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The influence of customer experience, customer relationship on customer loyalty with service as a moderating variable

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ABSTRACT

Based on observations with Mr. Nur Efendik, owner of the "UD Sumber Agung" shop, sales have declined in the last few months due to intense competition, and the interest of buyers has decreased and tends to decline. According to the results of a survey on several "UD Sumber Agung" store customers who moved to other stores, it was stated that the "UD Sumber Agung" store provided poor service because the shop assistants were not friendly to customers making customers uncomfortable in choosing and buying products, besides that customers also complained because the benefits of the product purchased were not as expected and the costs incurred, as well as the lack of a good relationship between the waiter and the customer in terms of guarantees for the goods purchased. The population in this study is the customer of the "UD Sumber Agung" shop, purposive sampling technique with a sample of 50 customers. The results of the study show that the Customer Experience variable has a significant effect on Customer Loyalty. Customer Relationship variables have a significant effect on Customer Loyalty. Customer Experience moderated by service shows no significant effect on customer loyalty. The service-moderated Customer Relationship variable shows that there is a significant influence on customer loyalty..

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INTRODUCTION

Based on observations with Mr. Nur Efendik as the owner of the "UD Sumber Agung" shop, sales have decreased in the last few months due to the intense competition for the "UD Sumber Agung" shop, the interest of buyers is decreasing and tends to decline. Based on the day of observation, several customers of the "UD Sumber Agung" store who moved to other customers stated that the "UD Sumber Agung" store provided poor and satisfactory service because the shop assistants were less friendly to customers making customers uncomfortable in choosing and buying products, besides In addition, customers also complain that the benefits of the products purchased are not in line with expectations and the costs incurred, as well as the lack of good relations between shop assistants and customers in terms of guarantees for the goods purchased.

The objectives to be achieved from this research are uTo find out and explain the effect of customer experience on customer loyalty, customer relationship on customer loyalty, to know and explain services capable of moderating the effect of customer experience on customer loyalty. To find out and explain services capable of moderating the Influence of Customer Relationships on Customer Loyalty.

This research refers to previous research conducted by Indra Leonard 2022 who only used the customer experience variable as the dependent variable. Here the researcher added the Customer Relationship variable to get better research results than before According to (Nasermoadeli, A., Ling, K. C., & Maghnati, F., 2013) Customer Experience is when a customer gets a sensation or knowledge that results from several levels of interaction with various elements created by service events. according to (Astuti, 2021) Customer Relationship is a way of computerizing business, other parties call Customer Relationship is a series of techniques and tools for dealing with consumers. (Agustina, 2021) Service is the overall characteristics and characteristics of a product/service in meeting the needs and tastes of customers/customers. Customer loyalty is a psychological condition related to attitudes toward products, customers will form beliefs, set likes and dislikes, and decide whether they want to buy the product. (Astuti, 2021).

Previous research that underlies this research is the research conducted (Timotius Hendra, 2017) with the title The Influence of Customer Value, Service Quality, Customer Experience on Customer Loyalty (Case Study at Giant Supermarket Sawojajar, Malang City). (Tibrani, 2021) with the title The Influence of Customer Relationship, Customer Value, Trust and Service to Customer Loyalty at PT Bank Bukopin Batam Branch. (Anwar, 2022) with the title Customer perceptions of service quality at BMT yadika bangil. (Suriyok, 2022) Analysis of Marketing Strategy in an Effort to Increase Number of New Student Admissions. (Syaifudin, 2017) The Impact of Creativity and Innovation on Increasing Micro Enterprise Income at PKL Gading Fajar Sidoarjo. (Abdullah, 2021) The Impact of COVID-19 on the Indonesian Economy. (Rumefi, 2018) The Influence of Economic Growth, Regional Original Income, and General Allocation Funds on Capital Expenditure Budget Allocation. (Syaifudin, 2022) The effect experiential marketing, store atsmosphere, product and service on satisfaction. (Rumefi, 2023) Determinant Factor Analysis of Customer Satisfaction of Banana Chips Snacking on Banana Chips. (Anwar, 2022) The influence of store atmosphere, promotion, and location Kenari Jaya Bordir on buying interest. (Abdullah, 2022) Organizational climate as an intervening in the relationship of job demand resources and person organization fit to 1 employee engagement. (Humaidi, 2022) The Effect Of Organizational Communication On Teacher Performance At Sma Negeri 5 Banjarmasin.

RESEARCH METHODS

The population in this study were customers of the "UD Sumber Agung" store. The sampling technique used was purposive sampling, namely a sampling technique with certain criteria, namely customers of the "UD Sumber Agung" shop who made purchases more than once, as many as 50 respondents. There are 2 sources of data in this study, namely: Primary data, original data sources without going through an intermediary media. Secondary data is research data obtained by researchers indirectly through intermediary media such as literature, previous research journals. As for data collection techniques through interviews, questionnaires, observation and literature study.

Reliability Test

(Ghozali, 2016) Reliability test is the level of stability of a measuring device in measuring a symptom or event. The higher the reliability of a measuring device, the more stable the measuring device is to measure a symptom and vice versa if the reliability is low, the tool is not consistent in measuring SPSS provides facilities for measuring reliability with statistical test Cronbach Alpha

(α). A variable is said to be reliable if it gives a value of (α) 0.60. In performing Alpha calculations, a computer program tool, SPSS for Windows, is used.

Validity test

To test the validity of the instrument, a statistical tool was used in the form of a computer program using SPSS for windows, by looking at the corrected item total correlation. The decision is that if the value of r count > r table then the indicator items are valid and vice versa and this validity test uses a significant level of 5% (Ghozali, 2016).

Classic assumption test

In this study, in order to obtain an efficient examination value of multiple linear equations, it is necessary to test it by fulfilling the classical assumption requirements by following the multicollinearity test, heteroscedasticity test, and normality test.

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. In this case, there are two ways to detect whether the residuals are normally distributed or not, namely: graphical analysis and statistical analysis, a) If the data spreads around the diagonal line and follows one diagonal line, then the regression follows the assumption of normality. b) If the data spreads far from the diagonal line or does not follow the direction of the diagonal line, the regression model does not meet the normality assumption (Ghozali, 2016).

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. A good regression model should not have a correlation between the independent variables. Multicollinearity can also be seen from the tolerance value and its opposite variance inflation factor (VIF). Tolerance measures the variability of the selected independent variables which are not explained by other independent variables. So a low tolerance value is the same as a high VIF value (because VIF = 1 / tolerance). The cut off value that is commonly used to indicate the presence of multicollinearity is a tolerance value < 0.10 or the same as a VIF value > 10 (Ghozali, 2016).

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another. One way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID (Ghozali, 2016).

Simple Regression Equation I

In the Single Regression Test to find out the single regression equation, namely how much influence the X1 variable has on the Y variable, along with the equation in the single regression.

$$\mathbf{Y1 = a + b1X1} \quad (1)$$

Simple Regression Equation II

In the Single Regression Test to find out the single regression equation, namely how much influence the X2 variable has on the Y variable, the following is the equation on the single regression

$$\mathbf{Y1 = a + b2X2} \quad (2)$$

Moderated Regression Analysis I (Moderated Regression Analysis – MRA)

Interaction test or often called Moderated Regression Analysis (MRA) is a special application of linear multiple regression where the regression equation contains elements of

interaction with the equation formula:

$$Y = \alpha + b1X1 + b2Z + b3 (X1Z) + \quad (3)$$

Moderated Regression Analysis II (Moderated Regression Analysis – MRA)

Interaction test or often called Moderated Regression Analysis (MRA) is a special application of linear multiple regression where the regression equation contains elements of interaction with the equation formula:

$$Y = \alpha + b2X2 + b2Z + b3 (X2Z) +$$

Hypothesis test

Goodness of fit test

The goodness of fit test is used to determine how exactly the observed frequencies match the expected frequencies.

Partial Test (T test)

T test (partial test) is used to test the significant relationship between the independent variables and the dependent variable, whether the variable (Customer Experience,X_1, X_2, Z *Customer Relations*, Service as moderation) really influence the variable Y (Customer Loyalty) partially.

RESULTS AND DISCUSSION

Results of Data Analysis

A good data collection instrument must meet 2 important requirements, namely valid and reliable

Validity and Reliability Test

From the table data it can be concluded that all of the indicator items used in this study passed the validity test and were said to be valid

Table 1. Validity Test

No	Variable	Indicator	Corrected Item-Total Correlation	statement
1	Customer Experience Variables (X1)	X1.1	0.681	Valid
2		X1.2	0.692	Valid
3		X1.3	0.578	Valid
4		X1.4	0.713	Valid
5		X1.5	0.699	Valid
6		X1.6	0.712	Valid
1	Customer Relationship Variables (X2)	X2.1	0.654	Valid
2		X2.2	0.625	Valid
3		X2.3	0.582	Valid
4		X2.4	0.442	Valid
5		X2.5	0.599	Valid
6		X2.6	0.574	Valid
7		X2.7	0.654	Valid
8		X2.8	0.528	Valid
1	Service Variable (M)	M1.1	0.534	Valid
2		M1.2	0.751	Valid
3		M1.3	0.581	Valid
4		M1.4	0.597	Valid
5		M1.5	0.685	Valid
6		M1.6	0.587	Valid
1	Customer Loyalty Variable (Y)	Y1.1	0.710	Valid
2		Y1.2	0.589	Valid
3		Y1.3	0.574	Valid

4	Y1.4	0.723	Valid
5	Y1.5	0.732	Valid
6	Y1.6	0.649	Valid
7	Y1.7	0.484	Valid
8	Y1.8	0.601	Valid

Source: SPSS Output Data 25.00 processed in 2022

Reliability Test

Table 2. Reliability Test

No	Variable	cornbach's alpha	statement
1	Customer Experience Variable (X1)	0.874	Reliable
2	Customer Relationship Variable (X2)	0.847	Reliable
3	Service Variable (M)	0.841	Reliable
4	Customer Loyalty Variable (Y)	0.875	Reliable

Source: SPSS Output Data 25.00 processed in 2022

Based on the data in table 2 above, it is known that the value of Cornbach's alpha for all variables is more than 0.60. Thus it can be concluded that the measuring instrument used in this study is reliable.

Classic assumption test

Normality of the 1st MRA equation (X1,M,Y)

The Normality test aims to test whether in the regression model the dependent variable and independent variable both have a normal distribution or not. Detect normality by looking at the causes of the points on the diagonal axis of the graph. Graphic analysis can be done by looking at the histogram and normal probability plot. The results of the normality test with SPSS version 16.0 graphical analysis can be seen in Figure 3 and Figure 4 as follows:

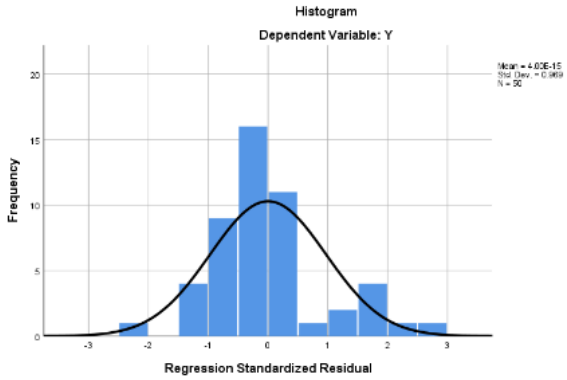

Figure 1. Histogram display normal curve

The data in Figure 3 of the Customer Experience and Service variables form a bell shape. So it has a tendency to be normally distributed.

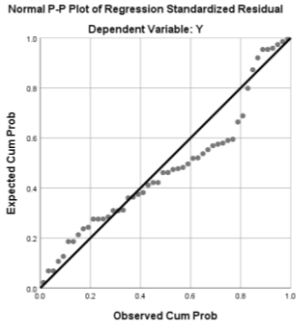

Figure 2. Normal probability plots

The data in Figure 4 can be seen that the plotting in the figure follows a diagonal line, it can be concluded that all data is normally distributed.

Normality of the 2nd MRA equation (X2,M,Y)

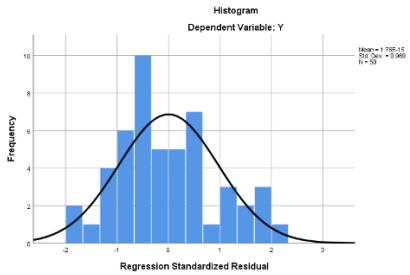

Figure 3. Histogram display normal curve

The data in Figure 5 of the work environment and education variables are slightly skewed to the left, but the skew is not too significant. So it has a tendency to be normally distributed.

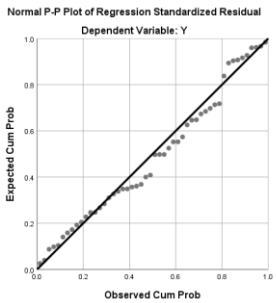

Figure 4. Normal probability plots

The data in Figure 6 can be seen that the plotting in the figure follows a diagonal line, it can be concluded that all data is normally distributed.

Kolmologorov Smirnov test

Table 3. Kolmogorov Smirnov test

One-Sample Kolmogorov-Smirnov Test				
		Zscore(X2)	zscore(M)	AbsX2_M
N		50	50	50
Normal	Means	.0000000	.0000000	.4331
Parameters, b	std. Deviation	1,00000000	1,00000000	.35801
Most Extreme	Absolute	088	.102	.146

Differences	Positive		063	058	.146
	Negative		-.088	-.102	-.122
Test Statistics			088	.102	.146
asymp. Sig. (2-tailed)			.200c,d	.200c,d	.010c
Monte Carlo Sig. (2-tailed)	Sig.		.805e	.649e	.222e
	99% Confidence Intervals	LowerBound	.794	.636	.211
		Upperbound	.815	.661	.232

Source: SPSS Output Data 25.00 processed in 2022

Multicollinearity of the 1st MRA equation (X1,M,Y)

Table 4. Multicollinearity of the 1st MRA equation (X1,M,Y)

Coefficientsa			
		Collinearity Statistics	
Model		tolerance	VIF
1	(Constant)		
	Zscore(X1)	.281	3,565
	zscore(M)	.283	3,536
	AbsX1_M	.982	1.018

Source: SPSS Output Data 25.00 processed in 2022

From the test results it was found that the overall tolerance value was greater than 0.1 so it could be concluded that there was no multicollinearity between the independent variables.

Multicollinearity of the 2nd MRA equation (X2,M,Y)

Table 5. Multicollinearity of the 2nd MRA equation (X2,M,Y)

Coefficientsa			
		Collinearity Statistics	
Model		tolerance	VIF
1	(Constant)		
	Zscore(X2)	.287	3,487
	zscore(M)	.275	3,635
	AbsX2_M	.924	1,082

Source: SPSS Output Data 25.00 processed in 2022

From the test results it was found that the overall tolerance value was greater than 0.1 so it could be concluded that there was no multicollinearity between the independent variables.

Heteroscedasticity of the 1st MRA equation (X1,M,Y)

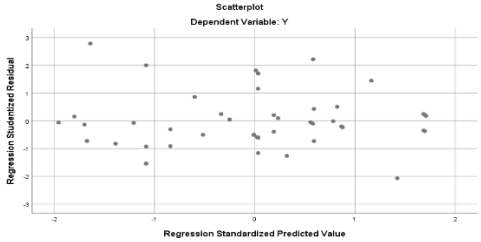

Figure 5. Heteroscedasticity test

From the graphic image above it can be seen that the points are spread randomly and do not form a specific pattern so that it can be said that the research data passed the heteroscedasticity test and were suitable for use in research.

Heteroscedasticity of the 2nd MRA equation (X2,M,Y)

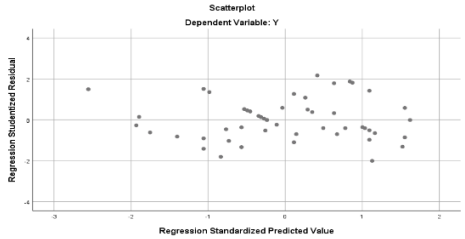

Figure 6. Heteroscedasticity test

From the graphic image above it can be seen that the points are spread randomly and do not form a specific pattern so that it can be said that the research data passed the heteroscedasticity test and were suitable for use in research.

Test F (Goodness of fit)
F test of the 1st MRA equation (X1,M,Y)

Table 6. Goodness of fit test results

Test Statistics	
	X1
Chi-Square	26.720a
Df	13
asymp. Sig.	014

a. 14 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.6.

From the results of the table above, the value of Asymp. Sig. equal to 0.00, this value is less than 0.05 (0.14 <0.05) so it can be concluded that there is a difference in preference of Customer Experience to Customer Loyalty, which means that H0 is accepted and H1 is rejected.

F test of the 2nd MRA equation (X2,M,Y)

Table 7. Goodness of fit test results

Test Statistics	
	X2
Chi-Square	12,400a
Df	14
asymp. Sig.	.574

a. 15 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.3.

From the results of the table above, the value of Asymp. Sig. of 0.00, this value is greater than 0.05 (0.574 > 0.05) so it can be concluded that there is no difference in Customer Relationship preference for Customer Loyalty, which means H0 is rejected and H1 is accepted.

Regression Analysis
Simple Regression Analysis Equation 1

Table 8. Simple Regression Analysis Equation 1

Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	.764	.210	
	X1	.838	052	.918

Source: SPSS Output Data 25.00 processed in 2022

From the results of the first simple regression analysis, the regression equation is obtained as follows:

Y = a + b1X1 (5)

Y = 0.764 + 0.838

From the results of the first regression equation test, the following explanation is obtained: (a). If Customer Experience (X1) is equal to zero (0), then the amount of Customer Loyalty (Y) is 0.764. (b). If Customer Experience (X1) equals one (1), then the equation Y = 0.764 + 0.838 is obtained, meaning that Customer Experience increases by 1 level, so Customer Loyalty increases by 0.838

Simple Regression Analysis Equation 2

Table 9. Simple Regression Analysis Equation 2

Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	.527	.287	
	X2	.886	.070	.877

Source: SPSS Output Data 25.00 processed in 2022

From the results of the second simple regression analysis, the regression equation is obtained as follows:

Y = a + b2X2 (6)

Y = 0.527 + 0.886

From the results of the second regression equation test, the following explanation is obtained: (a) If Customer Relationship (X2) is equal to zero (0), then the amount of Customer Loyalty (Y) is 0.527. (b). If Customer Relationship (X2) equals one (1), then the equation Y = 0.527 + 0.886 means that Customer Relationship increases by 1 level, so Customer Loyalty increases by 0.886.

MRA analysis Equation 1

Table 10. MRA test results equation 1

Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	4.132	047	
	Zscore(X1)	.519	059	.960
	zscore(M)	-.025	059	-.046
	AbsX1_M	-.044	085	-.030

Source: SPSS Output Data 25.00 processed in 2022

From the results of the first equation regression test, the following equation is obtained Y = 4.132 + 0.519 – 0.025 – 0.044 AbsZX1_XM. The results of the explanation of the moderating regression test are as follows: (a). If X1 (Customer Experience), AbsZX1_ZM (absolute difference X1 and M) equals zero (0), then the Y variable is 4,132. (b). If X1 (Customer Experience) is

considered one (1), then the equation Y = 4.132 + 0.519 is obtained, meaning that if X1 Customer Experience increases by 1 level, Customer Loyalty increases by 0.519. (b). If M (Service) is considered 1, then the equation Y = 4.132 – 0.025 is obtained, meaning that if the Service rises 1 level then Customer Loyalty decreases by 0.025. (c) If AbsZX1_ZM (absolute difference X1 and M) is considered to be one (1), then the equation Y = 4.132 – 0.044 is obtained, meaning that if Customer Experience moderated by service increases by 1 level then Customer Loyalty decreases by 0.044.

MRA Analysis Equation 2

Table 11. Partial T Test Results

Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	std. Error	Betas
1	(Constant)	4,111	061	
	Zscore(X2)	.429	071	.795
	zscore(M)	053	.073	.098
	AbsX2_M	006	.111	.004

Source: SPSS Output Data 25.00 processed in 2022

From the results of the second equation regression test, the following equation is obtained Y = 4.111 + 0.429 + 0.053 + 0.006 AbsZX2_XM. The results of the explanation of the moderating regression test are as follows: (a) If X2 (Customer Relationship), AbsZX1_ZM (absolute difference X1 and M) equals zero (0), then the Y variable is 4,111. (b) If X2 (Customer Relationship) is considered one (1), then the equation Y = 4.111 + 0.429 is obtained, meaning that if X2 Customer Relationship increases 1 level then Customer Loyalty increases by 0.429. (c) If M (Service) is considered 1, then the equation Y = 4.111 + 0.053 is obtained, meaning that if the service increases 1 level then Customer Loyalty increases by 0.053. (d). If AbsZX1_ZM (absolute difference X1 and M) is considered to be one (1), then the equation Y = 4.111 + 0.006 is obtained, meaning that if the Customer Relationship moderated by service increases 1 level, then Customer Loyalty increases by 0.006

T/Partial test
Partial Test / 1st Test (X1,Y)

Table 12. Partial Test / T Test

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	.764	.210		3,630	001
	X1	.838	052	.918	16,093	.000

Source: SPSS Output Data 25.00 processed in 2022

From the table above it can also be seen that the t-count test value is 16,093 with a significant value of 0.00 <0.05, meaning that hypothesis 1 is accepted, that the variable Customer Experience (X1) has a significant effect on customer loyalty (Y).

Partial Test / 2nd Test (X2,Y)

Table 13. Partial Test / T Test

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	std. Error	Betas	t	Sig.
1	(Constant)	.527	.287		1,840	072

X2	.886	.070	.877	12,623	.000

Source: SPSS Output Data 25.00 processed in 2022

From the table above it can also be seen that the t-count test value is 12,623 with a significant value of 0.00 <0.05 meaning that hypothesis 2 is accepted, that the Customer Relationship variable (X2) has a significant effect on Customer Loyalty (Y).

Discussion

The relationship between Customer Experience (X1) and Customer Loyalty (Y) has a positive effect on Customer Loyalty (Y). this shows that the higher the Customer Experience, the higher the Customer loyalty. Basically Customer Experience has a significant influence on customer loyalty, because Customer Experience (X1) has a significant value of 0.00. It can be concluded that it has a significant effect because the value is <0.05.

Customer Relationship Relationship (X2) to Customer Loyalty (Y) has a positive effect on Customer Loyalty (Y). This shows that the higher the level of Customer Relationship, the more Customer Loyalty will increase. Basically Customer Relationship has a significant influence on Customer Loyalty, because Customer Relationship (X2) has a significant value of 0.00, it can be concluded that it has a significant influence because the value is <0.05.

The relationship between Customer Experience (X1) and Customer Loyalty (Y) moderated by Service (M) has a T-count value of -0.517, the test above AbsZX1_ZM has a significant value of 0.608 > 0.05, which means Service (M) is unable to moderate Customer Experience (X1)) on Customer Loyalty (Y). or known as predictor moderation

Customer Relationship (X2) to Customer Loyalty (Y) which is moderated by Service (M) has a T-count value of 0.056. the test above AbsZX2_ZM has a significant value of 0.955 > 0.05, which means that service (M) has an influence but is not significant or unable to moderate Customer Relationship (X2) on Customer Loyalty (Y). or known as predictor moderation.

CONCLUSION

From the data analysis that has been carried out in this study regarding the effect of Customer Experience and Customer Relationship on customer loyalty with Service as a moderating variable for UD Sumber Agung customers, the following conclusions can be drawn tahat is : The Customer Experience variable (X1) has a significant effect on customer loyalty (Y), this shows that the higher the Customer Experience, the higher the Customer Loyalty. The Customer Relationship variable (X2) has a significant effect on customer loyalty (Y), this shows that the higher the level of Customer Relationship will increase customer loyalty. The Customer Experience variable (X1) which is moderated by service (M) shows no effect and is not significant, it can be seen that service (M) is not able to moderate Customer Experience (X1) on Customer Loyalty (Y) is called predictor moderation. The Customer Relationship Variable (X2) is moderated by Service (M), it can be seen that Service (M) is not able to moderate Customer Relationship (X2) on Customer Loyalty (Y). or known as predictor moderation. Based on the above conclusions can be used as a reference for business owners as the right decision making in increasing consumer loyalty which in turn can sincrease sales and sales turnover

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