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## THE EFFECT OF CUSTOMER EXPERIENCE AND CUSTOMER VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION (STUDY ON CONSUMERS POTACORNER PASURUAN)

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### ABSTRACT

The rising reputation of Korean culture, especially among Indonesian millennials, has generated an accelerated demand for agencies like Potacorner that cater to this unique choice. This studies aimed to analyze how customer experience and customer value impact customer loyalty through purchaser satisfaction at Potacorner. using a quantitative technique, the researchers selectively selected a pattern of a 160 members using non-probability sampling techniques. The amassed were subsequently analyzed the use of SmartPLS 3.0. The findings indicated that each client revel in and consumer cost notably prompted consumer pride. But, it changed into noted that client pride did no longer have a right away and large impact on consumer loyalty, a fashion in addition located for customer experience. In evaluation, customer price displayed a tremendous correlation with client loyalty. Moreover, the examine unveiled that purchaser satisfaction did now not act as a mediator inside the relationships among customer experience and consumer loyalty, nor among purchaser fee and customer loyalty among Potacorner Pasuruan customers. To decorate the purchaser revel in, Potacorner Pasuruan can prioritize the availability of pleasant and expert customer support, along introducing modern and diverse menu alternatives, consequently growing an enticing and fulfilling enjoy for their clients.

**Keywords:** Customer Experience, Customer Value, Customer Loyalty, Customer Satisfaction

### INTRODUCTION

The Korean Wave, or Hallyu phenomenon, has been spreading in Indonesia for the last ten years. Korean culture, such as music, films, drama, clothing, and food, is in great demand by Indonesians, especially the millennial generation. The Korean Wave has had a significant impact on Korea's global image, and Korean products now dominate the beauty, entertainment, and food industries. In Indonesia, Korean food is also increasingly popular and easy to find (Novyanti et al., 2021). The growth of K-pop fans in Indonesia provides opportunities for entrepreneurs to start Korean food businesses. In East Java, there are several popular Korean street snack stalls. In Surabaya, there are Camango, while in Malang, there are Yuteon and Bingsoo. Not only in big cities but also in small towns in the East Java region, there are stalls that provide Korean street snacks, such as the Potacorner in Pasuruan City.

Potacorner, a famous restaurant situated in Pasuruan city, gives a huge sort of Korean delicacies, such as corndogs, topokki, odeng, and tokebi. The restaurant has won large reputation, particularly most of the more youthful era in the nearby network, because of its distinct and captivating idea. It become installed on April 15, 2018, and is conveniently located at Foodland Pasuruan. the principle attention of this take a look at is to investigate how customer experience and customer value influence consumer loyalty, with client pride playing a mediating role. As stated via Munwaroh & Riptiono, (2021), customer experience entails developing an interesting and memorable come upon that positively stimulates all the clients senses. then again, Suhendra & Yulianto, (2017) define purchaser price as the belief of the blessings derived from a services or products, considering the offerings furnished by the corporation. This price extensively influences clients selection making procedures while making a purchase. Therefore, both purchaser revel in and customer value play crucial roles in riding the achievement and increase of a enterprise.

Potacorner, as a eating establishment, faces the project of imparting an experience and fee that could have a superb impact on client satisfaction and cultivate customer loyalty. This indicates that customer satisfaction is formed via both the consumer experience and customer value presented by Potacorner. to evaluate how effectively Potacorner delivers a pleasant customer revel in and fee, the researchers performed observations and short interviews with six customers international fitness business enterprise had participated in multiple transactions.

The results of the interviews showed several complaints in terms of customer experience, such as unfriendly service, long order processes, incomplete dining facilities, and an unattractive Potacorner atmosphere. In terms of customer value, complaints include the disproportion between the price of the food purchased and the quality, as well as the lack of discounts or attractive promotions. From this observation, it can be inferred that Potacorner is currently facing a decrease in terms of customer experience and customer value. Complaints submitted by respondents indicate a discrepancy between expectations and reality, causing dissatisfaction.

The research or the studies carried out via Iqbal Azhari et al., (2015) indicates that customer pride performs a crucial position in shaping customer loyalty. while customers have high-quality experiences and experience satisfied with their interactions, they're more likely to actively searching for and revisit those fun reports, main to an increase in purchaser loyalty. similarly, Rizka Anisa & Oktini, (2020) highlights the significance of making quality customer reports, which include offering board game for amusement at some stage in the waiting period for dishes. these exciting reviews have the ability to undoubtedly have an impact on clients choice- making approaches, in the long run motivating them to have interaction in repeat purchases.

The studies findings offered by Wulandari & Sugiharto, (2015) imply that consumer satisfaction is stimulated by means of the perceived price customers accomplice with a particular services or products. when clients perceive the fee they get hold of to be proportional to their efforts and sacrifices, they may be much more likely to enjoy pride. in addition, the examine carried out by Yosephine Simanjuntak & Purba, (2020) reveals a sturdy and wonderful correlation among customer pride and purchaser loyalty. As customer pride ranges growth, so does the of customer loyalty. Moreover, the studies performed by using Mokalau et al., (2019) underscores the considerable and positive impact of client value on customer loyalty. whilst customers understand a service or product to have high cost, it acts as a motivating issue that encourages them to keep the use of it, in the end fostering the improvement of purchaser loyalty.

Thinking about the aforementioned introductions facts, positive worries and unresolved troubles persist regarding the relationship among variables and the studies concern. stimulated through this, the researchers have determined to undertake a look at, ensuing within the following research title: "The impact of purchaser revel in and customer price on customer Loyalty through consumer satisfaction (studies on purchasers Potacorner Pasuruan)".

## LITERATURE REVIEW

### Customer Experience

Customer experience is a strategy that aims to create a pleasant impression and meet customer expectations and needs (Nurdianty et al., 2021). Another opinion describes customer experience as an assessment of the product and service quality perception as well as satisfaction with company performance, which is comparable to the costs incurred by customers (Septian et al., 2021). Schmitt, (1999) identified five dimensions of customer experience that companies can implement: Sense, Feel, Think, Act, Relate.

**Customer Value**

Customer value regarding the benefits they get from a product, based on their perception and compared to what is provided by the manufacturer, can be referred to as customer value (Suhendra & Yulianto, 2017). Kotler & Keller, (2016) The explanation provided states that customer perceived value refers to the distinction made by customers when evaluating the advantages and disadvantages of an offer in comparison to alternative options. Ratnasari, (2015) furthermore, customer value is perceived as the disparity between the anticipated benefits customers anticipate from a product or service and the associated costs they must bear.

According to Tjiptono, (2015), customer value has four main aspects, including: Emotional value, Social value, Quality/performance value, Price/value of money.

**Loyalty of customer**

The research conducted by Tobing & Ngatindriatun, (2019) suggests that loyalty is a voluntary choice made by customers to consistently make purchases or utilize a product or service from specific brands over the long term. Similarly, according to Ramdani et al., (2015), consumer loyalty plays a vital role in sustaining business operations, particularly for businesses operating in highly competitive environments. Therefore, consumer loyalty can serve as a factor that contributes to increased profitability in business.

Tjiptono, (2015) explains that loyal consumers show special characteristics, which include: Repeat purchases, Referral, Refers Other, Retention.

**Satisfaction of customers**

Consistent with Kotler & Keller, (2016), customer pride relies upon on the extent to which a product simply reaches or maybe exceeds client expectancies. If the products or services bought is able to meet or even exceed the expectations of previous consumers, then consumer satisfaction can be accomplished. Kotler & Keller, (2016) highlight that there are numerous elements that influence client pride, and they emphasize that this satisfaction arises from the evaluation among the actual overall performance of the services or products with the expectations of the man or woman, potentially triggering feelings of pleasure or sadness. Zeithaml et al., (2006) state that there are three indicators of customer satisfaction that can be determined, namely: Fulfillment, Pleasure, Ambivalence.

**METHODS**

This research employs a quantitative methodology utilizing a survey-based approach aimed at consumers in Potacorner Pasuruan. Data collection was carried out through questionnaires filled out by respondents. The research sample was taken using a combination of probability sampling and non-probability sampling techniques. The study included a sample size of 160 participants, comprising consumers of Potacorner in Pasuruan. The selection criteria for the sample in this research encompassed the following: 1) Male and female visitors to Pasuruan Potacorner 2) A minimum age of 15 years 3) Consumers have made purchases at least three times at Potacorner Pasuruan.

in the framework of this take a look at, Partial Least Squares (PLS) approach could be utilized by researchers to behavior analysis. Statistical testing process the usage of PLS might be done with the aid of utilizing SmartPLS utility model 3.0. course analysis technique has been selected as the primary approach in analyzing the information of this take a look at. with a view to make certain the validity and reliability of the general information series device, the SmartPLS application will conduct an evaluation of the external model of the have a look at. similarly, the internal model of the look at may be used to examine the connection among the variables which might be the point of interest of the examine.

RESULTS

Outer Model Analysis

**Convergent Validity Analysis Test**

Based on studies conducted by way of Abdillah & Hartono, (2015), there are numerous indicators which might be commonly recognized as crucial elements in accomplishing convergent validity. In this case, the fee of the outside loading should be extra than 0.7, the communality have to exceed 0.5, and the average Variance Extracted (AVE) ought to exceed the discern of 0.5. on the very last stage of the convergent validity evaluation, it is important to verify that the Ave cost reaches 0. five in order that the convergent validity is met.

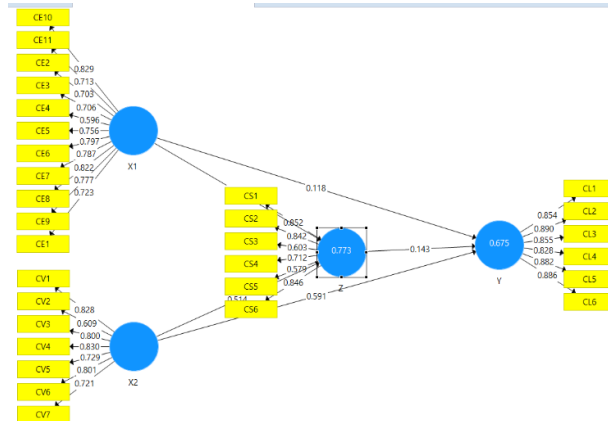


Figure 1. First Convergent Validity Test  
Source: Processed data, 2023

Table 1. Outer Loading Value Convergent Validity (First Test)

	X1	X2	Y	Z
CE1	0.723			
CE2	0.703			
CE3	0.706			
CE4	0.596			
CE5	0.756			
CE6	0.797			
CE7	0.787			
CE8	0.822			
CE9	0.777			
CE10	0.829			
CE11	0.713			
CV1		0.828		
CV2		0.609		
CV3		0.800		
CV4		0.830		
CV5		0.729		
CV6		0.801		
CV7		0.721		
CL1			0.854	
CL2			0.890	
CL3			0.855	

	X1	X2	Y	Z
CL4			0.828	
CL5			0.882	
CL6			0.886	
CS1				0.852
CS2				0.842
CS3				0.603
CS4				0.712
CS5				0.579
CS6				0.846

Source: Processed data, 2023

Based at the analysis of the attached in desk 1, it may be concluded that the variable customer loyalty (CL) indicates the price of outside loading that exceeds the limit of zero.7, whilst the variable customer experience (CE), customer value (CV), and customer satisfaction (CS) suggests the cost of outside loading beneath 0.7. as a consequence, based at the facts already supplied, it could be recommended that the examine could be focused on 4 indicators that do not meet the requirements of convergent validity.

Table 2. First Test AVE Value

	Average Variance Extracted (AVE)
X1	0.561
X2	0.583
Y	0.750
Z	0.560

Source: Processed data, 2023

From the information provided in Table 2, it can be deduced that the AVE values obtained in this study for all variables analyzed in the model are above the threshold of 0.5. This suggests that all these variables fulfill the requirements for convergent validity. Nevertheless, it is important to highlight that the outer loading value remains below the recommended threshold of 0.7. Consequently, a subsequent test is conducted by excluding the item with the lowest value from the model, namely CS3, CS5, CE4, and CV2.

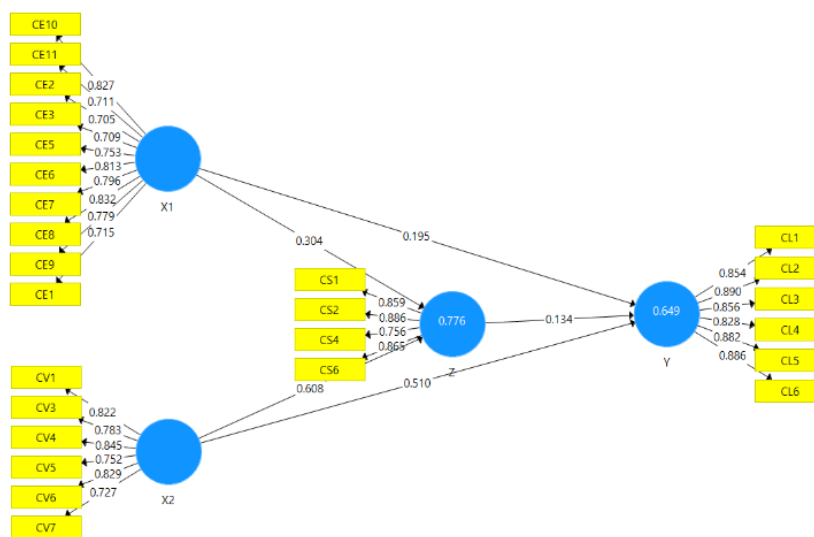


Figure 2. Second Convergent Validity Test  
Source: Processed data, 2023

**Table 3.** Outer Loading Value Convergent Validity (Second Test)

	X1	X2	Y	Z
CE1	0.715			
CE2	0.705			
CE3	0.709			
CE5	0.753			
CE6	0.813			
CE7	0.796			
CE8	0.832			
CE9	0.779			
CE10	0.827			
CE11	0.711			
CV1		0.822		
CV3		0.783		
CV4		0.845		
CV5		0.752		
CV6		0.829		
CV7		0.727		
CL1			0.854	
CL2			0.890	
CL3			0.856	
CL4			0.828	
CL5			0.882	
CL6			0.886	
CS1				0.859
CS2				0.886
CS4				0.756
CS6				0.865

Source: Processed data, 2023

Through making improvements to the information contained in desk three, it can be concluded that every one outside load values for customer experience (CE), customer value (CV), customer loyalty (CL), and customer satisfaction (CS) exceed the threshold cost of 0,7. consequently, based totally at the findings of this take a look at, it is able to be concluded that all the indicators analyzed for the variable meet the necessities of convergent validity.

**Table 4.** Second Test AVE Value

	Average Variance Extracted (AVE)
X1	0.586
X2	0.631
Y	0.750
Z	0.710

Source: Processed data, 2023

**Discriminant Validity Test**

In evaluating the validity of discriminative reflective models, the use of cross-loading constructs as a reference is used to measure indicators. If the relationship between an item and a particular construct is stronger than its relationship to other constructs in the model, this indicates that the hidden construct has met the requirements necessary for discriminatory validity.

**Table 5.** Cross Loading Discriminant Validity

	X1	X2	Y	Z
CE1	0.715	0.631	0.535	0.574
CE2	0.705	0.638	0.484	0.596
CE3	0.709	0.623	0.504	0.544
CE5	0.753	0.638	0.567	0.668
CE6	0.813	0.760	0.613	0.707
CE7	0.796	0.589	0.486	0.621
CE8	0.832	0.744	0.658	0.662
CE9	0.779	0.651	0.582	0.642
CE10	0.827	0.597	0.532	0.635
CE11	0.711	0.625	0.668	0.615
CV1	0.684	0.822	0.769	0.745
CV3	0.733	0.783	0.660	0.744
CV4	0.724	0.845	0.642	0.705
CV5	0.624	0.752	0.577	0.660
CV6	0.674	0.829	0.613	0.664
CV7	0.608	0.727	0.472	0.587
CL1	0.612	0.684	0.854	0.636
CL2	0.688	0.717	0.890	0.673
CL3	0.629	0.648	0.856	0.633
CL4	0.569	0.590	0.828	0.534
CL5	0.698	0.736	0.882	0.688
CL6	0.642	0.732	0.886	0.652
CS1	0.722	0.714	0.574	0.859
CS2	0.750	0.812	0.741	0.886
CS4	0.622	0.632	0.473	0.756
CS6	0.671	0.748	0.665	0.865

Source: Processed data, 2023

Following the execution of the discriminant validity analysis at the research, it turned into noted that the rectangular root of the average Variance Extracted (AVE) for every construct surpasses the fee of its corresponding latent construct. moreover, the overall go-loading price surpasses 0.5. those observations imply that the discriminant validity test performed at the studies can be deemed quality. To visually illustrate those favorable effects, the squared values are visually accentuated in yellow every time they exceed their respective latent assemble values.

**Reliability Test**

When assessing reliability using the PLS method, a composite reliability value greater than 0.70 is considered acceptable, while the Cronbach's alpha value, which is commonly used to test construct reliability, tends to yield a lower value (Hamid & Anwar, 2019).

**Table 6.** Cronbach's Alpha and Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
X1	0.921	0.934
X2	0.883	0.911
Y	0.933	0.947
Z	0.863	0.907

Source: Processed data, 2023

After carrying out the evaluation of construct reliability, it turned into set up that the gathered in this study can be taken into consideration straightforward and reliable. This conclusion become drawn by using gazing that the composite reliability cost was extra than 0.7, and the Cronbachs alpha value changed into lower than the composite reliability value.

**Inner Model Analysis**

**R-square value**

**Table 7.** R-Square

	<i>R Square</i>
Z	0.776
Y	0.649

Source: Processed data, 2023

The findings endorse that the influence of the exogenous variable on the endogenous variable may be characterised as slight. This end is supported via the R- square value surpassing zero.33, Indicating that the blended impact of the independent variables explains seventy seven.6% of customer satisfaction (Z) and 64.nine% of customer loyalty (Y) (Duryadi, 2021).

**FIT Model Test**

**Table 8.** FIT Model

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.067	0.067
d_ULS	1.562	1.562
d_G	1.003	1.003
Chi-Square	805.014	805.014
NFI	0.779	0.779

Source: Processed data, 2023

**Hypothesis Testing Results**

**Table 9.** Hypothesis Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<i>Description</i>
X1 - > Z	0.304	0.301	0.086	3.548	0.000	Significant
X2 - > Z	0.608	0.612	0.087	6.957	0.000	Significant
Z -> Y	0.134	0.141	0.151	0.892	0.373	No Significant
X1 - > Y	0.195	0.194	0.112	1.741	0.082	No Significant
X2 - > Y	0.510	0.508	0.137	3.730	0.000	Significant

Source: Processed data, 2023



The consequences of this look at suggest that the utilized model is deemed exceptional and powerful in expertise the connection most of the tested variables. that is supported by way of its potential to account for about 77.9% of the variations observed within the. furthermore, the NFI fee surpassing the minimal threshold of 0.67 indicates a robust alignment between the version and the accrued (Table 8).

**Mediation Test Results**

**Table 10.** Mediation Test Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<i>Description</i>
X1 -> Z -> Y	0.041	0.046	0.049	0.826	0.409	No Significant
X2 -> Z -> Y	0.082	0.085	0.088	0.932	0.352	No Significant

Source: Processed data, 2023

**DISCUSSION**

Based on the analysis conducted on the respondents profile, it can be inferred that the participants of this study were customers of Potacorner Pasuruan World Health Organization had frequented the establishment at least three times. The distribution of respondents based on gender comprised 33% males and 67% females. Among the different age groups, the most common visitors and customers at Potacorner were individuals aged between 21 and 25 years old. The research sample consisted of 116 respondents. Considering the information provided regarding job- related characteristics, it can be deduced that the majority of respondents World Health Organization visited Potacorner and conducted the highest number of transactions were students, accounting for 110 respondents, which constituted approximately 69% of the total sample.

**Hypothesis 1**

The statistical analysis gives strong proof that supports the lifestyles of a vast and meaningful relationship among purchaser revel in and purchaser delight. that is substantiated with the aid of the T statistic value of 3.548, which exceeds the critical value of 1.96, and a P- value of 0.00, indicating a importance beneath 0.05. consequently, it could be concluded that customer experience has a good sized and direct tremendous impact on consumer satisfaction. these findings align with earlier studies conducted with the aid of Sihombing & Wardhana, (2022) and Japariato & Nugroho, (2020), global fitness corporation also suggested a full-size correlation among purchaser experience and client satisfaction.

**Hypothesis 2**

The statistical analysis gives robust evidence helping a large and effective association between consumer cost and customer delight. The T statistic value of 6.957 exceeds the critical value of 1.96, and the P-value of 0.00 falls under the importance of 0.05. those findings indicate that customer value has a massive effect on shaping customer delight. moreover, independent studies conducted by way of Oktavianus & Megawati, (2022) and Wulandari & Rahmidani, (2022) have generated similar results, presenting additional assist for the robust correlation among consumer fee and consumer pride.

**Hypothesis 3**

The statistical evaluation exhibits that there may be large direct impact of purchaser pleasure on customer loyalty. this is supported via the T statistic value of 0.892, which falls beneath the critical value of 1.96, and the P-value of 0.373, exceeding the significance of zero.05. consequently, it is able to be concluded that the available does now not provide proof of a statistically giant courting among customer satisfaction and customer loyalty. those findings align with the observe carried out by way of Manurung & Dinda Amanda

Zuliestiana., (2020), which additionally reported a loss of a tremendous correlation between customer satisfaction and customer loyalty.

#### **Hypothesis 4**

The findings of the look at recommend that there's a restrained and indirect dating among consumer pleasure and consumer loyalty. This conclusion is supported via the statistical evaluation, which includes a T statistic price of zero.892, falling below the critical cost of 0.96, and a P-value of 0.373, exceeding the importance of 0.05. therefore, it is able to be inferred that client delight does not have a good sized impact on customer loyalty. these outcomes are steady with a preceding examine performed with the aid of Manurung & Dinda Amanda Zuliestiana., (2020), which additionally found tremendous correlation among client pleasure and customer loyalty.

#### **Hypothesis 5**

The statistical evaluation affords compelling evidence assisting the statement that client fee has a widespread and fantastic have an impact on on client loyalty. that is evidenced by the T statistic fee of 3.730, surpassing the vital fee of 1.96, indicating a robust dating between customer cost and consumer loyalty. furthermore, the obtained P-value of 0.00, which is below the significance of 0.05, underscores the robust statistical importance of the findings. these effects strongly imply that customer fee performs a vital function in using purchaser loyalty. those conclusions align with preceding research carried out by using Mokalu et al., (2019) and Manurung & Dinda Amanda Zuliestiana., (2020), which also hooked up a giant correlation among purchaser cost and consumer loyalty.

#### **Hypothesis 6**

The findings of the analysis endorse that there's statistically great correlation between consumer revel in and customer loyalty, even if thinking about customer pleasure as a mediator. This end is supported by way of the T statistic price of 0.826, which is under the vital fee of 1.96. moreover, the P-value of 0.409 exceeds the significance of 0.05, indicating that the mediated relationship lacks statistical significance. those consequences are steady with a examine performed by way of Dewi et al., (2022), which posits that consumer satisfaction does not appreciably mediate the affect of client revel in on purchaser loyalty.

#### **Hypothesis 7**

After similarly research, it turns into clean that there is full-size and tremendous connection between customer value and customer loyalty, even when taking customer satisfaction into consideration as an middleman aspect. This end is sponsored by using the statistical analysis, wherein the calculated T statistic value is decrease than the essential T cost of 0.932. moreover, the P-value of 0.352 surpasses the significance of 0.05, indicating the absence of statistical importance within the mediated courting regarding consumer fee, customer loyalty, and customer pleasure. these findings are constant with the research conducted through Engelhart & Mokoagouw, (2018), which suggests that customer cost does no longer exert a sizeable affect on client loyalty thru purchaser pleasure.

### **CONCLUSION**

Upon concluding the quantitative study and adhering to the predetermined research goals, we are able to draw the subsequent conclusions regarding the interplay amongst customer experience, customer value, and customer loyalty in the Potacornerpurchaser base. these conclusions take into consideration the mediating have an impact on of customer satisfaction: (a) Customer experience has a significant effect on customer satisfaction for consumers Potacornepasuruan; (b) Customer value has a significant effect on customer satisfaction among consumers Pasuruan Potacornepurchaser; (c) Customer satisfaction has nomor significant direct effect on customer loyalty among consumers Pasuruan Potacornepurchaser; (d) Customer experience does not directly have a significant effect on customer loyalty for consumers Potacornepasuruan; (e) Customer value has a significant effect on customer loyalty among consumers Pasuruan Potacornepurchaser; (f) Customer satisfaction does not mediate the relationship between customer experience and customer loyalty for consumers

Potacornor Pasuruan; (g) Customer satisfaction does not mediate the relationship between customer value and customer loyalty for consumers Pasuruan Potacornor.

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