

The Influence of E-Service Quality and Experiential Marketing on Customer Loyalty: A Study of ICONNET Users at PT Digital Media Telematika Lamongan

Ikawati Diah Setianingsih¹, Evi Fitrotun², Titin³

Postgraduate Study Program in Management, Lamongan Islamic University, Lamongan, Indonesia
Email: ikawati@unisla.ac.id evifitrotun@unisla.ac.id titin@unisla.ac.id

Article Info	ABSTRACT
Keywords: brand image, product quality, price perception, purchase decision, marketing	This study aims to analyze the influence of brand image, product quality, and price perception on consumer purchase decisions at Ayesha Cell Kedungpring. The study used a quantitative approach with primary data collected through questionnaires to 94 respondents who were consumers of Ayesha Cell Kedungpring. Data were analyzed using IBM SPSS Statistics 26 through validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, t-test, and F-test. Product quality also had a positive and significant effect with t count 5.362 and significance 0.000, while price perception had a positive and significant effect with t count 4.409 and significance 0.000. Simultaneously, brand image, product quality, and price perception have a significant effect on purchasing decisions with F count 91.563 greater than F table 2.706. An R-Square value of 0.753 indicates that 75.3% of the variation in purchasing decisions can be explained by all three variables, while 24.7% is explained by other variables outside the model. The most dominant variable was the brand image with the highest regression coefficient of 0.654.
This is an open access article under the CC BY-NC license 	Corresponding Author: Ikawati Diah Setianingsih Postgraduate Study Program in Management, Lamongan Islamic University, Lamongan, Indonesia ikawati@unisla.ac.id

INTRODUCTION

The development of information and communication technology has changed the way people interact, work, learn, and obtain digital services. The internet is no longer only understood as a means of accessing information, but also an important infrastructure for economic activities, education, entertainment, personal communication, and public and commercial services. The increasing need for the internet is driving the growth of the internet service provider industry, including fixed broadband services that offer speed, stability, and ease of access for customers. In the internet service industry, customers have a large choice of service providers. This condition makes it not enough for companies to not only offer products at competitive prices, but also to maintain the quality of electronic services and customer experience. Electronic service quality or e-service quality is important because customer interactions with companies are increasingly occurring through digital

channels, ranging from information searches, service registration, disturbance complaints, to communication with customer service. If the e-service is slow, unresponsive, or does not provide a sense of security, customer loyalty can decline.

According to luluk nur azizah, service quality is the company's ability to provide services that meet customer expectations through aspects of reliability, responsiveness, guarantee, empathy, and physical evidence. Good service quality will create a positive experience so that it can increase customer satisfaction and loyalty. Pt. Digital media telematics lamongan is an internet service provider company and iconnet partner present in lamongan regency. The company faces the challenge of retaining customers amid competition from internet providers. Based on field phenomena, one of the problems that arises is the company's electronic services which are still considered to be not fast and unresponsive in responding to customer complaints. These conditions can affect the customer experience and ultimately impact the loyalty of iconnet service users.

In addition to the quality of electronic services, experiential marketing is also an important factor in creating loyalty. Customers will have an easier time sticking to a service if they have a positive experience, feel cared for, and have a good impression while using the service. Customer experience is not only related to the functional benefits of internet services, but also concerns the sense of comfort, ease of interaction, officer service, and emotional impressions created while customers use iconnet.

Based on these conditions, this study is focused on analyzing the influence of e-service quality and experiential marketing on iconnet customer loyalty of pt. Digital media telematics. This research is expected to contribute to the development of service marketing management science, especially in the context of internet-based services, as well as become a practical input for companies in improving service quality and customer experience.

Literature Review

Theory Of Planned Behavior

The Theory of Planned Behavior explains that a person's behavior is influenced by the intention to act, which is formed from attitudes, subjective norms, and perceived control of behavior. In the context of this study, customer loyalty can be understood as a behavior that arises because customers have a positive assessment of the service, gain an experience that meets expectations, and feel in control in using the service. E-Service Quality and Experiential Marketing are related to the formation of customer attitudes towards ICONNET services, while customer loyalty reflects the behavioral tendency to continue using, recommending, and not easily moving to other services.

E-Service Quality

E-Service Quality is an electronic service quality that includes various aspects of digital-based services, such as ease of information search, navigation, privacy security, ordering process, customer service interaction, and service accuracy. In internet service provider companies, E-Service Quality is becoming increasingly important because customers often interact with companies through online media. The indicators used in this

study include efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. Good quality of electronic services will create customer trust and convenience, so that it can increase loyalty.

Experiential Marketing

Experiential Marketing is a marketing approach that emphasizes the customer experience in interacting with products or services. This strategy focuses not only on transactions, but also on creating effective positive experiences. Experiential Marketing indicators in this study include sense, feel, think, act, and relate. In internet services, customer experience can emerge through connection speed, ease of use, officer friendliness, interference handling, and service benefits in supporting customers' social and digital activities.

Customer Loyalty

Customer loyalty is the tendency of customers to continue to use a product or service, make repeat purchases, not be easily influenced by competitors' offers, and give positive recommendations to others. Loyalty is important for service companies because loyal customers can help maintain business sustainability and reduce the cost of acquiring new customers. Customer loyalty indicators in this study include purchase intention, price sensitivity, word of mouth, and complaining behavior.

Hypothesis Development

H1: E-Service Quality has a positive and significant effect on the loyalty of ICONNET PT. Digital Media Telematics Lamongan.

H2: Experiential Marketing has a positive and significant effect on the loyalty of ICONNET PT. Digital Media Telematics Lamongan.

METHOD

This study uses a quantitative approach because it aims to test the relationship between variables through numerical data and statistical testing. The location of the research is PT. Digital Media Telematics Lamongan which is located at Ruko Green Flower, Karangmulyo, Sukomulyo, Lamongan District, Lamongan Regency. The object of the research is the user of the company's ICONNET internet service.

The research population was 1,500 ICONNET subscribers. The determination of the number of samples was used using the Slovin formula so that 94 respondents were obtained. The sampling technique used is simple random sampling. Primary data was collected through an online questionnaire using a Google Form with a Likert scale, while secondary data was obtained from company documents, literature, and previous research references.

The independent variables in this study were E-Service Quality (X1) and Experiential Marketing (X2), while the dependent variables were customer loyalty (Y). Data analysis techniques include validity test, reliability test, classical assumption test, multiple linear regression, determination coefficient, and t test. Data processing was carried out using SPSS Statistics 20.

Variable	Indicator
E-Service Quality (X1)	Efficiency, fulfillment, system availability, privacy, responsiveness, compensation, contact
Experiential Marketing (X2)	Sense, feel, think, act, relate
Customer Loyalty (Y)	Purchase intention, price sensitivity, word of mouth, complaining behavior

Source: Extracted from thesis research instruments.

RESULTS AND DISCUSSION

Classical Instrument Tests and Assumptions

The results of the validity test showed that all statement items in the E-Service Quality, Experiential Marketing, and customer loyalty variables had a calculated r value greater than the r of the table 0.2028, so that all indicators were declared valid. The results of the reliability test showed a value of Cronbach's Alpha E-Service Quality of 0.765, Experiential Marketing of 0.663, and customer loyalty of 0.613. All of these values are greater than 0.60, so the research instrument is declared reliable.

The normality test using the Kolmogorov-Smirnov One-Sample yielded an Asymp value. Sig. is 0.340 or greater than 0.05, so that the residual data is normally distributed. The results of the multicollinearity test showed a tolerance value for E-Service Quality and Experiential Marketing of 0.946 with a VIF value of 1.057, respectively. Because the tolerance is greater than 0.10 and the VIF is less than 10, the model does not experience multicollinearity. The heteroscedasticity test through the scatterplot showed randomly spread points above and below zero, so that the regression model did not experience heteroscedasticity.

Testing	Results	Remarks
Validity	All r calculated > 0.2028	Valid
Reliability X1	Cronbach's Alpha = 0.765	Reliable
Reliability X2	Cronbach's Alpha = 0.663	Reliable
Reliability AND	Cronbach's Alpha = 0.613	Reliable
Normality	Asymp. Sig. = 0.340	Normal
Multicollinearity	Tolerance = 0.946; LIFE = 1,057	Multicollinearity does not occur

Source: The results of SPSS data processing, extracted from the thesis.

Multiple Linear Regression Analysis

Variable	B	Beta	t count	Sig.
Constant	5,595		2,219	0,029
E-Service Quality (X1)	0,216	0,301	3,045	0,003
Experiential Marketing (X2)	0,193	0,200	2,018	0,047

Source: The results of SPSS data processing, extracted from the thesis.

Based on the regression results, the equation obtained is $Y = 5.595 + 0.216X_1 + 0.193X_2$. A constant value of 5.595 indicates that if E-Service Quality and Experiential Marketing are considered constant at zero, then customer loyalty is at 5.595. An E-Service Quality coefficient of 0.216 means that every increase in one unit of E-Service Quality will increase customer loyalty by 0.216, assuming other variables remain the same. An Experiential Marketing coefficient of 0.193 means that every increase in one unit of Experiential Marketing will increase customer loyalty by 0.193, assuming other variables are fixed.

Coefficient of Determination

Model Size	Value
R	0,398
R Square	0,158
Adjusted R Square	0,140
Std. Error of the Estimate	1,97947

Source: The results of SPSS data processing, extracted from the thesis.

An R Square value of 0.158 indicates that E-Service Quality and Experiential Marketing are able to explain 15.8% of customer loyalty variations. The remaining 84.2% was explained by other variables outside of the research model, such as customer satisfaction, buying interest, purchase decision, price, technical quality of the network, customer trust, or other competitive factors of internet services.

The Influence of E-Service Quality on Customer Loyalty

The results of the t-test show that E-Service Quality has a positive and significant effect on the loyalty of ICONNET PT. Digital Media Telematics Lamongan. The calculated t value of 3.045 is greater than the t of table 1.986 with a significance value of $0.003 < 0.05$. Thus, H1 is accepted. These findings show that the better the quality of electronic services that companies provide, the higher the customer loyalty that is formed.

Practically, internet service customers need electronic services that are easily accessible, informative, secure, responsive, and able to handle complaints quickly. When customers feel that the digital service process is running efficiently and the company is able to respond well to disturbances or questions, customer trust will increase. This condition encourages customers to continue using ICONNET, recommend services to others, and not easily switch to other internet service providers.

The Influence of Experiential Marketing on Customer Loyalty

The results of the t-test show that Experiential Marketing has a positive and significant effect on the customer loyalty of ICONNET PT. Digital Media Telematics Lamongan. The calculated t value of 2.018 is greater than the t of the table 1.986 with a significance value of $0.047 < 0.05$. Thus, H2 is accepted. These findings prove that customer experience when using ICONNET services plays a role in shaping loyalty.

Experiential Marketing relates to the impression felt by customers while using internet services, both in terms of connection speed, ease of access, staff friendliness, and service benefits for customers' social and digital activities. A positive experience makes customers

have an emotional connection with the services used. If the experience is maintained, customer loyalty will be stronger.

General Discussion

The results showed that both independent variables had a positive influence on customer loyalty, but E-Service Quality was the more dominant variable because it had a standard beta value of 0.301, higher than Experiential Marketing of 0.200. This shows that in the context of ICONNET's internet services, the quality of electronic services is a stronger factor in shaping customer loyalty than the marketing experience. Internet service customers tend to pay close attention to response speed, ease of service, data security, and the availability of communication channels when there is an outage.

However, Square's R value of 15.8% shows that customer loyalty is not only influenced by E-Service Quality and Experiential Marketing. Other factors such as network quality, connection stability, package price, promotions, customer satisfaction, trust, and company reputation also have the potential to have an impact. Therefore, companies need to develop a comprehensive strategy, not only improving digital services and customer experience, but also ensuring the technical quality of internet services as well as consistent communication with customers.

These findings are in line with previous research that states that E-Service Quality can increase customer loyalty, especially in application-based or internet-based services. These findings also support research that says that Experiential Marketing has an effect on loyalty because positive experiences are able to build emotional relationships between customers and companies. Thus, PT. Digital Media Telematics Lamongan needs to improve the quality of electronic service responses, clarify product information, strengthen online customer service, and create a more pleasant and memorable experience for ICONNET users.

CONCLUSION

Based on the results of the study, E-Service Quality has a positive and significant effect on the loyalty of ICONNET PT. Digital Media Telematics Lamongan. This is evidenced by a calculated t value of $3.045 > t$ table of 1.986 and a significance value of $0.003 < 0.05$. Experiential Marketing also has a positive and significant effect on customer loyalty with a t-count value of $2.018 > t$ table of 1.986 and a significance value of $0.047 < 0.05$.

The regression equation obtained is $Y = 5.595 + 0.216X_1 + 0.193X_2$. Square's R-value of 0.158 indicates that 15.8% of customer loyalty can be explained by E-Service Quality and Experiential Marketing, while 84.2% is influenced by factors outside of the model. The most dominant variable is E-Service Quality because it has the highest standard beta coefficient of 0.301. The practical implication of this study is the need for PT. Digital Media Telematics Lamongan increases the speed of electronic service responses, strengthens online customer service channels, maintains the security of customer data, and builds a more positive customer experience so that ICONNET user loyalty can increase continuously.

REFERENCES

- Abdullah, K., et al. (2021). Quantitative research methodology. Muhammad Zaini Publishing Foundation.
- Blut, M. (2016). E-Service Quality: Development of a hierarchical model. *Journal of Retailing*, 92(4), 500-517.
- Erlangga, Y., & Madiawati, P. N. (2023). The effect of sales promotion, experiential marketing, product quality and service quality on the interest in buying Cafe Esescala Space in the city of Bandung. *eProceedings of Management*, 10(5).
- Firman, M. (2021). Analysis between E-Service Quality, E-Satisfaction, and E-Loyalty on buyer interest in the context of Shopee's online shopping application e-commerce. UIN Raden Intan Lampung.
- Gani, A. G. (2018). E-learning as the role of information technology in modernizing education. *JSI (Journal of Information Systems) Suryadarma University*, 3(1), 1-19.
- Halim, F. (2021). Service marketing management. Our Writing Foundation.
- Hamdallah, A., & Aulia, P. (2020). The Effect of E-Service Quality on E-Customer Satisfaction and E-Customer Loyalty on Users. 4(3), 154-166.
- Harjadi, D., & Arraniri, I. (2021). Experiential marketing and product quality in the satisfaction of millennial customers. *Insanity*.
- Hayani, N., & Alsukri, S. (2021). The E-Servqual dimension and its impact on the E-Satisfaction of mobile banking services. *Scientific Journal of Islamic Economics*, 7(2), 679-686.
- Hendryadi, S. (2015). Quantitative research methods: Theory and application to research in the field of Islamic management and economics. Kencana.
- Hutabarat, W. M., & Prabawani, B. (2020). The effect of experiential marketing and sales promotion on customer loyalty with customer satisfaction as an intervening variable in Go-Ride Semarang customers. *Journal of Business Administration Sciences*, 9(2), 12-22.
- Ibrahim, A., Elisa, F. S., Fernando, J., Salsabila, L., Anggraini, N., & Arafah, S. N. (2021). The effect of E-Service Quality on the loyalty of MyTelkomsel application users. *Building of Informatics, Technology and Science (BITS)*, 3(3), 302-311.
- Juhria, A., Meinitasari, N., Fauzi, F. I., & Yusuf, A. (2021). The Effect of E-Service Quality on Customer Satisfaction in the Shopee e-commerce application. *Journal of Management*, 13(1), 55-62.
- Kurniadevi, N. W. A., Liestiandre, H. K., & Negarayana, I. B. P. (2022). The Influence of Experiential Marketing on Visitor Loyalty at Bali Safari & Marine Park, Gianyar. *Journal of Tourism*, 21(2), 99-112.
- Mahyarni. (2013). Theory of Reasoned Action and Theory of Planned Behavior: A historical study of behavior. *El-Riyasah Journal*, 4(1), 13-23.
- Ndun, L. A. (2019). Analysis of the influence of E-Service Quality and perceived value on customer satisfaction and customer loyalty of IndiHome internet services. *Journal of Business Management and Entrepreneurship*, 3(1).

- Paramita, R. W. (2015). Quantitative research methods. STIE Widya Gama Lumajang.
- Priyantini, A. M., & Astuti, S. P. (2022). The influence of the Electronic Service Quality (E-Servqual) dimension on customer loyalty through customer satisfaction on the Pos Aja! in Boyolali Regency. FEBI/MBS.
- Putri, N. S., & Sarwoko, E. (2022). Service quality, experiential marketing and customer satisfaction of Gojek users. *Journal of Management and Business Studies*, 9(1), 78-84.
- Rifa'i, K. (2019). Build customer loyalty. Jember.
- Rizky, S. (2015). Marketing management: A strategy to increase customer loyalty. Deepublish.
- Azizah, L. N. (2024). *The Effect of Service Quality on Customer Satisfaction*. Faculty of Economics and Business, Lamongan Islamic University.