



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 1 (2025) pp: 345-352

P-ISSN: 2963-9298, e-ISSN: 2963-914X

The Influence of Antecedent Dimensions of Service Quality on Customer Satisfaction Towards Customer Loyalty

Mayrichael Bryanviko¹, Meitiana², Vivy Kristinae³, Ina Karuehni⁴

^{1,2,3,4}Management, Faculty of Economics and Business, University of Palangka Raya

E-mail: brayenviko@gmail.com

Abstract

The purpose of this study was to determine the effect of antecedent dimensions of service quality on customer satisfaction towards customer loyalty at Perumdam Maruang Duhung. The population in this study were customers of Perumdam Maruang Duhung. The sample determination was carried out by multiplying the number of indicators by 5 and obtaining a sample of 80 respondents. The method of data collection was through surveys and distributing questionnaires to consumers as respondents for 1 week. The data analysis technique used was Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). The results showed that the variables of Physical Evidence, Responsiveness, Assurance, Reliability, and Empathy had a positive and significant effect on Customer Satisfaction. Customer Satisfaction had a positive and significant effect on customer loyalty.

Keyword: Dimensions of Service Quality, Customer Satisfaction, Customer Loyalty.

1. Background

Water is a very important need for human survival, without water there would be no life on earth. The human body is 65% water. Because of the importance of the need for clean water, it is natural that the clean water sector gets the main priority of handling because it concerns the lives of many people. Handling the fulfillment of clean water needs can be done in various ways, adjusted to the existing facilities and infrastructure.

The importance of clean water to maintain cleanliness and its management carried out by professional personnel. For that, government intervention is needed to be able to improve public health by providing clean water that is suitable for drinking. The Indonesian government is quite responsive to the importance of the availability of clean water for the survival of its people. This can be ensured by the formation of clean water service companies where management is handed over to each Regency or City. For that, government intervention is needed to be able to improve public health by providing clean water that is suitable for drinking.

One of the regional companies that is part of the Regional-Owned Enterprises (BUMD) and manages water resources in each region is Perumdam Maruang Duhung. As a regional-owned enterprise that carries out service functions, Perumdam Maruang Duhung is expected to provide quality services for drinking water and clean water needs for the community, and is obliged to increase the scope of service quality and handling complaints that are handled quickly to meet customer satisfaction and loyalty along with the increasing population. Berdasarkan hasil observasi terdapat permasalahan berdasarkan persepsi masyarakat yang menjadi pelanggan Perumdam Maruang Duhung. Keluhan-keluhan tersebut antara lain seringkali air tidak mengalir ke konsumen, pelaporan akan keluhan konsumen terkadang lambat ditindak, kejernihan air tidak maksimal, pemakaian tiba-tiba melonjak, serta pipa yang sering bocor.

According to [1] about customer loyalty "Customer loyalty is a deeply held commitment to repurchase or re-protect a preferred product or service in the future despite situational influences and marketing efforts potentially leading to a behavioral switch". Customer loyalty is the peak of achievement is a repeat and consistent purchase by a company Perumdam Maruang Duhung. Customer satisfaction is the level of satisfaction that clients have with the goods or services they obtain from a business or institution. According to [2] [3], Service Quality is the main foundation for knowing the level of customer satisfaction. In this case, the company can be said to be good if it is able to provide goods or services according to customer desires. Good product quality and service performance

will greatly influence increasing customer satisfaction. By improving the quality of service, the marketing carried out by the company will run well so that customer satisfaction and loyalty will increase at Perumdam Maruang Duhung.

This research is motivated by a research gap conducted by [4] shows that service quality has a significant effect on customer satisfaction at PDAM in Surakarta. Another study conducted by [5] shows that service quality does not have a significant influence on customer satisfaction. [6] shows that participant satisfaction has a positive and significant influence on training participant loyalty. [7] shows that customer satisfaction has a positive influence on customer loyalty at Bank BNI Syariah in Semarang City.

This research is a development of previous research conducted [7] at Bank BNI Syariah Semarang with the variable influence of service quality and complaint handling on customer satisfaction and loyalty. The novelty of this study from previous studies is in the title of the study. Antecedents of satisfaction have an impact on customer loyalty which can be a benchmark for customer satisfaction and loyalty so that service quality must be improved. Where this study is motivated by the very tight business competition faced by Bank BNI Syariah in Semarang City and with the increasing number of competitors, Bank BNI Syariah must increase the level of loyalty of its customers, while this study is motivated by Perumdam Maruang Duhung, a company that produces water services to the community. Perumdam Maruang Duhung has the main task of implementing clean water management and services to improve community welfare. As a regional-owned business entity that carries out service functions, Perumdam Maruang Duhung is expected to be able to provide quality services for drinking water and clean water needs for the community and is obliged to increase the scope of service quality that is quickly handled to meet customer satisfaction and loyalty along with the increasing population.

2. Research methods

This type of research uses quantitative methods. The method used to collect data is through the distribution of questionnaires using Google Forms which is done by giving a set of statements to 80 respondents to be answered. In this study, the target population determined is Perumdam Maruang Duhung customers who are domiciled in Kuala Kurun with the respondent criteria being registered as Perumdam Maruang Duhung customers and using Perumdam Maruang Duhung water for at least 1 year.

2.1. Dimensions of Service Quality

Service quality is a dynamic condition that is closely related to products, services, human resources, and processes and environments that can at least meet or even exceed the expected service quality. In this case, a company can be said to be good if it is able to provide goods or services according to customer desires [8]. Service quality can be known by comparing customer perceptions of the service they actually receive with the actual service they expect. According to [9] states that service is defined as the actions or deeds of a person or organization to provide satisfaction to customers or fellow employees. According to [10] There are five indicators of service quality used to measure service quality and customer satisfaction, known as RATER: Responsiveness, Assurance, Tangibles, Empathy, and Reliability.

2.2. Customer satisfaction

Customer satisfaction is defined as a customer's view which is the implementation of a customer's response to one or a series of experiences expected by the customer [11]. Customer satisfaction is a satisfaction felt by customers when the service provided meets or exceeds customer expectations [12]. Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the customer's perception of the outcome of a product with his or her expectations. Because happy customers tend to be loyal customers, which in turn can increase customer retention, refer products or services to others, and support long-term business growth, customer satisfaction is an important measure of a company's effectiveness [13]. Satisfaction is influenced by the comparison of perceived service with expected service, and as a customer's short-term emotional reaction to a particular service performance.

2.3. Customer Loyalty

Loyalty is defined as a behavioral drive to build customer loyalty to a service provided by a business and requires a long period of time through repeated use of the service [14]. According to [15] Customer loyalty is defined as customer behavior to make repeat purchases and recommend the purchase of goods and services. From the definition above, it can be understood that loyal people will not buy products that are considered to be of no value to them. Customer loyalty is the main foundation in maintaining competitive advantage. In the context of a

highly competitive and dynamic business environment, customer loyalty is considered a key element that can provide a competitive advantage over other companies [16].

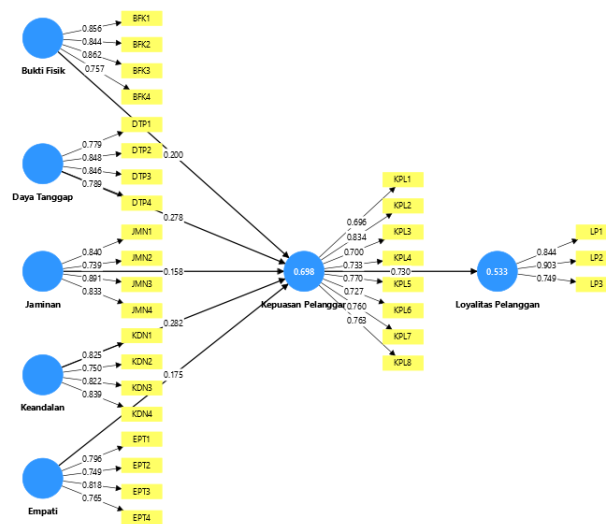
Methodology This research adopts a quantitative approach based on statistical analysis to test the effect of Service Quality Dimensions (X) on Customer Satisfaction towards Customer Loyalty (Y) at Perumdam Maruang Duhung. With this approach, this study aims to answer the problems raised by conducting careful measurements of the variables related to the research object.

The population in this study were customers of Perumdam Maruang Duhung. The population in this study was 80 customers of Perumdam Maruang Duhung by purposive sampling, namely determining the research sample with several specific considerations so that the data obtained was more representative by setting the criteria of being domiciled in Kuala Kurun and using Perumdam water for at least 1 year. The analysis technique that will be used in this study is Partial Least Square - Structural Equation Model (PLS SEM) which aims to conduct path analysis with latent variables. In the partial least square method, there are 2 measurement models, namely: First, the measurement of the outer model using construct reliability and validity, discriminant validate, and convergent validate. Second, the measurement of the inner model using R-square.

3. Results and Discussion

a) Outer Model Analysis Result

Convergent Validity



Picture 1. Factor Loading

Convergent validity is assessed through the outer loading value and Average Variance Extracted (AVE). The indicator is considered valid if the outer loading value exceeds 0.7, but values between 0.5–0.7 can still be maintained if the AVE meets the required threshold of 0.5.

Table 1. Variables, Indicators, Loading Factors

Variables	Indicators	Loading Factors
Tangible	BFK1	0,856
	BFK2	0,844
	BFK3	0,862
	BFK4	0,757
Responsiveness	DTP1	0,779
	DTP2	0,848
	DTP3	0,846
	DTP4	0,789

Assurance	JMN1	0,840
	JMN2	0,739
	JMN3	0,891
	JMN4	0,833
Reliability	KDN1	0,825
	KDN2	0,750
	KDN3	0,822
	KDN4	0,839
Empathy	EPT1	0,796
	EPT2	0,749
	EPT3	0,818
	EPT4	0,765
Customer satisfaction	KPL1	0.696
	KPL2	0.834
	KPL3	0.700
	KPL4	0.733
	KPL5	0.770
	KPL6	0.727
	KPL7	0.760
	KPL8	0.763
Customer Loyalty	LP1	0.844
	LP2	0.903
	LP3	0.749

Table 2. Average variance extracted (AVE)

	Average variance extracted (AVE)	Requirement	Results
Tangible	0.602	0,5	Valid
Responsiveness	0.666	0,5	Valid
Empathy	0.599	0,5	Valid
Assurance	0.662	0,5	Valid
Reliability	0.653	0,5	Valid
Customer satisfaction	0.685	0,5	Valid
Customer Loyalty	0.609	0,5	Valid

Discriminant Validity

Discriminant validity is assessed using cross-loading values. An indicator meets discriminant validity if it has a higher loading value on the specified construct compared to other constructs.

Table 3. Cross Loading

	Tangible	Responsiveness	Empathy	Assurance	Reliability	Customer satisfaction	Customer Loyalty
BFK1	0.856	0.476	0.390	0.293	0.458	0.523	0.540
BFK2	0.844	0.483	0.313	0.370	0.496	0.594	0.583
BFK3	0.862	0.509	0.380	0.326	0.452	0.557	0.574
BFK4	0.757	0.420	0.314	0.261	0.421	0.467	0.369
DTP1	0.609	0.779	0.261	0.218	0.356	0.511	0.551
DTP2	0.551	0.848	0.258	0.284	0.412	0.549	0.578
DTP3	0.307	0.846	0.399	0.307	0.388	0.548	0.396
DTP4	0.397	0.789	0.381	0.256	0.400	0.504	0.560

DOI: <https://doi.org/10.31004/riggs.v4i1.421>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

EPT1	0.341	0.357	0.796	0.427	0.404	0.481	0.268
EPT2	0.249	0.157	0.749	0.342	0.324	0.322	0.257
EPT3	0.290	0.321	0.818	0.384	0.370	0.503	0.292
EPT4	0.415	0.363	0.765	0.368	0.389	0.475	0.351
JMN1	0.256	0.271	0.310	0.840	0.530	0.436	0.296
JMN2	0.289	0.253	0.274	0.739	0.337	0.321	0.338
JMN3	0.277	0.276	0.409	0.891	0.419	0.491	0.286
JMN4	0.412	0.283	0.555	0.833	0.516	0.570	0.357
KDN1	0.455	0.391	0.454	0.477	0.825	0.596	0.460
KDN2	0.398	0.368	0.254	0.440	0.750	0.490	0.393
KDN3	0.438	0.318	0.377	0.478	0.822	0.558	0.530
KDN4	0.487	0.462	0.444	0.403	0.839	0.602	0.508
KPL1	0.460	0.456	0.377	0.245	0.491	0.696	0.522
KPL2	0.513	0.492	0.478	0.470	0.475	0.834	0.558
KPL3	0.507	0.504	0.334	0.502	0.515	0.700	0.558
KPL4	0.504	0.454	0.450	0.486	0.548	0.733	0.551
KPL5	0.488	0.572	0.429	0.429	0.490	0.770	0.590
KPL6	0.511	0.420	0.451	0.392	0.550	0.727	0.569
KPL7	0.381	0.480	0.453	0.389	0.449	0.760	0.528
KPL8	0.503	0.494	0.505	0.460	0.642	0.763	0.492
LP1	0.510	0.486	0.241	0.308	0.470	0.596	0.844
LP2	0.647	0.611	0.446	0.392	0.601	0.738	0.903
LP3	0.366	0.486	0.205	0.234	0.353	0.443	0.749

Based on the results above, all indicators show higher cross-loading values on each construct compared to other constructs. This confirms that the discriminant validate criteria are met for all variables..

Composite Reliability

Composite reliability values and Cronbach's alpha are used to evaluate construct reliability. A construct is considered reliable if its value is greater than 0.7.

Table 4. Composite Reliability		
	Cronbach's alpha	Composite reliability (rho_c)
Tangible	0.850	0.899
Responsiveness	0.832	0.889
Empathy	0.792	0.863
Assurance	0.848	0.896
Reliability	0.824	0.884
Customer satisfaction	0.888	0.911
Customer Loyalty	0.784	0.872

These results confirm that all constructions meet the reliability criteria, showing consistent measurement across indicators.

b) Inner Model Analysis

Inner Model evaluates the relationship between constructions and the overall predictive power of the model. Key metrics include R-Square, Q-Square, and path coefficients to assess the significance and strength of the relationships between variables.

Path Coefficient Analysis

Path coefficient analysis evaluates the strength and direction of the relationship between constructs. A significant path is determined if the T-statistic > 1.96 (95% confidence level) and the P-value < 0.05.

Table 4. Total Effect

Hypothesis	Relationships	Original Sample	T.Statistics	P-Value	Result
1	Tangible -> Customer Satisfaction	0,200	2.324	0.020	Accepted
2	Responsiveness -> Customer Satisfaction	0.278	2.599	0.009	Accepted
3	Assurance -> Customer Satisfaction	0,158	2.022	0.043	Accepted

4	Reliability -> Customer Satisfaction	0.282	2.843	0.004	Accepted
5	Empathy -> Customer Satisfaction	0.175	2.044	0.041	Accepted
6	Customer Satisfaction -> Customer Loyalty	0.730	12.207	0.000	Accepted

Path coefficient analysis reveals several significant relationships between variables. The results of the hypothesis test mean that the higher the Service Quality, the higher the Customer Satisfaction, so that the Service Quality Dimension variable has a fairly large role in increasing Customer Satisfaction. Then this study shows that the indicators used in the Service Quality Dimension variable which includes Physical Evidence, Responsiveness, Reliability, Assurance, and Empathy contribute to influencing customer satisfaction. Which can be seen from the results of the respondents' answers, that the quality of Perumdam Maruang Duhung's services such as the speed of response given by employees is in accordance with customer expectations. And from the results of the statistical t-test data processing, it shows that the service quality dimension variable has a significant effect on customer satisfaction.

The analysis also shows that Customer Satisfaction has a significant positive impact on Customer Loyalty, with a path coefficient of 0.730 (T-statistic = 12.207, P-value = 0.000). This highlights that customer satisfaction comes from how much the Company's performance is to create satisfaction by minimizing complaints so that long-term use is obtained by consumers.

4. Discussion

4.1 The Influence of Tangible on Customer Satisfaction

The results of this study state that Physical Evidence (X1) has a positive effect on Customer Satisfaction (Y) with a path coefficient of 0.200 (positive) and a P-value of 0.020 <0.05, it can be stated that there is a significant effect of Tangible (X1) on Customer Satisfaction (Y) at Perumdam Maruang Duhung. Tangible plays an important role in customer satisfaction so that it will produce loyal customers to the Company. Tangible here is how the employees appear, good buildings and interiors, comfortable and clean waiting rooms and complete facilities. These things are visible evidence that can be assessed by others, both in the form of neatness, cleanliness and others. The appearance of good and polite employees will make customers feel happy. Thus it can be concluded that the better the Tangible in the form of neat employee appearance and a clean and tidy office will increase customer satisfaction who use the services of Perumdam Maruang Duhung.

4.2 The Influence of Responsiveness on Customer Satisfaction

The results of this study state that Responsiveness (X2) has a positive effect on Customer Satisfaction (Y) with a path coefficient of 0.278 (positive) and a P-value of 0.009 <0.05, it can be stated that there is a significant effect of Responsiveness (X2) on Customer Satisfaction (Y) at Perumdam Maruang Duhung. Responsiveness plays an important role in customer satisfaction so that it will produce loyal customers to the Company. Responsiveness here is how employees respond and provide solutions for customers. These things are visible evidence that can be assessed by others in the form of employee responsiveness in handling customer problems. Employee knowledge in providing excellent service can be felt and perceived well by customers. Thus it can be concluded that the better the employee's Responsiveness will increase customer satisfaction who use the services of Perumdam Maruang Duhung.

4.3 The Effect of Assurance on Customer Satisfaction

The results of this study state that Assurance (X3) has a positive effect on Customer Satisfaction (Y) with a path coefficient of 0.158 (positive) and a P-value of 0.043 <0.05, it can be stated that there is a significant effect of Assurance (X3) on Customer Satisfaction (Y) at Perumdam Maruang Duhung. Assurance plays an important role in customer satisfaction so that it will produce loyal customers to the Company. The Assurance here is how friendly employees are in serving customers, have extensive knowledge, employees have a high level of honesty and trustworthiness and Perumdam guarantees the safety and smoothness of water. These things are visible evidence that can be assessed by others in the form of guarantees given to customers. The Assurance given by Perumdam Maruang Duhung in the form of honesty, politeness, and understanding possessed by employees is well perceived by customers. Thus it can be concluded that the better the Assurance given will increase customer satisfaction who use the services of Perumdam Maruang Duhung.

4.4 The Influence of Reliability on Customer Satisfaction

The results of this study state that Reliability (X4) has a positive effect on Customer Satisfaction (Y) with a path coefficient of 0.282 (positive) and a P-value of 0.004 <0.05, it can be stated that there is a significant effect of Reliability (X4) on Customer Satisfaction (Y) at Perumdam Maruang Duhung. Reliability plays an important role in customer satisfaction so that it will produce loyal customers to the Company. Reliability here is how fast employees are in serving customers, employees' ability to communicate, procedures or registration of new customers is not complicated and the service provided is in accordance with expectations. These things are visible evidence that can be assessed by others in the form of Reliability given to customers. The reliability provided by Perumdam Maruang Duhung in the form of speed of service, accuracy of service, comfort, and friendliness can be well received by customers. Several of these factors are felt directly by customers. Thus it can be concluded that the better the Reliability provided will increase customer satisfaction who use the services of Perumdam Maruang Duhung.

4.5 The Influence of Empathy on Customer Satisfaction

The results of this study state that Empathy (X5) has a positive effect on Customer Satisfaction (Y) with a path coefficient of 0.175 (positive) and a P-value of 0.040 <0.05, it can be stated that there is a significant effect of Empathy (X5) on Customer Satisfaction (Y) at Perumdam Maruang Duhung. Empathy plays an important role in customer satisfaction so that it will produce loyal customers to the Company. Empathy here means that employees are polite to customers, employees are friendly when serving, employees understand customer desires, and employees listen to complaints conveyed by customers. These things are visible evidence that can be assessed by others in the form of empathy given to customers. Good communication with customers, attention to customers, and giving smiles, greetings, and greetings have been felt well by customers. Thus it can be concluded that the better the Empathy given will increase customer satisfaction who use the services of Perumdam Maruang Duhung.

4.6 The Influence of Customer Satisfaction on Customer Loyalty

The results of this study state that Customer Satisfaction (Y1) has a positive effect on Customer Loyalty (Y2) with a path coefficient of 0.730 (positive) and a P-value of 0.000 <0.05, it can be stated that there is a significant effect of Customer Satisfaction (Y1) on Customer Loyalty (Y2) at Perumdam Maruang Duhung. Satisfaction plays an important role in generating loyal customers to the Company. Satisfaction here is a sense of satisfaction with the procedures, services, results, and facilities and infrastructure at Perumdam Maruang Duhung. These things are visible evidence that can be felt by others in the form of a sense of satisfaction given to customers. Thus it can be concluded that the more Customer Satisfaction is fulfilled, the more Customer Loyalty will increase to Perumdam Maruang Duhung.

5. Conclusion

As a conclusion and research results obtained the results that the variables of Physical Evidence, Responsiveness, Assurance, Reliability, and Empathy have a significant effect on customer satisfaction. Of all the service quality dimension variables, namely physical evidence, responsiveness, reliability, assurance, and empathy, the one that has the most dominant and significant effect on customer satisfaction of Perumdam Maruang Duhung is the Reliability variable. For the Customer Satisfaction variable has a significant effect on Customer Loyalty. Some suggestions that can be submitted related to the conclusion are that Perumdam Maruang Duhung is expected to maintain and improve the variables of Physical Evidence, Responsiveness, Reliability, Assurance, and Empathy because of their significant influence on customer satisfaction. Then Perumdam Maruang Duhung is expected to continue to provide Smile, Greeting, Greeting, be friendly in serving customers, and maintain the office condition neatly and cleanly.

Reference

- [1] P. Kotler dan K. L. Keller, *Marketing Management*, 15 ed. Erlangga, 2018.
- [2] U. R. Christa dan R. Sambung, "ANALISIS PENGARUH DIMENSI MODAL INTELEKTUAL TERHADAP KINERJA PELAYANAN PERGURUAN TINGGI DI KALIMANTAN TENGAH," 2021.
- [3] R. Nurul Ihsan dan A. Karim, "KUALITAS PELAYANAN TERHADAP KEPUASAN NASABAH PT. JASA RAHARJA MEDAN," 2021.
- [4] T. W. K. A. Negara, A. Suddin, dan U. Sriwidodo, "PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN PDAM DI KOTA SURAKARTA DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING," *Jurnal Manajemen Sumber Daya Manusia*, vol. 14, no. Juni, hlm. 16–28, 2020.

- [5] Budiarno, I. Bagus Nyoman Udayana, dan A. Lukitaningsih, “PENGARUH KUALITAS LAYANAN KUALITAS PRODUK TERHADAP KEPUASAN PELANGGAN DALAM MEMBENTUK LOYALITAS PELANGGAN,” *Equilibrium: Jurnal Penelitian Pendidikan dan Ekonomi*, vol. 19, Jul 2022, [Daring]. Tersedia pada: <https://journal.uniku.ac.id/index.php/Equilibrium>
- [6] A. Risdyanto dan Asmu'i, “Pengaruh Dimensi Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Yayasan Agaphe Banjarmasin,” vol. 12, no. 1, 2023.
- [7] A. H. Khoiri, “PENGARUH KUALITAS PELAYANAN DAN PENANGANAN KELUHAN TERHADAP KEPUASAN DAN LOYALITAS NASABAH PADA BANK BNI SYARIAH SEMARANG,” *Jurnal Syarikah P*, vol. 7, no. 2, Des 2021.
- [8] V. Kristinae dan U. R. Christa, “PENGARUH INOVASI RESONANSI MEREK DALAM MEMEDIASI KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK SMARTPHONE IPHONE DI-KOTA PALANGKA RAYA,” 2022.
- [9] P. A. Situmeang, B. Nainggolan, dan A. A. Kristiadi, “PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN DI RESTORAN SUSHIMAS,” *EDUTURISMA*, vol. IV, no. 1, hlm. 32–55, 2019.
- [10] Mahira, P. Hadi, dan H. Nastiti, “PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN INDIHOME,” vol. 2, hlm. 1267–1283, 2021.
- [11] E. Gonu, P. M. Agyei, O. K. Richard, dan M. Asare-Larbi, “Customer orientation, service quality and customer satisfaction interplay in the banking sector: An emerging market perspective,” *Cogent Business and Management*, vol. 10, 2023, doi: 10.1080/23311975.2022.2163797.
- [12] M. F. Benaglia, M. H. C. Ho, dan T. Tsai, “Drivers of customer satisfaction with restaurants during COVID-19. A survey of young adults in Taiwan and Indonesia,” *Asia Pacific Management Review*, 2023, doi: 10.1016/j.apmr.2023.08.001.
- [13] M. Diffa Ulhaq, R. Al Bayhaqi, L. Agusinta, dan P. Fachrial, “CUSTOMER SATISFACTION OF PT. JNE EXPRESS JAKARTA DURING COVID-19 SITUATION,” 2020.
- [14] A. Kusumawati dan K. S. Rahayu, “The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty,” vol. 32, no. 6, hlm. 1525–1540, 2020, doi: 10.1108/TQM-05-2019-0150.
- [15] M. H. U. Rashid, M. Nurunnabi, M. Rahman, dan M. A. K. Masud, “Exploring the relationship between customer loyalty and financial performance of banks: Customer open innovation perspective,” *Journal of Open Innovation: Technology, Market, and Complexity*, vol. 6, no. 4, hlm. 1–19, Des 2020, doi: 10.3390/joitmc6040108.
- [16] A. Wardhana, *CONSUMER BEHAVIOR IN THE DIGITAL ERA 4.0-EDISI INDONESIA PENERBIT CV. EUREKA MEDIA AKSARA*. Jawa Tengah: EUREKA MEDIA AKSARA, 2024.