

The Influence Of Customer Experience On Customer Loyalty Mediated By Emotional Experience Among Shopee Users In The Special Region Of Yogyakarta

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ABSTRAK

Fenomena persaingan e-commerce yang semakin ketat menuntut perusahaan untuk menciptakan pengalaman pelanggan yang unggul guna mempertahankan loyalitas. Dalam konteks pengguna Shopee di Daerah Istimewa Yogyakarta, pengalaman pelanggan dan pengalaman emosional menjadi faktor krusial yang memengaruhi loyalitas pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman pelanggan terhadap loyalitas pelanggan dengan pengalaman emosional sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling. Data dikumpulkan melalui kuesioner online (Google Form) dan dianalisis menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa pengalaman pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Selain itu, pengalaman pelanggan terbukti berpengaruh positif dan signifikan terhadap pengalaman emosional, dan pengalaman emosional juga berpengaruh positif serta signifikan terhadap loyalitas pelanggan. Temuan lainnya menunjukkan bahwa pengalaman emosional memediasi hubungan antara pengalaman pelanggan dan loyalitas pelanggan. Penelitian ini menegaskan pentingnya aspek emosional dalam membangun hubungan jangka panjang dengan pelanggan di platform e-commerce. Dengan demikian, perusahaan, termasuk Shopee, perlu mengoptimalkan pengalaman emosional pelanggan melalui pelayanan yang bersifat personal, responsif, dan mampu membangkitkan perasaan nyaman serta dihargai. Penelitian ini terbatas pada wilayah Yogyakarta dan pengumpulan data secara online. Untuk penelitian selanjutnya, disarankan memperluas cakupan wilayah serta mengintegrasikan metode campuran.

Kata kunci: pengalaman emosional; pengalaman pelanggan; loyalitas pelanggan

ABSTRACT

The rapid growth of e-commerce competition requires companies to deliver superior customer experiences to ensure long-term loyalty. In the context of Shopee users in the Special Region of Yogyakarta, customer experience and emotional experience play essential roles in influencing customer loyalty. This study aims to examine the influence of customer experience on customer loyalty, with emotional experience as a mediating variable. A quantitative approach was employed, using purposive sampling. Data were collected through an online questionnaire (Google Form) and analyzed using SEM-PLS. The findings indicate that customer experience has a positive and significant effect on customer loyalty. Additionally, customer experience significantly influences emotional experience, and emotional experience significantly affects customer loyalty. Furthermore, emotional experience is proven to mediate the relationship between customer experience and customer loyalty. These results highlight the importance of emotional engagement in strengthening customer loyalty in e-commerce platforms. Therefore, Shopee and similar platforms must enhance emotional touchpoints by providing responsive, personalized services that foster feelings of satisfaction, appreciation, and comfort. This study is limited to Yogyakarta and online survey distribution. Future research should expand the geographical scope and consider mixed-method approaches.

Keywords: customer experience; customer loyalty; emotional experience



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INTRODUCTION

Data Census Economy 2023 from Body Center Statistics (BPS) said that the Indonesian e-commerce industry in the last ten years has grown by around seventeen percent with the total number of e-commerce businesses reaching 26.2 million units (Agency Statistics Center, 2023). Furthermore, according to Statista in The Digital Market Outlook report states that e-commerce users in Indonesia are predicted to grow by 15% this year from a total of 138 million users in 2020, or reach 159 million users in 2021. Meanwhile, the industry's revenue is expected to grow by 15%. predicted to increase by 26% to reach US\$ 38 million, from US\$ 30 million in 2020 (Azela, 2021).

One of a very popular e-commerce platform in Southeast Asia, namel. According to Wirtz & Gottel (2016), in maintaining relationships with consumers, companies must actively innovate their products and services to remain relevant, at the level of new competitors driven by technology. the more require company For adapt model their business For face condition the market that very dynamic. For Overcoming this problem requires a different type of innovation but is also important in the marketing management strategy that is owned. Companies need to deliver a superior customer experience to build lasting loyalty. The customer experience encompasses the entire consumer interaction with the brand , from initial product exposure to post-purchase. In this context, creating a superior customer experience is key to winning the competition and building customer loyalty .

According to Chen & Lin (2014) customer experience is as cognitive or sensory recognition that stimulates customer motivation. Recognition or perception can increase the value products and services. This is the result of consumer interaction with the company physically and emotionally. The results of this interaction can leave an impression on consumers' minds and can influence consumers' assessment of the company. Customer experience encompasses all customer interactions and perceptions of brand, product, And service Which given. Experience This No is not only influenced by the quality of products and services, but also by the emotional elements that customers feel during the shopping process. Emotional experiences , which include positive or negative feelings that arise during shopping, have been shown to play an important role in shaping attitude And behavior loyalty customer.

According to Pekovic And Roland (2020), is response emotional consumer Which emerges during interactions with products or services, which is an important dimension of customer experience and plays a role in increasing customer engagement and loyalty (Lukas et al., 2022). Ningsih and Hurnis (2023) define customer loyalty as a commitment Which held firm For buy return product or service consistently in the future, resulting in repeat purchases despite situational influences and marketing efforts that could potentially cause switching behavior to other brands. Loyalty customer categorized become loyalty behavior, which seen from the frequency of purchases, and attitudinal loyalty, which includes a positive attitude towards the brand. The study they show that strong loyalty is rooted in consistent positive experiences and emotional connections between customers and brands (Zulviko Hakim, 2023). Studies by Diao (2021) show that quality service, satisfaction, and customer trust significantly influence customer loyalty on Shopee. Another study by Nirawati et al. (2020)

confirmed that customer experience has a direct influence on customer loyalty, while consumer trust has no significant effect.

Although prior studies have affirmed the positive relationships among customer experience, emotional experience, and customer loyalty in e-commerce settings (Diao, 2021; Ningsih & Hurnis, 2023; Lukas et al., 2022), empirical findings regarding the mediating role of emotional experience remain inconsistent across different regional and digital market contexts. Several studies predominantly emphasize the functional dimension of customer experience while overlooking emotional responses that arise during digital interactions, whereas others focus on emotional experience without examining the direct contribution of customer experience toward loyalty (Intan et al., 2024; Fatmawati et al., 2024). Furthermore, limited research specifically explores these relationships among Shopee users in the Special Region of Yogyakarta, a market characterized by unique behavioral patterns and high digital commerce engagement. Therefore, this study addresses these gaps by investigating how customer experience influences customer loyalty through emotional experience as a mediating variable within this specific regional context.

According to Chen & Lin (2014) Customer Experience is a recognition cognitive or sensor which stimulates motivation customer. Recognition or perception can increase the value products and services. This is a The results of consumer interactions with companies, both physically and emotionally. The results of these interactions can leave a lasting impression on the mind. consumer And can influence evaluation consumer towards the company. Based on the understanding of the experts above, it can be concluded that customer experience is the result of a comprehensive interaction between customers and companies that involves rational, emotional, physical and psychological aspects.

Customer Indicators Experience According to Nilsson and Wall (2017), customer experience has seven indicators, namely: 1) Ease of Use Ease of use refers to the ease of use of an application or website . Ease of use on an application or website will give customers a positive perception of the online shopping experience. 2) Customer Review Customer reviews are product assessments given by customers based on previous purchasing experiences, so that they can be used as consideration for potential customers when deciding to purchase. 3) Customization Customization itself is useful for providing experience to customers through features to adjust the menu according to their needs need And desire customer. Company sued For can channel information that can fulfill customer Security Security is the provision of security for customers regarding their personal data when making payments. Security can provide customers with a sense of security when conducting transactions. Fulfillment Reliability Fulfillment reliability relates to how a company can meet customer expectations before purchasing, even if the customer has not seen the product directly.

Customer Service Customer service relates to the services provided to assist customers with activities on websites and applications. Responsive or prompt customer service can increase the desire to shop. Store Offerings Loyalty Customer Understanding Loyalty Customer Tjiptono (2022) stated that customer loyalty is an attachment customer to something brand, both products and services, based on positive attitudes reflected in consistent repeat purchases. Indicator Loyalty Customer According to (Hidayat et al., (2009) indicator from loyalty customer that is: Trust It is response customer trust to market. Emotion Commitment It is commitment psychology customer to market Switching Cost It is response customer about burden Which accepted when changes occur. Word of Mouth It is the publicity behavior that customers carry out towards the market.

Cooperation Emotional Experience Understanding. According to Smith (in Mochammad Syafiq et al. 2020), emotional experience aims to stimulate emotional stimuli through events, agents, and objects, thereby evoking internal feelings and emotions within consumers and influencing their emotions and moods. These different emotions are triggered by three main aspects: an event, an agent (person, institution, situation), and an object. According to Weiermair (in Nesha Yama et al. 2021) emotional experiences are experiences that are remembered and occur in every individual who has been involved emotionally, physically, intellectually, or even on a spiritual level. Emotional Indicators Experience. According to Smith and Wheeler (2002) in Livia (2014) there are 3 indicators of emotional experience: Knowledge (the head), must know what consumers want and what consumers need. Attitude (the heart), must have a professional, friendly and polite attitude towards every consumer. Skill (the hand), must own skills which later needed to provide a customer experience to consumers. According to the theory and previous research findings, the researchers developed the first hypothesis:

According to Nining and Hurnis (2024), customer experience has a significant influence on repurchase intention, which is an indicator of customer loyalty. Furthermore, According to Kurniawati and Ariyani (2022), customer experience influences customer loyalty through customer engagement. as variables mediation, strengthen importance customer experience in building long-term relationships. Based on previous theories and research, the author formulates the following hypothesis:

H1: Customer experience has a positive influence on loyalty customer

According to Mukhlisin and Yuana (2023), emotional bonds... customers have significant influence on satisfaction and loyalty, which is indirectly influenced by customer experience during use product or service. Besides That according to Jonah And Aribowo (2020) show that customer experience significantly influences customer satisfaction with hospital services, which is also related to emotional responses to service quality. These findings strengthen the empirical basis for testing the hypothesis that positive customer experiences can create deep and memorable emotional experiences. Based on previous theories and research, the author formulates the following hypothesis:

H2: Customer experience has a positive influence on emotional experience.

According to Mukhlisin and Yuana (2023), emotional bonds significantly influence customer loyalty, particularly in the coffee industry, where emotional experiences are often a key differentiator between competing brands. Furthermore, Suryani et al. (2021) also revealed that emotional branding, which aims to create a deep emotional experience, directly increases customer loyalty. Based on the theory from previous research, the author formulated the following hypothesis:

H3: Emotional experience has a positive influence on customer loyalty.

According to Intan et al. (2024) find that customer satisfaction mediates connection between experiential marketing And loyalty customers, in where satisfaction the reflect dimensions emotional Which perceived by consumers. In addition, according to Fatmawati et al. (2024), customer satisfaction also mediates the relationship between customer engagement. And loyalty customer. Findings the strengthen the suspicion that emotional experience, as form from emotional satisfaction And involvement affective, have role important in bridging influence customer experience to loyalty customer. Based on previous theories and research, the author formulates the following hypothesis:

H4: Customer experience has a positive influence on loyalty customers through emotional experience as a mediator.

METHOD

Population the community was chosen as the research subject because they are a group that actively shops online and own relevant experience with customer experience with an unknown population size. Sample the sampling method in this study is the purposive method. sampling (Non-probability sampling). According to Sugiyono (2023) explains that purposive sampling is a sampling technique with certain considerations, the sample is chosen deliberately by the researcher. Because considered represent characteristics certain Which relevant with research purposes. This formula is used because the population size in this study is unknown (Nurfajrina, 2024).

The Lemeshow formula is calculated as follows Information:

n : amount sample

$$n = \frac{Z^2 \cdot p(1-p)}{d^2}$$

z 2 1-a/2 : degree of trust (95%,Z = 1.96) P : maximum estimate (50% = 0.5)
d : alpha/tolerance size error (10%=0.1)

Amount minimum sample Which will taken in study This that is :

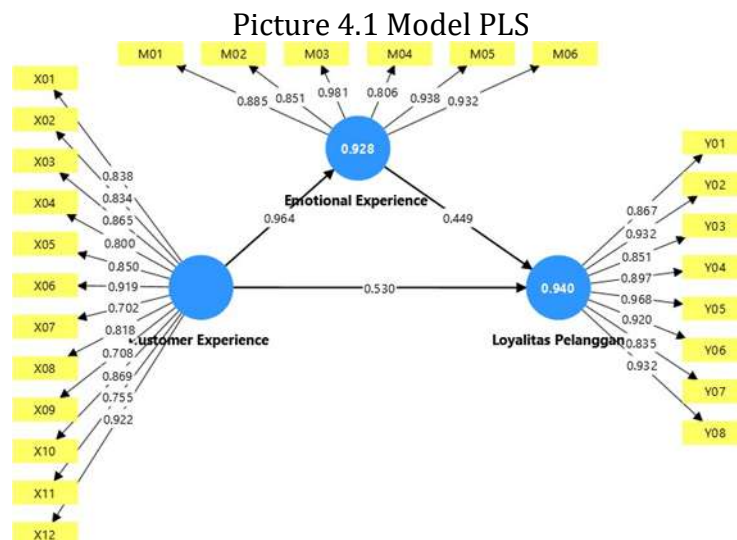
$$1.96^2 \times 0.5(1 - 0.5)$$

$$n = 0.01$$

$$n = 96$$

RESULT AND DISCUSSION

Outer Model



Stage First from analysis model measurement in study This is the submission of a second order construct (multidimensional construct).

a. Convergent Validity (Test Validity)

All research variable indicators had outer loading values >0.7. According to Chin, as quoted by Imam Ghazali, an outer loading value of >0.7 is considered very good for meeting convergent validity requirements. The data above shows that the variable indicators have values >0.7, thus all indicators are declared valid.

b. Discriminant Validity

	Average variance extracted (AVE)	Information
X	0.683	Valid
Y	0.813	Valid
M	0.811	Valid

Source: Primary data processed using Smart PLS, 2025

Based on serving data on Table in on, mark AVE each- Each variable has a value > 0.5. Thus, it can be stated that each variable has good validity and produces good discriminant validity .

c. Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
X	0.957	0.963	0.962	Reliable
Y	0.967	0.969	0.972	Reliable
M	0.953	0.958	0.963	Reliable

Source: Primary data processed using Smart PLS, 2025

Based on serving data on table in on, can known that composite reliability value of all research variables is > 0.6. This result shows that that each variables has fulfil composite reliability so it can be it was concluded that all variables had a high level of reliability.

d. Cronbach alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
X	0.957	0.963	0.962	Reliable
Y	0.967	0.969	0.972	Reliable
M	0.953	0.958	0.963	Reliable

Source: Primary data processed using Smart PLS, 2025

Based on serving data on Table on, can known that Cronbach alpha value of each research variable is > 0.7. Thus, these results indicate that each research variable has met the Cronbach alpha value requirements , thus concluding that all variables have a high level of reliability.

Inner Model

a. Coefficient Determination (R²)

	R- square	R-square adjusted
M	0.928	0.928
Y	0.940	0.939

Source: Data primary processed use Smart PLS, 2025

From table in on Show that emotional experience influenced customer experience as big as 92.8 % And the rest as big as 7.2 % influenced by other factors not included in This study. While customer loyalty is influenced by customer experience and emotional experience by 94%, the remaining 6% is influenced by other factors not included in this study.

b. Test Hypothesis

The hypothesis in this study can be identified from model calculations using the Smart PLS bootstrapping technique . The results are described in the following table.

	Original sample (O)	T statistics (O/STDEV)	P values
Direct Effect			
X -> Y	0.530	5,171	0.000
X -> M	0.964	156,040	0.000
M -> Y	0.449	4,508	0.000

	Original sample (O)	T statistics (O/STDEV)	P values
Indirect Effect			
X -> M -> Y	0.432	4,459	0.000

Source: Data primary processed use Smart PLS, 2025

- 1) Based on results test hypothesis 1, known mark original sample of 0.530, T. Statistic of 5.171 ($> t\text{-table } 1.96$), and P-Value of 0.000 (< 0.05). Thus, hypothesis 1 is accepted, which means that customer experience has a positive and significant influence on customer loyalty.
- 2) Based on results test hypothesis 2, known mark original sample of 0.964, T. Statistic of 156.040 ($> t\text{-table } 1.96$), and P- Value of 0.000 (< 0.05). Thus, hypothesis 2 is accepted, which means that customer experience has a positive and significant influence on emotional experience.
- 3) Based on results test hypothesis 3, known mark original sample of 0.449, T. Statistic of 4.508 ($> t\text{-table } 1.96$), and P- Value of 0.000 (< 0.05). Thus, hypothesis 3 is accepted, which means that emotional experience has a positive and significant influence on customer loyalty.
- 4) Based on results test hypothesis 4, known mark original sample of 0.432, T. Statistic of 4.459 ($> t\text{-table } 1.96$), and P-Value of 0.000 (< 0.05). Thus, hypothesis 4 is accepted, which means that customer experience own influence positive And.

CONCLUSION

Based on research that has been conducted regarding the influence of customer experience on customer loyalty mediated by emotional experience on Shopee users in the Special Region of Yogyakarta, it was concluded that:

Customer experience has a positive influence and significantly impacts customer loyalty. The better the customer experience in using a service, such as ease of access, service quality, and interaction satisfaction, the higher the level of customer loyalty to

the product or service used. Customer Experience has a positive and significant impact on Emotional Experience. This finding indicates that the better the experience a customer experiences while interacting with a service, the stronger their loyalty. Emotional experiences that are formed, such as feelings of happiness, comfort, satisfaction, and an emotional bond with the brand. Emotional Experience influential positive And significant to customer loyalty. This finding shows that customer loyalty is not only influenced by functional benefits product, but is also greatly influenced by the emotional bonds formed during the interaction. with brand.

Customer which feel satisfied in a way emotional will be more likely to maintain a relationship with the brand, make repeat purchases, and recommend it to others. Customer experience influential positive and significant to customer loyalty through emotional experience as a mediating variable. Thus, the hypothesis that emotional experience mediates the relationship between customer experience and customer loyalty is accepted. These results indicate that to build strong customer loyalty, companies need not only provide a good service experience functionally, but also create a positive customer experience. attachment emotional. Involvement emotional.

This strengthen impact experience customer in form long-term loyalty to the products or services offered. This research was only conducted on Shopee users in the Special Region of Yogyakarta, so the research results cannot be generalized to Shopee users in other areas in Indonesia may have different demographic characteristics and consumer behavior. This study only examined three main variables: Customer Experience, Emotional Experience, and Customer Loyalty. While it's possible that other variables, such as customer satisfaction, trust, or customer engagement, also play a significant role in shaping loyalty, they weren't included in this research model. Data collection was conducted over a limited period in June 2025. Therefore, the results obtained reflect conditions at that time and may not necessarily reflect long-term changes in consumer behavior, especially in the highly dynamic e-commerce ecosystem.

Need to pay more attention to the emotional aspect in interaction customers, such as build connection Which personal And give service which is able to create feelings of appreciation, comfort and satisfaction, so that customer loyalty can be built sustainably. Results study This can be used reference in Designing a marketing strategy that focuses not only on functional promotion but also involves creating a deep emotional experience. Emotional experience has been shown to be a crucial factor in bridging the relationship between customer experience and customer loyalty. It is recommended to expand the scope of the research area so that the results can be generalized to a wider population, for example at the national or inter-regional level. more representative sampling technique , such as probability sampling, so that the research results have a higher level of external validity. Further research may consider adding other variables such as customer satisfaction, trust , or engagement as a mediating or moderating variable to obtain a more comprehensive picture of the relationship.

The limitation of this research lies in the respondents filling out the questionnaire via Google Form, so researchers cannot control it directly. It should be combined with in-depth interviews so that the research takes the form of Fix Method research. Recommendations for future research include adding research variables. The research area was expanded by adding the Central Java region.

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