

The Influence of Customer Experience, Customer Value and Corporate Image on Customer Loyalty for Maxim Consumers in Students of the Faculty of Economics and Business, Bandar Lampung University

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Abstract – The goal of this study is to determine the impact of customer experience, customer value and corporate image on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University. The research sample was 100 maximal consumer respondents from students at the Faculty of Economics and Business, Bandar Lampung University. This research uses quantitative methods using IBM SPSS Statistics 25. According to the findings, customer experience has a positive and significant impact on customer loyalty, customer value has a positive and significant impact on customer loyalty, corporate image has a positive and significant impact on customer loyalty and customer experience, and customer value and corporate image together have a positive and significant impact on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business. These findings will help Maxim to strengthen its corporate image. Improving the customer experience can be an effective approach to increasing the competitiveness of a corporation, although customer value and corporate image must also be considered so that customer loyalty becomes better. In an era of increasing business competition, this investigation can be a forum for Maxim to increase the value of customer loyalty towards using Maxim application services, thereby increasing profits for the corporation.

Keywords – Customer Experience; Customer Value; Corporate Image; Customer Loyalty.

I. INTRODUCTION

As we all know, we are now living in a technologically advanced era known as the digital era. The global economy is undergoing a transformation, with practically all businesses converting to information-based operations via internet technologies (Jain et al, 2021). What has changed in this century's Industrial Revolution is the rapid development of online media facilities. The internet has transformed the way people shop, and businesses are understanding the benefits of adopting novel corporate tactics (de Mendonca, 2016). In addition to the E-Commers application, there is currently an online transportation service application system. In Indonesia, online transportation, which allows consumers to freely choose and buy transportation services via smartphone, is currently growing at a rapid pace (Pasharibu at al, 2018). Online transportation services will make it easier for us to book trip transportation. Even remembered where we were at the time. As a result, a simpler way to schedule transportation via the internet has evolved, most notably through the Maxim Application, which is now widely used by people of all ages according on their needs and wants. As transportation services, there are numerous online programs available, like Gojek, Grab, Online Taxi, and others, and I chose Maxim as my research material.

Maxim is a corporate that offers solutions for transportation centered around virtual mobility apps, which are popular among people of all ages, staff, and students. Students who do not have a vehicle to go to college must rely on public transit. Because it is quicker and more efficient, many students prefer to arrange transports through online applications. Aside from being simple for students to use, ordering using the app saves energy and time because you will be picked up straight at the pick-up spot rather than having to queue and wait for a long time on public transit. The phenomenon that can be observed is that students are beginning to regard access to online resources as a necessity for travel, including data and transportation during their activities. Even though purchase is simple, several issues can arise, including: locations for pick up that cannot be read on the maps of application, application features are tough to utilize, poor the attitudes of drivers that make customers uncomfortable, and other issues that can affect customer loyalty. Students must consider several factors when selecting a virtual transportation application, including price, service, and trust in the application. Because it will affect customer loyalty to the Maxim application. And, in all businesses, one of the variables driving customer loyalty is brand image (Launtu, 2016).

One of the determining variables that determine success in creating customer loyalty in businesses is trust in the brand, consumer perceived value, and consumer satisfaction with the product brand. Consumers who believe in a brand are more likely to trust that brand with their problems (Warganegara and Alviyani, 2020). According to Kahokaew and Nurittamont (2021), the level of the customer experience has a substantial influence on the corporate's image and customer loyalty. Customer experience must be viewed and managed strategically (Jain et al, 2017). Customers' experiences, according to Schmitt and Bernd (2012), involve five approaches: sense, feel, think, act, and relate. As a result, critical factors that strengthen or improve customer experience include three dimensions: core service, content, and brand, all of which increase customer loyalty (Imbug et al, 2018). In view of the preceding, the goal of this research is to identify "The Influence of Customer Experience, Customer Value and Corporate Image on Customer Loyalty for Maxim Consumers in Students at the Faculty of Economics and Business, Bandar Lampung University".

II. LITERATURE REVIEW

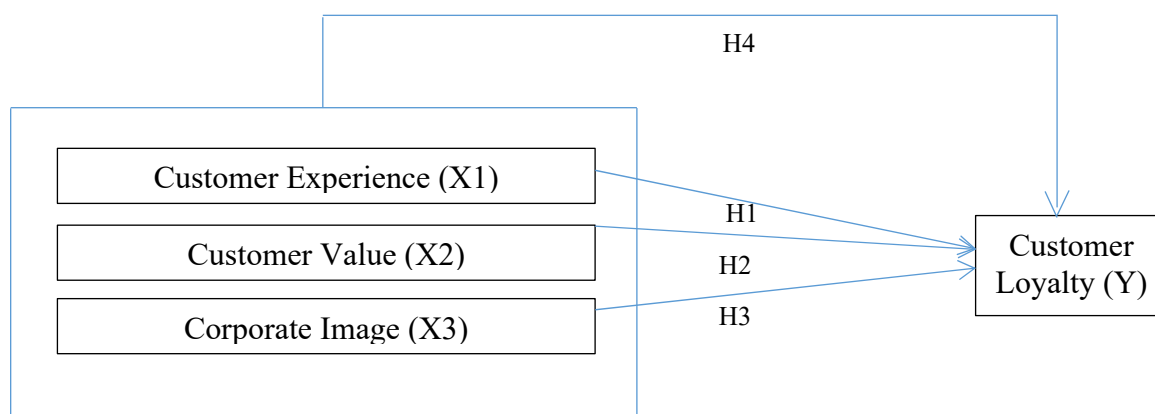
An experience is a personal event that occurs as a result of several stimuli (for example, marketing efforts before and after making a purchase). Companies must comprehend the client journey and experience throughout time. Clients today connect with businesses across a variety of platforms and the media, and the customer experience is becoming increasingly social (Lemon and Ferhoef, 2016). An experience encompasses all aspects of life and can be incorporated into products, used to improve services, or created entirely (Schmitt and Bernd, 2012). Setiawan (2021) found that customer experience has a positive and significant effect on customer satisfaction and customer loyalty. Schmitt and Bernd (2012) states that customer experience can be felt and experienced through three dimensions, namely sensory experience, emotional experience, and social experience. The following is the explanation: (1) Sensory experience is providing experiences to consumers that influence the consumer's five senses. The five senses are sight, smell, taste, hearing, and touch or touch (Schmitt and Bernd, 2012). (2) Emotional Experience According to Schmitt and Bernd (2012) said that mood and emotions determine the results when making a purchase, a positive mood can provide a sense of satisfaction. (3) Social Experience Schmitt and Bernd (2012) states that every social experience will have an impact on individuals which will change behavior in socializing.

Customer value denotes a strong connection to customer loyalty and customer satisfaction. Where this concept describes the evaluative considerations of customers regarding the products they consume. Customers desire value when they form an opinion about how well or poorly a product performs in a usage situation. They assess the user experience based on the same criteria (Nurhayati and Nurhalimah, 2019). The customer value proposition communicates how a firm aims to give value to its customers (Payne et al, 2017). Hijjah and Ardiansari's (2015) findings found that customer value has a positive and significant influence on customer loyalty. According to Arfifahani (2018), There are four major considerations of customer value, (1) Emotional value is an ability related to feelings or emotional impressions resulting from using a product, (2) The capacity of a product to increase a favorable social impression in society is referred to as its social value. (3) performance value is a product's ability to be deemed to have excellent performance and function, (4) pricing value is a the product's ability acquired from a cost that seems to have price efficiency.

Product how they perform, as evidenced by value, is tied to a corporate's reputation. It is then linked to the image associated with the brand name. Findings of Safitri et al, (2016), discovered that a positive corporate image can improve customer loyalty. Aside from that, promotional mix activities like advertising and sales promotions can help to improve the corporate's

image (Darmawan and Didit, 2019). According to Darmawan and Didit (2019), a corporate's image and reputation combine to create a unified perception for its users. The corporate image is inextricably linked to the brand image; in order to build a strong brand image, users must be provided with organized information that is stored in their memory, forming awareness and increasing brand associations (Isoraite, 2018). They will aid in decision-making and be associated with quality. Forming customer loyalty is a method of maintaining the corporation's continuity; Through creation loyal customers, the corporate as a producer benefits through sustaining interest in the products offered by producers (Lutfi et al, 2016). Customer loyalty ensures that a corporate's income remains at its peak (Khairawati, 2020). According to Yongdong Shi et al, (2014), customer loyalty is determined by: (1) Repurchase intentions, (2) intention to recommend, (3) positive word of mouth intentions, (4) Preference (intention to prefer and not be influenced by the service other).

Framework of thinking



Picture 1. Framework

Hypothesis:

The research hypotheses are as follows, in addition to the theoretical underpinning and conceptual framework:

- H1** :Customer experience influences customer loyalty for Maxim consumers among students at Bandar Lampung University's Faculty of Economics and Business.
- H2** : Customer Value has a favorable influence on customer loyalty for Maxim consumers among students at Bandar Lampung University's Faculty of Economics and Business.
- H3** : Corporate image influences customer loyalty for Maxim customers among students at Bandar Lampung University's Faculty of Economics and Business.
- H4** : Customer experience, customer value and Corporate image have a positive influence on customer loyalty for Maxim consumers among students at Bandar Lampung University's Faculty of Economics and Business.

III. RESEARCH METHODS

This study employs quantitative approaches on the basis of multiple regression analyses. Quantitative research is defined as research geared toward on the analysis of numerical information (numbers) obtained through statistical methods. Simple random sampling was used as the sample method. Basic Random Sampling is a random sampling method that does not take into account differences in gender, religion, age, and so on. When a questionnaire is used as the primary data collection technique, each member of the population has the same opportunity. Six statement items are included inside the survey for the customer experience variable, five for customer value variable, six in order to corporate image variable, and six for the customer loyalty variable. Respondents were students from Bandar Lampung University's Faculty of Economics and Business who were asked to rate statement items related to customer experience orientation, customer value, corporate image, and customer loyalty

on a Likert scale of 1 to 5. This study's participants were students from Bandar Lampung University's Faculty of Economics and Business. The total student population of the economics and business faculty is 1130 students. By using the Slovin formula, the result is 93.29 which is rounded to 100. A total of 100 participants were chosen using purposive sampling.

Data analysis is the first step after collecting all of the data from respondents, followed by grouping the data based on variables, explaining the data for all variables studied, calculating to answer the issue's composition, and then calculating to confirm the hypothesis (Purba and Warganegara, 2023). A validity test was performed to match the r_{count} and r_{table} values for degrees of freedom ($df = n - 2$ and $= 0.05$). If $r_{\text{count}} > r_{\text{table}}$ the question is legitimate if the r value is positive. The SPSS version 25 application includes an application for testing reliability, which uses the Cronbach Alpha (α) statistical test. A variable is considered trustworthy if its Cronbach Alpha value is greater than 0,60. The technique of multiple linear regression analysis (Y) is used to determine the relationship between a number of independent factors and the dependent variable. The T test examines the significance of each regress coefficient to see if each independent variable is influenced by the dependent variable. In part, the T test was used to do the multiple line regression coefficient test. The F test was used to determine whether the independent variable had a significant influence on the dependent variable, as well as whether the model constructed using the feasibility test could be used and was suitable for future study, and vice versa.

IV. RESEARCH RESULTS

4.1 Validity Examination

The validity testing is employed to assess the validity of an inquiry form. The form is considered to be legitimate if the statements it contains indicate what it will measure.

Table 1. Test Results for Validity

Variables	Statement Items	r Count	r Table	Information
Cutomer Experience (X1)	X1.1	0,514	0,1966	acceptable
	X1.2	0,486		acceptable
	X1.3	0,45		acceptable
	X1.4	0,579		acceptable
	X1.5	0,593		acceptable
	X1.6	0,584		acceptable
Customer Value (X2)	X2.1	0,607	0,1966	acceptable
	X2.2	0,515		acceptable
	X2.3	0,364		acceptable
	X2.4	0,375		acceptable
	X2.5	0,477		acceptable
Corporate Image (X3)	X3.1	0,704	0,1966	acceptable
	X3.2	0,631		acceptable
	X3.3	0,496		acceptable
	X3.4	0,545		acceptable
	X3.5	0,581		acceptable

	X3.6	0,422		acceptable
Customer loyalty (Y)	Y1	0,664	0,1966	acceptable
	Y2	0,617		acceptable
	Y3	0,455		acceptable
	Y4	0,5		acceptable
	Y5	0,357		acceptable
	Y6	0,596		acceptable

Origin: SPSS 25 statistics analysis, 2023.

Table 1. displays the validity test results collected from 100 participants. Each of the questions on customer experience (X1), customer value (X2), corporate image (X3) and customer loyalty (Y) has a value of $r_{\text{count}} > r_{\text{table}}$, indicating that the statement is certified acceptable for all aspects.

4.2 Test for Reliability

If the Cronbach's Alpha (α) amount is more than 0,60 ($>0,60$), the questionnaire is regarded to be trustworthy. The following are the results of the reliability tests in this study:

Table 2. Reliability Testing Findings

Variables	Cronbach's Alpha	Realibility
X1	0.778	Dependable
X2	0.703	Dependable
X3	0,798	Dependable
Y	0,778	Dependable

Origin: SPSS 25 statistics analysis, 2023.

According to the reliability test findings from the 100 participants in table 2. each of the items of customer experience (X1), customer value (X2), corporate image (X3) and customer loyalty (Y) has Cronbach's Alpha (α) > 0.60 , meaning that every one of the statements are proclaimed trustworthy.

4.3 Analysis of Multiple Linear Regression

To evaluate the impact of the independent factors customer experience (X1), customer value (X2), Corporate image (X3) and customer loyalty (Y).

Table 3. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,876	1,865		-1,542	0,126

Customer Experience (X1)	0,483	0,104	0,417	4,654	0,000
Customer Value (X2)	0,288	0,128	0,196	2,248	0,027
Corporate Image (X3)	0,339	0,098	0,297	3,464	0,001
a. Dependent Variable: Customer loyalty (y)					

Origin: SPSS 25 statistics analysis, 2023.

The variable that is dependent in this regression is customer loyalty (Y), as shown in table 3. in contrast to the independent variables customer experience (X1), customer value (X2), Corporate image (X3), so the equation for the multiple linear regression model above is:

$$\text{Equation} = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -2,876 + 0,483X_1 + 0,288X_2 + 0,339X_3 + e$$

This equation's meaning is as follows::

1. The current value of the constant (a) is -2.876. This indicates that if we assume that customer experience, customer value, and corporate image are all zero (0), then customer loyalty is -2.876 or equal to 0 because the constant value is negative.
2. The customer experience variable has a regression coefficient of 0.483. This suggests that for every unit gain in customer experience, customer loyalty will grow by 0.483, providing all other variables stay constant.
3. The customer value variable has a regression coefficient of 0.288. Assuming all other factors stay constant, this indicates that for every unit increase in customer value, customer loyalty will grow by 0.288.
4. The corporate image variable has a regression coefficient of 0.339. This suggests that for every unit improvement in corporate image, consumer loyalty will grow by 0.339, providing all other variables stay constant.
5. The standard error (e) is an independent variable with a distribution of probabilities that reflects all factors that affect Y but are not included in the equation.

4.4 T (Partial) Test

The T test is a method to assess the likelihood that an independent variable has a significant influence on the dependent variable, namely customer experience, customer value, corporate image on customer loyalty, with the condition that it is said to have a significant effect if $\text{sig} < \alpha$ (0,05). The t test findings are as follows:

Table 4. T (Partial) Test

Variables	T _{count}	T _{table}	Sig	Alpha
Customer Experience (X1)	4,654	1,985	0,000	0,05
Customer Value (X2)	2,248	1,985	0,027	0,05
Corporate Image (X3)	3,464	1,985	0,001	0,05

Origin: SPSS 25 statistics analysis, 2023.

The following results may be achieved using table 4:

1. The customer experience variable with a significance level of 5% ($\alpha = 0,05$) is $0,000 < 0,05$ and $t_{\text{count}} (4,654) > t_{\text{table}} (1,985)$, then H1 is accepted and H0 is not accepted, so that partially the customer experience variable has a positive effect and significant to customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University.
2. With a significance level of 5% ($= 0,05$) and $t_{\text{count}} (2,248) > t_{\text{table}} (1,985)$, H2 is accepted and H0 is not accepted, indicating that the customer value variable has a positive and significant effect on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University.
3. With a significance level of 5% ($= 0,05$) and $t_{\text{count}} (3,464) > t_{\text{table}} (1,985)$, H3 is accepted and H0 is not accepted, indicating that the corporate image variable has a positive and significant effect on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University.

1.1 4.5 F Test (Simultaneous)

The test known as the F test is used for determining the significant influence of an independent variable and a dependent variable at the same time, such as the influence of customer experience, customer value, and corporate image on customer loyalty, with the condition that sig (0,05) is declared significant. The results are outlined below:

Table 5. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	829,028	3	276,343	58,546	.000 ^b
	Residual	453,132	96	4,720		
	Total	1282,160	99			
a. Dependent Variable: Customer loyalty (y)						
b. Predictors: (Constant), Corporate Image (X3), Customer Value (X2), Customer Experience (X1)						

Origin: SPSS 25 statistics analysis, 2023.

As indicated in Table 5, the F_{count} value is 58,546, with a probability value (sig) of 0,000. If $F_{\text{count}} (58,546) > F_{\text{table}} (2,70)$ and the sigma value is less than the probability value of 0,05 or the value of $0,000 < 0,05$, then H4 is accepted and H0 is not accepted, indicating that customer experience, customer value, and corporate image all have a positive and significant effect on customer loyalty for Maxim consumers among students at Bandar Lampung University's Faculty of Economics and Business.

V. DISCUSSION

5.1 Customer experience variable has a positive effect and significant to customer loyalty

The customer experience variable with a significance level of 5% ($\alpha = 0,05$) is $0,000 < 0,05$ and $t_{\text{count}} (4,654) > t_{\text{table}} (1,985)$, then H1 is accepted and H0 is not accepted, so that partially the customer experience variable has a positive effect and significant to customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University. This supports the results of Setiawan (2021) who found that customer experience has a positive and significant effect on customer satisfaction and customer loyalty.

5.2 Customer value variable has a positive and significant effect on customer loyalty

With a significance level of 5% ($= 0,05$) and $t_{\text{count}} (2,248) > t_{\text{table}} (1,985)$, H2 is accepted and H0 is not accepted, indicating that the customer value variable has a positive and significant effect on customer loyalty for Maxim consumers among

students at the Faculty of Economics and Business, Bandar Lampung University. This backs with Hijjah and Ardiansari's (2015) findings that customer value has a positive and significant influence on customer loyalty.

5.3 Corporate image variable has a positive and significant effect on customer loyalty

With a significance level of 5% ($\alpha = 0,05$) and $t_{count} (3,464) > t_{table} (1,985)$, H3 is accepted and H0 is not accepted, indicating that the corporate image variable has a positive and significant effect on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business, Bandar Lampung University. This backs with the findings of Safitri et al, (2016), who discovered that a positive corporate image can improve customer loyalty.

5.4 Customer experience, customer value, and corporate image all have a positive and significant effect on customer loyalty

The F_{count} value is 58,546, with a probability value (sig) of 0,000. If $F_{count} (58,546) > F_{table} (2,70)$ and the sigma value is less than the probability value of 0,05 or the value of $0,000 < 0,05$, then H4 is accepted and H0 is not accepted, indicating that customer experience, customer value, and corporate image all have a positive and significant effect on customer loyalty for Maxim consumers among students at Bandar Lampung University's Faculty of Economics and Business. Based on the research results, the customer experience variable has the greatest influence on customer loyalty. Improving the customer experience can be an effective approach to increasing the competitiveness of a corporation, although customer value and corporate image must also be considered so that customer loyalty becomes better. In an era of increasing business competition, this investigation can be a forum for Maxim to increase the value of customer loyalty towards using Maxim application services, thereby increasing profits for the corporation.

VI. CONCLUSION

According to the findings, customer experience has a positive and significant impact on customer loyalty, customer value has a positive and significant impact on customer loyalty, corporate image has a positive and significant impact on customer loyalty and customer experience, and customer value and corporate image together have a positive and significant impact on customer loyalty for Maxim consumers among students at the Faculty of Economics and Business.

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