

ASSURING CUSTOMER VALUE, CUSTOMER EXPERIENCE, AND TRUST TO IMPROVE CUSTOMER LOYALTY

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ABSTRACT

This study aimed to determine the effect of customer value and consumer experience on loyalty. The population in this study are consumers of one of the Coffee shops in Depok. The sampling technique used was purposive sampling, and the data obtained were 162 people. The data analysis method used in this study is SEM with the help of Smart PLS. The results of the study show that customer experience influences loyalty and trust. Customer value influences loyalty and trust. However, trust does not affect loyalty.

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INTRODUCTION

One consumer behavior with significance for the food and beverage consumption industry is the perception of drinking coffee, which is regarded as one of the business areas that has witnessed tremendous development (Shin et al., 2015). Coffee houses are seen as a component of the modern lifestyle (Dewi et al., 2020). This demonstrates the significant public interest in coffee while highlighting the enormous potential for the coffee industry to grow.

The rising proliferation of coffee shops with diverse market groups, product diversification, a range of attractive offers, and marketing to enhance customer visits and product sales are all signs that business people correctly record and communicate this existence. The clarity in selecting a competitive strategy is necessary in light of the rising competition if the coffee shop business is to last for a long time and even expand with the highest rate of sales and profit (Kim et al., 2021).

The appropriate approach is required to generate significant business growth. The worth of the consumer is increased as one of the tactics used by business owners. The value consumers experience due to a company's goods or services is called customer value (Mahmoud et al., 2018). Because a good value will foster trust and eventually result in customer loyalty, the consumer's perceived value toward the business is a crucial component. Increased loyalty behavior and attitudes, which affect aspects connected to marketing outcomes, are largely influenced by trust (Tuti & Saputra, 2022).

An aspect that must be considered to increase consumer trust is customer experience when using services or goods, in addition to customer value. Customer experience includes all purchasing process phases, including the transaction's lead-up and the aftermath (Roggeveen & Sethuraman, 2020). They gain consumer trust with a positive experience (Marakanon & Panjakajornsak, 2017). It is also recognized that a high level of consumer loyalty is impacted by consumer trust (Sitorus & Yustisia, 2018). The capacity of consumers to engage in social interactions while consuming a product may be defined as their level of consumer trust, which fosters their sense of security and belief in the ability of businesses to live up to their customer's expectations (D. J. Kim, 2012).

Every business actor is aware of how crucial it is to recognize customer loyalty. This affects the quality and amount of goods sold and consumed and increases the likelihood that customers will return (Yadav & Rai, 2019). The ability of the business to continue to expand and flourish in the future is largely tied to the level of customer loyalty. Another potential tactic for encouraging new consumers to visit is to reward existing customers (Kaya et al., 2019).

Consumer behavior that results in recurring purchases from time to time is another way that consumers demonstrate loyalty in addition to their excellent buying habits (Ceyhan, 2018). The commitment that customers must continue to enjoy a certain product is another indication of this (Hernandez-Ortega & Ferreira, 2021). Even if numerous marketing

tactics have been employed, it is well recognized that the high level of customer loyalty may be demonstrated by the consumers' unwillingness to transfer to other comparable items (Ebrahim, 2020). In other words, customer loyalty may help people have a favorable opinion of a product, encouraging them to stick with it rather than switching to a rival brand. Therefore, client loyalty cannot be created overnight but is a process that develops from a happy customer experience while using a product that brings about happy customers and value.

According to prior studies, consumer product consumption experiences and brand trust can impact customer loyalty (Khan & Fatma, 2019). According to additional research, brand attachment and consumer trust can promote customer loyalty (Li et al., 2020). Meanwhile, research in the hospitality sector demonstrates the link between customer experience, customer happiness, and loyalty (Nobar & Rostamzadeh, 2018). In comparison, earlier studies examined how hedonic and utilitarian values affect trust and loyalty (Tuti & Saputra, 2022).

Previous studies have shown that customer experience does not affect loyalty (Mokalu et al., 2019). However, research conducted by Heni explained that customer experience influences loyalty. In other research, it says that trust affects loyalty (Siregar, 2019), and research conducted by Tuti explains that trust influences loyalty. The author uses trust and loyalty as exogenous variables, so this study aims to find out how customer value

and consumer experience influence customer loyalty through trust.

LITERATURE REVIEW

Customer Value

Customer value is a customer's perception of the value created by a company's products and services as they are used by customers or as they see the company's products and/or services fulfilling their needs and/or wants (Mahmoud et al., 2018). Customer value is a company's capacity to recognize and address customer needs, particularly those about a product's price, quality, and services (Mahajan, 2020). If a corporation can satisfy the demands and wants of its customers, it is recognized to be able to create value that will considerably increase client loyalty (Wu & Li, 2018).

According to Alrubaiee et al. (2017), the following indicators may be used to gauge customer value: (1) (Mokalu et al., 2019) Emotional value, or the capacity to gauge how people feel after eating a product, including environment, comfort, and happiness. (2) Social value, or the capacity of a product to influence improvements in the social and self-concept of the buyer. An actual consequence of social values is the presence of certain social viewpoints that are formed toward someone after eating a product. (3) The ability of a product's value or quality to be consumed, both from service, presentation, and post-purchase handling, is referred to as product performance. Price, often known as value for money, refers to how well a company's service, presentation, product, and facilities match the price being charged.

Santini et al. (2020) thought that because trust is connected to emotional links, particularly one's capacity to trust a firm or brand to carry out a function, it will have a positive relationship with repurchase intentions and loyalty. Consumer loyalty is a customer's willingness to make repeat purchases to maintain a favorable opinion of the business, and a high level of loyalty contributes to good recommendations being given by one customer to another (Zhang & Li, 2019). Previous research shows that customer experience influences trust (Rakhmawati & Tuti, 2023). From this description, the hypothesis is proposed:

H1: There is an influence of customer value on trust

H2: There is an effect of customer value on loyalty

Customer Experience

In general, a consumer experience (customer experience) may be described as an encounter combining cognitive, behavioral, emotional, and relational aspects of the services obtained (Jain et al., 2017). Pre-purchase, during the actual purchase, and post-buy situations can all be categorized under customer experience (Roggeveen & Sethuraman, 2020). Customers' experiences throughout this cycle are reported to be on the rise compared to earlier ones. According to Salim et al. (2015), several indicators, including (1) Sense, an intriguing experience customers have after ingesting a product, may be used to gauge customer experience. After ingesting a product, customers may (2) feel satisfied. (3) Feeling satisfied with

attempts to address product-related consumer issues. Acting on a current issue requires customer participation. When comparing a product to its rivals, relate is the value people receive after using it.

Because of the trust that develops, consumer experience is a vital aspect that might encourage repeat purchases of a product. According to Salim et al. (2015), reliance, volatility, and uncertainty are traits that have an impact on trust. The quality of the relationship, known as trust, serves as a barometer for how much one party may rely on the sincerity of commitments made by another party. From this description, the hypothesis is proposed:

H3: There is an effect of customer experience on trust

H4: There is an effect of customer experience on loyalty

Trust

The broad definition of trust is the decision to tolerate vulnerability based on positive expectations from the intentions or actions of others (Rousseau et al., 1998). The ability of one party to trust the sincerity of the commitments made by the other side is measured by the relationship trait known as trust. The capacity of a person to trust a firm or a brand to carry out a function, as stated by Santini et al. (2020), is connected to emotional bonding. As a result, it can be assumed that trust will have a positive association with repurchase intention and loyalty. Customers with a high connection orientation toward the organization can create long-lasting ties with the help of trust and dedication. One party's belief in the other party's dependability, trustworthiness, and integrity in the

relationship is known as trust. It also refers to the confidence that the other party's activities will benefit the party they are trusted with (Peppers & Rogers, 2004).

According to Jiang et al. (2019), there are two aspects of customer trust: the first is Trusting Belief. Specifically, a situation's study of trust and confidence in other individuals. A trusting belief comprises three components: goodness, honesty, and competence. The second is the intention to trust, which refers to customers' cognitive trust in businesses in particular circumstances. The subjective likelihood of relying on customers' readiness to accept company recommendations or requests is one of two factors contributing to consumers' desire to depend on the firm or to depend. Positive consumer perception of the company influences consumer recommendations and propensity to make more purchases (Zhang & Li, 2019). In the end, trust will foster loyalty (Tuti & Saputra, 2022). The hypothesis proposed is as follows:

H5: There is an effect of trust on loyalty

Customer Loyalty

Customer loyalty is a dynamic concept crucial to the company's attempts to capture a competitive

and dynamic market share (Rasool et al., 2021). Client loyalty describes customer loyalty to make repeat purchases so that there is a favorable opinion of the business, and a high level of loyalty plays a part in offering positive recommendations from one customer to another (Zhang & Li, 2019). It is well recognized that regular transactions between clients and businesses may foster a positive working relationship. Humby et al. (2004) In daily life, loyalty connotes a selfless faith in institutions, unwavering constancy in marriage, or a strong emotional bond with friends.

According to Rasool et al. (2021), three conceptual viewpoints describe customer loyalty: (1) The Behavioral Perspective, which is Purchase Loyalty, Examines Repeat Purchase Behavior and is Based on the Customer Buying Experience. (2) The propensity of customers toward a company's brand is known as the attitude perspective. (3) Composite Perspective: This viewpoint integrates the behavioral and attitudinal aspects of loyalty. Possibility of good word-of-mouth. Repurchases, further purchases, and recommendations comprise electronic loyalty's three elements (Cahill, 2007). This study's conceptual framework is as follows:

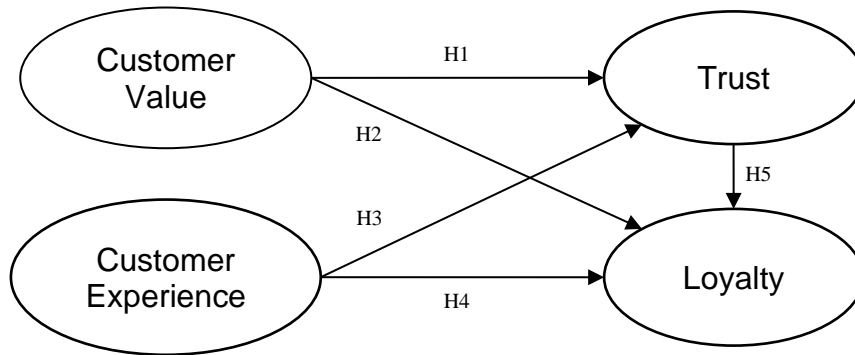


Figure 1. Theoretical Framework

Source: Data Processed by Author (2023)

RESEARCH METHODS

This research uses quantitative methods. The population in this study are consumers of one of the Coffee shops in Depok. The research was conducted in December 2022. The sampling technique used was purposive sampling, namely, consumers who had made purchases more than two times. Questionnaires were distributed using Google Forms to Semeru Coffee visitors.

The Likert scale was used in this study to measure respondents' opinions using the numbers 5 (strongly agree), 4 (agree), 3

(neutral), 2 (disagree), and 1 (strongly disagree). The data analysis method uses SEM with the help of the Smart PLS program. the structural equation model is the applied analysis technique. The loading factor, CR, and AVE values are analyzed in the first stage of the evaluation process to determine the validity and reliability of the model. Then a hypothesis test is carried out, followed by a discriminant validity test, R test, F test, and model accuracy prediction test.

RESULTS AND DISCUSSION

Table 1. Description of Respondent

Demographics	Frequency	Percentage (%)
Gender		
Man	64	39,50%
Woman	98	60,50%
Age		
21-30 years	146	90,10%
<20 years	13	8%
31-40 years	3	1,90%
>40 years		
Status		
Student	75	46,30%
Private sector employee	71	43,80%
ASN	2	1,20%
Entrepreneur	14	8,60%

Demographics	Frequency	Percentage (%)
Who did you visit with?		
Alone	15	9,30%
With friend	147	90,70%
Domicile		
Jakarta	37	22,80%
Bogor	83	51,20%
Depok	30	18,50%
Tangerang	5	3,10%
Bekasi	7	4,30%
How many times are the intensity of visits		
once every 3 days	25	15,40%
once a week	39	24,10%
every two weeks	31	19,10%
once a month	67	41,40%
How many times have you made a purchase?		
3 - 4 times	123	75,90%
More than 5 times	39	24,10%
What do you like the most		
Product	68	42%
The place	94	58%
Prefer a visit time at the moment		
weekdays	71	43,80%
Weekend	91	56,20%
Prefer visiting hours at times		
Afternoon	5	3,10%
Afternoon	104	64,20%
Evening	53	32,70%

Source: Data Processed by Author (2022)

Table 1's profile of the respondents reveals that there were 60.5% female and 39.5% male respondents. Age less than 20 years (13.8%), 21–30 years (90.1%), and 31–40 years (1.9%). Presentations to students (46.3%), businesspeople (43.8%), government workers (1.2%), and public servants (8.6%). 90.7% of visits are made with friends, while 9.3% are made on one's own. Residences make up 22.8% of the

population in Jakarta, 51.2% in Bogor, 18.5% in Depok, 3.1% in Tangerang, and 4.3% in Bekasi. The frequency of visits was 15.4% for three days, 24.1% for a week, 19.% for two weeks, and 41.4% for a month. The percentage for visits 2-4 times and more than five times, respectively, is 75.9% and 24.1%. 42% is the proportion for the most popular product.

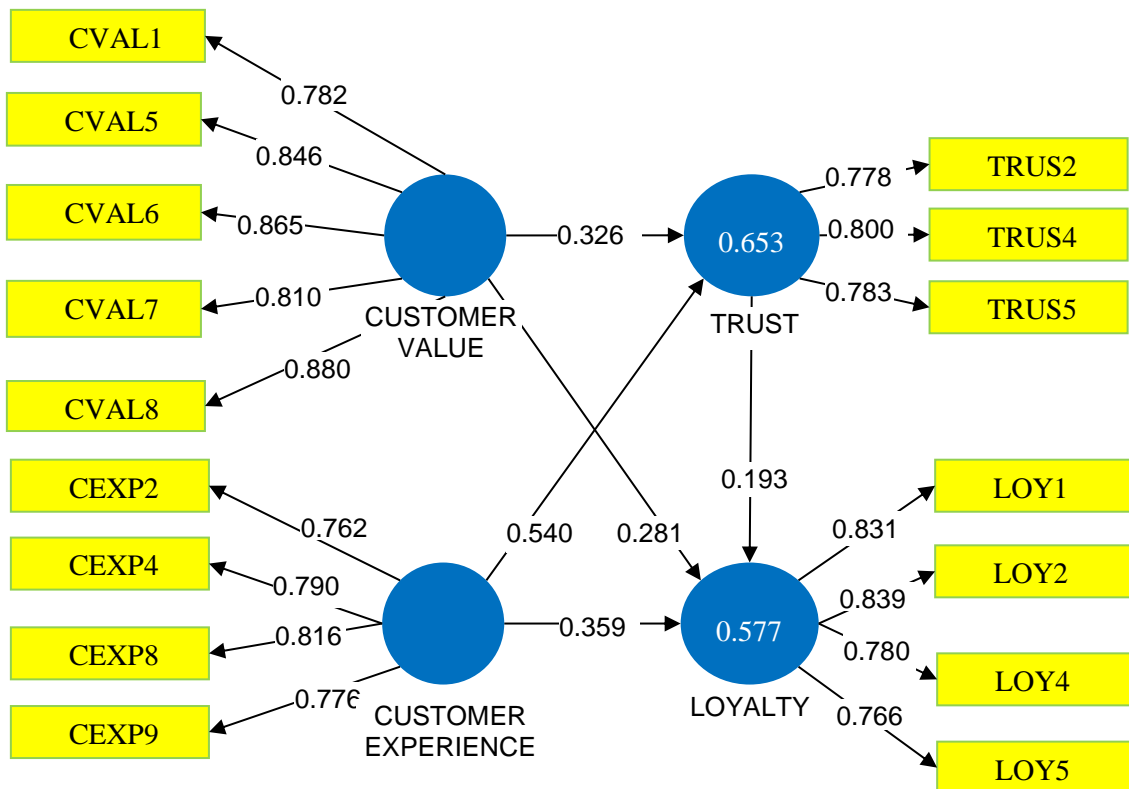


Figure 2. The structure of the models

Source: Data Processed by Author (2022)

Table 2. Measurement model evaluation

	Indicator	Item	Loading Factor	Reliability	AVE
Customer Value	1. Emotional value	CVAL1	0,782	0,794	0,618
	2. Social Value	CVAL5	0,846		
	3. Performance value	CVAL6	0,865		
	4. Price or value for money	CVAL7	0,810		
	(Alrubaiee et al., 2017)	CVAL8	0,880		
Customer Experience	1. Sense	CEXP2	0,762	0,893	0,702
	2. Feel	CEXP4	0,790		
	3. Think	CEXP8	0,816		
	4. Act	CEXP9	0,776		
	5. Relate				
	(Salim et al., 2015)				
Trust	1. Trusting belief	TRUS2	0,778	0,818	0,647
	2. Trusting intention	TRUS4	0,800		
	(Jiang et al., 2019)	TRUS5	0,783		
Customer Loyalty	1. Repurchase	LOY1	0,831	0,693	0,619
	2. Additional purchases	LOY2	0,839		
	3. Referrals	LOY4	0,780		
	(Rasool et al., 2021)	LOY5	0,766		

Source: Data Processed by Author (2022)

Other methods, such as looking at the Average Variant Extract (AVE) value in each indicator variable with the requirement that it have a value > 0.05 to get a good method, can be used to determine the value of discriminant variability in addition to

looking at the value of a cross-loading. AVE data findings show that the variables Customer Value (X1), Customer Experience (X2), Trust (Y1), and Customer Loyalty (Y2) all have AVE values greater than 0.05 so the model is acceptable.

Table 3. Discriminant Validity-Fornell Lacker

	Customer Experience	Customer Value	Loyalty	Trust
Customer Experience	0,786			
Customer Value	0,721	0,838		
Loyalty	0,712	0,678	0,805	
Trust	0,776	0,716	0,673	0,787

Source: Data Processed by Author (2022)

The results show that the highest value is the customer value variable 0.838, the customer experience

variable 0.786, the trust variable 0.787, customer loyalty variable 0.805.

Table 4. R-Square Result

	R Square	R Square Adjusted
Customer Loyalty	0,577	0,569
Trust	0,653	0,648

Source: Data Processed by Author (2022)

The effect of exogenous variables on endogenous variables is measured using the R-square value (R2). R2 Customer Loyalty scored 0.577, while Trust scored 0.653. This

indicates that Trust and Customer Loyalty are impacted by Customer Value and Customer Experience by 57.7% and 65.3%, respectively.

Table 5. F-Square Result

	Customer Value	Customer Experience	Trust	Customer Loyalty
Customer Value			0,147	0,078
Customer Experience			0,404	0,104
Trust				0,031
Customer Loyalty				

Source: Data Processed by Author (2022)

The F-Square value is used to gauge how strongly exogenous construct variables impact endogenous variables. The Customer Experience variable has the largest impact size F-Square = 0.104 on Customer Loyalty, and the Customer Experience variable has the highest

effect size F-Square = 0.404 on Trust, as indicated in Table 8. The Customer Value variable, which has a strong category, has an F-Square of 0.147 for Trust, which indicates a large impact size, and an F-Square of 0.078 for Customer Loyalty, which indicates a little effect value.

Table 6. Multicollinearity Test

Variable	Customer Value	Customer Experience	Trust	Customer Loyalty
Customer Value			2,081	2,387
Customer Experience			2,081	2,921
Trust				2,879
Customer Loyalty				

Source: Data Processed by Author (2022)

Based on the VIF result, multicollinearity between the constructs was examined. Table 9 shows that customer value predicts trust (VIF 2.081), customer value predicts customer loyalty (VIF 2.387), customer experience predicts visit trust (VIF 2.081), customer experience predicts customer loyalty (VIF 2.921), and trust predicts customer loyalty (VIF 2,879). The regression model may

detect the presence of multicollinearity if the VIF value is larger than ten and less than 0.1

Getting the Q-Square number demonstrates the prediction accuracy approach. The model is said to have predictive significance if the Q2 value is more than zero, while it lacks predictive relevance if the Q2 value is less than zero.

Table 7. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Value	810,000	810,000	
Customer Experience	648,000	648,000	
Trust	486,000	294,095	0,360
Customer Value	648,000	414,760	0,395

Source: Data Processed by Author (2022)

Table 8. Hypothesis Test

Variable	Sample (O)	Mean Sample (M)	Standard Deviasi (STDEV)	T Statistik (O/STDEV)	P Values	Result
Customer Experience-> Customer Loyalty	0.359	0.366	0.101	3,560	0.000	Accepted
Customer Experience -> Trust	0.540	0,537	0.071	7,662	0.000	Accepted
Customer Value -> Customer Loyalty	0,281	0,281	0.093	3,009	0.003	Accepted
Customer Value -> Trust	0.326	0.334	0.069	4,749	0.000	Accepted
Trust -> Customer Loyalty	0.193	0.188	0.091	2,128	0.034	Accepted

Source: Data Processed by Author (2022)

If the path coefficient t-statistic is more than 1.96 and the p-value is less than 0.05, the results of the hypothesis can be accepted. The association between customer experience and loyalty has a value of 3.560 (> 1.96) and a p-value of 0.000 < 0.05, which indicates that the hypothesis being tested has a substantial impact on the hypothesis that was first received, according to Table 11. With a p-value of 0.000 < 0.05 and a t-statistic value of 7.662 (1.96) for the association between customer experience and trust, it can be said that this hypothesis has a substantial impact and is thus accepted. This hypothesis has a substantial impact and is accepted since the association between customer value and customer loyalty has a t-statistic value of 3.009 > (1.96) and a p-value of 0.003 < 0.05. The hypothesis may be accepted since it has a substantial impact and has a t-statistic value of 4.749 > (1.96) and a p-value of 0.000 < 0.05 for

the association between customer value and trust. The hypothesis is accepted because the association between trust and customer loyalty has a t-statistic value of 2.128 > (1.96) and a p-value of 0.034 < 0.05.

In this study, it was investigated if customer value and customer experience had an impact on customer loyalty via consumer trust. It is accepted because every hypothesis has a t-value greater than 1.96. Consumer experience has a significant role in how consumers choose the items they use. Consumer experiences may be both pleasant and bad. Positive experiences are advantageous to the business since they boost consumer confidence in the goods that are provided by it. Consumer experience is a crucial factor that can make consumers return to consuming a product because of the trust that arises (Salim et al., 2015). Companies or business owners must

do their best to shape the consumer experience, starting from the initial stage to attract consumer interest and, more importantly, when consumers make purchases. Pre-purchase, during the actual purchase, and post-buy situations can all be categorized under customer experience (Roggeveen & Sethuraman, 2020).

The assertion made in earlier research that reliance, volatility, and uncertainty affect trust supports this. The characteristic of a relationship known as trust measures how much one party can rely on the other side to keep their promises (Salim et al., 2015). The following finding demonstrates that customer value, specifically customer value, determines trust. Customer value is how the customer feels about the value of the good or service. Several elements, like emotional values and social values, influence how customers view items. Consumers' subjective sense of emotional worth. Pleasure, happiness, and comfort in using the goods or services will encourage customers to repeat purchases of the same goods or services. Customer value refers to a customer's impression of the value provided by a company's goods and services as they are utilized by customers or as they see the company's goods and/or services meeting their requirements and/or desires (Mahmoud et al., 2018).

Once a customer's trust has been earned, the firm or business owner must uphold it to ensure that customers continue to enjoy the same product or service in the future and that they make the company their first choice when faced with various options. The broad definition

of trust is the decision to accept vulnerability based on positive beliefs about the intentions or behaviors of others (Rousseau et al., 1998). Previous studies have shown that trust, linked to emotional attachment, has a good relationship with repurchase intention and loyalty (Santini et al., 2020).

CONCLUSION

The findings demonstrated that trust and loyalty are significantly influenced by customer experience and customer value and that loyalty is influenced by trust. The t-value is more than 1.96, and the p-value is less than 0.05, which suggests this. The findings demonstrate that customer value and customer experience play significant roles in determining consumer trust. Business owners go to great lengths to ensure their clients have a good experience and offer amenities that raise client value. However, it is understood that experience and client value are not the only two factors that shape trust and loyalty. It is recommended that the following researcher be able to add more factors to assess consumer trust and loyalty.

The implication of this research is for Coffee shop managers to prioritize customer value as a benchmark in providing services to consumers to increase trust and loyalty. By prioritizing consumers, it will make them feel valued and have a coffee shop that will increase confidence to continue making future purchases.

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