a distributor agent. In the next step, in quick response and automation, some admins take care, both at outlets and online, to facilitate service and speed of service. And another step, in personalization, is the chocolates perform personal chat services, use digital payments, self-service, admins pick up the ball.

According to him, there are two typical consumers of chocolate, namely fans of chocolate for this type of dark chocolate, and fans who like to try chocolate products because of the aroma and taste. Furthermore, most of them know the chocolate brand and have contact with it through exhibitions, social media, and friend recommendations, for comments and expressions, that chocolate has a luxurious taste, the chocolate tastes great. In addition, the obstacles faced, prices, according to consumers, are expensive for the size of MSME products, have not been spread in various outlets.

The two steps above digital customer experience and consumer journey mapping provide customer satisfaction when interacting with Chocolate, this is indicated, there is a high involvement between customers and Chocolate which is marked by repeated purchases, participating in programs carried out by Chocolate either through WAG or social media, as well as marketplaces.

The management of the Cokelatin store atmosphere has not been carried out optimally, because Cokelatin is in the process of developing outlets. Cokelatin needs to hasten the process of developing outlets by following the rules of managing a store atmosphere that pays attention to all aspects, both outdoor stores, and indoor stores. Chocolate needs to take advantage of other media platforms such as IG, and its built-in apps to reach more customers. Create interesting promo content about the history of chocolate, etc.

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