


Factor analysis of perceived omnichannel customer experience dimensions on satisfaction and loyalty Among Citilink Airline users

Evita Frisdiana Jaya Wardani¹, Ronald², Amelia³
^{1,2,3}Pelita Harapan University Surabaya, Surabaya, Indonesia

Article Info	ABSTRACT
<p>Keywords: Dimensions of Perceived Omnichannel Customer Experience, Satisfaction, Loyalty</p>	<p>In the midst of increasingly tight competition between airlines, there are many efforts being made by airlines, including Citilink. As one of the airline companies in Indonesia, Citilink remains stable in competing with other airlines. Namely in finding, attracting and retaining customers to satisfy service users, especially through service. Companies must place an orientation on customer satisfaction as the main goal where the service performance must be in accordance with the level of consumer expectations. The main key to winning the competition is providing value and satisfaction to customers through delivering quality products and services. Data from this research was collected using a questionnaire electronic Google form from 240 respondents who have used Citilink airline in Surabaya. This research uses SPSS to assess the relationship between variables. This research shows that the Perceived Dimension Factor Omnichannel Customers Experience has a significant effect on Satisfaction and Loyalty.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Evita Frisdiana Jaya Wardani Pelita Harapan University Surabaya Jl. Raya Kedung Baruk No.26-28, Kedung Baruk, Kec. Rungkut, Surabaya, East Java 60298 frisdiana@gmail.com</p>

INTRODUCTION

In the midst of increasingly tight competition between airlines, many efforts have been made by airlines, including Citilink. As one of the airline companies in Indonesia, Citilink remains stable in competing with other airlines. Namely in finding, attracting and retaining customers to satisfy service users, especially through service.

PT Citilink Indonesia is a low-cost airline and a subsidiary of Garuda Indonesia. This company was founded in 2001 as a Strategic Business Unit (SBU) and functions as an alternative low-cost airline in Indonesia. Since July 30 2012, Citilink has officially operated as a separate business entity from Garuda Indonesia after obtaining an Air Operator Certificate (AOC). Citilink begins operations with 17 aircraft with new logos, call signs and uniforms. The main connecting airport for Citilink airlines is Juanda International Airport in Surabaya.

Loyalty is a concept consisting of attitudes and behavior according to Rauyrueen and Miller in (Srivastava, 2015). Customer satisfaction is the company's ability to recognize, fulfill and satisfy customer needs well. According to Hansemark and Albinsson (2004), overall customer satisfaction shows attitudes towards service providers, or emotional reactions to differences between what customers expect and what they receive. The focus of this research is to find out whether Value, Personalization, Customer Service, Consistency, Information Safety, Delivery, Product Returns, Loyalty Programs influence Satisfaction, Loyalty among Citilink Airline Users

Literature review

Customer Satisfaction

According to Anderson in the International Journal of Scientific & Technology Research (Khan, 2012) customer satisfaction is used to measure company performance both internally to compensate human resources, observe performance and determine funds as well as for external customer satisfaction as well as a source of information for all stakeholders.

According to Hansemark and Albinsson (2004) overall customer satisfaction shows attitudes towards service providers, or emotional reactions and the difference between what customers expect and what they receive. Customer satisfaction will show a low value if the organization that interacts with customers provides low quality service and is deemed not in accordance with customer needs (Siu and Chow, 2003).

Customer Loyalty

Griffin (2005:5) is of the opinion that a consumer is said to be loyal if the consumer shows regular purchasing behavior or is in a condition that requires the consumer to buy at least twice within a certain time interval. Efforts to provide consumer satisfaction are made to influence consumer attitudes, while the concept of consumer loyalty is more related to behavior rather than an attitude of consumers. Meanwhile, as quoted by Sheth & Mittal (2004) in Tjiptono (2007: 387), consumer loyalty is consumer commitment to a brand, store or supplier based on very positive characteristics and is reflected in consistent repeat purchases.

Value

Value is a central desire or belief regarding a desired end state or behavior that transcends a particular situation, guides our choices and evaluation of decisions and, therefore, our behavior, becomes an inseparable part of how we behave and act, to the point of forming our character. Which means the center of desire or belief about the final decision that guides choices, evaluates our decisions and is part of the way we act and something that shapes our character. Values are the conception that exists in the minds of people/organizations regarding things that are considered meaningful in life. . (Koentjaraningrat, 1974 in Furqon, 2010) Values are an indicator of the type of responsibility adopted by corporate employees. Which means it is an indicator of the various responsibilities held by employees of a company. (Schnabel, 2000) Values are demands or guidelines that underlie how a person or an organization thinks, makes decisions, behaves and acts. According to B. Fieg, quoted by Scott Robinette and Claire

Brand (2001:27), "Value is determined on the customer's terms in the context of his or her unique needs". According to this definition, each customer has its own terminology regarding an offer value, where this value can meet the specific needs of that customer. By understanding their needs, companies can fulfill the values intended by customers and thereby encourage them to continue purchasing company products

Personalization

Personalization is a procedure for collecting customer information that helps companies to create products and services that perfectly meet customer wants and needs (Nunes and Kambil, 2001 in Halimi, Anahita B., et al 2011). Personalization is a tactic that can maintain long-term relationships between a company and its customers. Personalization has largely been assumed to influence satisfaction and loyalty (Ball., et al 2010).

Personalization Can be initiated by the customer, the company, or both. In personalization, the message or product is customized for each customer. The term personalization is defined here as targeting a segment of one or a small number of individuals based on implicitly or explicitly stated preferences. Personalization has been identified as one of the constructs that impacts customer perceptions of website effectiveness (Ramnarayan & Jose, 2005). According to Kwon & Kim (2012) personalization involves treating each visitor as an individual, recognizing visitors when they revisit shopping sites, and presenting information based on their preferences explicitly or implicitly. Personalization can be done with a customer database linked to the company's network site, so whenever someone visits the website they can be greeted and given an offer by seeing the more they buy, the more the company can improve its customer profile and provide effective marketing (Astri et al., 2020).

Personalization reflected on mobile shopping platforms according to each consumer's preferences and behavior through understanding each consumer's specific needs, and providing efficient, valuable and targeted services (Harsh, 2010). The personalization system not only fulfills the functional aspects of human needs but also the entertainment aspects.

Customer Service

According to Al-dweeri et al., (2017), customer service refers to the ability to maintain a relationship with customers when problems arise in a transaction. Research by Al-dweeri et al. This is done in the context of online shopping. Customer service can also be said to be the very important backbone of a company, because it is tasked with building relationships and communicating directly with customers. One fatal mistake made by customer service will result in customers not returning and even hating a company.

According to Kursunluoglu (2011) customer service is an activity to increase tangible or intangible value related to products or services directly or indirectly to meet customer expectations thereby providing customer satisfaction and loyalty. Research by Kursunluoglu is in the context of research in shopping centers. The higher the quality of service provided, the higher customer satisfaction will be. Therefore, it is very important to

maintain the quality of customer service to increase customer satisfaction. In this research, the author uses customer service indicators from the journal Cao et al., (2018).

Consistency

According to Reza M. Syarif (Prawiro, 2020), consistency is an attitude of focusing on one field and not moving to another field until the foundation of the first field is really strong. Meanwhile, in the Oxford Dictionary, the definition of consistency is the same action carried out repeatedly from time to time, primarily this action is carried out to be fair and accurate. Consistency is also defined as a human attitude that upholds a principle or stance. According to Arianto (Leonard & Supriyati, 2015) "consistency is steadfastness towards goals, and endless effort or development is still needed even if someone has succeeded in achieving the targets in his life". For those who have high consistency, they will not easily give up if they encounter obstacles when doing their work.

Delivery

The definition according to Mawarsari (2008), is that Delivery contains the meaning that it is a form of service that provides convenience in the form of a service to deliver orders ordered by customers to a place according to their wishes. According to Durocher (2010).

From the definitions above, the author concludes that the definition of delivery service is an activity and provision of services where customers order products provided by the manufacturer and usually use communication media via telephone or internet then the products ordered will be delivered to the customer's destination without the customer needing to come. and meet directly with the seller-producer.

Product Returns

Product Returns Has received a lot of attention in recent years even though its impact has not been paid much attention to by companies. This is commonplace because product returns are considered the "cost of doing business" where companies only focus on increasing operational costs but not on opportunities and value to build customer loyalty (Mollenkopf et al., 2007). The things that underlie the occurrence of product returns start from damaged product packaging, expired products, products that are no longer produced (discontinued) and can even be caused by the inventory level of the distribution channel (wholesaler or retailer) being too high (Tibben - Lembke, 2002) .

Loyalty Programs

Loyalty Programs According to Meyer-Waarden (2008), loyalty programs are programs consisting of an integrated, structured and regular marketing action system which aims to encourage customers to make repeat purchases and increase switching costs by providing long and short term incentives. Members of loyalty programs are generally rewarded for loyalty demonstrated by giving gifts, special services, discounts, special offers, or other marketing efforts (Meyer-Waarden, 2013). This reward shows the importance of customer loyalty for the past, present and future of the company, which is usually measured by the level of frequency with which customers make repeat purchases (Meyer-Waarden, 2015).

Customer Experience

According to Ding, Huang and Verma (2011) customer experience is a form of experience obtained by customers when receiving a service provided by the company. The company will evaluate various things besides services such as the quality of services provided, product variations, product features purchased, the form of platform used by customers, and interactivity. According to Lemon and Verhoef (2016), define customer experience as a multidimensional construct that reflects consumers' cognitive, emotional, behavioral, sensory and social responses to company products or services during the customer purchasing journey. According to McLean and Wilson (2016), customer experience is a product or service offered online that is considered to offer a relatively poor experience due to the inability to communicate with service personnel and the lack of face-to-face interaction.

Meanwhile, according to Rose and Clark (2011), companies must provide triggers for consumers to engage in online experiences, such as good information processing by customers, perceived benefits, perceived ease of use. According to Keiningham et al. (2020) customer experience is one of the important frameworks that managers must consider to identify and act on opportunities that improve the company's competitive position. From the explanation above it can be concluded that customer experience is the level of user involvement and observation on social networking sites or marketing content that may produce sensory, emotional and cognitive impacts, which increase attraction, motivation and recognition and consequently add value. Customer experience has also been developed to help marketers define various forms of experience.

Previous Research

The main journal used as a reference in this research is the journal from Syed Mahmudur Rahman, Jamie Carlson with the title Perceived Omnichannel Customer Experience (OCX): Concept, measurement, and impact. It uses a comprehensive measurement model that combines schema-based theoretical conceptualizations and categorizations of how customers rate omnichannel retail experiences; they also integrate means-to-end chain theory to explain perceived customer experience (OCX) as a construct. This construct captures several dimensions of omnichannel evaluation: value, customer service, consistency, product returns, loyalty programs.

The second journal used as a reference in this research was written by Alalwan (2020). which identified and tested factors that predict customer satisfaction and intention to reuse Mobile Food Ordering Apps (MFOA) applications among consumers in Jordan. This research uses the Unified Theory of Acceptance and Use of Technology (UTAUT) variable which consists of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, which is expanded with the MFOA features themselves, namely online review, online rating and online tracking, as well as loyalty.

H1: Value has a significant effect on Perceived Omnichannel Customer Experience

H2: Personalization has a significant effect on Perceived Omnichannel Customer Experience

- H3: Customer service has a significant effect on Perceived Omnichannel Customer Experience
- H4: Consistency has a significant effect on Perceived Omnichannel Customer Experience
- H5: Information safety has a significant effect on Perceived Omnichannel Customers Experience
- H6: Delivery has a significant effect on Perceived Omni channel Customer Experience
- H7: Product Returns have a significant effect on Perceived Omnichannel Customer Experience
- H8: Loyalty Program has a significant effect on Perceived Omnichannel Customer Experience
- H9: Perceived Omnichannel Customer Experience has a significant effect on Customer Satisfaction
- H10: Perceived Omnichannel Customer Experience has a significant effect on Customer Loyalty

METHOD

This research is causal research, because it is used to develop a research model that has been determined based on the literature to answer problems that have been identified regarding Citilink Airline users. This research uses primary data and secondary data. The primary data sought is characteristic data regarding Citilink customer loyalty. Secondary data in this research was obtained using the literature study method, namely data obtained from literature related to the main problem of this research.

The population that will be used in this research is all Citilink airline users. The sampling technique used was nonprobability sampling using a questionnaire as the main tool for data collection. The sampling technique in this research is quota sampling, which is a technique for determining samples from a population that has certain characteristics up to the desired number (quota). Once the quota is met, data collection is stopped. This technique is used because the actual population size is unknown, in other words individuals do not have the same chance of being taken as a sample. The area used as a place to distribute the questionnaire is the Surabaya area. Questionnaires are distributed online and in hardcopy with provisions according to the characteristics being targeted, so that the respondents selected also match what is expected.

The sample size as a general rule should be 100 samples or larger. The minimum sample size is five observations for each parameter estimated. The research has 48 indicators, so the sample in this study is 240 samples, where the respondents taken have the criteria of being Citilink customers or users at least once and domiciled in the city of Surabaya.

Data collection was carried out by distributing questionnaires to respondents in accordance with the sample characteristics previously explained. The selected questionnaire is a questionnaire that is truly filled in completely and in accordance with the instructions for filling it out. After selection, the selected questionnaires will be processed

further. The area used as a place to distribute the questionnaires is the city of Surabaya. Furthermore, tabulating the results of respondents' assessments, as well as testing the research model using SPSS version 22.0.

The questionnaire in this research will be divided into two parts. The first part contains questions to obtain general information about the respondent which is useful for determining the suitability of the respondent's characteristics with the sample criteria. Then the second part contains several statements to obtain research data and analyze the influence of the Perceived Omnichannel Customer Experience dimensions on customer satisfaction and customer loyalty of the Citilink company. The scale used in this research is a Likert scale, where answers are provided with intervals from strongly disagree (STS) to strongly agree (SS).

This research will use quantitative analysis. Quantitative analysis is a measurement that can be calculated with a certain number of units and can be expressed in numbers or numerical form. In testing the hypothesis in this research, the data collected from the questionnaire results will be processed using the Structural Equation Model (SEM) analysis technique.

RESULTS AND DISCUSSION

Respondent Characteristics

The majority of Citilink passengers' gender is female, as many as 56.8% or 142 respondents, while the remainder are men, as many as 43.2% or 108 respondents. In this case it can be concluded that the majority of Citilink passengers are women. Age range Most of the Citilink passenger respondents who live in the city of Surabaya are between 18-35 years old, 74.4% or 186 respondents.

Model evaluation

The model suitability testing stage (Goodness of fit) is carried out through a review of the goodness of fit criteria that have been described in the method. Briefly, the goodness of fit index is explained as in table 1 below.

Table 1. Goodness of Fit Index

Goodness of Fit Index	Cut Off Value
X ² -Chi-square	Expected to be small
Significant Probability	≥0.05
RMSEA	≤0.08
GFI	≥0.90
AGFI	≥0.90
CMIN/ DF	≤2.00
TLI	≥0.95
CFI	≥0.95

Source: Ferdinand (2002)

1. Data Normality Evaluation

The maximum likelihood estimation technique requires the fulfillment of the normality assumption where the critical ratio (CR) value is in the range of -2.58 to +2.58 at

a significance level of 1% (Ferdinand, 2002). Normality testing has a purpose, in this case the purpose of carrying out normality testing is to be able to determine whether the data distribution meets the normality assumption. If in the research, the data in the research shows that the normality requirements are met, then the data will then be processed using Structural Equation Model (SEM) modeling. In table 2 below, you can see the results of the normality test contained in this study.

Table 2. Multivariate Normality Test

Variable	min	max	skew	cr	kurtosis	cr
Y5	3,000	5,000	-.018	-.113	-.726	-2,345
Y4	2,500	5,000	-.254	-1,640	-.666	-2,149
Y9	1,000	4,000	.114	,734	-.734	-2,369
Y6	2,000	5,000	-.352	-2,272	-.874	-2,822
Y8	3,000	5,000	,025	,161	-.683	-2,206
Y7	1,000	4,000	,213	1,372	-.944	-3,047
X38	3,330	5,000	-.143	-.924	-.886	-2,859
X37	2,500	5,000	-.031	-.199	-.584	-1,886
X36	2,500	5,000	,154	,996	-.535	-1,726
X35	2,000	5,000	,120	,772	-.751	-2,424
X34	3,000	5,000	,082	,532	-.953	-3,077
Variable	min	max	skew	cr	kurtosis	cr
X33	2,000	5,000	-.101	-.655	-.702	-2,265
X32	2,000	5,000	-.085	-.549	-.424	-1,370
X31	2,500	5,000	-.199	-1,283	-.553	-1,784
X30	3,000	5,000	-.124	-.797	-1,033	-3,334
X29	2,000	5,000	-.417	-2,691	-.074	-.240
X28	3,000	5,000	,188	1,215	-.581	-1,875
X27	3,000	5,000	,206	1,333	-.895	-2,889
X26	2,000	5,000	-.077	-.496	-.730	-2,355
X25	3,000	5,000	,204	1,315	-.983	-3,171
X24	3,000	5,000	-.169	-1,094	-.528	-1,704
X23	2,000	5,000	-.473	-3,052	-.355	-1,147
X22	2,000	5,000	-.264	-1,704	-.601	-1,940
X21	3,000	5,000	-.045	-.288	-.980	-3,162
X20	2,000	5,000	,067	,434	-.778	-2,510
X19	3,000	5,000	-.049	-.318	-.330	-1,065
X18	1,500	5,000	-.469	-3,029	,081	,262
X17	2,000	5,000	-.279	-1,802	-.863	-2,787
X16	3,000	5,000	-.167	-1,079	-.597	-1,927
X15	4,000	5,000	-.048	-.310	-1,998	-6,448
X14	3,000	5,000	,158	1,021	-1,014	-3,274
X13	3,000	5,000	-.220	-1,418	-.846	-2,730
X12	3,000	5,000	,099	,639	-1,117	-3,605

Variable	min	max	skew	cr	kurtosis	cr
X11	2,000	5,000	,051	,327	-.811	-2,619
X10	2,000	5,000	-.181	-1,171	-.515	-1,663
X9	2,000	5,000	-.245	-1,581	-.394	-1,270
X8	2,000	5,000	-.289	-1,866	-.161	-.519
X7	2,000	5,000	-.053	-.340	-.765	-2,468
X6	2,500	5,000	,058	,377	-.582	-1,879
X5	2,000	5,000	-.357	-2,302	-.058	-.187
X4	2,000	5,000	-.057	-.367	-.650	-2,096
X3	2,330	5,000	,018	,116	-.522	-1,685
X2	2,000	5,000	-.048	-.309	-.075	-.241
X1	3,330	5,000	-.064	-.415	-1,019	-3,289
Y3	2,000	5,000	-.468	-3,022	,030	,096
Y1	3,000	5,000	-.090	-.581	-.410	-1,323
Y2	2,670	5,000	-.494	-3,186	,014	,045
Y10	3,000	5,000	,154	,995	-1,032	-3,332
Y12	2,000	5,000	-.082	-.530	-.700	-2,258

2. Evaluation of Outliers

Outliers Is an observation or observation that looks very different when compared with other observations or observations that exist in the form of extreme values in a single variable or combination variable (Hair et al., 1995 in Ferdinand, 2002). The treatment carried out on outliers is in accordance with how the outliers appeared. Evaluation of outliers consists of two, namely analysis of univariate outliers and multivariate outliers.

a. Univariate Outliers

Univariate outliers testing can be done by determining the upper threshold value, where these are categorized as outliers. In this case, it is done in a standard score or it can also be said to be a z-score by converting the research data values. After the conversion is carried out, an average of zero and a standard deviation of one will appear.

b. Multivariate Outliers

Evaluation still needs to be carried out on multivariate outliers, this aims to avoid the emergence of outliers. Even though the data that has been analyzed at the univariate level does not contain any outliers, these observations can become outliers if these observations are combined with each other. Multivariate evaluation of outliers can be done by carrying out the Mahalanobis Distance test. Mahalanobis Distance is the distance of an observation based on the average of all variables in a multidimensional space (Hair et al., 1995; Norusis, 1994; Tabachnick and Fidell, 1996 in Ferdinand 2002).

Table 3. Mahalanobis Distance

Observation number	Mahalanobis d-squared
236	75,313
14	74,078
203	71,113
78	71,078
201	70,216
157	69,964
115	68,998
134	68,603
13	68,558
7	67,525
79	67,304
170	67,058
135	66,420
200	66,205
150	52,341
218	52,271

Source: Processed Data (2023)

3. Multicollinearity and singularity evaluation

Multicollinearity can be detected from the determinant of the covariance matrix. A very small determinant value of the covariance matrix indicates the existence of a multicollinearity or singularity problem (Tabachnick and Fidell, 1998 in Ferdinand, 2002).

Table 4. Singularity and Collinearity Detection Results

Independent Variable	Variance Inflation Factor(VIF)
Value	1,138
Personalization	1,189
Customer Service	1,163
Consistency	1,097
Information Safety	1,086
Delivery	1,168
Product Returns	1,116
Loyalty Programs	1,141
Determinants of sample covariance matrix= 1.454	
Sample Correlation Matrix(maximum) = 0.750	
Sample Between Constructs(maximum) = 0.275	

Full Structural Equation Modeling Analysis

After the measurement model analysis stage is fulfilled, the next stage is structural model analysis. The structural model stage begins with an evaluation of the structural

model fit (goodness of fit) which functions to ensure the model developed is in accordance with the data (fit).

Reliability Test

The construct reliability test is checked using the construct reliability value. A construct is said to be reliable if the construct reliability value is greater than 0.70 (Solimun, 2017:78). Hair et al. (2014:605) added, the rule of thumb construct reliability value must be greater than 0.70, and construct reliability values greater than 0.60 are still acceptable as long as each indicator meets convergent validity.

Table 5.Construct Reliability

Construct	Construct Reliability	AVE	Information
Value	0.924	0.708	Reliable
Personalization	0.886	0.722	Reliable
Customer Service	0.857	0.601	Reliable
Consistency	0.871	0.576	Reliable
Information Safety	0.892	0.626	Reliable
Delivery	0.909	0.557	Reliable
Product Returns	0.907	0.619	Reliable
Loyalty Programs	0.864	0.760	Reliable
Customer Experience	0.923	0.707	Reliable
Customer Satisfaction	0.861	0.608	Reliable
Customer Loyalty	0.871	0.695	Reliable

Hypothesis Testing Results

The following are the results of testing structural relationships in the context of testing each research hypothesis based on SEM output:

Table 6. Hypothesis Testing of Influence Between Variables

Influence Between Variables		Std Estimate	CR	P-value	Note.
Value	Customer Experience	0.242	6,249	0,000	H1 is accepted
Personalization	Customer Experience	0.264	6,518	0,000	H2 is accepted
Customer Service	Customer Experience	0.295	6,777	0,000	H3 is accepted
Consistency	Customer Experience	0.134	3,513	0,000	H4 is accepted
Information Safety	Customer Experience	0.179	4,855	0,000	H5 accepted
Delivery	Customer Experience	0.204	5,180	0,000	H6 accepted
Product Returns	Customer Experience	0.185	4,947	0,000	H7 accepted
Loyalty Programs	Customer Experience	0.206	5,224	0,000	H8 accepted
Customer Experience	Customer Satisfaction	0.622	8,616	0,000	H9 accepted
Customer Experience	Customer Loyalty	0.531	7,765	0,000	H10 accepted

Discussion

This research proposes ten hypotheses and uses AMOS 22.0 software in the data processing process. The results of processing the data obtained are explained as follows

where all hypotheses are accepted. The variables that have a significant effect on customer experience are value, which has a positive and significant effect with a CR value of 6.249 and a regression coefficient of 0.242; personalization has a positive and significant effect with a CR value of 6.518 and a regression coefficient of 0.264; customer service has a positive and significant effect with a CR value of 6.777 and a regression coefficient of 0.295; consistency has a positive and significant effect with a CR value of 3.513 and a regression coefficient of 0.134; information safety has a positive and significant effect with a CR value of 4.855 and a regression coefficient of 0.179; delivery has a positive and significant effect with a CR value of 5.180 and a regression coefficient of 0.204; product returns have a positive and significant effect with a CR value of 4.947 and a regression coefficient of 0.185; loyalty programs have a positive and significant effect with a CR value of 5.224 and a regression coefficient of 0.206. Customer experience has a positive and significant effect on customer satisfaction with a CR value of 8.616 and a regression coefficient

CONCLUSION

This research involved 142 female and 108 male respondents ranging in age from 18 to 60 years, and included 10 hypotheses. Value in Customer Experience (CR value of 6.249 and regression coefficient of 0.242), Personalization in Customer Experience (CR value of 6.518 and regression coefficient of 0.264), Customer Service in Customer Experience (CR value of 6.777 and regression coefficient of 0.295), Consistency on Customer Experience (CR value of 3.513 and regression coefficient of 0.134), Information Safety on Customer Experience (CR value of 4.855 and regression coefficient of 0.179), Delivery on Customer Experience (CR value of 5.180 and regression coefficient of 0.204), Product Return on Customer Experience (CR value of 4.947 and regression coefficient of 0.185), Loyalty Programs on Customer Experience (CR value of 5.224 and regression coefficient of 0.206), Customer Experience on Customer Satisfaction (CR value of 8.616 and regression coefficient of 0.622), and Customer Experience in Customer Loyalty (CR value of 7.765 and regression coefficient of 0.531) was declared acceptable. This research provides evidence that based on the research model, there is a significant influence of the Value variable on the Customer Experience variable, there is a significant influence of the Personalization variable on the Customer Experience variable, there is a significant influence of the Customer Service variable on the Customer Experience variable, there is a significant influence of the Consistency variable on the Customer Experience variable, there is a significant influence of the Information Safety variable on the Customer Experience variable, there is a significant influence of the Delivery variable on the Customer Experience variable, there is a significant influence of the Product Returns variable on the Customer Experience variable, there is a significant influence of the Loyalty Programs variable on the Customer Experience variable, there is a significant influence of the Customer Experience variable on Customer Satisfaction variable, there is a significant influence of the Customer Experience variable on the Customer Loyalty variable.

REFERENCE

- Ajmal, M., et al. (2003). Adsorption studies on rice husk: removal and recovery of Cd(II) from wastewater. *Bioresource Technology*, 86(2), 147–149.
- Baker, Inas F and Ibrahim, Saliza. (14 – 15 December 2009). Reducing of Nickel from Aqueous Solution Using Palm Activated Carbon, presented at the 1st Technical Postgraduate Conference, Kuala Lumpur.
- Dean, A., And D. Kleine. 2011. *Terumbu Karang Dan Perubahan Iklim (Coral Reef And Climate Change)*. Terjemahan Oleh Krisantini. [Http://id.Coralwatch.Org/C/Document_Library/Get_File?Uuid=1d694ec1-F140-4eff-902d-1eea30db5894&Groupid=192701](http://id.Coralwatch.Org/C/Document_Library/Get_File?Uuid=1d694ec1-F140-4eff-902d-1eea30db5894&Groupid=192701). Diakses pada 11 September 2016 Pukul 20.00 WIB.
- Evan, D., & Jake, M. (2010). *Social Media Marketing The Next Generation of Business Engagement*. Indianapolis: Wiley Publishing.
- Giannini, G. T. (2010). *Marketing Public Relations: A Marketer's Approach To Public Relations And Social Media*. New Jersey: Prentice Hall.
- Ghozali, Imam, 2005. *Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, Imam, 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro, Semarang.
- Gusniar, B. 2014. Pengaruh Citra Merek (Brand Image), Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Hand And Body Lotion. Merek Citra (Studi Pada Mahasiswa Fakultas Ekonomi & Bisnis Universitas Dian Nurwantoro).
- Habibah, U., & Sumiati. 2016. Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Kota Bangkalan Madura.
- Hasan, A. 2008. *Marketing*. Yogyakarta: Media Utama.
- Hamdi, A. S. (2014). *Metode Penelitian Kuantitatif Aplikasi Dalam Pendidikan*. Yogyakarta: CV Budi Utama. Retrieved From https://books.google.co.id/books?hl=en&lr=&id=Nhwacgaqbaj&oi=fnd&pg=PR6&dq=jurnal+metode+penelitian+menurut+para+ahli&ots=FD3aZnJdvl&sig=Xcxk_M8nrnds16zqkrpiidvzdm0&redir_esc=y#v=onepage&q&f=false.
- Hermawan, A. 2012. *Komunikasi Pemasaran*. Jakarta: Erlangga
- Hermawan, Asep. (2013). *Penelitian Bisnis: Pendekatan Kualitatif, Kuantitatif, Dan Metode Campuran*. Jakarta: Universitas Trisakti.
- Kotler, P. 1995. *Manajemen Pemasaran Edisi Kedelapan*. Jakarta: Erlangga. Kotler, Philip. 2005. *Manajemen Pemasaran. Jilid II. Edisi Kesebelas*. Alih Bahasa Benyamin Molan. Jakarta. :Indeks.
- Kotler, P., & Keller K. L. 2009. *Manajemen Pemasaran Edisi 13 Jilid 1*. Jakarta: Erlangga.
- Ramiz, Qazim Et Al, *The Comperative Analysis Of The Factor Effecting Brand Loyalty Towards Samsung Product*. *Journal Of Sociological Research*, 2014
- Safko, L. (2012). *The Social Media Bible: Tactics, Tools, And Strategies For Business Success Third Edition*. New Jersey: John Wiley & Sons Inc.
- Shimp, T.A., & Andrew, J.C. (2018). *Advertising And Other Aspects Of Integrated Marketing Communications Tenth Edition*. United States: CENGAGE.