

The Influence of Customer Experience and Electronic Word of Mouth on Brand Loyalty in the Hospitality Industry (Studi Pada Hotel CitiHub Kota Kediri)

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Abstract : This research aims to determine the influence of customer experience and e-WOM on brand loyalty in the hospitality industry. (Studi Pada Hotel CitiHub Kota Kediri). The research method used is a quantitative method with an associative approach. Data collection in this research was conducted by distributing questionnaires to hotel customers in the city of Kediri. The data analysis techniques used include Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, t Test, F Test, and Coefficient of Determination R² Test. Based on the research results, it was found that in the validity test, all question items (X1, X2, and Y) had a significance value of $0.000 < 0.05$, indicating that each variable is valid. Furthermore, in the reliability test, each variable was deemed reliable as they had a Cronbach's Alpha value > 0.60 . Then, in the t Test, it was found that the customer experience variable (X1) and electronic word of mouth variable (X2) had significance values of $0.000 < 0.05$, indicating that both variables significantly affect brand loyalty partially. Lastly, the F Test showed a significance value of $0.000 < 0.05$, indicating that customer experience and electronic word of mouth simultaneously influence brand loyalty in the Hospitality Industry in Kediri City.

Keyword : *Customer Experience, Electronic Word Of Mouth, Brand Loyalty*

Introduction

In an increasingly developing digital era, the hospitality industry faces new challenges and opportunities in building strong relationships with customers. The advancement of information and communication technology has transformed the way consumers interact with brands, and phenomena such as Customer Experience (CX) and Electronic Word of Mouth (e-WOM) have become key factors in shaping Brand Loyalty, especially in the hospitality industry. In the city of Kediri, which is one of the important cities in East Java, understanding the influence of these two factors is very relevant for enhancing the competitiveness and success of hotels in the area.

Customer Experience refers to the overall experience felt by customers while interacting with a brand. In the context of the hospitality industry, Customer Experience encompasses every aspect of the booking process, check-in, service during the stay, and check-out. A positive customer experience can create high satisfaction, increasing the likelihood that they will return and recommend the hotel to others. Hotels that can provide a pleasant experience and meet customer expectations tend to have higher loyalty levels.

The city of Kediri has seen growth in the tourism sector and an increase in the number of domestic and international tourists at a significant rate. Therefore, hotels need

to focus on enhancing the quality of customer experience to compete and gain customer trust. Factors such as staff friendliness, facility comfort, service speed, and ease of the booking process are important aspects in shaping a positive Customer Experience. Another factor that can influence brand loyalty is electronic word of mouth (e-WOM).

Electronic Word of Mouth refers to recommendations or reviews shared online by customers through platforms such as social media, review sites, and forums. In the hospitality industry, electronic word of mouth can play a significant role in influencing the decisions of potential customers. Positive reviews and recommendations from previous customers can enhance a hotel's reputation and attract more guests, while negative reviews can harm the hotel's image and decrease the trust level of potential customers.

Competition in the hospitality sector is becoming increasingly fierce, and hotel management needs to strategically leverage electronic word of mouth. Monitoring online reviews, responding to customer feedback, and leveraging positive recommendations can help hotels build a strong reputation and enhance customer loyalty. This phenomenon is happening in the city of Kediri, as evidenced by the increasing number of hotels emerging, ranging from the most economical to the highest quality, forcing owners and managers to unleash their creativity in marketing strategies that can be implemented.

Brand loyalty is the tendency of customers to continue using products or services from a particular brand due to the satisfaction and trust that have been established. In the hospitality industry, customer loyalty is very important because loyal customers will not only return to the same hotel but will also recommend it to others. Factors that influence brand loyalty include the quality of the experience provided (customer experience) and the reputation built through electronic word of mouth.

Hotels in Kediri City need to understand that creating a satisfying experience and managing their online reputation are key to building customer loyalty. These aspects need to be optimized as hotels can enhance their customer loyalty levels and achieve long-term success. In addition, the presence of an impressive experience during a customer's visit can serve as a draw for potential customers who may want to feel the same sensation as the reviews that have been widely shared on social media and websites.

This research aims to explore the influence of Customer Experience and Electronic Word of Mouth on Brand Loyalty in the hospitality industry in the city of Kediri. By understanding the relationship between these three factors, it is hoped that the hotel can design more effective strategies to enhance customer satisfaction and loyalty. The relevance of this research lies in its ability to provide useful insights for hotels in Kediri in facing increasingly tight competition and enhancing their competitiveness in the market.

Based on the background presented, this research is expected to provide an in-depth understanding of how customer experiences and online reviews influence brand loyalty in the hospitality sector, particularly in the city of Kediri. This information is very important for the development of better marketing and service strategies, which can ultimately contribute to the improvement of performance and success of the hotels in the area.

Formulation of the problem

Based on the background presentation above, the following is the formulation of the problem in the research :

- 1) Does customer experience partially have a significant effect on brand loyalty at Citihub Hotel in Kediri City?
- 2) Does electronic word of mouth have a significant partial effect on brand loyalty at Citihub Hotel in Kediri City?
- 3) Does customer experience and electronic word of mouth simultaneously have a significant impact on brand loyalty at Citihub Hotel in Kediri City?

Research Objective

Based on the description of the problem formulation above, the following are the objectives of the research:

- 1) To understand and explain the partial influence of customer experience on brand loyalty at Citihub Hotel in Kediri City.
- 2) To understand and explain the partial influence of electronic word of mouth on brand loyalty at Citihub Hotel in Kediri City.
- 3) To understand and explain the simultaneous influence of customer experience and electronic word of mouth on brand loyalty at Citihub Hotel in Kediri City.

Theoretical Framework

Customer Experience

Customer Experience (CX) according to various experts underscores the importance of customer experience as a key factor in building successful relationships between customers and brands. According to Klaus et al. (2013), "the combination of internal and external interactions between a customer and a company that influence the customer's overall perception of the brand." They demonstrate that customer experience involves a combination of internal and external interactions that affect the customer's overall perception of the brand.

This opinion is supported by Gilmore et al. (2019), who state that "the interaction between a customer and a company that creates a memory or emotional connection." This shows that customer experience is an interaction that creates memories or emotional connections. A good interaction is one that is built on the basis of the experiences felt by customers, leading to a desire to repeat the experience in the same place.

Customer Experience is also defined as the events that occur as a response or specific stimulus through marketing strategies that arise before and after a purchase. (Mustika et al., 2023). That experience arises from undergoing and living through conditions created by stimuli in the senses, feelings, and thoughts. It can be concluded that customer experience is the impression or feedback that arises from an experience felt by customers regarding a product or service they have used.

From these definitions, it can be concluded that Customer Experience involves the entire series of interactions between customers and the company that create subjective and emotional perceptions of the brand. This experience encompasses every touchpoint, from initial contact to ongoing interactions, and focuses on creating strong memories and relationships with customers.

Customer Experience can be measured through several indicators according to Klaus et al. (2013), including satisfaction, loyalty, emotional connection, and perceived quality. The indicators of Customer Experience encompass various aspects of customer interactions with the company. Some common indicators that are often used include customer satisfaction, loyalty, emotional connection, perceived quality, consistency, personalization, engagement, and ease of use. The use of this indicator helps companies evaluate and enhance their overall customer experience. (Septian et al., 2021).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to the communication and recommendations conveyed online by consumers regarding products, services, or brands. Various experts have provided definitions and explanations of electronic word of mouth, highlighting the importance of digital communication in influencing consumer perceptions and decisions. (Inayati et al., 2022).

Litvin et al., (2008) “e-WOM refers to the process of sharing opinions, recommendations, and feedback on products or services through digital and online channels such as review sites, blogs, and social media”. Definisi ini mengacu pada proses berbagi opini, rekomendasi, dan umpan balik mengenai produk atau layanan melalui saluran digital dan online.

Electronic Word of Mouth is the exchange of information related to the use or characteristics of certain services or products by consumers through internet technology. (Apriliani et al., 2023). The number of customers leaving positive reviews for a place can attract potential customers to try the same experience and become part of those who give good reviews for that place.

From that definition, it can be concluded that Electronic Word of Mouth (e-WOM) is a form of communication where consumers share experiences, opinions, and recommendations about products, services, or brands through digital channels such as social media, review sites, blogs, and forums. Electronic Word of Mouth can influence the perceptions and purchasing decisions of other consumers, making it an important factor in digital marketing strategies and brand reputation management.

In addition, electronic word of mouth can be measured through several indicators, including Cheung et al. (2012) frequency of e-WOM, reach of e-WOM, and impact of e-WOM. Indicators of electronic word of mouth encompass various aspects of online reviews and comments, including the quantity and frequency of reviews, sentiment or valence, credibility, reach, impact on purchasing decisions, and user engagement. Measuring these indicators can help companies understand the impact of e-WOM on brand perception and their marketing strategies. (Yulindasari et al., 2022).

Brand Loyalty

Brand loyalty refers to the tendency of consumers to continue purchasing or using products or services from a particular brand due to the satisfaction and trust that have been established. Several experts in the fields of marketing and consumer behavior have provided varying definitions of brand loyalty, but they often highlight the emotional, behavioral, and attitudinal aspects of customers. (Ang & Keni, 2021).

According to Oliver (2014), "A deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior." Oliver emphasizes brand loyalty as a strong commitment to continue purchasing a favored product or service, even in the face of situational influences and marketing efforts from competitors.

This opinion is supported by Aaker (1991), who states, "the attachment that a customer has to a brand and their commitment to repurchase or continue using that brand." This definition emphasizes that brand loyalty serves as a form of customer attachment to a brand and their commitment to continue purchasing or using that brand. Brand loyalty can easily be formed when the brand is well-known among customers and provides a unique satisfaction, making it easy for customers to remember and want to return to using the same brand, whether in goods or services. (Bryan et al., 2023).

From these definitions, it can be concluded that brand loyalty encompasses various aspects of the customer relationship with the brand, including the tendency to continue purchasing or using products or services from the same brand, long-term commitment, emotional attachment, and the desire to recommend the brand to others. Brand loyalty not only reflects consistent purchasing behavior but also a deep attitude and commitment towards the brand.

Brand loyalty can be measured through several indicators according to Aaker (1991), including brand loyalty programs, customer satisfaction, and emotional attachment. Indicators of brand loyalty encompass various aspects of customer behavior, attitudes, and emotions, including repurchase intention, purchase frequency, customer retention, brand preference, emotional attachment, participation in loyalty programs, customer satisfaction, and referral behavior. Measuring these indicators can help companies understand and enhance their customer loyalty, which in turn can boost the success and growth of the brand. (Pangestika et al., 2021).

Research Method

This type of research uses a quantitative approach, as it requires statistical results in the form of SPSS test outcomes. Quantitative research is a method that employs numbers and statistics to collect and analyze measurable data. (Sugiyono, 2017). The location of this research is the hospitality sector in the city of Kediri. The sample in this study consists of customers staying at one of the hotels in Kediri City, namely CitiHub, located at Jl. Joyoboyo No.21, Ngadirejo, Kec. Kota, Kediri City, East Java 64129, totaling 96 people. The data collection techniques used in this research are observation, interviews, documentation, and literature review. The analytical techniques in this study include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and the R2 coefficient of determination test.

Results and Discussion

Validity Test

Table 1. Result Validity Test

Variabel	Item	R	Sig.	Valiitas	Keterangan
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<i>Customer Experience (X₁)</i>	X _{1.1}	0,550	0	0,05	Valid
	X _{1.2}	0,583	0	0,05	Valid
	X _{1.3}	0,638	0	0,05	Valid
	X _{1.4}	0,632	0	0,05	Valid
	X _{1.5}	0,637	0	0,05	Valid
	X _{1.6}	0,649	0	0,05	Valid
	X _{1.7}	0,574	0	0,05	Valid
	X _{1.8}	0,610	0	0,05	Valid
<i>Brand Image (X₂)</i>	X _{2.1}	0,622	0	0,05	Valid
	X _{2.2}	0,690	0	0,05	Valid
	X _{2.3}	0,613	0	0,05	Valid
	X _{2.4}	0,681	0	0,05	Valid
	X _{2.5}	0,586	0	0,05	Valid
	X _{2.6}	0,679	0	0,05	Valid
<i>Keputusan Pembelian (Y)</i>	Y ₁	0,264	0	0,05	Valid
	Y ₂	0,143	0	0,05	Valid
	Y ₃	0,404	0	0,05	Valid
	Y ₄	0,293	0	0,05	Valid
	Y ₅	0,195	0	0,05	Valid
	Y ₆	0,291	0	0,05	Valid

Source: Output results from SPSS Version 25, 2024.

Based on Table 1 above, it shows that the results of the validity testing of the research instruments for the variables of customer experience, electronic word of mouth, and brand loyalty, with each statement receiving a significance value of < 0.05 , indicate that each question item is declared valid and recognized as legitimate in the research.

Reliability Test

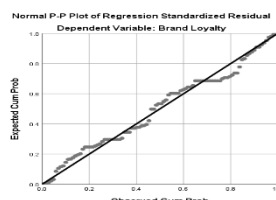
Table 2. Result Reliability Test

Variabel	Standart Reliabel	Cronbach's Alpha	Keterangan
<i>Customer Experience (X₁)</i>	0,60	0,751	Reliabel
<i>Electronic Word of Mouth (X₂)</i>	0,60	0,718	Reliabel
<i>Brand Loyalty (Y)</i>	0,60	0,718	Reliabel

Source: Output results from SPSS Version 25, 2024.

Based on the table above, it is known that the Alpha Cronbach values for the variables of customer experience, electronic word of mouth, and brand loyalty are greater than 0.60, indicating that the indicators or questionnaires for these three variables are reliable and suitable as measurement tools for the variables in the research.

Normality Test



Picture 1. Result Normality Test

Source: Output results from SPSS Version 25, 2024.

Based on the image above, it can be observed that the plot spreads along the diagonal line that divides the area on the P-plot. From this result, it can be concluded that the data in the study is normally distributed.

Heteroskedastisity Test



Gambar 2. Result Heteroskedastisity Test

Source: Output results from SPSS Version 25, 2024.

Based on the image above, it can be explained that the data is evenly distributed above and below the zero line on the Y-axis, and does not form any specific pattern, thus it can be concluded that there is no issue of heteroscedasticity in this regression test.

Multikolinierity Test

Tabel 3. Result Multikolinierity Test

Variabel	Tolerance	VIF	Keterangan
Customer Experience (X ₁)	0,827	1,209	Tidak terjadi multikolinieritas
Electronic Word of Mouth (X ₂)	0,827	1,209	Tidak terjadi multikolinieritas

Source: Output results from SPSS Version 25, 2024.

Based on the data analysis results in Table 3 above, it can be concluded that the VIF value for the customer experience variable (X₁) and electronic word of mouth (X₂) is 1.209, which is less than 10, and the Tolerance value for the customer experience variable (X₁) and electronic word of mouth (X₂) is 0.827, which is greater than 0.10. Thus, it is clear that all variables have a VIF value < 10 and a Tolerance value > 0.10, proving that there is no multicollinearity between the customer experience variable (X₁) and electronic word of mouth. (X₂).

Linierity Test

Tabel 4. Hasil Uji Linieritas

Variabel	Deviation from Linierity	Keterangan
Customer Experience (X ₁)	0,718	Linier

Electronic Word of Mouth (X ₂)	0,744	Linier
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Source: Output results from SPSS Version 25, 2024.

Based on the results of the linearity test in Table 4, it is known that the customer experience variable has a deviation from linearity value of 0.718, which is greater than 0.05, and the electronic word of mouth variable has a deviation from linearity value of 0.744, also greater than 0.05. In relation to the decision-making basis for the linearity test, it can be concluded that each variable in the study has a linear relationship.

Multiple Linier Regression Analysis

Table 5. Result Multiple Linier Regression Analysis

Variabel	Regresi (B)	t _{hitung}	Sig-t	Keterangan
Customer Experience (X ₁)	0,431	6,864	0,000	H ₁ diterima
Electronic Word of Mouth (X ₂)	0,368	4,966	0,002	H ₂ diterima
Konstanta (a)			6,982	
Nilai Korelasi			0,669	
Nilai Koefisien Determinasi R ²			0,447	
F _{hitung}			37,621	
Signifikansi F			0,000 ^b	
Y			Brand Loyalty	

Source: Output results from SPSS Version 25, 2024.

Based on the presented calculation results, the regression equation can be obtained as follows:

$$Y=6,982+0,431 X_1+0,368X_2$$

It should be explained regarding the influence of each independent variable on the dependent variable as follows:

- 1) The constant value of 6.982 is interpreted as follows: if the variables of customer experience (X₁) and electronic word of mouth (X₂) remain constant, then brand loyalty (Y) has a value of 6.982.
- 2) The regression coefficient for customer experience (X₁) is 0.431, which is positive and direct, meaning that when the product variation increases by 1 unit, the value of the brand loyalty variable also increases by 0.431, assuming other variables remain constant.
- 3) The regression coefficient for electronic word of mouth (X₂) is 0.368, which is positive and direct, meaning that when electronic word of mouth increases by 1 unit, brand loyalty also increases by 0.368, assuming other variables remain constant.

T Test

Table 6. Result T Test

Pengaruh antar Variabel	Signifikan	Keterangan
<i>Customer Experience Terhadap Brand Loyalty</i>	0,000	H ₁ diterima
<i>Electronic Word of Mouth Terhadap Brand Loyalty</i>	0,002	H ₂ diterima

Source: Output results from SPSS Version 25, 2024.

Based on Table 6 above, a detailed explanation can be provided regarding the partial effects among the variables:

- 1) Based on the results in table 6 above, it is known that the Sig.-t value for customer experience on brand loyalty is $0.000 < 0.05$ with t-count $>$ t-table, which is $6.864 > 1.985$. Therefore, it can be concluded that customer experience has a significant effect on brand loyalty at CitiHub Kota Kediri.
- 2) Based on the results in Table 6 above, it is known that the Sig.-t value for the electronic word of mouth variable towards brand loyalty is $0.003 < 0.05$ with t calculated $>$ t table, which is $4.966 > 1.985$. It can be concluded that electronic word of mouth has a significant impact on brand loyalty at CitiHub Kota Kediri.

F Test

Table 7. Result F Test

Pengaruh antar Variabel	Signifikan	Keterangan
<i>Customer Experience dan Electronic Word of Mouth Terhadap Brand Loyalty</i>	0,000	H ₃ diterima

Source: Output results from SPSS Version 25, 2024.

Based on the test results in Table 7, it is known that the significance value for the customer experience variable (X1) and electronic word of mouth (X2) on brand loyalty (Y) simultaneously is $0.000 < 0.05$, with the calculated F value greater than the table F value, which is $37.621 > 2.70$. Therefore, it can be concluded that the customer experience variable (X1) and electronic word of mouth (X2) have a simultaneous effect on brand loyalty at CitiHub Kota Kediri.

Test Coefficient of Determination R²

Table 8. Result test coefficient of determination R²

R	R Square	Adjusted R Square
0,669	0,447	0,435

Source: Output results from SPSS Version 25, 2024.

Based on the results in Table 8, it can be seen that the value of the coefficient of determination is indicated by R Square at 0.447. This indicates that the variables of customer experience and electronic word of mouth can influence brand loyalty by 44.7%, while the remaining 55.3% is influenced by other variables outside of this study, such as price, location, service quality, and many more. If related to the reality on the ground, it is evident that the number of visitors staying at Hotel CitiHub aligns with the results shown; the high number of visitors seems to be influenced by impressive experiences and positive reviews about the hotel. According to Klaus et al. (2013), a good and engaging experience will make customers return and repeat the same in their purchases, whether in goods or services.

Conclusion

As a conclusion to this writing, this chapter presents several conclusions. Based on the results of the quantitative research titled "The Influence of Customer Experience and Electronic Word of Mouth on Brand Loyalty in the Hospitality Industry in Kediri City (A Study on CitiHub Hotel Kediri)," the following conclusions can be drawn:

- 1) The variable customer experience (X1) has a significant partial effect on brand loyalty (Y), as evidenced by a Sig.-t value of $0.000 < 0.05$ and a calculated t value greater than the table value, specifically $6.864 > 1.985$.
- 2) The variable electronic word of mouth (X2) has a significant partial effect on brand loyalty (Y), as evidenced by a Sig.-t value of $0.002 < 0.05$ and a calculated t value greater than the table value, specifically $4.966 > 1.985$.
- 3) The variable of customer experience (X1) and electronic word of mouth (X2) have a simultaneous effect on brand loyalty (Y), as evidenced by a significance value of $0.000 < 0.05$ and the calculated F value being greater than the table F value, specifically $37.621 > 2.70$.

Sugesstion

Based on the presentation in the conclusion above, here are some suggestions that are expected to contribute to the development and serve as evaluation material for Hotel CitiHub in Kediri City:

- 1) It would be best for the management to maintain the service that has been provided so far and even improve it to the point where more than 50% of visitors feel satisfied with their experience.
- 2) It would be advisable for the management to maintain the good and positive reviews left by customers on both the website and social media, and to evaluate the appropriate ways to address the negative reviews in order to gradually eliminate the unsatisfactory stigma for some individuals who have stayed at Hotel CitiHub Kota Kediri.

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