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The Impact of Customer Experience, Customer Value and Corporate Image on Customer Loyalty KRL Commuter Line

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Abstract. KRL Commuter Line Jabodetabek is a commuter train system that serves the Greater Jakarta area (abbreviation for Jakarta, Bogor, Depok, Tangerang and Bekasi). Managed by PT Kereta Commuter Indonesia (KCI), this line provides an important transportation link for millions of passengers every day. Several marketing variables can be maintained and improved, such as customer loyalty, so that it can reduce traffic congestion in Greater Jakarta. A quantitative approach strategy was used in this research method, which used IBM SPSS 25 for data analysis. To answer the research problem, data was collected through a survey using a questionnaire distributed to Jabodetabek KRL Commuter Line users. The results of the analysis show that the variables Customer Experience, Customer Value, and Corporate Image have a significant positive effect on Customer Loyalty.

Keywords : Customer Experience, Customer Value, Corporate Image, Customer Loyalty, KRL Commuter Line

Abstrak. KRL Commuter Line Jabodetabek adalah sistem kereta komuter yang melayani wilayah Jabodetabek (singkatan dari Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Dikelola oleh PT Kereta Commuter Indonesia (KCI), jalur ini menyediakan jalur transportasi penting bagi jutaan penumpang setiap harinya. Beberapa variabel pemasaran dapat dipertahankan dan ditingkatkan, seperti loyalitas pelanggan, sehingga dapat mengurangi kemacetan lalu lintas di Jabodetabek. Strategi pendekatan kuantitatif digunakan dalam metode penelitian ini, yang menggunakan IBM SPSS 25 untuk analisis data. Untuk menjawab masalah penelitian, data dikumpulkan melalui survei dengan menggunakan kuesioner yang disebarkan kepada pengguna KRL Commuter Line Jabodetabek. Hasil analisis menunjukkan bahwa variabel Customer Experience, Customer Value, dan Corporate Image berpengaruh positif signifikan terhadap Customer Loyalty.

Kata Kunci : Pengalaman Pelanggan, Nilai Pelanggan, Citra Perusahaan; Loyalitas Pelanggan, KRL Commuter Line

1. Introduction

In Indonesia, progress and improvement of logistics facilities and infrastructure have been recorded. This is marked by the many business fields in the transportation sector (Sahara & Jesica, 2022). The many types of transportation in the modern era mean that people have many choices, according to their interests and desired time efficiency. One form of transportation that many people choose is commuter trains.

Kereta Commuter Indonesia (KCI) is a subsidiary of PT. Kereta Api Indonesia (Persero) which operates the Jabodetabek Train and its internal connections. The foundation of this subsidiary was laid by stakeholders at PT Kereta Api Indonesia who hope to concentrate more on providing quality

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services and join forces with others in addressing increasingly complex urban transportation problems. The corporate was officially established as a subsidiary of PT. Kereta Api Indonesia (Persero) on September 15, 2008.

Trains are a large, fast and efficient type of transportation. It can take up a lot of passengers, has its own lane so it doesn't cause traffic jams and if it uses environmentally friendly fuels (non-fossil fuels) it is still the main customer of our limited resources. It is important to improve train services and give priority to customers. Therefore, the government must take special measures in this industry. Therefore, retaining existing customers is important to attract new customers. So that customers will not return to driving their cars (Puri et al., 2020).

Customer loyalty can be the basis of increasing or decreasing value for customers, so corporate must be able to provide high-quality services. Positive experiences encourage customers to recommend the brand to others. In a study conducted by (Chairuddin et al., 2022) In contrast, customer loyalty has been recognized as an important factor in the success of a business enterprise (Al-Msallam & Alhaddad, 2016). Additionally, practitioners should prioritize customer loyalty and retention to improve their organization's profitability (Yan et al., 2015).

Research by (Tanod et al., 2018) shows that customer value has a positive and significant impact on customer loyalty. These findings support the view that increased customer perception of the value they receive directly increases their loyalty.

(Hariyanto & Anandya, 2021) and (Saprianto & Abidin, 2021) research that the value of a corporate's image has a significant positive impact on customer loyalty. These results reinforce the idea that an increase in customer perception of a corporate's positive image contributes directly to increased customer loyalty.

By focusing on these three aspects, KCI can increase customer loyalty, which in turn can increase the corporate's revenue and sustainability. Loyal customers will not only continue to use the service, but will also recommend the service to others, thereby expanding the customer base and strengthening KCI's position in the urban transportation market.

Customer experience is a marketing concept that is based on the equality of clients in the profession. The term “experience” refers to an event that gives rise to a need or emotional state in customers (Wijaya et al., 2019). According to (Schmitt, 1999), marketers aim to create five distinctive experiences for their customers: sensory experiences (senses), affective experiences (feel), cognition creative experiences (thinking), physical and lifestyle experiences (actions), and social identity experiences (related), which derive from associations with reference groups or cultures (Kusuma et al., 2022).

Customer value is determined by the perspective of the customer or the corporate concerned, taking into account the customer's desire and belief from the point of sale and use of goods or services, according to (Slywotzky in Tjiptono, 2019) (Jannah et al., 2014). Customer value is broken down by (Sweeney & Soutar, 2001) into four categories: social value, functional price/value for money, emotional value, and quality/performance of functional value (Pratomo et al., 2020).

Corporate Image is an impression, a general view that a corporate presents to the public or its customers. Their own experience and knowledge of the corporate helped shape this view. Research conducted by (Sukantel in Soemirat 2003). In (Pratama et al., 2021) it refers to the deliberate creation of images to convey a good message. The success of a corporate increases its impression and performance record among customers. Seen as a depiction of an institution or corporate, the corporate image helps promote a positive impression of the business in society.

Customer loyalty is the result of a brand, vendor, or supplier that is committed to a person. The positive attitude of customers is more especially, their regular recurring purchases allow one to observe this (Tjiptono, 2019). Customer loyalty forms the basis for adding or decreasing the value of a product to customers, so businesses must be able to offer excellent goods and services. This will satisfy customers (Tanasale et al., 2022).

The purpose of the research conducted by (Lesmini et al., 2023) is to study how the quality of electronic services impacts customer loyalty, with customer experience and engagement as mediating variables in e-commerce platforms. The results show that customer loyalty is greatly impactd. Personalized experiences and increased customer loyalty can be achieved through elements such as product displays, ease of transactions, and easy navigation. This will facilitate the creation of a personalized experience, thereby enhancing customer loyalty. The results of the analysis, as reported by (Syam et al., 2022), indicate that customer loyalty is directly and positively impactd by customer experience variables. More specifically, an enhanced customer experience enhances customer loyalty.

H1: Customer experience has a significant and positive impact on customer loyalty.

The purpose of this investigation was to investigate the impact of customer value and service quality on customer loyalty at PT DHL. It has a great impact on customer loyalty at PT DHL. The findings of the study show that customer loyalty is significantly and positively impactd by customer value. Empirical evidence shows that customer value contributes to customer satisfaction, which in turn results in customer loyalty, as shown by research conducted by (Sugiati et al., 2013). These findings show that the concept of a comprehensive CRM is perceived through three domains: strategic, operational, and analytical. Customer satisfaction is a mediator of customer loyalty, which is impactd by customer value. It has been determined that customer value is an important factor in the development of customer loyalty. This implies that customer value is an important factor to consider when trying to build and maintain customer loyalty through CRM implementation.

H2: Positive customer value directly affects customer loyalty

The results of the analysis show that the corporate image variable has a direct and positive impact on customer loyalty, as well as the role of the corporate image as a comprehensive mediator and the role of the customer satisfaction mediator from the corporate image with customer loyalty. (Hariyanto & Anandya, 2021) conducted a study entitled "The Significance of Service Quality on Customer Loyalty with Corporate Image and Customer Satisfaction as Mediators" Research conducted by (Saprianto & Abidin, 2021) showed that the direct relationship between customer loyalty and corporate image has a positive path coefficient value.

H3: Customer loyalty is significantly affected by the corporate image.

Here is a proposed conceptual framework based on the theory that has been described earlier.

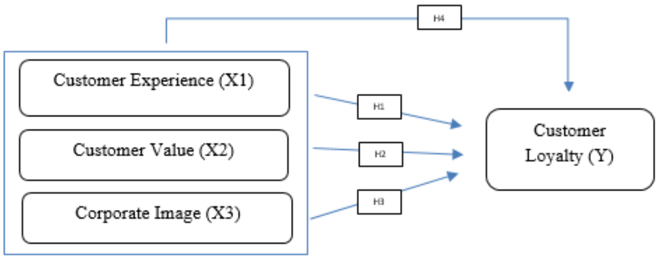

Figure 1 Research Model

2. Methods

This study is designed to investigate the impact of Customer Experience, Customer Value, and Corporate Image on Customer Loyalty in the context of KRL Commuter Line users. This research adopts quantitative and is implemented through surveys. The relationship between independent variables and dependent variables was assessed using multiple linear regression analysis. The 5-point Likert scale is used to measure responses to each item, ranging from “strongly disagree” to “strongly agree.”

290 populations were randomly selected from Jabodetabek Commuter Line passengers for this study. By distributing questionnaires to respondents, data is collected. Data analysis was carried out using SPPS statistical software, and the analysis techniques used included the Classical Assumption Test which included 1) Normality Test: To ensure that the data was distributed normally, 2) Multicollinearity Test: To ensure that there was no high correlation between independent variables, and 3) Autocorrelation Test: To ensure that there was no correlation between residues.

The study used a Likert scale with values ranging from 1 (strongly disagree) to 5 (strongly agree) to measure variables. Each question or statement is designed to capture the respondent's perception of Customer Experience, Customer Value, Corporate Image, and Customer Loyalty.

3. Results and Discussion

Table 1. Demographic Information

Characteristic	Category	Frequency (N)	Percentage
Gender	Man	111	38,3%
	Woman	179	61,7%
Age (years)	<20	55	19%
	20 – 30	162	55,9%
	30 – 40	50	17,2%
	41 – 50	16	5,5%

	> 50	7	2,4%
Work	Student/Student	128	44,1%
	Private Employees	87	30%
	Civil Servants	51	17,6%
	Entrepreneurship	21	7,2%
	Other	3	0,9%
Frequency of use of Commuter Line (week)	Every day	124	42,8%
	3 times a week	76	26,2%
	Several times a month	70	24,1%
	Infrequently	20	6,9%

Based on Table 1, the majority of respondents in this study are women, with a percentage of 61.7%, while men are only 38.3%. This shows that female users are more dominating than men. In terms of age, the age group of 20 to 30 years is the most, reaching 55.9%, followed by the age group under 20 years old at 19%. The age group of 30-40 years old only reached 17.2%, while the age group of 41-50 years and over 50 years old was only 5.5% and 2.4% respectively, indicating that the majority of users are young. In terms of employment, the majority of respondents are students or college students with a percentage of 44.1%. Private employees are second with 30%, followed by civil servants at 17.6%. Only a small percentage work as entrepreneurs (7.2%) and other categories (0.9%). In terms of the frequency of using the Commuter Line, the majority of respondents (42.8%) use this mode of transportation every day, which shows that the Commuter Line is the main choice for many users in their daily activities. A total of 26.2% use the Commuter Line three times a week, while 24.1% only use it a few times a month. Only 6.9% of respondents rarely use this service, indicating that the majority of respondents rely on the Commuter Line as the main mode of transportation.

Validity testing is carried out to find out whether each item or indicator in the questionnaire can measure the variable in question appropriately. In this test, the Pearson Correlation method is used, where the correlation value between each item with the total score of the variable is compared with the r value of the table. Reliability testing aims to determine the internal consistency of items in one variable. This test uses the Cronbach's Alpha method, where a Cronbach's Alpha value above 0.7 indicates a good or high level of reliability.

Table 3. Validity Test and Reliability Test

No	Variable	Items	Corrected Items-Total Correlation	Cronbach Alpha	$\mathbf{R_{table}}$	Cronbach Alpha Standard	Description	
1	Customer Expe-rience (X1)	$X_1 . 1$	0.662	0.742	0.148	0.7	Valid	Reliable
		$X_1 . 2$	0.716		0.148	0.7	Valid	
		$X_1 . 3$	0.697		0.148	0.7	Valid	
		$X_1 . 4$	0.753		0.148	0.7	Valid	
		$X_1 . 5$	0.700		0.148	0.7	Valid	
2	Customer Value (X2)	$X_2 . 1$	0.723	0.716	0.148	0.7	Valid	Reliable
		$X_2 . 2$	0.752		0.148	0.7	Valid	

		$X_2 . 3$	0.734		0.148	0.7	Valid	
		$X_2 . 4$	0.741		0.148	0.7	Valid	
3	Corporate Image (X3)	$X_3 . 1$	0.725	0.899	0.148	0.7	Valid	Reliable
		$X_3 . 2$	0.833		0.148	0.7	Valid	
		$X_3 . 3$	0.889		0.148	0.7	Valid	
		$X_3 . 4$	0.903		0.148	0.7	Valid	
		$X_3 . 5$	0.865		0.148	0.7	Valid	
4	Customer Loyalty (Y)	$X_4 . 1$	0.702	0.754	0.148	0.7	Valid	Reliable
		$X_4 . 2$	0.692		0.148	0.7	Valid	
		$X_4 . 3$	0.691		0.148	0.7	Valid	
		$X_4 . 4$	0.723		0.148	0.7	Valid	
		$X_4 . 5$	0.771		0.148	0.7	Valid	

Based on the results of the validity and reliability test in Table 2, all items in this study were declared valid. Each variable has a Corrected Item-Total Correlation value that is greater than the R-table (0.148), so all of those items are valid. In addition, these variables are also reliable because the value of Cronbach's Alpha on each variable is greater than 0.7, which indicates good internal consistency.

To perform multiple regression analysis, it is important to perform a classical assumption test. This test requires parameter estimation, normality test, and multicollinearity test to guarantee that the regression coefficient is not biased. This is a conventional autocorrelation test. The results of the classical assumption test in this investigation can be explained as follows:

The data normality test in this study was carried out using the Kolmogorov-Smirnov test. Normal probability plot graphs are used to evaluate the resulting residual significance. We have obtained the following results from the data normality test:

Table 3. Normality Test Results

Kolmogorov-Smirnov Test One Sample		Non-Standard Residue
N		290
Parameter Normala,b	Mean	.0000000
	Std. Deviation	1.99105387
The Most Extreme Differences	Absolute	.035
	Positive	.034
	Negative	-.035
Test Statistics		.035
Asymp. Sig. (2-gema)		.200c,d

a. The test distribution is Normal.
b. Calculated from data.
c. Koreksi Signifipsi Lilliefors.
d. This is the lower limit of true significance.

Source : Processed by the Author with SPSS 25

In the Kolmogorov-Smirnov One Sample Test table, the Asymp value. Sig. (2-head) of 0.200. Since this value is greater than 0.05 (0.200 > 0.05), it can be concluded that the data is distributed normally. This normality test is important because the classical linear regression model assumes that the regression model residues are normally distributed. With normally distributed data, the model is reliable.

This test is used to find two or more independent variables that are linearly connected. If this is the case, we will find it difficult to separate the effects of each independent variable on its bound variable. To identify manifestations of multicoloniality in a person, one can observe from the tolerance value or the value of the Variance Inflation Factor (VIF) research model. One can conclude that there is no multicollinearity between the independent variables of the tolerance limit > 0.10 and the VIF limit < 10.00.

The results of the multicoloniality test for this work are presented as follows:

Table 4. Multicollinearity Test Results

Coefficient

		Collinearity Statistics	
Pattern		Tolerance	BRIGHT
1	X1	.535	1.868
	X2	.486	2.059
	X3	.829	1.206

Dependent variable: and

Source : Processed by the Author with SPSS 25

From the Coefficient table, it can be seen that the tolerance values for X1, X2, and X3 are all greater than 0.10 (X1 = 0.535, X2 = 0.486, X3 = 0.829), as well as the VIF values for all three variables are less than 10 (X1 = 1.868, X2 = 2.059, X3 = 1.206). This suggests that no symptoms of multicollinearity occurred in this study. Low multicollinearity suggests that there is no strong relationship between independent variables, so it does not affect the stability of the regression model.

The autocorrelation test is used to find out whether the present period (t) and the past period (t-1) have a relationship. Regression analysis, in essence, is a technique for investigating the effects of independent variables on bound variables. Thus, observations and past observation data should not correlate at all. Regression models are free of autocorrelation or non-autocorrelation are said to be advantageous. This is confirmed by comparing the values of D-W with the values of d derived from the Durbin-Watson table:

1. The data show that there is an autocorrelation if DW > 4 – dL or DW < dL
2. Autocorrelation does not exist if dU < DW < 4 – dU
3. If 4 – dU ≤ DW≤ 4 – dL or dL ≤ DW≤ dU is no conclusion

Table 5. Autocorrelation Test Results

Running the Test

	Non-Standard Residue
Test Value A	.00547
Case < Test Scores	143
Case >= Test Score	147
Total Cases	290
Number of Runs	142
With	-.467
Asymp. Sig. (2-gema)	.640

Median

Source : Processed by the Author with SPSS 25

In the Test Run table, the Asymp value. Sig. (2-tails) is 0.640, which is greater than 0.05. This suggests that there were no autocorrelation symptoms in the study. Autocorrelation occurs when residues in a regression model correlate with each other. The absence of autocorrelation suggests that the residues are not dependent on each other, which is important for the validity of the regression model.

Table 6. Multiple Linear Regression Results

Modelb Summary

Pattern	R	R square	Customized R Square	Forecast errors
1	.604a	.364	.358	2.001

a. Predictors: (Constant), X3, X1, X2
Dependent variable: and

Source : Processed by the Author with SPSS 25

The magnitude of the impact exerted by X1, X2, X3 on Y is 35.8%.

This study uses multiple linear regression analysis for hypothesis testing. The purpose of this study is to assess the impact of independent variables on dependent variables. The analysis technique was carried out with the SPSS 25 program.

The impact of independent variables on dependent variables can be shown individually using t-statistical tests. The α value (alpha) is compared to the p-value to perform this partial test. H0 is rejected if the p-value is less than α (0.05). Therefore, it can be concluded that independent variables and dependent variables have a partial impact on each other, and vice versa. The results of the statistical t-test are presented below.

Table 7. Partial Test Result (t)

Coefficient

Pola		Non-standard Coefficients		Standard Coefficient		
		B	STD error.	Beta	t	Mr.
1	(Konstan)	4.828	1.226		3.939	.000
	X1	.201	.071	.183	2.843	.005
	X2	.163	.077	.144	2.125	.034
	X3	.311	.038	.423	8.162	.000

Dependent variable: and

Source : Processed by the Author with SPSS 25

The X1-X3 variable has a significant positive impact on Y because the < gis value is 0.05 and the t-value is calculated > the t-table.

The F-test is a statistical instrument that primarily shows the extent to which independent variables simultaneously explain dependent variables. A comparison is made between the p-value and the α value (alpha) in this simultaneous test. The null hypothesis (H0) is refuted if the p-value is less than α (0.05). In other words, it is possible to assert that independent variables and dependent variables simultaneously have an impact, and vice versa. If the p-value exceeds α (0.05), the null hypothesis (H0) is adopted, suggesting that the independent variable does not simultaneously affect the dependent variable. The results of the statistical F test are presented below:

Table 8. Simultaneous Test Results (f)

ANOVA

Pola		Sum Squared	Df	Square Average	F	Mr.
1	Regression	656.474	3	218.825	54.626	000 billion
	Remnant	1145.681	286	4.006		
	Entire	1802.155	289			

a. Dependent Variables: and
b. Predictors: (Constant), X3, X1, X2

Source : Processed by the Author with SPSS 25

The X1-X3 variable has a simultaneous effect on Y because the sig value is 0.000 < 0.05 and the f value is calculated > table f.

4. Conclusion

Based on the results of the t-test, it can be seen that t is calculated on the Customer Experience variable of 2.843 with a probability of t, which is sig 0.005 < 0.05. Based on these values, the Customer Experience variable has a positive and significant effect on the Customer Loyalty variable. In the Customer Value variable of 2.125 with a probability of t, which is sig 0.034 < 0.05, the Customer Value variable partially has a positive and significant impact on the Customer Loyalty variable. In the Corporate Image variable of 8.162 with a probability of t, which is sig 0.000 < 0.05, the Corporate Image variable also has a positive and significant effect on the Customer Loyalty variable. Based on the results of the f test, the F value is calculated as 54.626 with a sig of 0.000 < 0.05 indicating that Ho is rejected and Ha is accepted, which means that the variables Customer

Experience, Customer Value, and Corporate Image have a positive and significant effect on the Customer Loyalty variable.

Implication

Based on the results of this study, corporate need to pay attention to and improve factors such as customer experience, customer perception value, and corporate image, because it has been proven to have a significant impact on KRL Commuter Line customer loyalty. Corporate can implement strategies to improve customer experience through more personalized service, offer more value through loyalty programs, and maintain a positive image in the eyes of the public through effective communication and actions that reflect the corporate's values. Thus, the corporate can maintain and increase customer loyalty in the long run.

Research limitations

This study, although it has used a formula to determine a representative sample number, still has limitations in terms of coverage that may not fully represent the entire population of KRL Commuter Line service users. In addition, the use of surveys as a data collection method can lead to respondent bias, similar to the bias that may occur if KRL passengers are only questioned at certain stations during peak hours. The study also did not include other factors that could affect customer loyalty, such as ticket prices or train cleanliness, which could be important considerations in further research. Finally, the short time span of the study is the main factor that can affect the results of this study. This is because the variables measured, such as customer experience, corporate image, and customer loyalty, can change over time, such as changes in passenger patterns due to schedule changes or improvements to facilities at the station.

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