

Endang TJAHJANINGSIH <naning@edu.unisbank.ac.id>

Min, 3 Sep,  
04.58

kepada mailbox

Dear: Editor-in-Chief  
Hong Kong Journal of Social Sciences (HKJSS)  
E-mail: [mailbox@hkjoss.com](mailto:mailbox@hkjoss.com)

Sincerely,

We submit an article with the tittle: **The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia**, so that it can be published in the Hong Kong Journal of Social Sciences (HKJSS).

We have great hopes for the publication of our article in this journal.

Best regards,

Endang Tjahjaningsih

## Hong Kong Journal of Social Sciences

Eksternal

Kotak Masuk

Telusuri semua pesan berlabel Kotak Masuk

Hapus label Kotak Masuk dari percakapan ini



[mailbox@hkjoss.com](mailto:mailbox@hkjoss.com)

Sel, 19 Sep 2023,  
05.11

kepada saya

Terjemahkan ke Indonesia

Dear Authors,

Greetings from the Hong Kong Journal of Social Sciences. Thank you very much for submitting your manuscript to the Hong Kong Journal of Social Sciences.

Your paper has been reviewed by 2 independent experts. Having considered the reviews, we have reached a decision regarding your submission.

Our decision is to: Revision Required.

We are pleased to inform you that the paper has been provisionally accepted for publication subject to minor revisions being made in response to the reviewers' comments given below.

If you want to publish in Hong Kong Journal of Social Sciences, No. 62 Autumn/Winter 2023, you need to send the following to the editorial office by e-mail at the following address: [mailbox@hkjoss.com](mailto:mailbox@hkjoss.com) :

1. The article strictly formatted according to the template recommendations for authors and correct the article on the reviewers' recommendations, see <http://hkjoss.com/docs/template.doc> . All revisions should be highlighted in the article.
2. Payment proof.

Please highlight the corrections in this article in Green. We hope you'll do great.

Reviewers' Comments:

The topic is interesting and important. However, there are several key areas that need more work.

- 1 - Please add the Flowchart of the research methodology (The main steps of research process are summarized in Figure .....).
- 2 - Authors should explain the academic contribution of the work developed (50-150 words in conclusion). Highlighting what is innovative/original about the existing literature.
- 3 - Please cite sources under the tables. If they were developed by the authors, indicate "developed by the authors".

Deadline for providing revised article and payment: September 27, 2023.  
The article will be published until November 30, 2023.

All articles published are published in full open - access. In order to provide free access to readers, and to cover the costs of peer review,



港澳期刊網

----- Original Message -----

Subject: Submit an article "The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia"

Date: 2023-09-03 17:28

From: Endang Tjahjaningsih <[naning@edu.unisbank.ac.id](mailto:naning@edu.unisbank.ac.id)>

To: [mailbox@hkjoss.com](mailto:mailbox@hkjoss.com)

Dear: Editor-in-Chief

Hong Kong Journal of Social Sciences (HKJSS)

E-mail: [mailbox@hkjoss.com](mailto:mailbox@hkjoss.com)

Sincerely,

We submit an article with the title: The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia, so that it can be published in the Hong Kong Journal of Social Sciences (HKJSS).

We have great hopes for the publication of our article in this journal.

Best regards,

Endang Tjahjaningsih

Dear Authors,

Greetings from the Hong Kong Journal of Social Sciences. Thank you very much for submitting your manuscript to the Hong Kong Journal of Social Sciences.

Your paper has been reviewed by 2 independent experts. Having considered the reviews, we have reached a decision regarding your submission.

Our decision is to: Revision Required.

We are pleased to inform you that the paper has been provisionally accepted for publication subject to minor revisions being made in response to the reviewers' comments given below.

If you want to publish in Hong Kong Journal of Social Sciences, No. 62



If you have any questions, please do not hesitate to contact us.  
We thank you!

22 Sep 2023

Dear

Editor-in-Chief

Prof. Luo Jinyi

E-mail: [mailbox@hkjoss.com](mailto:mailbox@hkjoss.com)

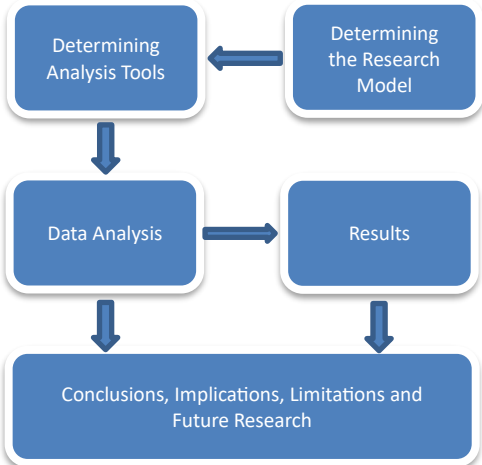
We hope that Prof. Lou Jinyi was always healthy.

## Revision

September 22, 2023

The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia

No.	Reviewers' Comments	Response
1	The article strictly formatted according to the template recommendations for authors and correct the article on the reviewers' recommendations.	The article has been formatted according to the template.
2	Payment proof.	
3	Please add the Flowchart of the research methodology (The main steps of research process are summarized in Figure .....).	<p>This research is inductive research, and the research process is carried out through several steps in accordance with the rules of inductive research. These steps are presented in a flowchart diagram as shown in Figure 1 below.</p> <pre>graph TD; A[Problem Observation] --&gt; B[Collecting Data]; B --&gt; C[Developing a Hypothesis]; C --&gt; D[Literature Review]; D --&gt; A;</pre>

		 <pre> graph TD     A[Determining the Research Model] --&gt; B[Determining Analysis Tools]     B --&gt; C[Data Analysis]     C --&gt; D[Results]     C --&gt; E[Conclusions, Implications, Limitations and Future Research]     D --&gt; E   </pre> <p><b>Figure 1. Research Flowchart</b></p>
4	<p>Authors should explain the academic contribution of the work developed (50-150 words in conclusion). Highlighting what is innovative/original about the existing literature.</p>	<p>This research makes an important contribution to the academic field, providing empirical evidence related to the factors that influence customer satisfaction, word of mouth and loyalty. Satisfaction plays an important role in mediating the influence of product quality and experience on loyalty. Likewise, WoM plays an important role in mediating the influence of product quality and experience on customer loyalty. The variable with the dominant influence on satisfaction and word of mouth is product quality. Meanwhile, the variable with the dominant influence on loyalty is word of mouth.</p>
5	<p>Cite sources below the table. If developed by the author, indicate "developed by the author".</p>	<p>Source citations have been provided below the table.</p>

Thank you very much for your cooperation.

Best regards,

Endang Tjahjaningsih

kepada saya

Terjemahkan ke Indonesia

28 Sep 2023

Dear Authors,

Our apologies for the late reply. Thank you for your revision and payment. We have received everything.

Thank you very much for your support of open access publishing. Your article will be published in Vol. 62 Autumn/Winter 2023 2023 Hong Kong Journal of Social Sciences until November 30, 2023.

Yours sincerely,  
Editor-in-Chief  
Prof. Luo Jinyi

<http://hkjoss.com/index.php/journal/index>



Even Page

Article ID: 1021-3619(200\*)0\*-000\*-0\*

## The Role of Satisfaction and Word of Mouth in Influencing Loyalty: A Study on Karya Kriya Batik in Semarang, Indonesia

Endang Tjahjaningsih<sup>1\*</sup>, Alimuddin Rizal Rivai<sup>2</sup>, Suzy Widyasari<sup>3</sup>,  
Alya Takwarina Cahyani<sup>4</sup>

Email: naning@edu.unisbank.ac.id<sup>1\*</sup>  
Corresponding author: Endang Tjahjaningsih<sup>1\*</sup>

<sup>1,2,3</sup> Faculty of Economics and Business, Stikubank University, Semarang, Indonesia

<sup>4</sup> Faculty of Social and Political Sciences, University 17 Agustus 1945, Semarang, Indonesia, Semarang, Indonesia

### Abstract:

In order to win the competition, business people must be able to develop their products so they can dominate the market and make their products attract customers by knowing the factors that play a role in increasing loyalty. This study aims to analyze the impact of product quality and experience on satisfaction and word of mouth as well as its impact on customer loyalty at Karya Kriya Batik in Semarang. The sample of this research is 160 customers who have made repeated purchases in the last 3 months, which are not limited by category of product, obtained by purposive sampling. Data analysis techniques used instrument tests, model tests, regression tests, and sobel tests using SPSS 24.0 software. The research results show that product quality and experience influence satisfaction, word of mouth and loyalty. The variable that has the most dominant influence on satisfaction and word of mouth is product quality. Product quality and experience influence satisfaction and word of mouth, satisfaction and word of mouth influence loyalty. The variable that has the most dominant influence on loyalty is word of mouth. Satisfaction and word of mouth mediate the influence of product quality and experience on loyalty.

**Keywords:** customer, experience, loyalty, product quality, satisfaction, word of mouth

## 满意度和口碑在影响忠诚度中的作用：印度尼西亚三宝垄 Karya Kriya Batik 的研究

Fund Project: National Natural Science Foundation of China (00000000), National Natural Science Foundation of China (00000000)

About the author: Full Name, Affiliation, Academic Degree (if any), City, Country

†Corresponding Author's name, E-mail:

**摘要:**

為了贏得競爭，商人必須能夠開發他們的產品，以便他們能夠主導市場，並通過了解提高忠誠度的因素來使他們的產品吸引顧客。本研究旨在分析三寶壟 Karya Kriya Batik 的產品質量和體驗對滿意度和口碑的影響，以及對客戶忠誠度的影響。本次研究的樣本為過去 3 個月內重複購買的 160 名顧客，不限產品類別，通過有目的抽樣獲得。數據分析技術採用 SPSS 24.0 軟件的儀器檢驗、模型檢驗、回歸檢驗和索貝爾檢驗。結果表明，產品質量和體驗對滿意度和口碑有影響。對滿意度和口碑影響最大的變量是產品質量。產品質量和體驗對忠誠度有影響，滿意度和口碑對忠誠度有影響。對忠誠度影響最大的變量是口碑。滿意度和體驗調節產品質量對忠誠度的影響。口碑調節產品質量對忠誠度的影響以及體驗對忠誠度的影響。

关键词：客户、体验、忠诚度、产品质量、满意度、口碑

## 1. Introduction

In the industrial world, business competition is an interesting thing by making efforts to offer various advantages related to its superior products. Business actors must be good at establishing relationships between offers and customers to compete in the market by providing the highest level of satisfaction to customers. They will make marketing plans that reflect the needs and desires of consumers. As a result, companies are required to conduct research to learn more about the factors that influence loyalty. Karya Kriya Batik is a form of business engaged in batik and fashion by exploring the potential of local wisdom using natural dyes and as a forum for research and development in the form of creative techniques, product innovation and creativity to increase productivity in the city of Semarang, Central Java.

Karya Kriya Batik also provides the right place as a medium for learning, creating, and developing Semarang batik and natural dyes for all communities who want to learn about batik based on community empowerment and local wisdom. The products produced range from batik cloth, men's and women's clothes and batik cloth derivative products that are creative, innovative by developing specific creative techniques.

Karya Kriya Batik is not a large-scale business, but nevertheless armed with the advantage of producing products for foreign consumers because of their superior characteristics of using natural dyes. The secret to business success is loyalty. Building loyalty to Karya Kriya Batik is not something that can be considered simple so that loyalty cannot be achieved in an instant way. A lot of effort is made with a sincere desire to maintain in the long term that can be achieved by a business that can cultivate and maintain loyalty.

Customer loyalty of Karya Kriya Batik can decrease and even switch brands if the business cannot react appropriately to market conditions or competition.

Customers who have positive experiences are more likely to become loyal customers who focus on quality and experience to increase customer satisfaction. The contemporary factor in the business world is the experience one has when using a product. Customers want high quality goods, especially those that meet their expectations so they will be happy and loyal to the business. To satisfy customers who buy them, businesses must pay attention to the quality of the products to be sold.

Word of mouth is the exchange of information between people who know each other, directly or indirectly (Tsai et al., 2017). Word of mouth is when customers tell others about their opinion about a certain brand, product, service, or company. If the customer shares his opinion about the goodness of the product it is called positive WoM, but if the customer shares his opinion about the badness of the product it is called negative WoM. Word of mouth is not only an antecedent of customer loyalty, but also serves as an intermediary for several determinants that affect customer loyalty, such as product quality and experience.

Several previous studies related to the factors that determine loyalty were carried out by Ishaq et al., (2014); Zaid and Patwayati, (2021) who found that product quality directly has a positive effect on loyalty. However, research from Tirtayasa, S (2022) found no effect of product quality on loyalty. Research results from Hasfar et al., (2020); Zare and Mahmoudi (2020); Martinez and Casielles (2021); Nasution et al., (2022) found that experience has a positive effect on loyalty. However, the results of research from Nurjannah et al., (2022); Sekarwati (2023) found no empirical evidence of the effect of experience on loyalty. Furthermore, the

positive effect of consumer satisfaction on loyalty was found by empirical evidence by Nasimi et al., (2018); Syafarudin (2021); Yulian et al., (2022). However, research from Lepojević and Đukić (2019) found no empirical evidence of the effect of consumer satisfaction on loyalty. The results of research from Cantalops et al., (2018) found empirical evidence that WoM has a positive effect on loyalty.

Based on the results of previous research there is still a research gap, and it is associated with the phenomenon of performance in the Karya Kriya Batik business, this study places consumer satisfaction and WoM as mediating variables of product quality and experience in influencing loyalty to answer this phenomenon. Thus, the purpose of this study was to find out clearly the effect of product quality and experience on satisfaction and WoM, the effect of product quality and experience on loyalty, the effect of satisfaction and WoM on loyalty. Does satisfaction and WoM play a role in mediating the influence of product quality and experience in influencing loyalty.

## 2. Literature Review and Hypotheses

### 2.1. Product Quality

Quality is an important part that is coveted by every company to maintain their business. As stated by Ishaq (2011), quality is considered as the most integral part of any competitive marketing strategy for the survival and operation of a company's business. The quality that the company must maintain is the quality of the product, i.e. the ability to perform the functions of the product, including durability, reliability, accuracy, ease of use and repair. as well as other valuable properties. According to Kotler and Armstrong (2018), product quality is the characteristic of a product or service that supports its ability to meet consumer needs. Product quality is a product's characteristics, including its ability to meet consumer needs.

The quality of a product is expressed by a set of product characteristics that are capable of implicitly satisfying the needs of consumers. Consumers will prefer products with better quality than other products to satisfy their needs. Product quality can be ascertained from indicators of performance, characteristics, reliability, compliance with specifications, durability, ease of maintenance, aesthetics and sensory quality receive. Product quality is ultimately the responsibility and part of the management function which plays a role in maintaining competitive advantage which is expected to increase customer satisfaction and loyalty.

### 2.2. Customer Experience

A positive experience felt by consumers can build consumer interest to become loyal consumers. The customer experience that is felt when using a product is also a consideration in the business world. Pullman and Gross (2004) say that an excellent experience will encourage customer loyalty not only through functional design but will also create an emotional bond with the brand or product. If a customer has a positive experience, it can be predicted that they will be happy so that they are likely to repurchase the brand. Thus it can be concluded that customer experience is the feeling after buying a product or service, the product's relationship with humans and their creative thinking about the product/service and the quality provided by the company. Experience indicators consist of understanding customer needs, being willing and able to modify offers, being proactive, providing good service, realizing customer goals in buying products or services (Lemke et.al., 2006).

### 2.3. Word of Mouth (WoM)

Word of mouth marketing is a marketing process done by word of mouth. Jalilvand and Samiei (2012) define "word of mouth" as the process by which consumers exchange information and opinions about a product or service with others. Along with the process of economic globalization, which has an impact on the transformations occurring especially in the fields of technology and information, the concept of "word of mouth" has emerged. Along with the development of technology and information, word of mouth has evolved and given rise to a new concept following the change that is electronic word of mouth (e-WoM).

Word of mouth (WoM) refers to any previous customer attempt to highlight positive or negative attributes of a product or company. Thus, WoM can be used as a means of communication to share information about a product or service that is consumed between consumers who do not know each other and have met. Word of mouth can include positive and negative statements made by current, potential and past consumers about products or companies that this information is available to consumers or organizations through over the internet. The source of information is independent and can be accessed by anyone with internet access. The WoM indicator is that when

buying a product, you will refer to other people, when choosing a product, you will see other people's suggestions about what is recommended, when you will buy a product, you will pay attention to people around you who have provided product recommendations before (Tsai et al., 2017).

#### 2.4. Customer satisfaction

A business is built for the long term that can provide benefits and success benefits according to the expectations of the owner. In order to achieve this goal several important supporting factors are needed such as capital, employees with the best skills and of course not separated from consumers or customers. Customer satisfaction is very important to build a more advanced business to increase profits for the company. Customer satisfaction is a cognitive or affective reaction that arises in response to a series of services provided singly or continuously (McDougall & Levesque, 2000). According to Kotler and Keller (2016) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of a product that is expected if the performance is as expected the consumer feels happy and vice versa if the performance is not appropriate the consumer feels disappointed.

Tjahjaningsih and Sari (2019) state that organizations must be able to measure customer satisfaction with the availability of products or services correctly and then provide products or services that can satisfy customers. Things that can affect customer satisfaction consumers feel happy to make purchases, based on experience, consumers are satisfied with making purchases, the product has met consumer expectations, overall, consumers believe that the product does not disappoint, consumers do not complain about the product (Kotler & Keller, 2016).

#### 2.5. Customer Loyalty

Loyalty is an existing customer's interaction with a particular store, brand, or service provider, when there are other alternatives the customer can choose from. This shows a positive customer attitude in the form of repeat purchasing behavior over time. Loyalty is an attitude shown by consumers towards product and/or service providers. A loyal customer is a consumer who always buys back from the same provider or service provider. Loyalty indicators consist of talking about positive things, recommending to

others, repurchasing, trying other products, making purchases continuously (Budiastari, 2016).

#### 2.6. Hypothesis Development

Product quality is the most important part of a company to be able to remain competitive with other companies, because product quality will increase customer satisfaction. If a company has good product quality and is superior to competitors' products, it will raise awareness of the product's brand, so that consumers will feel satisfied with the company's products. It is supported by the research of Monica and Maharani, (2020) which proves empirically from the results of their research that product quality affects customer satisfaction. There is a close relationship between product quality and customer satisfaction. Product quality is a characteristic possessed by a product whose ability to meet consumer needs. Consumers will prefer products of higher quality than others that fulfill a consumer need or desire, which will further increase customer satisfaction.

H<sub>1</sub>: Product quality has a positive effect on Satisfaction.

Quality is a rational consideration for consumers in buying products. One that is sought by consumers in buying a product is information related to quality. Perceived quality is the consumer's overall assessment of the standard service process received by the consumer (Ranjbarian et al., 2012). The higher the performance compared to consumer expectations, the higher the level of consumer satisfaction. In addition, information that is often shared about products is quality. Therefore product quality affects WoM. The more quality a product, the more positive WoM.

H<sub>2</sub>: Product quality has a positive effect on WoM.

Basically, consumers are those who need the company's products, when a customer has a positive experience, it can be predicted that the customer will be happy to repurchase the brand. Supported by the research of Zaid and Patwayati, (2021); Tjahjaningsih et al., (2021) from the results of their research found that experience has a positive effect on customer satisfaction. Customer experience is the feeling after buying a product or service.

H<sub>3</sub>: Experience has a positive effect on satisfaction.

When consumers feel dissatisfied, they will share experiences that are not satisfying, and this can have a negative impact on product image. The results of Paisri et al. (2022) found empirical evidence that experience has an impact on increasing WoM. The

better the experience, the consumer will share it with others, and ultimately make the consumer loyal. The worse the quality of service, the more unpleasant the consumer experience will be, and they will respond by telling others about it, online and offline.

H<sub>4</sub>: Experience has a positive effect on WoM.

Product quality has a close relationship with customer loyalty. Quality is important for the company because it will have an impact on customers. According to Kotler and Armstrong (2016), product quality is the characteristic of a product or service that supports its ability to meet consumer needs. Currently, all manufacturers understand the importance of superior product quality in meeting customer expectations in all aspects of their products. Customer loyalty is created by the company by creating quality products, so that the product is always remembered and customers buy the product again. This is supported by the study of Hasfar et al., (2020); Zaid and Patwayati (2021), based on their research results, product quality has a direct positive impact on customer loyalty.

H<sub>5</sub>: Product quality increases customer loyalty.

Experience has a close relationship with customer loyalty. Companies must provide a positive experience to customers, so that customers feel happy and will buy the product again. Pullman and Gross (2004) explain that providing an excellent experience will encourage customer loyalty not only through functional design but will also create an emotional bond with the brand or product. This is supported by research, namely Hasfar et al., (2020); Zaid and Patwayati, (2021) based on experiential research that directly has a positive effect on customer loyalty.

H<sub>6</sub>: Experience has a positive effect on loyalty.

Customer satisfaction is the result of customer perceptions of the value received in a transaction or customer relationship (Jahanshahi et al., 2011). The higher the level of customer satisfaction, the more effective the use of the product is considered to be better than expected so consumers say positive things about the product or service, are willing to give recommendations to others and willing to make repeat purchases in the future (Budiastari, 2016). Customers who believe that they are receiving a product or service that meets their expectations will be consistent and have a high degree of commitment in the form of loyalty (Parasuraman et al., 1988).

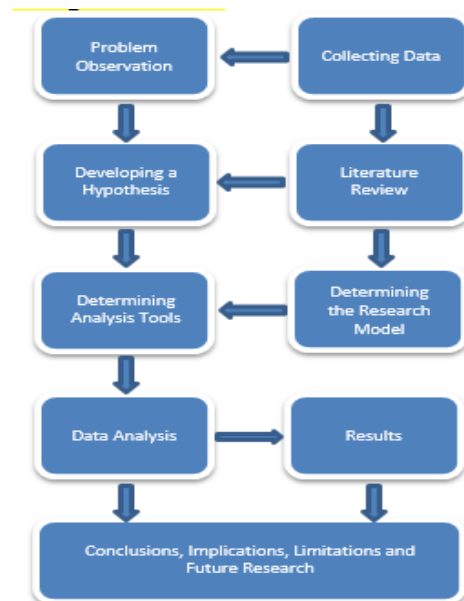
H<sub>7</sub>: Consumer satisfaction has an impact on increasing customer loyalty.

Word of mouth persuasion will drive product purchases, depending on the WoM content. Word of mouth is an important source of information for consumers before making buying decisions (Abubakar & Ilkan, 2016). Liang and Scammon (2016) suggest that reading online recommendations will affect the intention to buy online. In addition, online recommendation sources can become traditional recommendation sources or future recommendation systems within a group. Online recommendations affect customer loyalty.

H<sub>8</sub>: Word of mouth has a positive effect on loyalty.

### 3. Research Methods

This research is inductive research, and the research process is carried out through several steps in accordance with the rules of inductive research. These steps are presented in a flowchart diagram as shown in Figure 1 below.



**Figure 1. Research Flowchart**

#### 3.1. Population and Sample

The population used in this study were customers of Karya Kriya Batik in Semarang City who had made repeated purchases. This research is related to loyalty, so what can be used as a population is the number of customers in the last 3 months which are not limited by the category or type of product purchased. In a multivariate study (including multiple analysis), the sample size is between 100-500 obtained by purposive sampling. Data were obtained using a questionnaire, then analyzed using regression analysis and Sobel Test.

Based on these considerations, this study used a questionnaire which was distributed to as many as 200 respondents. Variable indicators used and developed in product quality variables use 8 indicators (Tjiptono, 2008), experience variables 5 indicators (Lemke et.al. 2006), satisfaction variables use 5 indicators (Kotler & Keller, 2016), WoM variables use 3 indicators (Kawakami & Perry (2013); Tsai et al., (2017), the loyalty variable uses 5 indicators (Budiastari, 2016). The data collection method used is a questionnaire method using a Likert scale of 1-7.

**3.2. Model Analysis**

The collected data were analyzed using regression analysis with 3 (three) regression equation models as presented in the following equation.

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + e_1 \dots\dots\dots(1)$$

$$Y_2 = \alpha_2 + \beta_3 X_1 + \beta_4 X_2 + e_2 \dots\dots\dots(2)$$

$$Y_3 = \alpha_3 + \beta_5 X_1 + \beta_6 X_2 + \beta_7 Y_1 + \beta_8 Y_8 + e_3 \dots\dots(3)$$

Where:  $Y_1$  (customer satisfaction),  $Y_2$  (WoM),  $Y_3$  (customer loyalty),  $X_1$  (product quality),  $X_2$  (experience),  $\alpha$  (constant),  $\beta$  (regression coefficient), and  $e$  (error or confounding variable). Meanwhile, to test the mediating role of satisfaction and word of mouth, the Sobel test was used.

**4. Results**

**4.1. Description of Respondents**

Respondents in this study were female by 75%, age range 38-47 years by 65.5%, with the last level of education attained by high school by 45%.

**4.2. Instrument Test**

The validity test show that the product quality, experience, satisfaction, WoM, loyalty variables have a KMO value of > 0.5 so that it can be stated that the sample adequacy requirements have been met and the loading factor of product quality, experience, satisfaction, WoM, loyalty variables > 0.4 on each indicator so that it can stated that all indicators are valid so that further analysis can be carried out. The reliability test show that the Cronbach's Alpha value of the product quality variable is 0.788 > 0.7; experience 0.877 > 0.7; satisfaction 0.835 > 0.7; WoM 0.777 > 0.7; loyalty 0.913 > 0.7 so that all variables are declared reliable.

**4.3. Test Models**

The results of the regression analysis provide the regression model equation as shown in Table 1 below.

	Independend Variable	Model I <sup>a</sup>	Model II <sup>b</sup>	Model III <sup>c</sup>
Beta	Product quality	0.522	0.619	0.281
	Experience	0.237	0.188	0.178
	Satisfaction			0.325
	WoM			0.380
Adj R <sup>2</sup>		0.420	0.504	0.752
F		59.22	82.752	123.113

**Source: Data processing results**

Referring to the table above, it is possible to construct the regression model of each model as follows:

$$Y_1 = 0.522 X_1 + 0.237 X_2 \dots\dots\dots(1)$$

$$Y_2 = 0.619 X_1 + 0.188 X_2 \dots\dots\dots(2)$$

$$Y_3 = 0.281X_1 + 0.178X_2 + 0.325Y_1 + 0.380Y_2 \dots(3)$$

Where:  $Y_1$  (satisfaction),  $Y_2$  (WoM),  $Y_3$  (customer loyalty),  $X_1$  (product quality),  $X_2$  (experience).

Table 1 shows that in model 1 an F value of 59.22 is obtained and a p value = 0.000, which means that service quality and price perceptions have a significant effect on satisfaction simultaneously, so model 1 is considered fit. In addition, model 1 has an Adjusted R<sup>2</sup> value of 0.420, which means that the influence of product quality and experience variables on satisfaction is 42%. This shows that there are other factors outside the model of 58% that affect satisfaction.

Model 2 obtained an F value of 82,752 and a p value = 0,000, which means product quality and experience have a significant effect on WoM simultaneously, so model 2 is considered fit. In addition, model 2 has an Adjusted R<sup>2</sup> value of 0.504, which means that the influence of product quality and experience variables on WoM is 50.4%. This shows that there are other factors outside the model of 49.65% that affect WoM.

Model 3 obtained an F value of 123.113 and a p value = 0.000, which means product quality, experience, satisfaction and WoM have a significant effect on loyalty simultaneously, so model 3 is considered fit. In addition, model 3 has an Adjusted R<sup>2</sup> value of 0.752, which means that the influence of product quality, experience, satisfaction and WOM variables on customer loyalty is 75.2%. This shows that there are other factors outside the model of 24.8% that affect customer loyalty.

**Table 1.** Regression analysis

**4.4. Hypothesis Testing**

Table 2 below shows the overall hypothesis testing taking into account the p-values are all less than 1%.

**Table 2.** The p value

Relationship Variable	Standardized coefficient	p	Supported
Product quality → Satisfaction	0.522	0.000	Accepted
Experience → Satisfaction	0.237	0.000	Accepted
Product quality → WOM	0.619	0.000	Accepted
Experience → WOM	0.188	0.002	Accepted
Product quality → Loyalty	0.218	0.000	Accepted
Experience → Loyalty	0.178	0.004	Accepted
Satisfaction → Loyalty	0.325	0.000	Accepted
WOM → Loyalty	0.380	0.000	Accepted

**Source:** Data processing results

The results of the hypothesis test as shown in Table 2 above show a value of  $p = 0.00$  less than 1%, so that all hypotheses (hypothesis 1-8) are accepted.

**4.5. Mediation test with Sobel test**

The results of hypothesis testing 9-12 are known from the results of the Sobet Test presented in Table 3 as follows.

**Table 3.** Sobel Test Results

Relationship Variable	Z	p	Supported
Product quality → Satisfaction → Loyalty	5.607	0.000	Accepted
Experience → Satisfaction → Loyalty	5.485	0.000	Accepted

Product quality → WoM → Loyalty	5.029	0.000	Accepted
Experience → WoM → Loyalty	5.068	0.000	Accepted

**Source:** Data processing results

From the Sobel test in Table 3 above, it shows that all Z values  $> 1.96$ , as well as all  $p = 0.00$  values less than 1%, so that hypotheses 9 – 12 are accepted, that satisfaction and WoM play a role in mediating the effect of product quality and experience on loyalty.

**5. Discussion and Conclusions**

**5.1. Main Findings**

At Semarang Karya Kriya Batik, product quality has a good and substantial impact on customer satisfaction. The results of this study indicate that the higher the product quality of Karya Kriya Batik, the higher the customer satisfaction, and conversely the quality of the products produced by the company is able to provide product characteristics, performance, suitability, and designs that are in accordance with promotions not just promises, so that what is obtained by the customer as desired, and this leads to customer satisfaction. Besides that, the ability of businesses to be responsible for problems faced by consumers, timely service, and the availability of adequate information, are things that encourage consumer satisfaction. This empirical finding is in line with the results of Ishaq et al., (2014); Monica and Maharani (2020); Fitriyanti et al., (2021); Syafarudin (2021); Taufik et al., (2022); Naini et al., (2022) who found the influence of product quality on customer satisfaction.

Product quality has a positive and significant effect on WoM in Semarang Karya Kriya Batik. Thus, the product quality of Karya Kriya Batik determines WoM, consumers will positively tell the quality of this product to other consumers. This condition will certainly have an impact on increasing repurchase intentions for the product. Customers will also pay attention to the quality of products received by other customers, consumers will compare the quality of products with one another and have an effect on influencing other customers. Superior product quality will increase positive WoM. The results of this study support research findings from Hermawan, et al., (2017) that product quality has a positive effect on WoM.

The third hypothesis test is accepted, namely experience has a significant positive effect on

satisfaction with Semarang Karya Kriya Batik. The results of this study indicate that the better the experience of Karya Kriya Batik, the higher the customer satisfaction. Conversely, an unpleasant experience will make consumers dissatisfied. The worse the experience, the more unpleasant it is. Nobar et.al, (2018) reinforces the statement that customer experience has a significant influence on customer satisfaction. The results of this study support the findings of Zaid & Patwayati, (2021); Tjahjaningsih et al., (2021). When a customer has a positive experience, it can be predicted that the customer will be happy to repurchase the brand.

The fourth hypothesis test is accepted, namely experience has an impact on increasing WoM on Semarang Karya Kriya Batik. According to the study's findings, customers are more likely to have a positive WoM when they have a positive experience purchasing Karya Kriya Batik products through recommendations from others, viewing others' suggestions for what is recommended, and paying attention to people nearby who have previously made product recommendations. When information is shared indirectly, the recipient is aware of the sender's identity and is familiar with their interests and preferences thanks to frequent encounters. When buying a product, customers refer to other people, when choosing a product, they look at other people's recommendations, and when they buy a product, they pay attention to people around them who have recommended the product before. Conversely, if a bad experience will be more easily absorbed by customers. These results support research findings from Cantallops et al., (2018); Paisri et al., (2022).

The fifth hypothesis test is accepted, namely product quality has a significant positive effect on customer loyalty at Karya Batik Semarang. The findings of this study show that customer loyalty increases with product quality for Karya Kriya Batik. High product quality will be a satisfying experience that motivates customers to act ethically by being loyal. The findings of this study corroborate those of Adi et al. (2019), who found that customer loyalty is positively impacted by product quality. The results of this study also support the findings of Ishaq et al., (2014); Hasfar et al., (2020); Fitriyanti et al., (2021); Zaid and Patwayati, (2021); Naini et al., (2022); Taufik et al., (2022) based on research on product quality that directly has a positive effect on customer loyalty.

The sixth hypothesis test is accepted, namely experience has a significant positive effect on customer loyalty at Karya Kriya Batik Semarang. The results of this study indicate that the more positive the experience on Karya Kriya Batik, the higher customer loyalty. A good experience will increase consumer loyalty in the form of a desire to provide recommendations to others, think positively about the product and the desire to

repurchase. Imbug et al., (2018) in their research clearly states that customer experience is a contributor to the value of Customer Loyalty. Suhaily and Soelasih (2017) also revealed that experiences that are positively perceived by consumers will encourage the desire to repurchase. The results of this study support the findings of Hasfar et al., (2020); Zaid and Patwayati, (2021); Nasution et al., (2022) that experience has an effect on increasing customer loyalty.

The seventh hypothesis test is accepted, namely satisfaction has a significant positive effect on customer loyalty at Semarang Karya Kriya Batik. The results of this study show that the higher the satisfaction with Karya Kriya Batik, the higher customer loyalty. High customer satisfaction suggests that a product has performed better than expected, as seen by the fact that customers are eager to promote a product or service to others, talk favorably about it, and make repeat purchases in the future (Budiastari, 2016). The results of this study also support the findings of Ishaq et al., (2014); Cantallops et al., (2018); Syafarudin (2021); Taufik et al., (2022); Naini et al., (2022) that consumer satisfaction has a positive effect on loyalty. Customers who believe that their expectations are being met in terms of the quality of the product or service will be consistent and loyal (Parasuraman et al., 1988).

The eighth hypothesis test is accepted, namely WoM has a significant positive effect on customer loyalty at Semarang Karya Kriya Batik. The results of this study show that the more positive WoM on Karya Kriya Batik, the higher customer loyalty. Word of mouth which contains positive product reviews and purchases will influence the purchase of a product (Tsai, et al., 2017). WoM is an important source of information for consumers before making buying decisions (Abubakar & Ilkan, 2016). Therefore, when WoM is strong, it will enhance the customer's pleasant experience with the product, which in turn will have an impact on the appearance of devoted attitudes and purchase behavior. The findings of this study confirm that WoM has a beneficial impact on customer loyalty, as have those of Liang and Scammon (2011), Cantallops et al. (2018), and Perera et al. (2019).

The ninth hypothesis test is accepted, namely satisfaction mediates the effect of product quality on loyalty at Semarang Karya Kriya Batik. The results of this study indicate that the higher the product quality in Karya Kriya Batik, the higher the satisfaction and ultimately increase customer loyalty. These results indicate that satisfaction has a mediating effect or the effect of product quality on loyalty does not only occur directly, but also indirectly through the mediating effect of satisfaction. The results of this study support the findings of Budiastari (2016); Hermawan et al., (2017) revealed that product quality influences loyalty through



customer satisfaction.

The tenth hypothesis test is accepted, namely customer satisfaction mediates the effect of experience on customer loyalty at Karya Kriya Batik Semarang. The results of this study indicate that the more positive the experience at Karya Kriya Batik Works will increase satisfaction and ultimately increase customer loyalty. These results indicate that satisfaction has a mediating effect or the effect of experience on customer loyalty does not only occur directly, but also indirectly through the mediating effect of satisfaction. The findings of this study corroborate those of Liu and Lee (2016) and Hermawan et al. (2017) that customer satisfaction, which is influenced by experience, affects customer loyalty.

The eleventh hypothesis test is accepted, namely WoM mediates the effect of product quality on customer loyalty at Semarang Karya Kriya Batik. The results of this study indicate that the higher the product quality in Karya Kriya Batik, the more positive WoM will increase and ultimately increase customer loyalty. These results indicate that WoM has a mediating effect or the influence of product quality on customer loyalty not only directly, but also indirectly through the mediation effect of WoM. The results of this study support the findings of Liu and Lee (2016) that WoM mediates the relationship between product quality and loyalty.

The twelfth hypothesis test is accepted, namely WoM mediates the effect of experience on customer loyalty at Semarang Karya Kriya Batik. The results of this study indicate that the more positive the experience of Semarang Karya Kriya Batik will increase positive WoM and ultimately increase customer loyalty. These results indicate that WOM has a mediating effect or experience influence on customer loyalty not only directly, but also indirectly through the mediating effect of WOM. These results support the findings of Liu and Lee (2016) which reveal WoM mediates the relationship between experience and loyalty. Current customer commitments relate to a particular store, brand or service provider, when other alternatives exist selected by the customer.

## 5.2. Conclusions

From the data obtained and the analysis that has been carried out in this study, it can be concluded that product quality and experience have an effect on satisfaction and WoM, product quality and experience have an effect on WoM and loyalty; product quality and experience have an effect on loyalty, satisfaction and WoM have an effect on loyalty, so that Karya Kriya Batik must always provide new innovations in products, create new products and maintain product quality so that customer satisfaction can be fulfilled in the hope that it will lead to loyal behavior. Satisfaction

that is formed on customers who feel happy when making purchases, based on the experience of feeling satisfied making purchases, the product meets expectations, overall consumers believe the product does not disappoint, and consumers do not complain, can increase customer loyalty. WoM has a significant positive effect on customer loyalty. Word of mouth formed by customers referring to other people when buying, seeing other people's recommendations, and paying attention to people who have provided recommendations, is able to increase loyalty.

Customer satisfaction mediates the effect of product quality on loyalty. Satisfaction has the effect of strengthening the effect of product quality on customer loyalty. Customer satisfaction mediates the effect of experience on loyalty. Satisfaction has the effect of strengthening the effect of experience on loyalty. Word of mouth mediates the effect of product quality on loyalty. WoM has the effect of reinforcing the effect of product quality on customer loyalty. WoM mediates the effect of experience on loyalty. WoM has the effect of strengthening the effect of experience on loyalty.

This research makes an important contribution to the academic field, providing empirical evidence related to the factors that influence customer satisfaction, word of mouth and customer loyalty. Satisfaction plays an important role in mediating the influence of product quality and experience on loyalty. Likewise, WoM plays an important role in mediating the influence of product quality and experience on customer loyalty. The variable with the dominant influence on satisfaction and word of mouth is product quality. Meanwhile, the variable with the dominant influence on loyalty is word of mouth.

## 5.3 Limitation and Future Research

This study has limitations that can be used as ideas for further research. The limitation of this research is that the number of respondents was only 160 people and was limited to customers who purchased Batik Karya Kriya products in the city of Semarang. Factors that influence customer loyalty are 4 variables, namely product quality, customer experience, satisfaction and WoM. Many factors can influence customer loyalty, for example promotion, price, commitment, service quality can be added for further research.

## Acknowledgments

This research was supported by DPPMP and Faculty of Economics and Business at Stikubank University Semarang, and Faculty of Social and Political Sciences, University 17 Agustus 1945, Semarang, Indonesia. Thanks to all team members.

## Authors' Contributions

Conceptualization: Endang Tjahjaningsih.

Data curation: Endang Tjahjaningsih, Alimuddin Rizal Rivai.

Formal analysis: Endang Tjahjaningsih.

Methodology: Suzy Widyasari, Alya Takwarina Cahyani.

Software: Alya Takwarina Cahyani.

Validation: Endang Tjahjaningsih.

Writing – original draft: Endang Tjahjaningsih, Alya Takwarina Cahyani.

Writing – reviewing & editing: Endang Tjahjaningsih, Alimuddin Rizal Rivai.

## References

- [1] Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201. <http://dx.doi.org/10.1016/j.jdmm.2015.12.005>
- [2] Budiastari, S. (2016). The Influence of Product Quality, Price Perception and Brand Image on Satisfaction and Customer Loyalty Holcim Concrete Readymix in Jakarta. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, Vol.7(2): 345-362.
- [3] Cantallops, A. S., Cardona, J. R., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing*, 22(2), 142-162. <http://www.emeraldinsight.com/2444-9709.htm>
- [4] Fitriyanti, V., Sampurno., & Derriawan. (2021). The effect of product quality on customer's satisfaction and loyalty of EMN brand in the ecommerce era. *The International Journal of Business Review*, 4(1), 1-14. <https://ejournal.upi.edu/index.php/thejobsreview/issue/view/2238>
- [5] Hasfar, Militina, T., & Achmad, G. N. (2020). Effect of Customer Value and Customer Experience on Customer Satisfaction and Loyalty Pt Meratus Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01), 84–94. <https://doi.org/10.29040/ijebar.v4i01.909>
- [6] Hermawan, B., Basalamah, S., Djameren, A., & Plyriadi, A. (2017). Effect of service quality and price perception on corporate image, customer satisfaction and customer loyalty among mobile telecommunication services provider. *IRA-International Journal of Management & Social Sciences*, 8(1), 62-73. <http://dx.doi.org/10.21013/jmss.v8.n1.p7>
- [7] Imbug, N., Ambad, S. N. A., & Bujang, I. (2018). The influence of customer experience on customer loyalty in telecommunication industry. *International Journal of Academic Research in Business and Social Sciences*, 8(3), 103–116. <http://dx.doi.org/10.6007/IJARBSS/v8-i3/3909>
- [8] Ishaq, M. (2011). A study on relationship between service quality and customer satisfaction: An empirical evidence from Pakistan telecommunication industry. *Management Science Letters*, 1(4), 523-530. [https://www.growing-science.com/msl/Vol1/msl\\_2011\\_35.pdf](https://www.growing-science.com/msl/Vol1/msl_2011_35.pdf)
- [9] Ishaq, M. I., Bhutta, H. M., Hamayun, A. A., Danish, R. Q., & Hussain, N. M. (2014). Role of corporate image, product quality and customer value in customer loyalty: Intervening effect of customer satisfaction. *Journal of Basic and Applied Scientific Research*. 4(4), 89–97. <https://www.textroad.com/JBASR-April,%202014.html>
- [10] Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. A. (2011). Study the effects of customer service and product quality on customer satisfaction and loyalty. *International Journal of Humanities and Social Science*, 1(7), 253-260. <https://www.researchgate.net/publication/235791092>
- [11] Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30, 460-476. <https://doi.org/10.1108/02634501211231946>
- [12] Kawakami, T., & Parry, M.E. (2013). The impact of word of mouth sources on the perceived usefulness of an innovation. *Journal of Product Innovation Management*, 30(6), 1112-1127. doi. 10.1111/jpim.12049
- [13] Kotler, P., & Armstrong, G. (2018). *Principle Of Marketing* (17e Global). Pearson Education Limited.
- [14] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Editi). Prentice-Hall Published.
- [15] Lemke, F., Clark, M., & Wilson, H (2006). *What makes a great customer experience*. Cranfield Customer Management Forum.
- [16] Lepojević, V., & Đukić, S. (2018). Factors affecting customer loyalty in the business market – An empirical study in the Republic of Serbia. *Economics and Organization*, 15(3), 245 - 256 <https://doi.org/10.22190/FUEO1803245L>

- [17] Liang, B., & Scammon, D. L. (2011). E-Word-of-mouth on health social networking sites: An opportunity for tailored health communication. *Journal of Consumer Behaviour*, 10(6), 322–331. <https://www.researchgate.net/publication/260283257>
- [18] Liu, C.H.S. & Lee, T. (2016). Service Quality and Price Perception of Service: Influence on Word-of-Mouth and Revisit Intention. *Journal of Air Transport Management*, Vol. 52: 42-54. <https://sci-hub.tw/https://doi.org/10.1016/j.jairtraman.2015.12.007>
- [19] Martinez, S. C., & Casielles, R. V. (2021). Building consumer loyalty through e-shopping experiences: The mediating role of emotions. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102481>
- [20] McDougall, G. H. G., & Levesque, T. (2000). Customer satisfaction with services: Putting perceived value into the equation. *Journal of services marketing*, 14(5), 392-410. <https://doi.org/10.1108/08876040010340937>
- [21] Monica, I., & Maharani, A. (2020). The Effect Of Cyberloafing On Employee Performance Through Job Satisfaction And Work Commitment. *Jurnal Ilmiah Manajemen*, 8(4), 491–502. <http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/PROCURATIO/index>
- [22] Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U., & Nurfadillah. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of Consumer Sciences*, 7(1), 34-50. <https://doi.org/10.29244/jcs.7.1.34-50>
- [23] Nasution, A. D. N., Arlina Nurbaity Lubis, A. N., & Silalahi, A. S. (2022). The influence of customer experience and electronic word of mouth on the participants' loyalty through customer value as an intervening variable in BP Jamsostek, Medan City branch. *International Journal of Research and Review*, 9(8), 338-357. <https://doi.org/10.52403/ijrr.20220827>
- [24] Nobar, H. B. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: Empirical evidence from hotel industry. *Journal of Business Economics and Management*, 19 (2), 417-430. <https://doi.org/10.3846/jbem.2018.5678>
- [25] Nurjannah., Erwina., Basalamah, J., & Syahnur, M. H. (2022). The impact of E-CRM and customer experience on e-commerce consumer loyalty through satisfaction in Indonesia. *Management Scientific Journal*, 12(1), 56-69. [http://dx.doi.org/10.22441/jurnal\\_mix.2022.v12i1.005](http://dx.doi.org/10.22441/jurnal_mix.2022.v12i1.005)
- [26] Paisri, W., Ruanguttamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business & Management*, 9, 1-23. <https://doi.org/10.1080/23311975.2022.2108584>
- [27] Parasuraman, A. P., Zeithaml, Z. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40. <https://www.researchgate.net/publication/225083802>
- [28] Perera, C. H., Nayak, R., & Long, N. V. T. (2019). The impact of electronic-word-of mouth on e-loyalty and consumers' e-purchase decision making process: A social media perspective. *International Journal of Trade, Economics and Finance*, 10(4), 85-91. <http://www.ijtef.org/vol10/642-MK1007.pdf>
- [29] Pullman, M. & Gross, M. (2004). Ability to experience design elements to elicit emotions and loyalty behaviors. *Descision Science*, 35(3), 551-578. <https://doi.org/10.1111/j.0011-7315.2004.02611.x>
- [30] Ranjbarian, B., Sanayei, A., Kaboli, M.R., & Hadadian, A. 2012. An Analysis of Brand Image, Perceived Quality, Customer Satisfaction and Repurchase Intention in Iranian Departement Stores. *International Journal of Business and Management*, Vol. 7 (6): 40-48.
- [31] Sekarwati, D. A. (2023). Factors affecting customer loyalty in the logistics service industry: A mediating effect of customer satisfaction. *Journal of Enterprise and Development*, 5(1), Special Issue. <https://journal.uinmataram.ac.id/index.php/jed/article/view/7887>
- [32] Suhaily, L., & Soelasih, Y. (2017). What effects repurchase intention of online shopping. *International Business Research*, 10(12), 113-122. <https://ccsenet.org/journal/index.php/ibr/issue/view/1940>
- [33] Syafarudin, A. (2021). The effect of product quality on customer satisfaction implications on customer loyalty in the era Covid-19. *Ilomata International Journal of Tax & Accounting*, 2(1), 71-83. <https://www.ilomata.org/index.php/ijtc/article/view/204/129>
- [34] Taufik, A, Santoso, S., Fahmi, M. I., Restuanto, F., & Yamin, S. (2022). The role of service and product quality on customer loyalty. *Journal of*

- Consumer Sciences*, 7(1), 68-82. <https://doi.org/10.29244/jcs.7.1.68-82>
- [35] Tjahjaningsih, E., Maskur, A., & Widayarsi, S. (2021). The effect of customer experience and service quality on satisfaction in increasing loyalty. *169 (Icobame 2020)*, 395–399.
- [36] Tjiptono, A. (2008). *Strategi Pemasaran*. Cetakan ke-3. Yogyakarta: ANDI.
- [37] Tirtayasa, S (2022). Effect of product quality and service on customer loyalty with customer satisfaction as an intervening variable (Study on coffee shop in Medan). *International Journal of Science, Technology & Management*, 3(5), 1438-1444. <https://doi.org/10.46729/ijstm.v3i5.633>
- [38] Tsai, C.H., Chiung, C., & Tan, M.J.E. (2017). The cause and effects of word of mouth from consumer intention and behavior perspective: A SEM model approach. *Journal of Economic and Social Thought*, Vo. 4 (2): 212-231. <http://www.kspjournals.org/index.php/JEST/article/view/1325/1327>
- [39] Yulian, T. D., Moko, W., & Mugiono. (2022). E-commerce fashion in Surabaya City: How e-shopping experience affects e-loyalty by moderating e-trust and e-satisfaction. *Research in Business & Social Science*, 11(9), 24-34. <https://www.ssbfnct.com/ojs/index.php/ijrbs>
- [40] Zaid, S., & Patwayati, P. (2021). Impact of customer experience and customer engagement on satisfaction and loyalty: A case study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>
- [41] Zare, M., & Mahmoudi, R. (2020). The effects of the online customer experience on customer loyalty in e-retailers. *International Journal of Advanced Engineering, Management and Science (IJAEMS)*, 6(5), 208-214. <https://dx.doi.org/10.22161/ijaems.65.2>
- [3] Cantalops, A. S., Cardona, J. R. 和 Salvi, F. (2018)。积极的情感体验对电子口碑的产生和忠诚度的影响。西班牙营销杂志, 22(2), 142-162。 <http://www.emeraldinsight.com/2444-9709.htm>
- [4] Fitriyanti, V., Sampurno., & Derriawan. (2021)。电商时代产品质量对 EMN 品牌顾客满意度和忠诚度的影响 国际商业评论杂志, 4(1), 1-14。 <https://ejournal.upi.edu/index.php/thejobsreview/issue/view/2238>
- [5] Hasfar, Militina, T. 和 Achmad, G. N. (2020)。客户价值和客户体验对客户满意度和忠诚度的影响 Pt Meratus Samarinda。国际经济、商业和会计研究杂志 (IJEBA), 4(01), 84 - 94。 <https://doi.org/10.29040/ijebar.v4i01.909>
- [6] Hermawan, B., Basalamah, S., Djameren, A. 和 Plyriadi, A. (2017)。移动通信服务提供商的服务质量和价格感知对企业形象、客户满意度和客户忠诚度的影响。IRA-国际管理与社会科学杂志, 8(1), 62-73。 <http://dx.doi.org/10.21013/jmss.v8.n1.p7>
- [7] Imbug, N., Ambad, S. N. A. 和 Bujang, I. (2018)。电信行业客户体验对客户忠诚度的影响 国际商业和社会科学学术研究杂志, 8(3), 103–116。 <http://dx.doi.org/10.6007/IJARBS/v8-i3/3909>
- [8] 伊沙克, M. (2011)。服务质量与顾客满意度关系研究：来自巴基斯坦电信业的实证证据 管理科学快报, 1(4), 523-530。 [https://www.grindingscience.com/msl/Vol1/msl\\_2011\\_35.pdf](https://www.grindingscience.com/msl/Vol1/msl_2011_35.pdf)
- [9] Ishaq, M. I., Bhutta, H. M., Hamayun, A. A., Danish, R. Q. 和 Hussain, N. M. (2014)。企业形象、产品质量和客户价值在客户忠诚度中的作用：客户满意度的干预效应。基础与应用科学研究杂志。4(4), 89 - 97。 <https://www.textroad.com/JBASR-April,%202014.html>
- [10] Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K. 和 Khaksar, S. M. A. (2011)。研究客户服务和产品质量对客户满意度和忠诚度的影响。国际人文社会科学杂志, 1(7), 253-260。 <https://www.researchgate.net/publication/235791092>

## 参考

- [1] Abubakar, A. M. 和 Ilkan, M. (2016)。在线口碑对目的地信任和旅行意愿的影响：医疗旅游视角。目的地营销与管理杂志, 5(3), 192-201。 <http://dx.doi.org/10.1016/j.jdmm.2015.12.005>
- [2] 布迪亚斯塔里, S. (2016)。产品质量、价格认知和品牌形象对满意度和客户忠诚度的影响 Holcim Concrete Readymix (雅加达)。印度尼西亚管理杂志 (JRMSI), 第 7 卷(2) : 345-362。

- [11] Jalilvand, M. R. 和 Samiei, N. (2012)。电子口碑对品牌形象和购买意愿的影响。营销情报与规划, 30, 460-476。  
<https://doi.org/10.1108/02634501211231946>
- [12] Kawakami, T. 和 Parry, M.E. (2013)。口碑来源对创新感知有用性的影响。产品创新管理杂志, 30(6), 1112-1127。土井。10.1111/jpim.12049
- [13] 科特勒, P., & 阿姆斯特朗, G. (2018)。营销原理 (17e Global)。培生教育有限公司。
- [14] Kotler, P. 和 Keller, K. L. (2016)。营销管理 (第15版)。普伦蒂斯·霍尔出版。
- [15] Lemke, F., Clark, M. 和 Wilson, H (2006)。是什么造就了出色的客户体验。克兰菲尔德客户管理论坛。
- [16] Lepojević, V. 和 Đukić, S. (2018)。影响商业市场客户忠诚度的因素——塞尔维亚共和国的实证研究。经济学与组织, 15(3), 245 - 256  
<https://doi.org/10.22190/FUEO1803245L>
- [17] 梁 B. 和斯卡蒙 D. L. (2011)。健康社交网站上的电子口碑：定制健康传播的机会。消费者行为杂志, 10(6), 322 - 331。  
<https://www.researchgate.net/publication/260283257>
- [18] 刘, C.H.S. & 李, T. (2016)。服务质量和价格感知：对口碑和重访意愿的影响。航空运输管理杂志, 卷。52 : 42-54。  
<https://sci-hub.tw/https://doi.org/10.1016/j.jairtraman.2015.12.007>
- [19] Martinez, S. C. 和 Casielles, R, V. (2021)。通过电子购物体验建立消费者忠诚度：情感的中介作用。《零售和消费者服务杂志》, 60。  
<https://doi.org/10.1016/j.jretconser.2021.102481>
- [20] McDougall, G. H, G. 和 Levesque, T. (2000)。客户对服务的满意度：将感知价值纳入考虑范围。服务营销杂志, 14(5), 392-410。  
<https://doi.org/10.1108/08876040010340937>
- [21] 莫妮卡, I., & 马哈拉尼, A. (2020)。网络闲逛通过工作满意度和工作承诺对员工绩效的影响。《伊尔米亚·马纳杰曼杂志》, 8(4), 491-502。  
<http://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/PROCURATI>
- [22] Naini, N. F., Santoso, S., Andriani, T. S., Claudia, U. 和 Nurfadillah. (2022)。产品质量、服务质量、顾客满意度对顾客忠诚度的影响。消费者科学杂志, 7(1), 34-50。  
<https://doi.org/10.29244/jcs.7.1.34-50>
- [23] Nasution, A. D. N., Arlina Nurbaity Lubis, A. N. 和 Silalahi, A. S. (2022)。在 BP Jamsostek 棉兰市分公司, 客户体验和电子口碑通过客户价值作为干预变量对参与者的忠诚度产生影响。国际研究与评论杂志, 9(8), 338-357。  
<https://doi.org/10.52403/ijrr.20220827>
- [24] 诺巴尔, H.B. (2018)。客户满意度、客户体验和客户忠诚度对品牌力的影响：来自酒店业的经验证据。商业经济与管理杂志, 19 (2), 417-430。  
<https://doi.org/10.3846/jbem.2018.5678>
- [25] Nurjannah., Erwina., Basalamah, J. 和 Syahnur, M. H. (2022)。印度尼西亚电子 CRM 和客户体验通过满意度对电子商务消费者忠诚度的影响。管理科学杂志, 12(1), 56-69。  
[http://dx.doi.org/10.22441/jurnal\\_mix.2022.v12i1.005](http://dx.doi.org/10.22441/jurnal_mix.2022.v12i1.005)
- [26] Paisri, W., Ruanguttamanun, C. 和 Sujchaphong, N. (2022)。客户体验和对电子口碑的承诺以及重访意向：以泰国 Taladtongchom 为例。令人信服的商业与管理, 9, 1-23。  
<https://doi.org/10.1080/23311975.2022.2108584>
- [27] Parasuraman, A. P., Zeithaml, Z. A. 和 Berry, L. L. (1988)。Servqual：用于衡量消费者对服务质量看法的多项目量表。零售杂志, 64(1), 12-40。  
<https://www.researchgate.net/publication/225083802>
- [28] Perera, C. H., Nayak, R. 和 Long, N. V. T. (2019)。电子口碑对电子忠诚度和消费者电子购买决策过程的影响：社交媒体视角。国际贸易、经济和金融杂志, 10(4), 85-91。  
<http://www.ijtef.org/vol10/642-MK1007.pdf>
- [29] 普尔曼, M. 和格罗斯, M. (2004)。能够体验设计元素以引发情感和忠诚行为。决策科学, 35(3), 551-578。  
<https://doi.org/10.1111/j.0011-7315.2004.02611.x>

- [30] Ranjbarian, B., Sanayei, A., Kaboli, M.R. 和 Hadadian, A. 2012。 伊朗百货商店品牌形象、感知质量、顾客满意度和重复购买意愿分析。 国际商业与管理杂志, 卷. 7 ( 6 ) : 40-48。
- [31]塞卡瓦蒂, D.A. ( 2023 )。 物流服务行业顾客忠诚度影响因素: 顾客满意度的中介作用 《企业与发展杂志》, 5(1), 特刊。 <https://journal.uinmataram.ac.id/index.php/jed/article/view/7887>
- [32] Suhaily, L. 和 Soelasih, Y. (2017)。 影响网购重复意愿的因素有哪些。 国际商业研究, 10(12), 113-122。 <https://ccsenet.org/journal/index.php/ibr/issue/view/1940>
- [33]Syafarudin, A. ( 2021 )。 产品质量对客户满意度的影响会影响 Covid-19 时代的客户忠诚度。 Ilomata 国际税务与会计杂志, 2(1), 71-83。 <https://www.ilomata.org/index.php/ijtc/article/view/204/129>
- [34] Taufik, A、 Santoso, S、 Fahmi, M. I、 Restuanto, F 和 Yamin, S. (2022)。 服务和产品质量对客户忠诚度的作用。 消费者科学杂志, 7(1), 68-82。 <https://doi.org/10.29244/jcs.7.1.68-82>
- [35] Tjahjaningsih, E., Maskur, A. 和 Widayarsi, S. (2021)。 客户体验和服务质量对提高忠诚度的满意度的影响。 169 ( Icobame 2020 ) , 395-399。
- [36] 吉普托诺, A. ( 2008 )。 战略佩玛萨兰。 Cetakan ke-3。 日惹: 安迪。
- [37] 蒂尔塔亚萨, S (2022)。 以客户满意度为干预变量的产品质量和服务对客户忠诚度的影响 ( 棉兰咖啡店研究 )。 国际科学、技术与管理杂志, 3(5), 1438-1444。 <https://doi.org/10.46729/ijstm.v3i5.633>
- [38] Tsai, C.H., Chiung, C., & Tan, M.J.E. ( 2017 )。 从消费者意图和行为角度分析口碑的因果关系: SEM 模型方法。 经济与社会思想杂志, Vo. 4 ( 2 ) : 212-231。 <http://www.kspjournals.org/index.php/JEST/article/view/1325/1327>
- [39] Yulian, T. D., Moko, W., & Mugiono。 ( 2022 )。 泗水市的电子商务时尚: 电子购物体验如何通过调节电子信任和电子满意度来影响电子忠诚度。 商业与社会科学研究, 11(9), 24-34。 <https://www.ssbfn.net.com/ojs/index.php/ijrbs>
- [40] Zaid, S. 和 Patwayati, P. (2021)。 客户体验和客户参与对满意度和忠诚度的影响: 印度尼西亚的案例研究。 亚洲金融、经济与商业杂志, 8(4), 983-992。 <https://doi.org/10.13106/jafeb.2021.vol8.no4.0983>
- [41] Zare, M. 和 Mahmoudi, R. (2020)。 在线客户体验对电子零售商客户忠诚度的影响。 国际高级工程、管理和科学杂志 (IJAEMS), 6(5), 208-214。 <https://dx.doi.org/10.22161/ijaems.65.2>



× Tutup detail faktur

# Dibayar tanggal 22 Sep 2023

## RINGKASAN

Untuk Endang Tjahjaningsih  
Dari SIA Science press  
Faktur #490893AB-2131

## ITEM

<b>Article Processing Charge</b>	<b>€490,00</b>
Jml 1	

---

<b>Jumlah jatuh tempo</b>	<b>€490,00</b>
---------------------------	----------------

<b>Jumlah dibayar</b>	<b>-€490,00</b>
-----------------------	-----------------

<b>Sisa jumlah</b>	<b>€0,00</b>
--------------------	--------------