

Analysis of Satisfaction and Loyalty with the Customer Experience Approach

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ABSTRACT

E-commerce in Indonesia is currently developing rapidly in line with the era of globalization. Customer Experience is one aspect that Sociolla really cares about. Nowadays, manufacturers do not only need good products but must have different experiences in their services. Currently, the millennial generation, besides looking for good products, they also pay attention to experience in their purchases. The aim of this study is (1) to analyze the effect of customer experience (accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time) on satisfaction with Sociolla consumers, (2) to analyze the effect of customer satisfaction on Sociolla customer loyalty, formulating appropriate marketing strategies to increase satisfaction and loyalty to Sociolla. The sampling technique in research uses non-probability sampling method with convenience sampling technique. This study used a total sample of 230 people and the unit of analysis in this study was an individual. Processed using SEM-PLS. Based on the research results, the variable of customer experience that has an influence on customer satisfaction is competence, problem solving, promise fulfillment, value for time. While the variable customer experience that has less effect on customer satisfaction is accessibility, customer recognition, helpfulness, and personalization. Meanwhile, consumer satisfaction has a strong effect on consumer loyalty.

Keywords: Customer experience, Customer satisfaction, Consumer loyalty, E-commerce beauty, SEM-PLS

INTRODUCTION

Electronic Commerce (E-commerce) according to the OECD (The Organization for Economic Cooperation and Development) (2009) is the sale or purchase of goods or services, which is carried out through a computer network. Through E-commerce, it is the first time that business people have the same opportunities and opportunities to compete for business in cyberspace. E-commerce uses internet technology and other computer networks to carry out its main business processes, namely buying and selling. E-commerce can be used as a medium for company development and can increase cost efficiency and company productivity.

Currently, e-commerce is a positive trend among millennials. According to the Central Statistics Agency (BPS) in 2019, the characteristic of millennials themselves is that this generation has the characteristics of open communication, fanatical social media users, their lives are very influenced by technological developments, they want to access information quickly through their cell phones. All millennial activities have also been centered on digital. Millennial activities include shopping on e-commerce. According to Snapcart's research, e-commerce shopping behavior in Indonesia is based on age, the millennial generation gets the largest percentage, namely 50 percent. Therefore, millennials are one of the drivers of e-commerce in Indonesia.

E-commerce beauty is growing along with the increasing number of

enthusiasts in purchasing cosmetics and skincare products online. According to a survey conducted by Iprice Sociolla, it is one of the most popular e-commerce beauties today. PT Social Bella Indonesia (Sociolla) is a specialized e-commerce selling beauty and personal care products. Sociolla really cares about the products they sell. Products sold by Sociolla are not only local brands, but products from abroad.

In purchasing decisions, customer experience is an important aspect (Solomon et al. 2006). Customer experience is one aspect that Sociolla really cares about. According to research conducted by Venkat (2007), customer experience has an influence on customer satisfaction. If consumers feel very satisfied, it will lead to loyalty. Satisfaction and loyalty can be generated by a good customer experience.

Sociolla as e-commerce pays attention to customer experience which is expected to increase customer satisfaction and loyalty. Sociolla web visitors are still volatile and volatile every month. With the development of e-commerce beauty, there is a sales competition and an increase in promotion and customer experience is needed that will result in customer satisfaction and loyalty. Another problem faced by Sociolla is that there are still many complaints submitted in their social media comments column. Judging from the problems that Sociolla has, this indicates that Sociolla has problems in maximizing their customer experience. According to Smith and Wheeler (2002), customer satisfaction is part of the customer experience. Through the customer experience provided by Sociolla, Based on this description, the authors are interested in conducting research, including (1) How customer experience affects Sociolla customer satisfaction and loyalty, (2) How does satisfaction affect Sociolla consumer loyalty, and (3) How to formulate the right marketing strategy to increase satisfaction and Sociolla consumer loyalty.

Based on the problem formulation that has been described, the objectives of

this study are (1) to analyze the effect of customer experience (accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time) on satisfaction of Sociolla consumers, (2) Analyzing the effect of customer satisfaction on Sociolla customer loyalty, and (3) Formulating appropriate marketing strategies to increase satisfaction and loyalty to Sociolla.

LITERATURE REVIEW

Customer experience

According to Gentile et al. (2007), the definition of customer experience is derived from a set of interactions between consumers and a product, company, or part of an organization, which causes a reaction. This experience is completely personal and implies consumer engagement at different levels (be it rationally, emotionally, sensory, physical, and spiritual).

Based on the research results of Lemke et al. (2011) found eight factors that are important as a measuring tool in influencing customer experience, namely:

- a) **Accessibility:** the extent to which consumers find it easy to access customer service or appropriate facilities. For example, like a web page. Some companies make it easier for consumers to access appropriate facilities (high ease of access). If the website is difficult to access, consumers will slowly leave the company. Ease of accessing the right customer service or guide to talk to or being able to easily accomplish what consumers want to do.
- b) **Competence:** competencies possessed by the product or service provider. The extent to which consumers feel that staff know what they are doing and that they are competent in doing their job. staff can give customers confidence that they know what they are doing and are able to do their job properly (competently), while being incompetent and unable to do their job in the way that is required of them (incompetent) will reduce the level

- of confidence consumers of the services provided by the company.
- c) **Customer Recognition:** consumers' feeling that their presence is known and recognized by the product or service provider. The degree to which consumers feel they are recognized and recognized when they initiate contact. Some companies seem to recognize and acknowledge consumers when they initiate contact with the company (recognize consumers), while if they do not pay attention or recognize consumers (do not pay attention to consumers), consumers will feel an impersonal feeling towards the company.
- d) **Helpfulness:** the consumer's feelings about the ease with which he can ask for a product or service. The extent to which company staff is very helpful. Some companies have staff who seem to have no trouble helping customers. Companies must train staff to be able to help consumers and focus on consumers.
- e) **Personalization:** the consumer's feeling that he is receiving treatment / facilities that make him comfortable as an individual for a product or service. The extent to which consumers feel treated in a personalized way. Some companies seem to know consumers as individuals and personalize service delivery (personalized customer care).
- f) **Problem Solving:** consumer's feeling that the problem is solved by a product or service provider. The extent to which consumers feel that the staff is trying to solve their problems. Some company staff seem to have a problem and try to help find solutions for consumers (trying to solve consumer problems).
- g) **Promise Fulfillment:** fulfillment of promises by product or service providers. The extent to which companies keep the promises they have made to consumers. With the fulfillment of promises by the company, consumers will return to the company and consumers will not feel disappointed.
- h) **Value for Time:** the consumer's feeling that his / her time is valued by the product or service provider. The extent to which companies demonstrate that they value, and seek to use consumers' time efficiently (for example, by shortening waiting times and providing service efficiently). companies do everything in their power to use consumers' time efficiently (companies value and utilize consumers' time efficiently)
- Customer experience with customer satisfaction is an important factor. With a good customer experience, consumer interest will be satisfied and interest in visiting or repeat purchases will grow. Customer experience has a positive and significant effect on customer satisfaction (Dewi and Hasibuan 2016). According to research by Mulyono and Djatmiko (2018), accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time have a significant influence in a positive direction on consumer satisfaction. The higher the customer experience (accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time) variables will lead to increased consumer satisfaction.
- Customer satisfaction is a specific evaluation of all services provided by the company, so that customer satisfaction can only be measured from the experiences that consumers have gone through during the purchase process (Zeithaml and Bitner 1996). In Nobar and Rostamzadeh's research (2018), customer experience has a significant influence and has an important impact on consumer satisfaction. According to Ali (2018), for service providers to compete, their services must create a positive consumer experience and their services must result in customer satisfaction.

Customer Satisfaction

Anderson and Srinivasan (2003) stated that consumer satisfaction in e-

commerce is customer satisfaction related to experience during the buying process. If firms increase customer satisfaction by trying to lower their prices or improve the quality of service to consumers, the result is low profits (Kotler and Keller 2008). In the book written by Lupiyoadi (2001), there are four factors driving customer satisfaction, namely:

- 1) Product quality, given a good product, consumers will be satisfied.
- 2) Price, an important source of satisfaction is price. Especially for consumers who are sensitive to price.
- 3) Service Quality, customer satisfaction will be created with services that make it comfortable as expected by consumers or even more than expected.
- 4) Emotional Factor, consumers will feel satisfied if they get emotional value from the product or service.

In order for the company to grow and achieve the company's vision and mission, the company must provide a total product service that is comprehensive and customer experience plays an important role in this. Therefore, customer experience must be considered at all times because it can increase customer satisfaction. According to Meesala and Paul (2018), consumers who make several purchases of products become their experiences from time to time, which will lead to consumer satisfaction.

Consumer Loyalty

According to Kotler (2000), consumer loyalty cannot be measured by how much he makes a purchase, but from how often the consumer makes repeated purchases and recommends the product to others to buy the product. According to Robert et al. (2003) the ultimate goal of the company to build relationships with consumers through the services provided by the company to form strong loyalty is:

- a) Say positive things, states positive things about products that consumers have bought.

- b) Recommend friend, recommend products that have been consumed or purchased to friends.
- c) Continue purchasing, consumers make repeat purchases of products that have been purchased by them.

Loyalty is a pattern of consumer behavior towards purchases, product use from their experiences (Griffin 2005). Loyalty is a commitment from consumers to repurchase a product or service. Loyalty is also one of the benchmarks used for the growth of sales of goods or services in a company.

The Effect of Accessibility on Customer Satisfaction

In the research of Senjaya et al. (2013) stated that the accessibility variable has a strong influence on customer satisfaction and is the variable that most influences customer satisfaction. Ease of accessing customer service and accessing the website is the main thing to achieve what consumers want for the first time shopping on the website. If the consumer's desire is fulfilled, the consumer will be satisfied. Good accessibility to the company affects a good customer experience (Ridho and Octavia 2016).

If the customer experience is good, it will affect customer satisfaction with the company. Accessibility is a variable found in customer experience, and is a variable that has a positive effect on customer satisfaction (Njoto et al. 2016). High accessibility affects consumer satisfaction (Mulyono and Djatmiko 2018).

Effect of Competence on Customer Satisfaction

The competence of the product or service provider is important. In customer satisfaction, competence is one of the variables in customer experience that has a positive effect on customer satisfaction (Njoto et al. 2016). A positive value means that these variables have a unidirectional relationship and influence on customer satisfaction. With increasing competence,

consumer satisfaction will also increase in percentage (Senjaya et al. 2013). Competence is one of the dimensions of customer experience that affects customer satisfaction (Mulyono and Djatmiko 2018). With a high competence value, it explains that customer experience service is in the good category (Ridho and Octavia 2016). If the customer experience is good, it will affect customer satisfaction.

The Effect of Customer Recognition on Customer Satisfaction

Customer recognition is the feeling of consumers that their presence is known and recognized by the company. With that customer recognition is a variable that has a significant effect on customer satisfaction (Senjaya et al. 2013). If there is an increase in customer recognition, then consumer satisfaction will also increase (Njoto et al. 2016). Good customer recognition is a reflection of a good customer experience, so it can affect customer satisfaction (Ridho and Octavia 2016).

The Effect of Helpfulness on Customer Satisfaction

Helpfulness relates to the ease with which consumers ask for help from the company and a good response from the company in these conditions. There is a direct and significant influence on the customer experience dimension, namely helpfulness on customer satisfaction (Mulyono and Djatmiko 2018). Customer experience is a series of processes that involve consumers actively, one of the customer experience variables is helpfulness. Good helpfulness will affect the company's consumer satisfaction (Ridho and Octavia 2016). Helpfulness is the dimension of customer experience that has the most dominant influence on customer satisfaction (Senjaya et al. 2013). If the customer experience is good, it will affect customer satisfaction with the company. Helpfulness is a variable found in customer experience, and become a variable that has a positive

effect on customer satisfaction (Njoto et al. 2016).

The Effect of Personalization on Customer Satisfaction

Personalization is the feeling of consumers that receive treatment or facilities that make consumers comfortable. Personalization has a direct and significant effect on customer satisfaction (Senjaya et al. 2013). Personalization is positive, positive value means that these variables have a unidirectional relationship and influence on customer satisfaction (Njoto et al. 2016). Customer experience has a significant effect on customer satisfaction. Personalization is a dimension of customer experience. Good and high personalization affects customer satisfaction (Ridho and Octavia 2016).

The Effect of Problem Solving on Customer Satisfaction

Problem solving is the consumer's feeling that the problem is solved by the product or service provider. The extent to which consumers feel that the staff is trying to solve their problems. Problem solving has a significant positive effect on customer satisfaction (Senjaya et al. 2013). Meanwhile, according to research by Njoto et al. (2016), problem solving is proven to have an effect, but not significant. Customer experience in terms of problem solving is included in the good category (Ridho and Octavia 2016). Then it will affect customer satisfaction because customer experience has a positive and significant effect on customer satisfaction (Dewi and Hasibuan 2016).

The Effect of Promise Fulfillment on Customer Satisfaction

Promise fulfillment is the fulfillment of promises by product or service providers. The extent to which companies keep the promises they have made to consumers. In the research of Senjaya et al. (2013), promise fulfillment has a positive but insignificant effect on consumer

satisfaction. However, in the research of Njoto et al. (2016), promise fulfillment is proven to have a significant effect on consumer satisfaction. Eight customer experience variables have a significant and unidirectional effect on customer satisfaction (Mulyono and Djatmiko 2018). That means promise fulfillment is included in the factors that affect customer satisfaction.

The Effect of Value for Time on Customer Satisfaction

Value for time is the consumer's feeling that the time he has is valued by the product or service provider. The extent to which companies show that they value, and try to use consumers' time efficiently. Value for time has a positive and significant effect on customer satisfaction (Mulyono and Djatmiko 2018). Then the higher the value for time, will lead to increased customer satisfaction. In the research of Senjaya et al. (2013), proved that there is a strong positive and significant direct effect between value for time and customer satisfaction. Njoto et al. (2016) in their research also said that the value for time variable has a positive and significant effect on customer satisfaction.

The Effect of Customer Satisfaction on Consumer Loyalty

One of the important indicators for measuring loyalty is consumer satisfaction and dissatisfaction with products and services (Tu and Chin-May 2003). According to the results of research by Biedenbach and Marell (2010), high loyalty to goods or services is developed through satisfaction with the customer experience provided by the company. Positive experiences that are generated by consumers can be one of the competitive advantages for the company. Customer experience has a significant effect on loyalty with satisfaction as an intermediary variable. Anggraeni and Yasa (2012) suggest that consumer loyalty is influenced by the satisfaction felt by consumers as a result of a positive

experience. Consumer satisfaction has a significant positive direct effect on consumer loyalty (Senjaya et al. 2013) Maintaining customer satisfaction as an effort to achieve loyalty (Kusumawati 2011). Customer satisfaction is the main key to loyalty (Cronin et al. 2000).

METHODS

The research was conducted on Sociolla consumers who live in Jabodetabek. The research was conducted from May to August 2020 which was conducted online on Sociolla consumers. In this research, the data used are primary and secondary data. The primary data in this study is in the form of information which includes the independent and dependent variables in this study. Meanwhile, secondary data is information obtained in literacy or in the form of document references related to the research topic. This study uses a quantitative approach. The quantitative approach is used to examine a specific population or sample, data collection using research statistics, statistical analysis with the aim of testing predetermined hypotheses. The design used in this study is cross-sectional, namely the type of research design in the form of collecting data from a particular sample which is only done once (Malhotra 1999).

The analytical method used, namely descriptive analysis, is to transform a set of raw data into a form that is easier to understand in the form of more concise information. The descriptive analysis of the research is used to describe in more detail the results of the variable research in this research. Lastly using analysis (Structural Equation Model) SEM, SEM model selection is used because it can explain variables directly or indirectly, connect latent variables with indicator variables and explain the correlation between latent variables and indicator variables. The SEM method used is the Partial Least Square (PLS) approach.

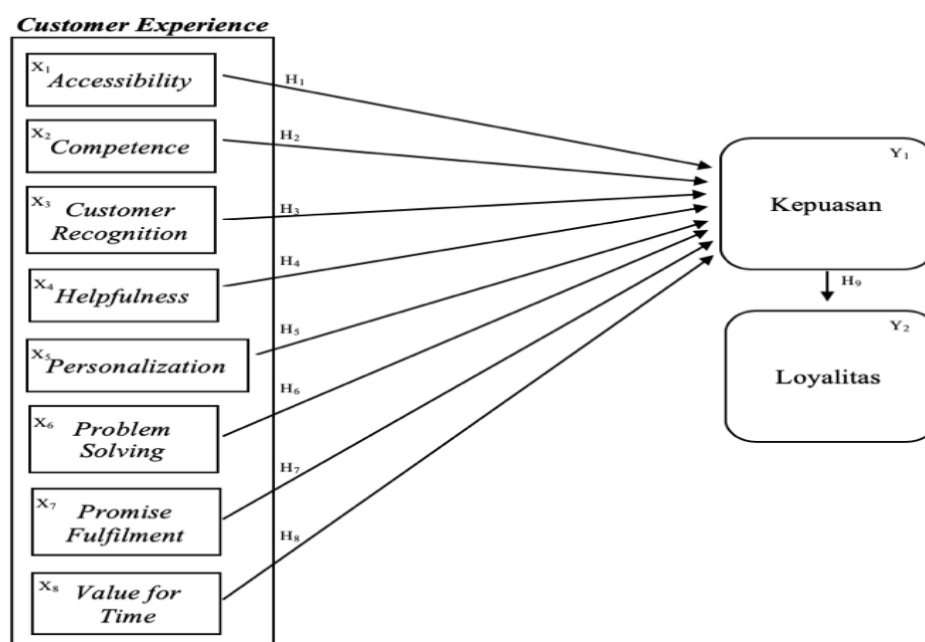


Figure 1 Framework of this research

RESULTS

Sociolla Respondent Analysis

a. Gender

The gender of Sociolla consumer respondents was dominated by women, as many as 232 respondents (92.1 percent), while for men as many as 20 respondents (7.9 percent). Sociolla consumers are not only women, but men also shop on the Sociolla website. Although the number of women dominates the number of respondents in this study.

b. Profession

In this study, the respondent's work was divided into six categories, namely students or university students, private employees, BUMN, self-employed, civil servants and others. From work can also influence consumer behavior to make product purchases at Sociolla. Most respondents for the job category were students or college students as many as 127 respondents (50.4 percent) and private employees as many as 89 respondents (35.3 percent). By being dominated by students, it is included in Generation Z (1995-2010) as according to data from the Central Statistics Agency (BPS) in 2019, namely, e-commerce is a positive trend among millennials. All millennial activities have

also been centered on digital. Millennial activities include shopping on e-commerce.

c. Income

In this study, the respondents' income was divided into four categories, namely <IDR 2,000,000, IDR 2,500,000 - IDR 5,000,000, IDR 5,000,000- IDR 10,000,000, and > IDR 10,000,000. The income of most respondents was less than Rp. 2,000,000 as many as 115 respondents (45.6 percent) and Rp. 2,500,000- IDR 5,000,000 with the number of respondents 96 (38.1 percent).

d. Shopping Expenditures at Sociolla

Expenditures for respondents this time refer to the amount spent by the respondent in making purchases at Sociolla. Purchase of products in the form of make-up / cosmetics, skin care, hair care, beauty supplies, and perfume. Expenditures for Sociolla products are divided into four categories, namely <IDR 100,000, IDR 100,000 - IDR 500,000, IDR 500,000 - IDR 1,000,000, and > IDR 1,000,000. The largest expenditure for Sociolla products is IDR 100,000 - IDR 500,000 with 205 respondents (81.3 percent).

Analysis of Satisfaction and Loyalty with the Customer Experience Approach

In this study, the analysis is related to nine research hypotheses that indicate a causal relationship between latent variables. The hypothesis in this study is as follows:

H1: Accessibility affects consumer satisfaction.

H2: Competence affects consumer satisfaction.

H3: Customer Recognition affects Customer Satisfaction.

H4: Helpfulness affects Customer Satisfaction.

H5: Personalization affects consumer satisfaction.

H6: Problem Solving affects Customer Satisfaction.

H7: Promise Fulfillment affects Customer Satisfaction.

H8: Value for Time affects Customer Satisfaction.

H9: Customer Satisfaction has an effect on Consumer Loyalty

Table 1 Calculation Results of Path Coefficients Standardized For Structural Model

	Coef (O)	Sample Mean (M)	Standard Deviation (STDEV)	Statistics (O / STDEV)	P -Value	Information
X1→Y1	-0.030	-0.029	0.052	0.581	0.562	Thank H0
X2→Y1	0.260	0.258	0.074	3,527	0,000	Reject H0
X3→Y1	-0.029	-0.024	0.058	0.508	0.612	Thank H0
X4→Y1	-0.004	-0.003	0.072	0.056	0.955	Thank H0
X5→Y1	0.031	0.036	0.066	0.469	0.639	Thank H0
X6→Y1	0.192	0.190	0.062	3,075	0,002	Reject H0
X7→Y1	0.246	0.244	0.066	3,743	0,000	Reject H0
X8→Y1	0.338	0.331	0.077	4,362	0,000	Reject H0
Y1→Y2	0.690	0.692	0.041	16,948	0,000	Reject H0

Source: Primary Data, 2020 (processed)

Relationship Accessibility on Consumer Satisfaction

Effect of Accessibility (X1) on Sociolla consumer satisfaction. Based on Table 4.18, the p-value of 0.562 is greater than alpha (0.05), so the decision to accept H0 is obtained. That is, based on the test results, it can be concluded that empirically there is not enough evidence to state that there is an effect of Accessibility on Sociolla Consumer Satisfaction. This means that Accessibility to Sociolla will not necessarily increase satisfaction with Sociolla consumers. This hypothesis is in accordance with previous research, namely, the research conducted by Iskandasyah and Sorayanti (2017) states that location which shows as accessibility has no effect on consumer satisfaction. Based on this test, it can be seen that Accessibility does not directly affect Sociolla Consumer Satisfaction. The source of Sociolla's consumer satisfaction comes from other aspects presented by Sociolla. Accessibility does not affect it due to the lack of ease of interaction and access to products on the Sociolla website.

Relationship between Competence and Customer Satisfaction

The Effect of Competence (X2) on Sociolla Consumer Satisfaction. Based on Table 4.18, the p-value of 0.000 is smaller than alpha (0.05), so that the decision to reject H0 is obtained. This means, based on the test results, it can be concluded that there is an effect of Competence (X2) on Sociolla customer satisfaction. This hypothesis is in accordance with previous research conducted by Njoto et al. (2016) in customer satisfaction, competence is one of the variables in customer experience that has a positive effect on customer satisfaction. Competence is one of the dimensions of customer experience that affects customer satisfaction (Mulyono and Djatmiko 2018). The high competence value explains that customer experience service is in the good category (Ridho and Octavia 2016).

Sociolla takes care of their qualities. Starting from the quality of the products provided, the various products provided, customer service who has knowledge of the products sold by Sociolla and Sociolla, which provides a clear description of how to

use the product. These factors are one of the factors that affect Sociolla customer satisfaction. That way, Sociolla can improve and re-emphasize their Competence so that they continue to get satisfaction from consumers. If this Competence is maintained and continues to influence the level of satisfaction of consumers, customer satisfaction will turn into loyalty.

Relationship between Customer Recognition and Customer Satisfaction

The Influence of Customer Recognition (X3) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0.612 is greater than alpha (0.05) so that the decision to accept H₀ is obtained. That is, based on the test results it can be concluded that empirically there is not enough evidence to state that there is an effect of Customer Recognition on Sociolla Consumer Satisfaction. This hypothesis is in accordance with the research conducted by Rahman et al. (2014) state that partially customer recognition has no effect on satisfaction which is marked by not having an effect on positive word of mouth.

Unaffected Customer Recognition (X3) can arise due to a lack of consumer feeling that their presence is known and recognized by service providers. This can be an evaluation of Customer Recognition (X3) which has been given to Sociolla consumers, which is very important for Sociolla to improve again so that it can further influence consumer satisfaction.

Helpfulness Relationship to Customer Satisfaction

The Influence of Helpfulness (X4) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0.955 is greater than alpha (0.05), so the decision to accept H₀ is obtained. That is, based on the test results, it can be concluded that empirically there is not enough evidence to state that there is an influence of Helpfulness on Sociolla Consumer Satisfaction. This hypothesis is in accordance with the research conducted by Laini & Tabrani

(2017) stated that helpfulness had no partial effect on satisfaction.

Helpfulness (X4) does not affect Sociolla's Consumer Satisfaction due to the lack of consumer feelings about the ease with which the website provides instructions for carrying out the transaction process, lack of explanation about the products being sold, lack of ease of asking for admin or operator help, and lack of ease of reading terms and conditions for each promotion. Sociolla needs to improve the aspects found in Helpfulness (X4) in order to have an effect on Customer Satisfaction.

Personalization Relationship to Consumer Satisfaction

The Effect of Personalization (X5) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0.639 is greater than alpha (0.05), so the decision to accept H₀ is obtained. That is, based on the test results it can be concluded that empirically there is not enough evidence to state that there is an effect of Personalization on Sociolla Consumer Satisfaction. The results of this study are in accordance with the research conducted by Tong et al. (2012) personalization has no effect on customer satisfaction, although it does have an effect on loyalty.

Lack of website design, two-way interaction (live chat) on unhelpful websites, lack of product references similar to those sought, and wishlist features that are not used by consumers can be the cause of not affecting personalization on consumer satisfaction. This can be an evaluation of the Personalization that has been given to Sociolla consumers, which is very important to be improved again by Sociolla so that it can further affect the satisfaction of consumers.

Relationship Problem Solving to Customer Satisfaction

Effect of Problem Solving (X6) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0.002 is smaller than alpha (0.05), so the decision to reject

H0 is obtained. That is, based on the test results, it can be concluded that there is an effect of Problem Solving on Sociolla consumer satisfaction. This hypothesis is in accordance with the research conducted by Senjaya et al. (2013) that problem solving has a significant positive effect on customer satisfaction (Senjaya et al. 2013). The results show that the Problem Solving variable is one of the variables that makes consumers feel satisfied with Sociolla's services, because consumers will feel when the staff tries to solve their problems.

The Relationship between Promise Fulfillment and Consumer Satisfaction

The Effect of Promise Fulfillment (X7) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0,000 is smaller than alpha (0.05), so that the decision to reject H0 is obtained. That is, based on the test results, it can be concluded that there is an effect of Promise Fulfillment on Sociolla consumer satisfaction. This hypothesis is in accordance with research conducted by Mulyono and Djatmiko (2018), promise fulfillment is proven to have a significant effect on consumer satisfaction. The results showed that the Promise Fulfillment variable is one of the variables that makes consumers feel satisfied with Sociolla services, because consumers can trust the promises given by product / service providers.

Value for Time Relationship to Customer Satisfaction

The Effect of Value for Time (X8) on Sociolla Consumer Satisfaction. Based on Table 4.18 the p-value of 0,000 is smaller than alpha (0.05), so that the decision to reject H0 is obtained. That is, based on the test results, it can be concluded that there is an effect of Value for Time on Sociolla customer satisfaction. This hypothesis is in accordance with the research conducted by Njoto et al. (2016) in their research also said that the value for time variable has a positive and significant effect on customer satisfaction.

The results showed that the Value for Time variable was one of the variables that made consumers feel satisfied with Sociolla's services. Because consumers will know the extent to which the company shows that they value, and try to use consumers' time efficiently.

The Relationship between Customer Satisfaction and Consumer Loyalty

Hypothesis nine states the effect of Customer Satisfaction (Y1) on Consumer Loyalty (Y2) Sociolla. Based on Table 4.18 the p-value of 0,000 is smaller than alpha (0.05), so that the decision to reject H0 is obtained. That is, based on the test results, it can be concluded that there is an effect of Customer Satisfaction on Sociolla Consumer Loyalty. This hypothesis is in accordance with the research conducted Cronin et al. (2000), that customer satisfaction is the main key to loyalty. Maintaining customer satisfaction as an effort to achieve loyalty (Kusumawati 2011). The results of this study are also in line with the results of research by Messakh (2016), which states that customer satisfaction affects customer loyalty because the more consumers feel satisfied with their desires and feel satisfied between expectations and reality, consumers will return to being customers and become loyal customers.

The results showed that the Consumer Satisfaction variable is a variable that makes consumers loyal to Sociolla, because if consumers are satisfied with Sociolla services, consumers will be loyal. According to Akbar, Arifin and Sunarti (2016), the satisfaction felt by consumers with service quality can change consumers into loyal customers and do not turn to competitors, besides that loyal customers are a long-term advantage which is a competitive advantage for the company.

DISCUSSION

Managerial implications that can be formulated to increase Sociolla consumer satisfaction and loyalty, namely based on

segmentation, Sociolla prioritizes or targets customers aged 20-27 years who are still active in social media. student work, monthly income <IDR 2,000,000, and expenses for Sociolla IDR 100,000 - IDR 500,000. For the greatest product achievement in Jabodetabek, but one Indonesia can do it due to online marketing. Furthermore, to increase sales, Sociolla must have a fair price standard and compete with competitors. Have a price standard that is teachable but still optimal in increasing profits by looking at what product trends are being interested and needed by consumers.

But rather than that, in terms of competence, the aspect most valued by consumers is that Sociolla has a standard for the quality of the products it sells. In problem solving, an aspect that needs to be considered and maintained is that the provision of a product review column from previous buyers can simplify product selection. The authenticity of products received by consumers is a high indicator of Promise fulfillment. In value for time, the most influential indicator is the ease of the process for shopping at Sociolla. By maintaining this quality, Sociolla will have a high level of customer satisfaction and loyalty. Then, Sociolla also focuses on efforts to increase consumer satisfaction and loyalty through the customer experience approach (accessibility, competence, customer recognition, helpfulness, personalization, etc).

CONCLUSIONS

Sociolla is a very popular e-commerce for teenagers today, customer experience is needed to determine its effect on consumer satisfaction and loyalty. The variables that affect customer satisfaction are Competence, Problem Solving, Promise Fulfillment, and Value for Time. This means that the better the aspects of Competence, Problem Solving, Promise Fulfillment, and Value for Time, the better the satisfaction of consumers. Meanwhile, the customer experience variables that do not affect customer satisfaction are

Accessibility, Customer Recognition, Helpfulness, and Personalization. Consumer satisfaction has a significant effect on consumer loyalty.

To increase consumer satisfaction and loyalty, Sociolla needs to pay attention to the factors that affect customer satisfaction and loyalty. Also increasing the factors that are less influential so that later it can increase customer satisfaction and loyalty. Suggestion for further research is to add variables related to satisfaction and loyalty to Sociolla consumers. Can also test directly the customer experience variable on consumer loyalty. Can also use a wider and larger sample. It is hoped that this research can be a starting point for further development of further research in more depth.

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