

Analyzing the Effect of Customer Experience on Customer Loyalty at Floor Coffee Shop

Wan Lukman Fauza^{1*}, Dwi Astuti²

^{1*,2}Digital Business Study Program, Politeknik Negeri Bengkalis, Bengkalis Regency, Riau Province, Indonesia

Email: wanlukmanfauza02@gmail.com^{1*}, dwi@polbeng.ac.id²

Article history:

Received July 6, 2026

Revised July 19, 2026

Accepted July 24, 2026

Abstract

This study aims to examine the effect of customer experience on customer loyalty at Floor Coffee Shop in Bengkalis Regency, Indonesia. A quantitative research method with an associative approach was employed to investigate the relationship between the two variables. Data were collected through questionnaires distributed to 100 customers of Floor Coffee Shop who were selected using a purposive sampling technique, with the sample size determined using the Lemeshow formula. The research instrument was confirmed to be valid and reliable. The collected data were analyzed using descriptive statistics, classical assumption tests, simple linear regression, correlation analysis, the coefficient of determination, and the partial t-test with the assistance of SPSS software. The results indicate that customer experience has a positive and significant effect on customer loyalty. A favorable customer experience, reflected through effective touchpoints, an appropriate service context, and high-quality experiences, enhances customer loyalty by encouraging repeat purchases, positive word-of-mouth recommendations, and long-term commitment to Floor Coffee Shop. These findings suggest that improving customer experience is essential for strengthening customer loyalty and maintaining sustainable business competitiveness. Therefore, the management of Floor Coffee Shop should continuously enhance service quality, create a comfortable atmosphere, and provide adequate facilities to foster long-term customer relationships.

Keywords:

Customer experience; Customer loyalty; Coffee shop; Consumer behavior; Quantitative research.

1. INTRODUCTION

The coffee shop industry has experienced substantial growth over the past decade, resulting in increasingly intense market competition. Coffee shops are no longer viewed merely as venues for consuming coffee but have evolved into multifunctional spaces that facilitate social interaction, studying, remote working, and business meetings. This transformation has been driven by changes in consumer lifestyles, requiring coffee shop operators to compete not only through product quality but also by delivering superior customer experiences that create added value and differentiate them from competitors.

In Indonesia, the coffee industry continues to demonstrate significant development. As one of the world's largest coffee-producing countries, Indonesia has also experienced a steady increase in domestic coffee consumption, supported by changing consumer lifestyles, growing coffee culture, and the expansion of modern coffee shops across the country. These developments have intensified competition within the coffee shop industry, compelling businesses to establish sustainable competitive advantages through factors that extend beyond product quality, particularly by creating memorable customer experiences (add ICO/BPS citation).

A similar trend can be observed in Bengkalis Regency. According to the Central Bureau of Statistics (BPS) of Bengkalis Regency, the population of Bengkalis District reached 94,951 inhabitants in 2026, indicating considerable market potential for the development of trade and service industries, including coffee shops (add BPS Bengkalis citation0. Along with the increasing number of students, young professionals, and local

residents who utilize coffee shops as social and working spaces, competition among local coffee shops has become increasingly competitive. Consequently, coffee shop managers are required to develop distinctive strategies that create positive customer experiences and encourage long-term customer relationships.

Within this competitive environment, consumers no longer evaluate coffee shops solely based on product quality. Instead, they increasingly expect a comprehensive experience that encompasses service quality, physical environment, interior design, transaction convenience, and meaningful interactions with employees. Consequently, customer experience has become a strategic marketing construct because it shapes customers' perceptions, emotions, and behavioral intentions toward a business. According to De Keyser as cited in (Bolton et al., 2022), customer experience represents customers' overall perceptions derived from all interactions with a company throughout the pre-purchase, purchase, and post-purchase stages. These interactions involve cognitive, emotional, sensory, social, and behavioral dimensions that collectively influence customers' evaluations of a brand. Likewise, Homburg et al. (2021) argued that a positive customer experience strengthens long-term relationships between businesses and customers, thereby serving as an important source of sustainable competitive advantage.

The rapid advancement of digital technology and social media has further reinforced the importance of customer experience in today's business environment. Consumers can instantly share their experiences through digital platforms such as Instagram, TikTok, and Google Reviews, making each interaction capable of influencing a company's reputation. Positive experiences may enhance brand image and attract potential customers, whereas negative experiences can spread rapidly and adversely affect consumer perceptions. Therefore, businesses must effectively manage every customer touchpoint to ensure positive experiences that encourage repeat purchases and positive word-of-mouth recommendations (Lemon & Verhoef, 2016; McLean & Wilson, 2019).

One of the local coffee shops operating in Bengkalis Regency is Floor Coffee Shop, located on Gatot Subroto Street, Bengkalis, Riau. The coffee shop adopts a modern minimalist-industrial concept by integrating high-quality products, responsive customer service, a comfortable atmosphere, and digital payment facilities. This business strategy reflects the company's commitment to delivering a positive customer experience as an essential approach to building long-term customer relationships and strengthening customer loyalty (Munawir, M., & Sri Sulistyawati, U., 2023).

From a theoretical perspective, customer experience is widely recognized as one of the key determinants of customer loyalty. Customer loyalty refers to customers' commitment to continue purchasing a company's products or services, recommend them to others, and resist switching to competitors despite the availability of alternative offerings (Oliver, 2020). Customers who consistently experience positive interactions are more likely to develop trust, satisfaction, and emotional attachment, which ultimately contribute to stronger loyalty.

Nevertheless, previous empirical studies have reported inconsistent findings regarding the relationship between customer experience and customer loyalty. Lianardo (2022) found that customer experience has a positive and significant effect on customer loyalty. In contrast, Az-Zahra Salma (2021) reported that customer experience alone does not fully explain customer loyalty because customers' decisions are also influenced by factors such as price and location. Furthermore, Jasri (2022) emphasized the importance of service digitalization in enhancing customer experience. These inconsistent findings suggest that the influence of customer experience on customer loyalty may vary across different business settings and customer characteristics.

Moreover, most previous studies have focused on coffee shops located in metropolitan areas or national coffee shop chains, while empirical evidence from regional coffee shops remains relatively limited. Differences in market characteristics, consumer behavior, and competitive environments between metropolitan and regional areas may produce different patterns of customer experience and loyalty. Therefore, investigating this relationship within the context of a regional coffee shop is necessary to enrich the existing literature and provide context-specific empirical evidence.

Based on these considerations, this study aims to examine the effect of customer experience on customer loyalty at Floor Coffee Shop in Bengkalis Regency using a quantitative approach and simple linear regression analysis. Unlike previous studies that primarily investigated multiple coffee shop brands or urban markets, this research focuses on a single regional coffee shop with distinctive market characteristics. The findings are expected to contribute to the growing body of literature on customer experience and customer loyalty while providing practical insights for local coffee shop managers in developing effective customer experience strategies to strengthen customer loyalty (Yusuf, Z., et al., 2021).

1.1. Customer Experience

Customer experience refers to the overall perception formed by customers through their interactions with a company before, during, and after the purchasing process. According to Schmitt, as cited in (Maulida et al., 2024) customer experience is a personal event or condition that occurs as a response to specific stimuli, including various marketing activities implemented before and after a purchase. This perspective emphasizes that customer experience is created through direct and indirect interactions between customers and the company, ultimately shaping customers' perceptions of products or services.

Similarly, Kotler and Keller, as cited in (Sahgira et al., 2025) define customer experience as the difference between the benefits perceived by customers—including economic, functional, and psychological benefits—and the costs incurred in obtaining a product or service. From this perspective, customer experience represents an essential component of experiential marketing, aiming to create customer satisfaction and loyalty by establishing meaningful emotional connections between customers and brands.

Furthermore, Mulyono and Djatmiko, as cited in (Sahgira et al., 2025) explain that customer experience is influenced by several key dimensions, namely accessibility, competence, customer recognition and feedback, helpfulness, personalization, problem solving, promise fulfillment, and value for time. Accessibility reflects the ease with which customers can access products or services, while competence refers to the knowledge and expertise demonstrated by service providers. Customer recognition and feedback emphasize mutual interaction between customers and companies, whereas helpfulness represents the company's willingness to assist customers when problems arise. Personalization relates to providing services tailored to individual customer needs, while problem solving reflects the company's ability to resolve customer complaints effectively. Promise fulfillment concerns the company's consistency in delivering promised services, and value for time indicates the company's appreciation of customers' time through efficient service delivery. These dimensions collectively contribute to creating positive customer experiences that strengthen customer perceptions of the company.

1.2. Customer Loyalty

Customer loyalty is generally defined as a customer's long-term commitment to continue purchasing or using products and services despite the availability of competing alternatives. According to Kotler and Keller, as cited in (Rahayu & Faulina, 2022) customer loyalty represents a strong commitment to repurchase or repatronize preferred products or services consistently in the future, even when situational influences or competitors' marketing efforts may encourage customers to switch. Therefore, customer loyalty reflects not only repeated purchasing behavior but also customers' emotional attachment and commitment to a particular brand.

Likewise, Rauyruen and Miller, as cited in (Felicia & Delliana, 2023) describe customer loyalty as a multidimensional construct consisting of both attitudinal and behavioral components. This definition suggests that loyal customers demonstrate favorable attitudes toward a company while consistently engaging in repeat purchasing behavior over time.

According to (Aurelia & Susanti, 2025) customer loyalty is influenced by several factors, including customer satisfaction, brand image, product or service quality, customer trust, customer relationships, switching costs, dependability, and perceived value. Customer satisfaction serves as the primary determinant of loyalty because satisfied customers are more likely to make repeat purchases and recommend products or services to others. A positive brand image strengthens customers' confidence in a company, while superior product or service quality encourages long-term patronage. Customer trust reinforces confidence in the company's ability to fulfill customer expectations. In addition, strong customer relationships foster mutual commitment between customers and businesses. Switching costs discourage customers from moving to competitors, whereas dependability reflects the company's ability to consistently deliver superior value. Finally, perceived value, which represents customers' evaluation of benefits relative to costs, plays a crucial role in maintaining long-term customer loyalty.

1.3. Relationship between Customer Experience and Customer Loyalty

Customer experience and customer loyalty are conceptually interconnected because positive customer experiences encourage customers to develop stronger emotional bonds and long-term relationships with a company. When customers experience convenient access, personalized services, prompt problem resolution, consistent service delivery, and fulfillment of company promises, they are more likely to perceive greater value and satisfaction. These positive perceptions subsequently increase customers' willingness to continue purchasing, recommend the company to others, and remain loyal despite competitive alternatives.

This relationship is also consistent with experiential marketing theory, which suggests that memorable and meaningful customer experiences create emotional engagement that ultimately strengthens customer loyalty. Therefore, organizations that continuously improve customer experience across all customer touchpoints are more likely to enhance customer retention, increase repeat purchases, and foster sustainable competitive advantages. Based on these theoretical perspectives, customer experience is expected to have a positive and significant influence on customer loyalty.

2. RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the effect of customer experience on customer loyalty at Floor Coffee Shop. The research was conducted from February to June 2026, involving customers who had previously purchased products at Floor Coffee Shop, Bengkalis Island. The study population consisted of residents of Bengkalis Regency who had visited and purchased products at Floor Coffee Shop. According to the latest statistical data, the total population of Bengkalis

Regency was 94,951 people. However, the exact number of residents who had visited and purchased products at Floor Coffee Shop was unknown. Therefore, the sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error. The calculation resulted in a minimum sample size of 96 respondents, which was rounded up to 100 respondents. A purposive sampling technique was employed based on the following criteria: (1) residents of Bengkalis Regency, (2) at least 18 years of age, and (3) customers who had visited and purchased products at Floor Coffee Shop at least three times. The study utilized both primary and secondary data. Primary data were collected through questionnaires administered to the respondents, while secondary data were obtained from books, scientific journals, and other relevant literature. Data collection methods included observation, questionnaires, and literature review. The research instrument employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data analysis was performed using IBM SPSS Statistics 25. The analytical procedures included validity testing, reliability testing, and classical assumption tests, comprising the normality, heteroscedasticity, and linearity tests. Furthermore, the data were analyzed using correlation analysis, the coefficient of determination, simple linear regression analysis, and the partial t-test to test the research hypothesis regarding the effect of customer experience on customer loyalty.

Table 1. Operational of Research Variables

Variable	Indicator	References	Scale
Costumer Experience (X)	1. Touchpoints	Adapted from De Keyser et al., as cited in (Bolton et al., 2022)	Five-point Likert Scale
	2. Context:		
	3. Qualities		
Costumer Loyalty (Y)	1. Cognitive loyalty	Adapted from Oliver as cited in (Seduram et al., 2022)	Five-point Likert Scale
	2. Affective loyalty		
	3. Conative loyalty		
	4. Action loyalty		

3. RESULTS AND DISCUSSION

This section presents the results of the data analysis collected from 100 respondents who had visited and purchased products at Floor Coffee Shop in Bengkalis Regency. The collected data were analyzed using IBM SPSS Statistics 25, including validity and reliability tests, classical assumption tests, correlation analysis, coefficient of determination analysis, simple linear regression analysis, and hypothesis testing. These analyses were conducted to examine the effect of customer experience on customer loyalty. The findings and discussion are presented in the following sections.

3.1. Results

3.1.1. Respondent Characteristics

A total of 100 valid questionnaires were collected from customers who had visited and purchased products at Floor Coffee Shop in Bengkalis Regency. Table 2 presents the demographic characteristics of the respondents. The findings indicate that the majority of respondents were female (62%), while male respondents accounted for 38%. In terms of age, most respondents were 18–25 years old (56%), followed by those aged 26–35 years (30%), 36–45 years (9%), and over 45 years (5%). These findings suggest that the primary customer segment of Floor Coffee Shop consists of young adult consumers, particularly females, indicating that this demographic represents the dominant market for the coffee shop. This profile is relevant to the study, as young consumers are generally more responsive to customer experience, which may influence their loyalty toward the coffee shop.

Table 2. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	38	38%
	Famale	62	62%
Age	18-25 years	56	56%
	26-35 years	30	30%
	36-45 years	9	9%
	> 45 years	5	5%

Source Processed research data (2026).

3.1.2. Instrumen Testing

Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests. The validity test results indicated that all questionnaire items were valid, with r-count values ranging from 0.538 to 0.839 for the Customer Experience variable and 0.741 to 0.875 for the Customer Loyalty variable. Since all r-count values exceeded the r-table value of 0.361, all questionnaire items were considered valid and suitable for measuring the research variables. Furthermore, the reliability test showed that the Customer Experience variable obtained a Cronbach's Alpha value of 0.930, while the Customer Loyalty variable obtained a value of 0.948. Both values exceeded the minimum acceptable threshold of 0.60, indicating that the research instrument demonstrated excellent reliability. Therefore, all questionnaire items were considered both valid and reliable and were appropriate for subsequent statistical analyses.

Table 3 Validity and Reliability Test Results

Variable	Items	Validity (r-value)	Cronbach's Alpha	Interpretation
Costumer Experience (X)	15	0,538-0,839	0.930	Valid and Reliable
Costumer Loyalty (Y)	12	0.741-0,875	0.948	Valid and Reliable

Source Processed research data (2026).

3.1.3. Classical Assumption Tests

Classical assumption tests were conducted to ensure that the regression model satisfied the statistical assumptions required before hypothesis testing. The tests included the normality test, heteroscedasticity test, and linearity test. The normality test was performed using the One-Sample Kolmogorov–Smirnov test, which produced an Asymp. Sig. value of 0.000 for both the Customer Experience and Customer Loyalty variables. Although the significance value was below the 0.05 threshold, the Normal P–P Plot indicated that the residuals were distributed close to the diagonal line and generally followed its direction. In addition, the histogram of standardized residuals showed an approximately normal distribution. Given the sample size of 100 respondents, the normality assumption was considered satisfied based on the graphical analysis and supported by the Central Limit Theorem, indicating that the regression model was appropriate for further statistical analysis. The heteroscedasticity test was conducted using a scatterplot of the standardized predicted values and standardized residuals. The scatterplot showed that the residuals were randomly distributed above and below the zero line without forming any specific pattern. This finding indicates the absence of heteroscedasticity, suggesting that the regression model satisfied the assumption of homoscedasticity.

The linearity test revealed that the relationship between Customer Experience and Customer Loyalty was statistically significant, with a Linearity significance value of 0.000 and an F-value of 517.737, indicating a strong linear relationship between the two variables. Meanwhile, the Deviation from Linearity test produced a significance value of 0.011, suggesting a statistical deviation from perfect linearity. Nevertheless, the F-value for the Linearity component (517.737) was substantially higher than that for the Deviation from Linearity component (1.994). This indicates that the linear relationship between Customer Experience and Customer Loyalty was considerably stronger than the observed deviation, supporting the continued use of the simple linear regression model to explain the relationship between the two variables. Overall, the results of the classical assumption tests indicate that the regression model satisfied the assumptions of normality and homoscedasticity. Although the linearity test suggested a slight deviation from perfect linearity, the strong linear relationship between the independent and dependent variables supports the application of simple linear regression analysis in this study.

3.1.4. Correlation and Coefficient of Determination Analysis

As presented in Table 4, the correlation analysis produced an R value of 0.898, indicating a very strong positive relationship between Customer Experience and Customer Loyalty. This finding suggests that the better the customer experience provided by Floor Coffee Shop, the higher the level of customer loyalty. Furthermore, the coefficient of determination analysis resulted in an R Square value of 0.806, indicating that 80.6% of the variation in Customer Loyalty can be explained by Customer Experience, while the remaining 19.4% is explained by other factors not included in the research model. In addition, the Adjusted R Square value of 0.804 indicates that the regression model has excellent explanatory power in explaining variations in customer loyalty. The Standard Error of the Estimate of 3.668 also indicates a relatively low prediction error, suggesting that the regression model is appropriate for further analysis.

Table 4 Correlation and Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898 ^a	0,806	0,804	3,668

Source Processed research data (2026).

As presented in Table 5, the simple linear regression analysis produced the following regression equation:

$$Y = 1.704 + 0.763X$$

The regression equation indicates that the constant value is 1.704, implying that Customer Loyalty has a baseline value of 1.704 when Customer Experience is assumed to be constant. The regression coefficient for Customer Experience (X) is 0.763, indicating that every one-unit increase in Customer Experience is associated with an increase of 0.763 units in Customer Loyalty. Since the regression coefficient is positive, Customer Experience has a positive effect on Customer Loyalty. This finding suggests that improving customers' experiences through effective touchpoints, a supportive service context, and high-quality service experiences can significantly enhance customer loyalty toward Floor Coffee Shop.

Table 5 Simple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,704	2,463		,692	,491
total X	,763	,038	,898	20,161	,000

3.1.5. Hypothesis Testing

Based on the t-test results, the Customer Experience variable obtained a significance value of 0.000, which is lower than the significance level of 0.05, and a calculated t-value of 20.161, exceeding the critical t-table value of 1.984. These results indicate that Customer Experience has a positive and statistically significant effect on Customer Loyalty at Floor Coffee Shop in Bengkalis Regency. The regression coefficient of 0.763 indicates that every one-unit increase in Customer Experience leads to an increase of 0.763 units in Customer Loyalty. This finding suggests that customers who experience positive interactions through effective touchpoints, a supportive service context, and high-quality service experiences are more likely to develop stronger loyalty toward Floor Coffee Shop. Therefore, the research hypothesis stating that Customer Experience has a positive and significant effect on Customer Loyalty is accepted.

3.2. Discussion

The t-test results indicate that Customer Experience has a positive and statistically significant effect on Customer Loyalty ($t = 20.161$; $p = 0.000$). This finding suggests that the better the customer experience provided by Floor Coffee Shop, the higher the level of customer loyalty. Positive experiences gained through effective touchpoints, a supportive service context, and high-quality customer experiences encourage customers to make repeat purchases, recommend Floor Coffee Shop to others, and maintain long-term loyalty.

These findings support the theory proposed by De Keyser et al. (2020), which states that customer experience is created through customers' interactions with a company across various touchpoints, within a specific context, and through the perceived qualities of the experience. Positive customer experiences create value for customers and foster long-term relationships with the company. The results are also consistent with Oliver (2020), who argues that customer loyalty develops through four stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Positive customer experiences play a crucial role in strengthening these stages of loyalty. Therefore, improving the overall customer experience at Floor Coffee Shop can significantly enhance customer loyalty.

4. CONCLUSION

This study investigated the influence of Customer Experience on Customer Loyalty among customers of Floor Coffee Shop in Bengkalis Regency. The findings demonstrate that Customer Experience has a positive and statistically significant effect on Customer Loyalty. These results indicate that delivering memorable customer experiences through effective service touchpoints, a pleasant service environment, and consistent service quality is essential for strengthening long-term customer loyalty.

From a practical perspective, the findings suggest that Floor Coffee Shop should continue to enhance the overall customer experience by improving service quality, maintaining a comfortable and welcoming atmosphere, ensuring consistent interactions between employees and customers, and responding promptly to customer feedback. Furthermore, management is encouraged to implement customer engagement programs, introduce innovative products and services, and build long-term relationships with customers to improve customer retention and loyalty.

This study is limited to customers of Floor Coffee Shop in Bengkalis Regency and focuses solely on the effect of Customer Experience on Customer Loyalty. Although the coefficient of determination indicates that Customer Experience explains 80.6% of the variation in Customer Loyalty, the remaining 19.4% is influenced by other factors that were not included in this study. Therefore, future research is recommended to examine additional variables, such as customer satisfaction, service quality, brand image, customer trust, perceived value, customer engagement, and switching costs, while expanding the research setting and increasing the sample size. Such improvements are expected to provide a more comprehensive understanding of the factors influencing customer loyalty and enhance the generalizability of the research findings.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to God Almighty for His abundant blessings, wisdom, strength, and guidance, which made the completion of this research possible. The author also extends heartfelt appreciation to family and friends for their unwavering moral support and prayers throughout the research process. Special thanks are addressed to Dwi Astuti, for her invaluable guidance, constructive feedback, and continuous support during the completion of this study. Finally, the author gratefully acknowledges all respondents who generously participated in this research.

REFERENCES

- Aurelia, M. A., & Susanti, E. D. (2025). Faktor Yang Mempengaruhi Loyalitas Pelanggan. *Jurnal Sinabis*, 1(2), 482–488.
- Badan Pusat Statistik Kabupaten Bengkalis. (2026). Kecamatan Bengkalis Dalam Angka 2026. Bengkalis: Badan Pusat Statistik Kabupaten Bengkalis.
- Bolton, R. N., Gustafsson, A., Tarasi, C. O., & Witell, L. (2022). Designing satisfying service encounters: website versus store touchpoints. *Journal of the Academy of Marketing Science*, 50(1), 85–107. <https://doi.org/10.1007/s11747-021-00808-9>
- Felicia, & Delliana, S. (2023). Pengaruh Komunikasi Antarpribadi Customer Service Terhadap Customer Loyalty Credit Union Bina Seroja. *KALBISIANA Jurnal Sains, Bisnis dan Teknologi*, 9(1), 1-11.
- Ghozali, I. (2021). Aplikasi Analisis Multivariate dengan Program IBM SPSS 26 (Edisi ke-10). Semarang: Badan Penerbit Universitas Diponegoro.
- Maulida, W. U., Andari, T. T., & Yulianingsih, Y. (2024). Pengaruh Brand Trust, Customer Value dan Customer Experience terhadap Customer Satisfaction pada CV. Syifa Adventure. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(3), 1023–1035. <https://doi.org/10.37481/jmeb.v4i3.858>
- Munawir, M., & Sri Sulistyawati, U. (2023). Penerapan Strategi Marketing Pada Aisyah Desert and Drinks Menggunakan Landing Page. *Jurnal Manajemen Sistem Informasi (JMASIF)*, 1(2), 76-82. <https://doi.org/10.35870/jmasif.v1i2.125>
- Rahayu, S., & Faulina, S. T. (2022). Pengaruh Digital Customer Experience dalam Menciptakan Customer Satisfaction dan Customer Loyalty di Era Digital. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 1–13. <https://doi.org/10.36778/jesya.v5i1.568>
- Sahgira, N. N., Dewi, H. P., & Harahap, Z. C. M. (2025). Pengaruh Customer Experience, Review Product dan Perceived Value terhadap Repurchase Intention Konsumen Shopee pada Mahasiswa Universitas Battuta. *AKADEMIK: Jurnal Mahasiswa Humanis*, 5(2), 1039–1053. <https://doi.org/10.37481/jmh.v5i2.1441>
- Seduram, L., Mamun, A. Al, Salameh, A. A., Perumal, S., & Shaari, H. (2022). Predicting Smartphone Brand Loyalty Using Four-Stage Loyalty Model. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221099295>
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Edisi Kedua). Bandung: Alfabeta
- Yusuf, Z., Sarboini, S., Mariati, M., Amri, S., & Rizal, S. (2021). The Effect of Advertising and Consumer Satisfaction on Consumer Loyalty to Pepsodent Products in Banda Aceh City. *International Journal of Management Science and Information Technology*, 1(2), 36-44. <https://doi.org/10.35870/ijmsit.v1i2.441>