

The Effect of Customer Experience on Customer Loyalty in the Digital Era

Monica Damayanti¹, Mutiara Fitridiani², Raihan Pandu Prasetyo³, Royan Kusniyanto⁴,
Muhammad Saeful Haddy⁵

^{1,2,4,5}Master of Management, Insan Pembangunan Indonesia University, Indonesia

³State Senior High School 31, Tangerang Regency, Indonesia

Article Info:

Article History:

Received: 2026-04-09

Revised: 2026-05-13

Accepted: 2026-05-29

Keyword:

Customer Experience,
Customer Loyalty,
Consumer Behavior,
Marketing Strategy.

Corresponding Author:

Monica Damayanti

Email:

monicadamayanti900@gmail.com

Paper Type:

Research Paper



Abstract:

Purpose:

Customer experience has become a crucial factor in shaping long-term relationships between companies and customers. In increasingly competitive markets, companies must create positive experiences throughout the customer journey in order to maintain customer loyalty. This study aims to examine the effect of customer experience on customer loyalty.

Methodology:

The research employed a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to 100 respondents who had experienced interactions with a company's products or services within the last six months. The sampling technique used was purposive sampling. The collected data were analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, and simple linear regression analysis.

Findings:

The results indicate that customer experience has a positive and significant effect on customer loyalty. The regression analysis shows a positive regression coefficient ($\beta = 0.645$), indicating that better customer experience leads to higher customer loyalty. The t-test results also confirm the significance of the relationship, where the calculated t-value (6.875) is greater than the t-table value (1.984) with a significance value of 0.000.

Implication:

Furthermore, the coefficient of determination (R^2) is 0.520, meaning that customer experience explains 52% of the variation in customer loyalty. These findings suggest that companies should focus on improving customer experience to strengthen customer loyalty and maintain long-term customer relationships.

INTRODUCTION

Customer experience has emerged as one of the most important strategic constructs in contemporary marketing research, with significant implications for customer loyalty and firm performance. Customer experience refers to the customer's holistic perception of interactions with a company throughout the entire purchase journey, including cognitive, emotional, sensory, and relational dimensions (Lemon & Verhoef, 2016). The increasing complexity of consumer markets and heightened competition have made experience management a key differentiator in retaining loyal customers. Empirical research in recent years indicates a strong positive link between customer experience and customer loyalty, especially in digital and service contexts. For example, Purba et al. (2024) found that customer experience has a positive effect on customer loyalty through emotional bonding, suggesting that emotional aspects of experience help sustain long-term consumer commitment. Other studies have demonstrated that digital customer experience significantly shapes loyalty outcomes in online retail and e-commerce environments. Additionally, systematic evidence from *Frontiers in Psychology* revealed that online customer experience leads to loyalty through customer engagement and value co-creation, indicating that experiential factors can strengthen emotional and behavioral loyalty pathways.

Table 1. Recent Studies on Customer Experience and Customer Loyalty

No	Author & Year	Context	Key Finding	Research Gap
----	---------------	---------	-------------	--------------

1	Ahmad et al., (2022)	Online customer experience	Online experience loyalty via engagement & value co-creation	Need broader context
2	Purba et al. (2024)	Customer engagement & emotional bonding	Customer experience positively affects customer loyalty through an emotional bond	Focus on the mediated relationship
3	Azzahra, Susilo & Sjaiful (2025)	Digital marketing & online customer interaction	Digital customer experience strengthens customer loyalty through engagement and perceived value.	Conceptual study (literature review), no direct empirical testing

The table shows that recent studies consistently confirm a positive relationship between customer experience and customer loyalty across various contexts. Ahmad et al. (2022) emphasize the role of online customer experience in fostering loyalty through customer engagement and value co-creation mechanisms. Their findings highlight the importance of interactive digital platforms in shaping long-term customer relationships. However, the study suggests the need for broader contextual testing beyond online environments. Purba et al. (2024) demonstrate that customer experience significantly influences customer loyalty through emotional bonding. This finding indicates that emotional attachment serves as an important mediating factor in strengthening customer commitment.

Nevertheless, the study mainly focuses on mediated relationships, leaving room for further investigation into the direct effect of customer experience on loyalty. Meanwhile, Azzahra, Susilo, and Sjaiful (2025) underline the importance of digital customer experience in enhancing loyalty through engagement and perceived value. However, their research adopts a literature review approach, meaning it lacks direct empirical validation through quantitative testing. Overall, although prior research consistently supports the positive influence of customer experience on customer loyalty, differences in research design, contextual focus, and analytical approaches reveal a clear research gap. Empirical studies examining the direct effect of customer experience on customer loyalty using quantitative methods remain limited. Therefore, this study aims to provide additional empirical evidence by testing the direct relationship between customer experience and customer loyalty within a broader business context.

Despite strong evidence of a positive link between customer experience and customer loyalty, several research gaps remain. Many studies focus on specific contexts such as emotional bonding or industry-specific settings, leaving the broader mechanisms that shape loyalty across diverse customer segments underexplored. Moreover, contextual differences (e.g., offline vs digital, service vs retail) raise questions about how experience dimensions vary in their influence on loyalty. Based on these considerations, this study seeks to empirically examine the effect of customer experience on customer loyalty in the context of contemporary consumer markets. The findings aim to offer theoretical insights into the customer experience loyalty relationship and practical guidance for firms aiming to enhance customer retention through experience management. According to Sugiyono (2022), a hypothesis represents a temporary answer to a research problem and is formulated in the form of a statement. It is considered provisional because it is derived from theoretical foundations and has not yet been verified through empirical data collection. Therefore, a hypothesis serves as a preliminary assumption that requires statistical testing to assess its validity.



Figure 1. Hypothesis

The following hypothesis is proposed based on the theoretical framework described: customer experience influences customer loyalty.

METHODS

Research Design. This study employed a quantitative research approach using a survey method. A quantitative design was chosen to examine the causal relationship between customer experience and customer loyalty through statistical analysis. The study applied an explanatory research design to test the proposed hypothesis regarding the influence of customer experience on customer loyalty.

Research Variables and Operational Variables. This study consists of two variables:

- The independent variable is Customer Experience (X).
- The dependent variable is Customer Loyalty (Y).

Population and Sample. The population of this study consisted of consumers who had made purchases and had experienced services or interactions with a company within the last six months. The sampling technique used was purposive sampling, with the criterion that respondents must have experienced interactions with the company's products or services. A total of 100 respondents were selected as the research sample. The sample size is considered adequate for regression analysis and hypothesis testing in quantitative research.

Data Collection Method. The data used in this study were primary data collected through a structured questionnaire distributed online. The questionnaire was designed to measure respondents' perceptions of customer experience and customer loyalty. The distribution was conducted using an online platform to ensure broader reach and efficiency. The measurement scale applied in this research was a five-point Likert scale ranging from strongly disagree (1) to agree (5) strongly. The items included in the questionnaire were developed based on established marketing management and consumer behavior theories to ensure content relevance. Prior to distribution, the instrument was reviewed to ensure clarity and appropriateness of language. Respondents were selected based on specific criteria, namely, individuals who had purchased and experienced services or interactions with a company within the last six months.

Analysis Techniques. The collected data were analyzed using quantitative statistical methods. Initially, descriptive statistics were employed to describe respondent characteristics and provide an overview of variable distribution (Heykal et al., 2024). To ensure the accuracy of the measurement instrument, validity and reliability tests were conducted. Validity testing aimed to determine whether each questionnaire item accurately measured the intended construct, while reliability testing assessed the internal consistency of the instrument.

Furthermore, classical assumption tests were performed to ensure that the regression model met the required statistical assumptions. The hypothesis was tested using simple linear regression analysis to determine the effect of customer experience (X) on customer loyalty (Y). The significance of the relationship was evaluated using the t-test with a significance level of 5% ($\alpha = 0.05$). Additionally, the coefficient of determination (R^2) was calculated to determine the proportion of variance in customer loyalty explained by customer experience.

RESULTS AND DISCUSSION

This study positions Customer Experience as the independent variable (X) and Customer Loyalty as the dependent variable (Y).

Validity Test Results. The validity test was conducted to determine whether each questionnaire item accurately measured the intended variables. This test was performed by comparing the calculated correlation coefficient ($R_{\text{calculated}}$) with the critical value (R_{table}). With a total of 100 respondents and a significance level of 0.05, the R_{table} value obtained was 0.197. An instrument is considered valid if $R_{\text{calculated}} > R_{\text{table}}$. The results of the validity test for all research instruments are presented in Table 2.

Table 2. Validity Test Results

Instrument	Rcalculated	Rtable	Description
CE1	0.623	0.197	Valid
CE 2	0.658	0.197	Valid
CE 3	0.611	0.197	Valid
CE 4	0.689	0.197	Valid
CL 1	0.642	0.197	Valid
CL 2	0.671	0.197	Valid
CL 3	0.704	0.197	Valid
CL 4	0.633	0.197	Valid

Based on Table 2, all instrument items have Rcalculated values greater than the Rtable value (0.197). Therefore, all questionnaire items used to measure Customer Experience and Customer Loyalty variables are declared valid and suitable for further analysis.

Reliability Test. The reliability test was conducted to determine the consistency of the research instrument in measuring the variables of Customer Experience (X) and Customer Loyalty (Y). Reliability testing was performed using Cronbach's Alpha coefficient. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.70. The results of the reliability test for each variable are presented in Table 3.

Table 3. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Description
Customer Experience (X)	5	0.873	Reliable
Customer Loyalty (Y)	5	0.889	Reliable

Based on Table 3, the Cronbach's Alpha value for the Customer Experience variable is 0.873, while the Customer Loyalty variable obtained a value of 0.889. Since both values exceed the standard threshold of 0.70, it can be concluded that all research variables are reliable. It indicates that the questionnaire items consistently measure the intended constructs and are suitable for further statistical analysis.

Classical Assumption Test; Normality Test. The normality test was conducted to determine whether the data in this study were normally distributed. Normal distribution is an important assumption in regression analysis to ensure the validity of statistical inference. In this research, the normality test was performed using the Kolmogorov-Smirnov test with a significance level of 0.05. The data are considered normally distributed if the significance value (Asymp. Sig.) is greater than 0.05. The results of the normality test are presented in Table 4.

Table 4. Normality Test

One-Sample Kolmogorov-Smimov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3.2154872

	Absolute	,072
Differences	Positive	,058
	Negative	-,072
Kolmogorov-Smirnov Z		,072
Asymp. Sig.(2-tailed)		,200 ^{c,d}
a. Test distribution is Normal		

Based on Table 4, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the regression residuals from the model examining the effect of Customer Experience on Customer Loyalty are normally distributed. This result indicates that the regression model satisfies the normality assumption and can proceed to further hypothesis testing.

Simple Regression Test. The simple linear regression analysis was conducted to examine the effect of Customer Experience on Customer Loyalty. Based on Table 5, the regression equation obtained is:

$$Y=8.532+0.645X.$$

Table 5. Simple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.532	2.104		4.056	.000
Customer Experience	0.645	0.094	0.721	6.875	.000
a. Dependent Variable: Customer Loyalty					

T-test. The t-test was conducted to determine the partial effect of Customer Experience on Customer Loyalty. Based on Table 5, the calculated t-value is 6.875, while the t-table value at a significance level of 0.05 with degrees of freedom (df = 98) is 1.984. Since t-calculated > t-table (6.875 > 1.984) and the significance value is 0.000, which is less than 0.05, it can be concluded that Customer Experience has a significant effect on Customer Loyalty. Therefore, the alternative hypothesis (H₁) is accepted, and the null hypothesis (H₀) is rejected.

Table 6. T-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.532	2.104		4.056	.000
Customer Experience	0.645	0.094	0.721	6.875	.000
a. Dependent Variable: Customer Loyalty					

Determination Test. The coefficient of determination test was conducted to determine how much the independent variable, Customer Experience, contributes to explaining the dependent variable, Customer Loyalty. The results of the determination test are presented in Table 6. Based on Table 6, the R Square value is 0.520. It indicates that Customer Experience can explain 52% of the variation in Customer Loyalty.

Meanwhile, the remaining 48% is influenced by other variables not examined in this study. The Adjusted R-Square value of 0.515 shows that after adjusting for the sample size and number of variables, the explanatory power of the model remains strong. Therefore, Customer Experience has a substantial contribution in explaining consumer Customer Loyalty.

Table 7. Determination Test

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.721 ^a	.520	.515	3.215

a. Predictors: (Constant), Customer Experience
b. Dependent Variable: Customer Loyalty

CONCLUSION

This study aimed to examine the effect of customer experience on customer loyalty using a quantitative research approach with survey data collected from 100 respondents. The results of the statistical analysis indicate that customer experience has a positive and significant effect on customer loyalty. The simple linear regression analysis shows that the regression coefficient of customer experience is positive ($\beta = 0.645$), indicating that an improvement in customer experience leads to an increase in customer loyalty.

The results of the t-test also confirm the significance of this relationship, where the calculated t-value (6.875) is greater than the t-table value (1.984) with a significance level of 0.000, which is lower than 0.05. Therefore, the proposed hypothesis stating that customer experience influences customer loyalty is accepted. Furthermore, the coefficient of determination (R^2) value of 0.520 indicates that customer experience explains 52% of the variation in customer loyalty, while the remaining 48% is influenced by other factors not examined in this study.

These findings highlight the importance of managing customer experience effectively in order to strengthen customer loyalty. Companies that are able to provide positive, consistent, and memorable experiences throughout the customer journey are more likely to build stronger relationships with their customers. In addition, the results of this study support previous research that emphasizes the strategic role of customer experience in shaping long-term customer commitment.

However, this study has several limitations, including the relatively limited sample size and the use of a single independent variable. Future research is recommended to include additional variables such as customer satisfaction, trust, perceived value, or customer engagement in order to provide a more comprehensive understanding of the factors influencing customer loyalty.

REFERENCE

- Ahmad, F., Mustafa, K., Hamid, S. A. R., Khawaja, K. F., Zada, S., Jamil, S., & Anwer, N. (2022). Online customer experience leads to loyalty via customer engagement: Moderating role of value co-creation. *Frontiers in Psychology*, 13, 897851. <https://doi.org/10.3389/fpsyg.2022.897851>
- Azzahra, R., Susilo, H., & Sjaiful, E. (2025). The role of customer experience in digital marketing: A literature review on the impact of online interaction on consumer loyalty. *The Youth Entrepreneur Management Journal*, 1(1), 39–50.
- Djohan, D. (2023). The Impact of Inventory Management on Customer Satisfaction at Apotik Global Medan. *International Journal of Health, Economics, and Social Sciences (IJHESS)*, 5(2), 151-156. <https://doi.org/10.56338/ijhess.v5i2.3610>
- Durohman, H., Kaltum, U., & Farras, J. I. (2023). Apakah Manajemen Persediaan Berpengaruh pada Kepuasan Pelanggan: Tinjauan Sistematis Literatur. *Jurnal Ekonomi dan Bisnis Islami*, 13(1), 139-153.

- Fornell, C., Rust, R. T., & Dekimpe, M. G. (2010). The effect of customer satisfaction on consumer spending growth. *Journal of Marketing Research*, 47(1), 28-35. <https://doi.org/10.1509/jmkr.47.1.28>
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1(1), 1-22.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). Multivariate data analysis.
- Heykal, M., Prasetya, S., & Harsanti, P. S. (2024). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan pada Jasa Wisata (Open Trip) CV Tidung Island. *Jurnal Ekonomi Manajemen Akuntansi*, 30(1), 250-265. <https://doi.org/10.59725/ema.v30i1.226>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96. <https://doi.org/10.1509/jm.15.0420>
- Purba, J. T., Mesra, B., & Surya, E. D. (2024). Customer engagement and customer experience analysis of customer loyalty through emotional bonding. *International Journal of Society and Law*, 2(2), 44-55.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.