

**CUSTOMER EXPERIENCE AND ITS INFLUENCE ON CUSTOMER
LOYALTY MEDIATED BY CUSTOMER SATISFACTION**
(Case Study on Consumers of PT. TELKOM MANADO)

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Abstract

This study aims to determine how much Customer Experience influences Customer Satisfaction. How much Customer Experience influences Customer Loyalty. How much Customer Satisfaction influences Customer Loyalty. How much Customer Experience influences Customer Loyalty mediated by Customer Experience at PT. Telkom Manado. The research approach used in this study is quantitative research with quantitative deductive logic/reasoning. Descriptive statistical analysis in this study is used to provide information about the identity of the respondents. The second is multivariate statistical analysis, namely the data analysis technique used in this study using SEM-PLS (Structural Equation Modeling-Partial Least Square). With SmartPLS (Partial Least Square) software. The results of the study show that Customer Experience has a positive effect of 0.647 on customer loyalty. Customer Experience has a positive effect of 0.785 on customer satisfaction. Customer Satisfaction has a positive effect of 0.311 on customer loyalty. Customer Experience has a positive and significant effect or $0.000 < 0.05$ on customer loyalty. Customer Experience has a positive and significant effect or $0.000 < 0.05$ on customer satisfaction. Customer Satisfaction does not have a positive and significant effect or $0.446 > 0.05$ on customer loyalty. Customer satisfaction is not able to mediate the customer experience variable on customer loyalty, for the original sample shows a positive value direction of 0.244 while the significance level is $0.534 > 0.05$.

Keywords: *Customer Experience; Customer Satisfaction; Customer Loyalty*

Abstrak

Penelitian ini bertujuan untuk mengetahui berapa besar Customer Experience berpengaruh terhadap Customer Satisfaction. Berapa besar Customer Experience berpengaruh terhadap Customer Loyalty. Berapa besar Customer Satisfaction berpengaruh terhadap Customer Loyalty. Berapa besar Customer Experience berpengaruh terhadap Customer Loyalty dimediasi oleh Customer Experience pada PT. Telkom Manado. Pendekatan penelitian yang digunakan pada penelitian kali ini yaitu penelitian kuantitatif dengan logika/penalaran deduktif kuantitatif. Analisis statistik deskriptif pada penelitian ini digunakan untuk menyediakan tentang identitas responden-responden. Yang kedua adalah analisis statistik multivariate, yaitu teknik analisis data yang digunakan dalam penelitian ini dengan menggunakan SEM-PLS (Structural Equation Modelling-Partial Least Square). Dengan software SmartPLS (Partial Least Square). Hasil penelitian menunjukkan bahwa Customer Experience berpengaruh positif sebesar 0.647 terhadap customer loyalty. Customer



Experience berpengaruh positif sebesar 0.785 terhadap customer satisfaction. Customer Satisfaction berpengaruh positif sebesar 0,311 terhadap customer loyalty. Customer Experience berpengaruh positif dan signifikan atau $0.000 < 0.05$ terhadap customer loyalty. Customer Experience berpengaruh positif dan signifikan atau $0.000 < 0.05$ terhadap customer satisfaction. Customer Satisfaction tidak berpengaruh positif dan signifikan atau $0.446 > 0.05$ terhadap customer loyalty. Customer satisfaction tidak mampu memediasi variabel customer experience terhadap customer loyalty, untuk original sampel menunjukkan arah nilai positif sebesar 0,244 sedangkan taraf signifikansi $0.534 > 0.05$.

Kata Kunci: Pengalaman Pelanggan; Kepuasan Pelanggan; Loyalitas Pelanggan

I. INTRODUCTION

Technological developments have transformed the telecommunications industry. This is evident in the shift from legacy telecommunications (voice and SMS) to data-based telecommunications. It's no surprise that operator traffic continues to increase annually. This is supported by the availability of increasingly sophisticated telecommunications infrastructure and access. In the future, breakthroughs and innovations in the telecommunications sector will also become increasingly diverse. Consequently, the potential for various businesses and the digital economy is expected to grow, especially when accompanied by increased connectivity.

Pre-pandemic internet user data showed 175 million people. However, the Indonesian Internet Service Providers Association (APJII) stated that the number of Indonesians connected to the internet has actually increased since the pandemic.

Meanwhile, from 2021 to 2022, the total reached 210 million people. This means that the prospects for stocks in the telecommunications sector are believed to be positive along with technological developments.

Telecommunications stocks are shares of companies engaged in information technology and communications services, as well as telecommunications networks.

The main telecommunications companies in Indonesia are Telkom Indonesia, Indosat, XL Axiata, and Hutchison 3 Indonesia. Telkom Indonesia is the largest telecommunications company in Indonesia and has an extensive telephone and internet network. The telecommunications company provides a variety of products and services, including:

- Telephone services: Basic telephone services such as local and international phone calls, conference calls, and voicemail services.
- Internet services: Internet services including broadband connections and wireless networks (Wi-Fi) for homes and businesses.

- Television services: Cable or satellite television services that provide a variety of television channels, including premium channels and live broadcasts.
- Mobile services: Mobile services that provide telephone calls and mobile internet over cellular networks.
- Network services: Network services including telephone, internet, and television networks that can be used by businesses and organizations.
- Cloud services: Cloud services provide access to data and applications stored on the internet, enabling access from anywhere and at any time.
- Security services: Security services include solutions used to secure a company's network, data, and systems from cyberattacks.

There are a large number of telecommunications companies in Indonesia. However, there are probably only a few telecommunications companies that have officially listed on the stock exchange.

According to Yosephine Simanjuntak & Purba (2020), to drive growth and achieve a company's vision and mission, companies need to provide comprehensive products and services and pay close attention to customer experience. Customer experience plays a crucial role in this. Therefore, it is crucial for companies to consistently focus on customer experience, as it can increase customer satisfaction.

For example, research conducted by Muhamad Iqbal Azhari et al. (2015) confirms that by presenting something different from other fast food restaurants, companies can provide positive experiences to customers. This will naturally encourage customers to share their experiences with the surrounding community. According to Yosephine Simanjuntak & Purba (2020), the higher the perceived customer experience, the higher the level of customer satisfaction achieved.

Regarding research conducted by Sihombing & Wardhana (2022), there is a difference in their views, stating that bad experiences can be caused by various factors that can influence customer satisfaction levels. These factors include unreceived refund requests and a lack of response from the administration team. When a service or product does not meet customer expectations, this can lead to dissatisfaction.

Wulandari & Sugiharto (2015) state that every company must have the ability to provide value or benefits from the products or services they offer. This aims to encourage customers to reuse the company's products or services after experiencing previous

satisfaction. This aligns with the findings of research conducted by Juandy Livingstone Rompas et al. (2020), which revealed that the higher the value provided to customers, the greater their level of satisfaction with the product.

According to Wulandari & Sugiharto (2015), perceived value shapes customer satisfaction. When customers perceive that the product, service, and cafe atmosphere are commensurate with their sacrifices, they will feel satisfied. Research by Steviani (2015) concluded that the greater the ratio between the value received by consumers and the sacrifices they make, the higher the level of customer satisfaction. Improving company staff performance is a key factor in achieving business success and sustainability amidst intense competition. This aims to achieve a high level of customer satisfaction, which impacts customer loyalty. (Yosephine Simanjuntak & Purba, 2020).

According to Muhamad Iqbal Azhari et al. (2015), customer satisfaction has a significant influence on customer loyalty. When customers are satisfied, they tend to return to seek that satisfaction repeatedly, and this leads to customer loyalty. According to Yosephine Simanjuntak & Purba (2020), the higher the level of customer satisfaction, the higher the level of customer loyalty. According to Manurung & Dinda Amanda Zuliestiana (2020), customers are dissatisfied with cleanliness and safety, which prevents them from becoming loyal customers.

Several previous studies have examined the relationship between customer experience and loyalty, such as those conducted by Dewi & Nugroho (2020). This study found that customer loyalty can be formed through customer experience. When consumers have a positive experience with a company's services, products, or services, they are more likely to be loyal to that company and make repeat purchases in the future.

Research conducted by Rizka Anisa & Oktini (2020) revealed that creating a customer experience, for example by providing various board games for customers to play while waiting for their food to be served, will influence repeat purchase decisions (loyalty) based on that experience.

This is in contrast to research by Moku et al. (2019), which revealed that customer experiences vary with each use of online motorcycle taxi services, and these experiences do not influence customer loyalty when using online transportation. In addition to creating a customer experience, customer value can also be a determining factor in customer loyalty. Research by Moku et al. (2019) showed that the greater the benefits perceived by online

transportation users compared to the price they pay, the higher the customer's perceived value. High customer value tends to increase customers' continued use of the online transportation service, ultimately fostering customer loyalty.

Research by Manurung & Dinda Amanda Zuliestiana (2020) concluded that higher customer value leads to increased customer loyalty. Meanwhile, research by Steviani (2015) states that consumers are satisfied with the values offered, such as recognition of social status, up-to-date trends, and ease of payment. This contributes to customer loyalty. Companies can implement their products in a way that creates a pleasant experience for customers, thus creating unforgettable memories.

Thus, this will naturally result in customer satisfaction (Yosephine Simanjuntak & Purba, 2020). According to Japariato & Nugroho (2020), this study found that customer satisfaction, as an intervening variable, strengthens the relationship between the independent and dependent variables. Wardhana (2016) also states that the relationship between customer experience and customer loyalty is through customer satisfaction. In this case, consumers assess their interaction experience with the restaurant before becoming loyal customers. Wardaya (2017) explains that consistent company management in maintaining and improving the quality of customer service, such as through training mechanics to stay abreast of developments in vehicle technology and upgrading repair facilities with more sophisticated equipment, can improve the quality of the customer experience perceived by customers and impact customer loyalty.

According to Logiawan & Subagio (2014), customer satisfaction is achieved when they receive value from a company that exceeds their expectations. This customer satisfaction is crucial for a company's success, as satisfied customers tend to return and become loyal customers. Steviani (2015) found that when consumers perceive high value and receive significant benefits, a positive customer value is formed in their minds.

Although customer satisfaction has a positive relationship, this relationship is not significant for customer loyalty. This is because many consumers visit simply to try the service without deciding their loyalty to a salon, and they are still considering the best salon option. However, Logiawan & Subagio (2014) concluded that higher or better perceived customer value increases customer loyalty. Furthermore, increased customer value also increases restaurant customer satisfaction. Arfifahani (2018) showed that customer value influences customer loyalty through customer satisfaction as an intervening variable.

This study aims to determine the extent to which Customer Experience influences Customer Satisfaction at PT. Telkom Manado. How much does Customer Experience influence Customer Loyalty at PT. Telkom Manado. How much does Customer Satisfaction influence Customer Loyalty at PT. Telkom Manado. How much does Customer Experience influence Customer Loyalty mediated by Customer Experience at PT. Telkom Manado.

II. THEORETICAL STUDIES

Customer experience refers to providing unique experiences to customers, where customers can experience feelings of pleasure or displeasure. According to research conducted by Yosephine Simanjuntak & Purba (2020), customer experience has various definitions and encompasses the overall picture of the cues perceived by customers during the purchasing process. According to Munwaroh & Riptiono (2021), customer experience is a memorable and unforgettable experience, a positive experience, and a holistic experience through all five senses. According to Kotler & Keller (2016), customer perceived value is the difference between the customer's assessment of the benefits and costs of an offering compared to other alternatives.

Meanwhile, according to Ratnasari (2015), customer value is the difference between the benefits a customer expects from a product or service and the costs incurred by the customer, both monetary and non-monetary. In this study, the measurement of customer loyalty variables refers to the measurement dimensions in Tjiptono's (2015) theory, which include repeat purchases, referrals, referring others, and retention. According to Kotler & Keller (2016), customer satisfaction refers to the extent to which a product received by a consumer achieves a level of performance that meets the consumer's expectations. Consumer satisfaction is the consumer's response to their perception of the difference between pre-purchase expectations and the product's actual performance after use.

III. RESEARCH METHODS

The research approach used in this study is quantitative research with quantitative deductive logic/reasoning. Quantitative research is deductive (from general to specific) because it starts from a theory. This approach aims to test hypotheses and establish the facts or truth of a theory. The population of this study is all consumers of PT. Telkom Manado. Because this research is a correlational study, the minimum sample is 30 samples, and because this research is in multivariate research (including multiple regression analysis), the sample size should be 10x larger than the number of variables in the study, the variables in

this study are 3 variables x 10 = 30 samples. So the sample in this study is set at 30 samples + 10 = 40 samples. Descriptive statistical analysis in this study is used to provide information about the identity of the respondents. The second is multivariate statistical analysis, namely the data analysis technique used in this study using SEM-PLS (Structural Equation Modeling-Partial Least Square). With SmartPLS (Partial Least Square) software.

IV. RESEARCH RESULTS

Loading Factor

The results of this study were analyzed using a structural equation model (SEM) with the SMART-PLS tool for data analysis through measurement models and structural equation modeling techniques based on the collected data. Statistical calculations began with validity and reliability tests to ensure the validity and reliability of the instruments used. Validity test results were measured using the loading factor test, the average extracted value test, the Fornel-Lacker criterion test, and the cross-loading test. The loading factor test results were valid if the value was >0.7. The loading factor is the value assigned to each indicator. Interpretation of the percentage of respondents can be seen in Table 1, which explains the interpretation of very high values between 0.7-1.0, high values between 0.4-0.7, low values between 0.2-0.4, and very low values between 0.00-0.20. The results of the loading factor calculations for respondents' answers to the statement items related to the research variables provided in the questionnaire are shown in Table 4.1. Results depicting high interpretations are considered to have good validity.

Indicator	The Role of E-Commerce	Consumer Behavior	Buying decision
CE.1	0.9950		
CE.2	0.946		
CE.3	0.956		
CE.4	0.956		
CE.5	0.858		
CL.1		0.944	
CL.2		0.944	
CL.3		0.960	
CL.4		0.909	
CL.5		0.778	
CS.1			0.869
CS.2			0.883
CS.3			0.891
CS.4			0.834
CS.5			0.918

The results of the factor loading test represent the values of each indicator. This study's results use a high interpretation, with an acceptance value of >0.7 . Therefore, the loading factors in this study can be considered valid.

The validity test results are followed by an average variance extracted (AVE) test. Average Variance Extracted (AVE) is used to determine whether the requirements for discriminant validity are met. The AVE test results represent the values of each variable. The minimum value to indicate that reliability has been achieved is 0.50. The results of this study indicate that all variables are valid, or >0.50 . See Table 4.2.

Factor	AVE
Customer Experiance	0.872
Customer Loyalty	0.827
Customer Satisfaction	0.774

Part of Discriminant Validity

The test results continued with the Fornell-Lacker Criterion, which is part of discriminant validity and represents the relationship between the value of a variable and the values of other variables. Validity is achieved if the value of the variable itself is greater than the value of the other variables. The test results indicate that it is valid and can be used. Likewise, the results of the discriminant validity test indicate that the test results are valid. Thus, the calculations show that all respondents' answers to the customer experience, customer satisfaction, and customer loyalty variables are very high and have a good level of validity. Table 4.3 shows discriminant validity, which relates the correlation between variables. According to Fornell and Larcker (1981), the square root of the AVE must always be higher than its correlation value with other variables. The square root of the AVE is shown diagonally in the table above, and it is shown that the first value in each column, the square root of the AVE, is higher than the remaining values, fulfilling the conditions for discriminant validity.

	CE	CL	CS
CUSTOMER EXPERIENCE	0.934		
CUSTOMER LOYALTY	0.891	0.909	
CUSTOMER SATISFATION	0.785	0.819	0.880

Construct Reliability

Construct Reliability measures the reliability of a latent variable construct. A value above 0.70 is considered reliable. Construct reliability is similar to Cronbach's alpha. See Table 4.4.

Factor	CRONBACH'S ALFA
Customer Experience	0.963
Customer Loyalty	0.946
Customer Satisfaction	0.927

The results in Table 4.4 indicate that the latent variable construct is reliable, with a value > 0.70 .

The statistical calculations continued with reliability testing to determine the reliability of the research instrument. Based on the test results, as seen in Table 4.5, each variable meets the criteria for reliability. An item is considered valid if its AVE value exceeds 0.5, and reliable if its composite reliability and Cronbach's alpha value exceed 0.7. Reliability was measured by examining composite reliability and average variance extracted. The relationships between constructs were examined using SEM based on the collected data. The results of further reliability testing are shown in Table 4.5.

Variabel	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer Experience	0.963	0.972	0.872
Customer Loyalty	0.946	0.960	0.827
Customer Satisfaction	0.927	0.945	0.774

Table 4.5 shows the values for Cronbach's alpha, composite reliability, and average variance extracted. Ideal results for Cronbach's alpha and composite reliability should be greater than 0.7. Meanwhile, the average variance extracted value should be greater than 0.5 to be statistically acceptable and suitable for use as a data collection tool. The above results can be considered valid and reliable. The calculated results for the customer experience variable show a composite reliability of 0.972 and a Cronbach's alpha of 0.872, exceeding the acceptable value of 0.7. Similarly, the calculated values for the customer loyalty variable show a composite reliability of 0.960 and a Cronbach's alpha of 0.827, also exceeding the acceptable value of 0.7. The customer satisfaction variable also shows a composite reliability of 0.945 and a Cronbach's alpha of 0.774, also exceeding the acceptable value of 0.7.

R-Square

Next, the researchers conducted an R-Square test. This calculation is intended to analyze how much endogenous variables are simultaneously able to influence exogenous variables. Ghazali, 2016, The coefficient of determination (R^2) test is carried out to determine and predict how large or important the contribution of influence given by independent variables together to the dependent variable. According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. The test results show that all independent/free variables and moderating variables simultaneously have an influence of 61.6% (moderate) on Customer Satisfaction, while the remaining 38.4% is influenced by other variables not tested in this study. The moderating variable, namely customer loyalty, has a strong influence of 83.1%.

<i>Variabel</i>	<i>R Square</i>	<i>R Adjusted</i>	<i>Square</i>
<i>Customer Loyalty</i>	0.831	0.822	
<i>Customer Satisfaction</i>	0.616	0.606	

Multiple Linear Regression

Next, a path analysis test was performed to determine the values influencing each variable. The path analysis will indicate a positive or negative direction. A value > 0 indicates a positive value, and a value < 0 indicates a negative value. The results of the path analysis calculation can be seen in Table 4.7. The results of the path analysis calculation show that the path coefficient for the variable Role of Customer Experience on Customer Loyalty is 0.647. This means that the path analysis indicates a positive direction, or a hypothesised influence. The same is true for the variable Customer Experience on Customer Satisfaction, which is 0.785, indicating a positive direction, or influence. Meanwhile, the variable Customer Satisfaction on Customer Loyalty shows a value of 0.311, indicating a positive direction, or influence. The conclusion of this path analysis is that all variables show a positive direction, with a constant (a) of 0.435.

<i>Variabel</i>	<i>CE</i>	<i>CL</i>	<i>CS</i>
<i>Customer Experience</i>		0.647	0,785
<i>Customer Loyalti</i>			
<i>Customer Satisfaction</i>		0.311	

The results of this calculation indicate that:

R1: Customer Experience → Customer Loyalty has a positive effect,

R2: Customer Experience → Customer Satisfaction has a positive effect,

R3: Customer satisfaction → customer loyalty has a positive effect.

T-Test

The calculation then proceeds with a significance test using the T-statistic. The T-statistic test to measure the level of significance with the acceptance value is: If the T-statistic is > 1.68 or the P-value is < 0.05 , it is significant; otherwise, it is not significant. This can be seen in Table 4.20. The calculation results show that the customer experience variable on customer loyalty has a T-statistic value of $12.749 > 1.68$ with a P-value of $0.000 < 0.05$. This means the T-statistic value is less than the acceptance value and the P-value is less than 0.05. Thus, it can be concluded that the customer experience variable has an effect on the customer loyalty variable. The customer experience variable on customer satisfaction has a T-statistic value of $6.457 > 1.68$ with a P-value of $0.000 < 0.05$. This means that the T-statistic value is greater than the acceptance value and the P-value is smaller than 0.05. Thus, it can be concluded that the customer experience variable has a positive and significant effect on the customer satisfaction variable. Likewise, the customer loyalty variable on customer satisfaction has a T-statistic value of $0.762 < 1.68$ with a P-value of $0.446 > 0.05$. This means that the T-statistic value is smaller than the acceptance value and the P-value is greater than 0.05. Thus, it can be concluded that the customer loyalty variable has no effect on the customer satisfaction variable. Thus, H1 is rejected, H2 is accepted, and H3 is rejected.

<i>Variabel</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Customer experience → Custome Loyalty</i>	0.891	0.885	0.070	12.749	0.000
<i>Customer experience → Customer satisfaction</i>	0.785	0.791	0.122	6.457	0.000
<i>Customer satisfaction → Customer Loyalty</i>	0.311	0.521	0.408	0.762	0.446

H1: Accepted → Customer experience influences customer loyalty

H2: Accepted → Customer experience influences customer satisfaction

H3: Rejected → Customer satisfaction does not influence customer loyalty

F-Test

This section of the study also investigates the relationship between the proposed variables by examining the hypotheses developed in the previous section of this study. The collected data is examined to determine the impact and influence of customer experience on customer loyalty mediated by customer satisfaction. See Table 4.9.

	Original Sample	T Statistic	P Values
Customer experience→Customer satisfaction →Customer Loyalty	0.244	0,622	0.534

Table 4.9 above shows the results of the specific indirect moderating effect of the customer satisfaction variable. The results indicate that the T value was found to be higher than <1.68 or P-value >0.05 or $0.622 < 1.68$ and $0.534 > 0.05$. This indicates that customer satisfaction is unable to mediate the customer experience variable on customer loyalty. For the original sample, it shows a positive value of 0.244. **Thus, H4 is rejected.**

V. CONCLUSION

Based on the research results, the following conclusions can be drawn:

1. Customer experience has a positive effect of 0.647 on customer loyalty.
2. Customer experience has a positive effect of 0.785 on customer satisfaction.
3. Customer satisfaction has a positive effect of 0.311 on customer loyalty.
4. Customer experience has a positive and significant effect, or $0.000 < 0.05$, on customer loyalty.
5. Customer experience has a positive and significant effect, or $0.000 < 0.05$, on customer satisfaction.
6. Customer satisfaction does not have a positive and significant effect, or $0.446 > 0.05$, on customer loyalty.
7. Customer satisfaction is unable to mediate the relationship between customer experience and customer loyalty. The original sample showed a positive value of 0.244, with a significance level of $0.534 > 0.05$.

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