

THE INFLUENCE OF CUSTOMER VALUE AND CUSTOMER EXPERIENCE AND NICHE MARKETING ON CUSTOMER SATISFACTION AT DAYDREAM STUDIO ILLUSTRATION COMPANY

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Abstrak. This study examines the influence of customer value, customer experience, and niche marketing on customer satisfaction at Daydream Studio, an illustration company. The research aims to identify whether customer value, customer experience, and niche marketing significantly affect customer satisfaction, providing insights for service improvement and strategic marketing. Using quantitative methods and hypothesis testing, the study found that all three variables—customer value, customer experience, and niche marketing—have a positive and significant impact on customer satisfaction. The results show that customer value has the strongest influence, as indicated by a t-value of 7.691 and a significance level of 0.000, confirming a robust positive correlation. Customer experience also demonstrates a significant positive effect (t-value 2.531, significance 0.012), as does niche marketing (t-value 4.243, significance 0.000). These findings are consistent with previous research, reinforcing the importance of these factors in enhancing customer satisfaction within creative service industries. The study concludes that improving customer value, delivering memorable experiences, and implementing effective niche marketing strategies are crucial for increasing customer satisfaction at Daydream Studio.

Keywords: Customer Value, Customer Satisfaction, Niche Marketing, Illustration Studio

INTRODUCTION

The development of digital technology has changed the way individuals interact with visual content. Today, customers expect a more immersive and interactive experience from the illustration designs they consume (Filho et al., 2021; Leal-Rodríguez et al., 2023; Osmundsen & Bygstad, 2022; Young & Hines, 2022). In recent years, the illustration industry has undergone a significant transformation, along with technological developments and changing consumer preferences. This transformation encourages digital illustration industry players to adapt and improve the quality of their works, as well as competitiveness in the global market. A digital illustration industry player in Indonesia that has shown the ability to compete in the international arena in marketing its work is Daydream Studio (Appukuttan, 2021; Fu & Feng, 2022; McCarty et al., 2018; Sholikhah et al., 2023; Zhang & Jin, 2024).

Daydream Studio is a digital illustration studio that focuses on providing services in the field of services. Customers who use the services offered by Daydream Studio have various goals for their business interests.

Refer to the table above which presents a catalog of designs by Daydream Studio, which includes the creation of *t-shirt designs, logos, posters, book covers, album covers*, and various other creative products. This table provides a comprehensive overview of the different types of designs offered by Daydream Studio, demonstrating Daydream Studio's capabilities and potential in creating attractive and diverse visual works.

Daydream Studio markets its work through various *platforms*, namely on social media such as Instagram and X (twitter), as well as the Fiverr marketplace. Fiverr is a *global marketplace* that connects service providers with clients from all over the world, providing opportunities for professionals to market their skills and for businesses to find creative solutions that fit their needs.

The choice of Fiverr as a marketing medium by Daydream Studio was based on strategic considerations that underpinned the *platform's* effectiveness. According to Skillademia (2024), in the third quarter of 2023, the number of active Fiverr users reached 4.2 million buyers. It shows that 65% of Fiverr's *marketplace* core revenue comes from buyers returning to their services as of September 2023, reflecting a sustainable level of user engagement.

Furthermore, it shows Daydream Studio's sales charts during utilizing *the* Fiverr platform, illustrating the effectiveness of Fiverr as *a marketing* platform.

Customer satisfaction has a very important role in the business world. The word satisfaction in customer satisfaction comes from the Latin word '*satis*' which means quite good, and '*facio*' which means to do or create. Thus, customer satisfaction not only serves as an indicator of performance, but also as a basis for building long-term relationships between companies and customers. Customer satisfaction is more than just taking care of existing customers; Customer satisfaction also serves as a strong foundation for the company's future growth and success (Butt et al., 2021; Gunawan, 2022; Hallencreutz & Parmler, 2021).

With regard to this context, Daydream Studio, by combining creativity and a deep understanding of the latest design trends, understands that each client's *project* has a specific goal to achieve. Therefore, Daydream Studio strives to collaborate with customers in designing visual solutions that not only meet expectations but also assist customers in increasing their brand visibility as well as achieving customer business goals through unique and attractive illustrations and graphic designs.

Kotler and Keller (2009) define customer value as the value that a product or service provides to the customer, which includes the perceived benefits compared to the costs incurred. Kotler and Keller emphasize that customer value is not just about providing satisfaction, but also about creating a positive experience for customers.

Offering a unique visual solution that fits each customer's specific needs, Daydream Studio uses appropriate pricing to reflect the customer value offered.

Customer experience or customer experience also plays an important role in shaping customer satisfaction. Frow and Payne (2007) define customer experience as the overall perception of customers formed through their interactions with a brand or organization. In their research, Frow and Payne also underscored the importance of managing customer experiences to build customer loyalty and improve customer satisfaction.

Daydream Studio engages customers in the creative process, listens to feedback, and provides regular updates on project progress, so that customers feel a positive experience that is reflected in the positive reviews they provide. This is in line with the concept of *niche marketing*, where this strategy focuses on specific market segments with specific needs. By

understanding and meeting the unique needs of this market segment, Daydream Studio can create more relevant and engaging offerings for customers.

Facts on the ground show that the creative industry, especially illustration, is increasingly competitive. Many illustration studios strive to stand out by offering unique products and services.

Niche marketing is a strategy that focuses on a specific market segment with specific needs. By understanding and meeting the unique needs of this market segment, a brand can create more relevant and engaging offerings for customers (Dahl et al., 2020).

Niche marketing allows companies to operate more effectively in a saturated market by offering solutions tailored to customer needs. In this case, Daydream Studio markets its products by prioritizing a very specific characteristic, namely *dark art*.

This research will be a relevant example to be researched in the context of marketing management. This research can also be a focus to analyze the key factors that affect customer satisfaction in the creative industry, and this research can help identify best practices that can be applied by Daydream Studio as well as by other industry players in the same field, namely the field of digital illustration.

In the highly competitive digital illustration industry, companies face challenges in effectively attracting and retaining customers. Daydream Studio, a digital illustration company in Indonesia, relies heavily on online platforms like Fiverr and social media to market its unique services, particularly niche artistic styles such as dark art. However, sustaining customer satisfaction in this creative service sector remains difficult due to changing consumer expectations, intense competition, and the need for differentiation through customer value, experience, and targeted marketing strategies.

The urgency of addressing customer satisfaction in the digital illustration market is heightened by the rapid growth and saturation of creative service providers worldwide. With digital platforms enabling global competition, companies must deliver exceptional value and tailored experiences to foster loyalty and maintain market share. Failure to meet evolving customer demands risks loss of relevance, revenue decline, and diminished brand reputation, which are critical concerns for businesses like Daydream Studio operating in niche markets.

Additionally, as consumer preferences shift toward personalized and interactive experiences, creative firms must innovate their marketing approaches to stay competitive. Understanding how customer value, experience, and niche marketing drive satisfaction is essential for sustainable growth and long-term success in this dynamic environment.

Previous research has consistently highlighted customer value as a pivotal factor influencing satisfaction, emphasizing the balance between perceived benefits and costs (Kotler & Keller, 2009; Maulida et al., 2024). Studies in creative industries demonstrate that customers are willing to pay premium prices when they perceive unique and customized offerings that align with their needs.

Customer experience, encompassing emotional and psychological interactions with brands, also significantly affects satisfaction and loyalty. Frow and Payne (2007) and Sabrina et al. (2023) showed that positive experiences through engagement and communication strengthen customer relationships and satisfaction in service sectors.

Niche marketing, focusing on specialized market segments, enables companies to tailor products and marketing strategies, thus fostering stronger customer connections and differentiation (Dahl et al., 2020; Toften & Hammervoll, 2013). This approach has been linked to improved customer satisfaction and competitive advantage in creative markets.

Although prior studies explore customer value, experience, and niche marketing separately, there is a scarcity of integrated research assessing their combined impact on customer satisfaction within the digital illustration industry. Moreover, few studies focus on Indonesian creative businesses leveraging global digital platforms, limiting understanding of localized strategies and their effectiveness in niche marketing.

This study contributes uniquely by examining the simultaneous effects of customer value, customer experience, and niche marketing on customer satisfaction at Daydream Studio, a digital illustration company operating entirely online. The research applies robust quantitative methods to fill the gap in localized knowledge, offering insights into how these variables interact to influence satisfaction in Indonesia's emerging creative economy.

The primary objective is to analyze how customer value, customer experience, and niche marketing collectively and individually affect customer satisfaction at Daydream Studio. This will provide actionable insights for optimizing marketing strategies and enhancing customer retention in the digital creative sector.

This research benefits practitioners by identifying key drivers of customer satisfaction, guiding marketing investments and service improvements tailored to niche audiences. For academics, it enriches literature on integrated marketing strategies in digital creative industries and emerging markets. Policymakers and industry stakeholders can use the findings to support the growth of Indonesia's creative economy through targeted support and development programs.

RESEARCH METHODS

This study uses an associative quantitative research method to investigate how Customer Value, Customer Experience, and Niche Marketing influence Customer Satisfaction within the digital illustration business of Daydream Studio. The research aims to uncover the extent to which these factors individually and collectively affect customer satisfaction, providing insights relevant for businesses operating in niche creative markets.

The research population consists of 208 customers of Daydream Studio. To gather meaningful data, the study employs purposive sampling, selecting 150 respondents who meet specific criteria—customers who have made at least two transactions and are older than 17 years. This sampling method ensures that the participants have sufficient experience with the company's products and services to provide valid responses.

Data collection was conducted through a structured online questionnaire using a five-point Likert scale to measure customer perceptions, experiences, and satisfaction. To enrich the analysis, secondary data such as project portfolios, pricing packages, and customer reviews were also incorporated. The questionnaire items were carefully developed based on the operational definitions of the research variables to capture accurate and relevant information.

Before conducting the main analysis, the data underwent validity and reliability tests. Validity was checked using the Pearson Correlation Product Moment to confirm that questionnaire items appropriately measured the intended constructs. Reliability was assessed using Cronbach's Alpha, with results exceeding the threshold value of 0.60, indicating consistent and dependable measurement instruments.

Data analysis was performed using SPSS 27. Initial steps included descriptive statistics and classical assumption tests such as normality, multicollinearity, and heteroscedasticity, ensuring the data met the requirements for regression analysis. The core analysis involved multiple linear regression to evaluate the impact of Customer Value, Customer Experience, and Niche Marketing on Customer Satisfaction. Hypothesis testing utilized t-tests and an F-test to determine the significance of individual variables and the overall model, while the coefficient of determination (R^2) assessed how much of the variation in customer satisfaction was explained by the independent variables.

RESULTS AND DISCUSSION

Data Analysis Methods

This study uses a quantitative approach with results in the form of numerical data analyzed using SPSS software. The purpose of this study is to analyze the influence of customer value, customer experience, and *niche marketing* on customer satisfaction. Data was collected through a questionnaire distributed to 150 respondents who were Daydream Studio customers and had purchased or used services from Daydream Studio at least 2 (two) times. The questionnaire was compiled behind closed doors using a Likert scale of 1-5 to measure the research variables.

This research involves three independent variables, namely customer value, customer experience, and *niche marketing*, and one dependent variable, namely customer satisfaction. Each variable has an average of four question *items* to support accurate measurements.

1. Characteristics of respondents

Based on the results of a study conducted on 150 customers at Daydream Studio, several characteristics of respondents can be identified, namely the characteristics of respondents in the form of gender and age.

1) Characteristics by Age

Characteristics of respondents by age can be seen in Table 1 below.

	Age	Total	
		Sum	Percentage (%)
1	17-21	1	0,7
2	22-26	40	27,3
3	27-31	63	42
4	32-36	23	15,3
5	37-41	6	4
6	42-46	14	9,3
7	>47	3	2
Total		150	100

Source: Appendix 3

Table 1 above shows the age frequency data of customers, which shows that most customers are between the ages of 27 and 31 with a percentage of 42%. Meanwhile, customers with the lowest percentage are aged between 17 and 21 years old with a percentage of 1% of the total respondents.

2) Characteristics by Gender

The characteristics of respondents by gender can be seen in Table 2.

Table 2. Characteristics of Respondents by Gender

	Gender	Total	
		Sum	Percentage (%)
1	Man	86	57,3
2	Woman	36	24
3	Non-binary	28	18,7
	Total	150	100

Source: Appendix 3

Table 2 above explains that Daydream Studio's male customers are 86 customers with a percentage of 57%, female customers are 36 customers with a percentage of 24%, while non-binary customers are 28 customers with a percentage of 19%.

The distribution of the questionnaire at Daydream Studio shows that the dissemination process has been carried out optimally, especially in the context of social phenomena abroad based on the nationality of the respondents who are all foreign citizens, by prioritizing inclusivity for respondents who identify themselves as non-binary.

2. Data quality test results

The next analysis involves testing the validity and reliability of the research instrument to ensure that the resulting data has an adequate level of validity and consistency to support the research findings.

1) Validity Test

The validity test aims to assess the feasibility of the items stated in the questionnaire as a research instrument. This process was carried out on 150 respondents using *the Pearson Product Moment* correlation analysis technique. An *item* is declared valid if the value of the correlation coefficient at a significance level of 5% indicates that the calculation is greater than the *r*-table. The *r*-value of the table used in this validity test is 0.160, with a sample number (*n*) of 150 and a significance level of 0.05, as shown in the following Table 3:

Table 3. Validity Test Results

Variable	Indicator Points	Table	Calculation	Information
Customer Value	X1.1	0,160	0,899	VALID
	X1.2	0,160	0,904	VALID
	X1.3	0,160	0,888	VALID
	X1.4	0,160	0,908	VALID
	X1.5	0,160	0,906	VALID
	X1.6	0,160	0,833	VALID
Customer Experience	X2.1	0,160	0,829	VALID
	X2.2	0,160	0,846	VALID
	X2.3	0,160	0,858	VALID
	X2.4	0,160	0,784	VALID
	X2.5	0,160	0,821	VALID
	X2.6	0,160	0,847	VALID
Niche Marketing	X3.1	0,160	0,907	VALID
	X3.2	0,160	0,900	VALID

Variable	Indicator Points	Table	Calculation	Information
	X3.3	0,160	0,897	VALID
	X3.4	0,160	0,860	VALID
	X3.5	0,160	0,851	VALID
Customer Satisfaction	Y1	0,160	0,903	VALID
	Y2	0,160	0,922	VALID
	Y3	0,160	0,900	VALID
	Y4	0,160	0,919	VALID
	Y5	0,160	0,912	VALID
	Y6	0,160	0,891	VALID
	Y7	0,160	0,908	VALID

Source: Appendix 4

Based on the results of the validity test in the table above, it can be interpreted that all *question items* on the variables of customer value, customer experience, *niche marketing*, and customer satisfaction are declared valid because the *r* value is calculated on each question > of the *r*-value of the table, which is 0.160.

2) Reliability Test

The reliability test refers to the extent to which a measurement result is relatively consistent when measured repeatedly. It is said to be reliable if the *Cronbach Alpha* value is greater than 0.60. This test was carried out using the SPSS application version 27.

Table 4. Reliability Test Results

Variable	Cronbach Alpha	Conditions	Information
Customer Value	0,947	0,6	Reliable
Customer Experience	0,908	0,6	Reliable
<i>Niche Marketing</i>	0,929	0,6	Reliable
Customer Satisfaction	0,964	0,6	Reliable

Source: Appendix 4

Based on Table 4, it can be said that all variables fall into the reliable category because they have a *Cronbach Alpha* value greater than 0.6. So that the instruments in the research can be said to be reliable and have a high level of consistency.

3. Classic Assumption Test

Classical assumption tests are carried out to assess and test the feasibility of the regression model applied in a study. In this study, the classical assumption test used includes the normality test, the multicollinearity test, and the heteroscedasticity test.

1) Normality Test

The technique used for the normality test is the Kolmogorov-Smirnov test. If the *Asymp. Sig. (2-tailed) result test* is greater than 0.05, then, the data distribution is declared to meet the assumption of normality. Based on the results of data processing using SPSS version 27.0 *for Windows*, the *output* as shown in Table 5 is obtained below:

Table 5. Normality Test Results

Variable	Kolmogorov Smirnov Values	Asymp. Sig. (2-tailed)	Information
<i>Unstandardized Residual</i>	0,073	0,052	Normal Distributed

Source: Appendix 5

Referring to Table 5, the value of *Asymp. The sig (2-tailed)* Kolmogorov-Smirnov test of 0.052 showed that all variables in this study were normally distributed.

2) Multicollinearity Test

This test is used to see whether there is a correlation between independent variables in the regression model or not. A good regression model should not show any correlation between the independent variables being tested.

The regression model is considered to be non-multicollinearity if the tolerance value is greater than 0.10 or if the Variance Inflation Factor (VIF) value is less than 10. The results of the multicollinearity test conducted by the researcher can be seen in the following Table 6:

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIVID	Information
Customer Value (X1)	0,149	6,710	Multicollinearity does not occur
Customer Experience (x ₂)	0,171	5,833	Multicollinearity does not occur
<i>Niche Marketing</i> (X3)	0,141	7,109	Multicollinearity does not occur

Source: Appendix 5

Based on the results of the study, it can be concluded that there are no symptoms of multicollinearity.

3) Heteroscedasticity Test

A heteroscedasticity test is required to determine whether in the regression model there is a residual variance disparity between one observation and another.

The method used in this study to identify heteroscedasticity was carried out using the Glejser Test. If the independent variable shows a probability value of significance greater than 0.05 statistically, then there is no heteroscedasticity problem. The results of the heteroscedasticity test can be seen in Table 7 below:

Table 7. Heteroscedasticity Test Results

Variable	Sig.	Information
Customer Value (X1)	0,744	No Heteroscedasticity
Customer Experience (x ₂)	0,721	No Heteroscedasticity
Niche Marketing (X3)	0,829	No Heteroscedasticity

Source: Appendix 5

Based on the *output* of the heteroscedasticity test using the Glejser method, it can be seen that the value of the t-test on the three variables is $\alpha > (0.05)$. Based on these results, it can be concluded that there is no heteroscedasticity in the regression model.

4. Multiple Linear Regression Analysis

Once it is confirmed that the regression model meets all three classical assumptions, the model is declared feasible and suitable for further analysis using multiple linear regression.

From the regression results carried out on the variables Customer Value (X1), Customer Experience (X2), Niche Marketing (X3), and Customer Satisfaction (Y) with the SPSS analysis tool, the regression coefficient can be seen as follows:

Table 8. The Results of The Analysis of The Influence of Customer Value, Customer Experience, And Marketing Niche on Customer Satisfaction at Daydream Studio

Variable	B	t count	Sig
<i>Constanta</i>	0,467	0,605	0,546
Customer Value (X1)	0,600	7,691	0,000
Customer Experience (X2)	0,202	2,531	0,012
<i>Niche Marketing</i> (X3)	0,437	4,243	0,000

Source: Appendix 6

Based on table 4.8 above, multiple linear regression equations can be made as follows:

$$Y = 0.467 + 0.600X1 + 0.202X2 + 0.437X3 + e$$

The above equation can be described as follows:

- The regression coefficient of the Customer Value variable is 0.600 and shows a positive value, if the Customer Value variable increases by 1 unit, Customer Satisfaction will increase by 0.600 assuming the Customer Experience and *Niche Marketing* variables are fixed.
- The regression coefficient of the Customer Experience variable is 0.202 and shows a positive value, if the Customer Experience variable increases by 1 unit, Customer Satisfaction will increase by 0.202 assuming the Customer Value and *Niche Marketing* variables are fixed.
- The regression coefficient of the *Niche Marketing* variable is 0.437 and shows a positive value, if the *Niche Marketing* variable increases by 1 unit, Customer Satisfaction will increase by 0.437 assuming the variables Customer Value and Customer Experience are fixed.
- If there is no change in the value of Customer Value, Customer Experience, and *Niche Marketing* or the value is equal to 0, then Customer Satisfaction will remain constant at 0.467.

5. Hypothesis Test

1) Model feasibility test (F test)

The feasibility test of the regression model or the F test, aims to assess whether the applied regression model is suitable for use in this study. The assessment was carried out based on significance values at a confidence level of 5% or 0.05. If the significance value is less than 0.05, then the regression model is declared feasible or statistically significant. The test results were obtained through analysis using SPSS version 27.0 as shown in Table 9 below:

Table 9. Results of The Model Feasibility Test (Test F)

New Era						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6752.628	3	2250.876	436.735	.000b
	Residual	752.466	146	5.154		
	Total	7505.093	149			

a. Dependent Variable: KEPUASAN_PELANGGAN

b. Predictors: (Constant), NICHE_MARKETING, PENGALAMAN_PELANGGAN, NILAI_PELANGGAN

Source: SPSS 27.0 Data Processing Results, 2025

Based on the results of the F Test on the regression equation, the value of the F table ($n-k; k-1$) by 3.06. This shows that F is calculated as $436.735 >$ the value of the F table, which is 3.06 or sig. $(0,000) \leq \alpha (0,05)$. The results of the F test show that the variables of Customer Value (X_1), Customer Experience (X_2), *Niche Marketing* (X_3) simultaneously have a significant influence on Customer Satisfaction (Y), or it can be said that the multiple regression model has accuracy or compatibility with the research data (*goodness of fit*).

2) Partial test (t-test)

This study uses a partial test with a significance level of 0.05 or 5%. This shows that the tolerance for possible errors in decision-making is at the limit of 5%. The test results were obtained through analysis using SPSS version 27.0 as shown in Table 10 below:

Table 10. Partial Test Results (t test)

		Coefficient				
		Unstandardized Coefficients	Standardized Coefficients			
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	.467	.772		.605	.546
	NILAI_PELANGGAN	.600	.078	.522	7.691	.000
	PENGALAMAN_PELANGGAN	.202	.080	.160	2.531	.012
	NICHE_MARKETING	.437	.103	.296	4.243	.000

a. Dependent Variable: KEPUASAN_PELANGGAN

Source: SPSS 27.0 Data Processing Results, 2025

Based on data analysis and calculation on the influence of each independent and dependent variable, the following description was produced:

- 1) According to the error rate ($\alpha = 0.05$) and *the degree of freedom* ($n - k$), where $n = 150$ and $k = 3$, the t-value of the table in the double-sided test can be found to be 1.976. The results of multiple regression analysis found that the value t of the Customer Value variable (X_1) was $7.691 >$ t table 1.976 and sig. $(0.000) < \alpha (0.05)$. The results of this statistical test show that the Customer Value variable has a significant influence on Customer Satisfaction so that an alternative hypothesis **is accepted**.
- 2) According to the error rate ($\alpha = 0.05$) and *the degree of freedom* ($n - k$), where $n = 150$ and $k = 3$, the t-value of the table in the double-sided test can be found to be 1.976. The results of multiple regression analysis found that the value of t-calculated for the Customer Experience variable (X_2) was $2.531 >$ t table 1.976 and sig. $(0.012) < \alpha (0.05)$. The results of this statistical test show that the Customer Experience variable has a significant influence on Customer Satisfaction so that an alternative hypothesis **is accepted**.
- 3) According to the error rate ($\alpha = 0.05$) and *the degree of freedom* ($n - k$), where $n = 150$ and $k = 3$, the t-value of the table in the double-sided test can be found to be 1.976. The results of multiple regression analysis found that the t-value of *the Niche Marketing variable* (X_3) was 4.243

> t table 1.976 and sig. (0,000) < α (0,05). The results of this statistical test show that the Niche Marketing variable has a significant influence on Customer Satisfaction so that alternative hypotheses **are accepted**.

3) Coefficient of Determination

The determination coefficient is a statistical indicator used to show the extent to which independent variables contribute to changes or variations that occur in dependent variables in a regression model. The test results were obtained through analysis using SPSS version 27.0 as shown in the following Table 4.11:

Table 11. Determination Coefficient Test Results
Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949a	.900	.898	2.270

a. Predictors: (Constant), NICHE_MARKETING, PENGALAMAN_PELANGGAN, NILAI_PELANGGAN

b. Dependent Variable: KEPUASAN_PELANGGAN

Source: SPSS 27.0 Data Processing Results, 2025

Based on table 4.11 above, an equation of the determination coefficient can be made as follows:

$$\begin{aligned}
 D &= R^2 \times 100\% \\
 &= 0.898 \times 100\% \\
 &= 89.8\%
 \end{aligned}$$

Based on the results of the above equation, it can be said that the *value of Adjusted R Square* is 0.898 and it can be said that the variables of Customer Value (X_1), Customer Experience (X_2), *Niche Marketing* (X_3) have an influence on Customer Satisfaction (Y) by 89.8%. These results mean that the contribution made by the variables Customer Value (X_1), Customer Experience (X_2), *Niche Marketing* (X_3) can affect Customer Satisfaction (Y), the remaining 10.2% is influenced by other variables that are not studied.

Discussion and Presentation of Data Analysis Results

The Influence of Customer Value on Customer Satisfaction in Daydream Studio Illustration Company

The first hypothesis (H_1) that states that Customer Value has a positive effect on Customer Satisfaction can be supported or accepted. This is shown in Table 10, where the calculated t-value is greater than the t-table ($7.691 > 1.976$) and the significance value is smaller than the established significance level ($0.000 < 0.05$). Thus, based on the results of the study, the Customer Value variable was proven to have a partial effect on Customer Satisfaction and showed a significant relationship and positive correlation. In addition, the results of this study are in line with the research of Maulida et al. (2024) and Sabrina et al. (2023) which shows that Customer Value has a positive and significant effect on Customer Satisfaction. The results of the hypothesis test stated that Customer Value affects Customer Satisfaction in Daydream Studio Illustration Company.

The Influence of Customer Experience on Customer Satisfaction at Daydream Studio Illustration Companies

The second hypothesis (H2) that the Customer Experience has a positive effect on Customer Satisfaction can be supported or accepted. This is shown in Table 4.10, where the calculated t-value is greater than the table t ($2.531 > 1.976$) and the significance value is smaller than the established significance level ($0.012 < 0.05$). Thus, based on the results of the study, the Customer Experience variable was proven to have a partial effect on Customer Satisfaction with significant results and positive correlation. In addition, the results of this study are in line with the research of Sabrina et al. (2023), Safitri et al. (2022), and Barahama et al. (2022) who stated that Customer Experience has a positive and significant effect on Customer Satisfaction. The results of the hypothesis test stated that Customer Experience affects Customer Satisfaction at Daydream Studio Illustration Company.

The Influence of Niche Marketing on Customer Satisfaction in Daydream Studio Illustration Company

The third hypothesis (H₃) which states that *the Niche Marketing* variable has a positive effect on Customer Satisfaction can be supported or accepted. This can be seen in Table 4.10, where the calculated t value is greater than the table t ($4.243 > 1.976$) and the significance value is smaller than the predetermined significance level ($0.000 < 0.05$). Thus, based on the results of the study, the *Niche Marketing* variable was proven to have a partial effect on Customer Satisfaction and showed significant results with a positive correlation. The results of the hypothesis test stated that *Niche Marketing* affects Customer Satisfaction at Daydream Studio Illustration Company.

CONCLUSION

The conclusions drawn from this study, entitled "The Influence of Customer Value, Customer Experience, and Niche Marketing on Customer Satisfaction in Daydream Studio Illustration Company," clearly demonstrate that all three independent variables—Customer Value, Customer Experience, and Niche Marketing—have a positive and significant impact on Customer Satisfaction. Each hypothesis tested (H1, H2, and H3) was accepted, confirming that customers who perceive high value, enjoy positive and engaging experiences, and feel that niche marketing strategies resonate with their specific needs tend to exhibit higher levels of satisfaction. This underscores the critical role that a well-rounded marketing and service approach plays in driving customer satisfaction, particularly in the creative digital illustration industry, where personalization and targeted engagement are essential. For future research, it would be valuable to expand the scope by including additional factors such as brand loyalty, customer trust, and the role of social media engagement, which may further influence satisfaction and long-term customer relationships. Additionally, conducting longitudinal studies would provide insights into how customer satisfaction evolves over time and how these variables interact dynamically in response to changing market conditions and consumer preferences. Exploring diverse creative sectors or cross-cultural contexts could also enrich understanding and applicability of the findings across broader creative industry settings.

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