

The Effect of Customer Experience, Customer Satisfaction and Brand Image on Customer Loyalty in Shopping Centers in The City of Solo

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Abstract

This study aims to determine the effect of customer experience, customer satisfaction and brand image on customer loyalty in shopping centers in the city of Solo. Where the shopping center is a company that carries the concept of one stop shopping, namely Solo Grand Mall, Solo Square and Solo Paragon.

The population of this study were visitors to Solo Grand Mall, Solo Square and Solo Paragon where the number could not be counted exactly so using the Cochran calculation basis, it could be seen that the number of respondents was 385 respondents with ages greater than or equal to 18 years, and had shopped in one month final. The sample was selected by non-probability sampling method. The results of the study show that customer experience, customer satisfaction and brand image have a significant effect on customer loyalty at shopping centers in the city of Solo.

Keywords: Customer Experience, Customer Satisfaction, Brand Image and Customer Loyalty

INTRODUCTION

Until now the City of Solo has shown its role in economic progress in Indonesia. Apart from being one of the largest batik-producing cities in Indonesia, the city of Solo also supports the nation's economic equality by building sustainable shopping centers.

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Evidenced by the many establishments of shopping centers both national and multi-national. Where national and multi-national scale shopping centers carry the concept of one stop shopping. One stop shopping is the concept of shopping for the needs of a product in one place or one stop (Kotler, 2016). This concept makes it easier for visitors to fulfill their needs in only one location. The needs in question are food needs (basic), clothing needs (fashion), secondary needs (entertainment and sports), to tertiary needs.

During the 3-year pandemic, people's saturation level increased. As a result, shopping centers located in the city of Solo are increasingly crowded with visitors, especially on weekends and national holidays. For this reason, businesses must be able to provide services that satisfy their customers. According to Rusydi (2017) states that a customer is someone who comes or has a habit of buying something from a seller. This habit includes the activity of purchasing and paying for a number of products that are carried out repeatedly. What customers say here are visitors who at least choose one of the shopping center locations in Solo City (Solo Grand Mall, Solo Square and Solo Paragon) which are generally frequented to shop for their needs more than three times a month.

The creation of customer loyalty makes it possible for businesses to develop long-term relationships with customers. One of the things that affect customer loyalty is customer experience. In addition, the factors that influence customer loyalty are customer satisfaction and brand image that customers get directly or indirectly can affect customer loyalty (customer loyalty) itself. Customer satisfaction is a function of expectations and performance, namely the customer's evaluation of the performance of a product or service that matches or even exceeds expectations (Kotler, 2016).

Formulation Of The Problem

1. Does customer experience affect customer loyalty at shopping centers in Solo City ?
2. Does customer satisfaction affect customer loyalty at shopping centers in the city of Solo ?
3. Does brand image affect customer loyalty in shopping centers in the city of Solo ?

Research Purposes

1. to determine the effect of customer experience on customer loyalty at shopping centers in the city of Solo



2. to determine the effect of customer satisfaction on customer loyalty in shopping centers in the city of Solo
3. to determine the effect of brand image on customer loyalty in shopping centers in the city of Solo

LITERATURE REVIEW

Customer Experience

According to Alma (2016: 267) in the experiential marketing strategy, consumers not only request quality goods, but also want emotional benefits, in the form of a memorable experience, namely an unforgettable memorable experience, a positive unique experience, a holistic experience through all the senses. According to Hasan (2013: 8) customer experience is a rational and emotional bond that occurs because of the response to certain stimuli by optimizing sense (sensory), feel (emotional), think (cognitive), act (action), and relate (relationship) in pre- and post-purchase marketing efforts, exchange of information and emotional attachment.

Schmitt in Hendarsono (2013) explains that customer experience is an experience, where the experience is a personal event that occurs due to a certain stimulus (for example, that given by the marketer before and after purchasing goods or services). According to Pine and Gilmore in Tetanoe (2014) explaining the concept of customer experience is a concept where when consumers buy a service, an activity that cannot be stated clearly. But when consumers buy an experience, they are paying to spend time on an opportunity or experience that is unforgettable and makes a company known in a different way.

According to Alma (2016: 267) argues that customer experience can be measured using five main factors, namely:

1. Sense (Senses). Through this sense to create sensory experience through sight, sound, touch, feeling and smell, which gives the impression of beauty, pleasure, satisfaction through the presence of stimuli, processes and consequences or results obtained due to these stimuli and processes.
2. Feel (Mind). This feeling touches the inner feelings and emotions, with the aim of evoking affective experiences, so that there is a feeling of joy and pride. Here must be considered the mood and emotions of customers. Moods can be obtained through special stimuli where customers are not aware of this, while emotions are deliberately pursued by companies, for example the growth of love.

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3. Think (Mind). Think creates cognitive aspects, problem solving experiences. This thought will appear in divergent and convergent thinking through surprise, intrigue and provocation. Good thoughts will bring customers to be able to think positively, thereby giving a positive opinion of the product and company.
4. Act (Action). This act touches on lifestyle experiences and interactions, sometimes changes in lifestyle are influenced by inspiration, spontaneous because of seeing a model. Consumers will buy because of outside influences and opinions from within.
5. Relate (Link). This relation includes sense, feel, think and act. It is an individual's experience of relating to other people in a particular culture. In this case there is a goal to associate individuals with something different outside of themselves.

Customer Satisfaction

Customer satisfaction is defined by Kotler and Keller (2016: 153), which states that: Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations. Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, customers will feel satisfied and if performance exceeds expectations, customers will feel very satisfied, happy or excited.

While Giese & Cote (2000) in Tjiptono & Chandra (2017:204) found similarities in three main components:

1. Customer satisfaction is a response (emotional or cognitive)
2. The response concerns a particular focus (expectation, product, consumption experience, and so on)
3. The response occurs at a certain time (after consumption, after selecting a product or service, based on accumulated experience, etc.).

The definition of satisfaction cannot be separated from the chameleon effect, meaning that the interpretation of a definition varies greatly between individuals and between situations. In the proposed definitional framework, they identify the conceptual domain of satisfaction, describe the specific components needed in formulating a definition of satisfaction, and describe the process of developing a definition that is contextually specific and comparable between studies/research.

Based on this definitional framework, customer satisfaction is:



1. Summary of the various intensities of affective responses The types of affective responses and the level of intensity that customers may experience must be explicitly defined by the researcher, depending on the context of the study.
2. In determining specific time and limited duration Research must determine the determinants that are relevant to its research problem and identify the possible duration of the response
3. Those designated for important aspects of the acquisition and/or consumption of research products must identify the research focus based on the research questions or managerial problems encountered. According to Tjiptono (2014: 368) there is no single "best" measure of customer satisfaction that is universally agreed upon.

Nevertheless, amidst the various ways of measuring customer satisfaction, there are similarities in at least the six core concepts regarding the following measurement objects:

1. Overall customer satisfaction (Overall Customer Satisfaction)

How satisfied are customers with the products or services provided by a company. There are 2 parts in the measurement process. First, it is measured by the level of customer satisfaction with the company's products or services. Second, assess and compare with the overall level of customer satisfaction with competitors' products or services.

2. Dimensions of customer satisfaction

The components of customer satisfaction consist of four steps, namely:

- a. Define the key dimensions of customer satisfaction.
- b. Assess the company's products or services according to customers.
- c. Assessing competitors' products or services according to customers based on specific items.
- d. Customers determine the dimensions that they think are most important in assessing overall customer satisfaction.

3. Confirmation of Expectation

Satisfaction is not measured directly, but is concluded based on the suitability/discrepancy between customer expectations and the actual performance of the company's products on a number of important dimensional attributes.

4. Repurchase Intention

Customer satisfaction is measured by asking whether the customer will shop or use the company's services again.



5. Willingness to recommend (Willingness to Recommend) Customers are willing to recommend products to friends or family.
6. Consumer dissatisfaction includes:
 - a. complain;
 - b. return or refund;
 - c. warranty fee;
 - d. product recall (product recall from the market);
 - e. negative infectious virus; And
 - f. defection (consumers who switch to competitors).

Brand Image

According to Kotler and Keller (2016: 61) define brand image as "The perceptions and beliefs by consumers, as reflected in the associations held in consumer memory". This can be interpreted as the perceptions and beliefs held by consumers, which are reflected or embedded in the minds and memories of consumers themselves. This perception can be formed from information or past experiences of consumers towards the brand.

According to Hasan (2014: 210) brand image or brand image is a series of tangible and intangible properties, such as ideas, beliefs, values, interests, and features that make a brand unique. Based on the definitions that have been presented, it can be concluded that brand image is a brand association about the way of thinking and customer perceptions of the brand, either positive or negative. The dimensions of brand image according to Keller (2013: 97) explain the dimensions and brand image, namely:

1. Brand Identity is a physical identity related to the brand or product so that consumers can easily recognize and differentiate it from other brands or products, such as logos, colors, packaging, corporate identity, slogans and so on.
2. Brand Personality is the distinctive character of a brand that forms a certain personality as befits a human being, so that the consumer audience can easily distinguish it from other brands in the same category, for example the character is firm, rigid, creative, independent and so on.
3. Brand Associations are specific things that are appropriate or always associated with a brand, can arise from the unique offerings of a product, repetitive and consistent activities for example in terms of sponsorship or social responsibility, issues that are



very strongly related to the brand, or person, certain symbols and meanings that are very strongly attached to a brand.

4. Brand Attitude & Behavior is the attitude or behavior of the brand's communication and interaction with consumers in offering its benefits and values.
5. Brand Benefit & Competence are the unique values and advantages offered by the company.

Customer Loyalty

According to Schiffman & Wisenblit (2015:43) loyalty can be interpreted by:

- a. Rarely consider switching to other traders
- b. Usually immediately click on the Favorite trade site every time you need to make a purchase
- c. Love navigating the site
- d. Have one favorite Merchant to do business with.

Schiffman & Wisenblit (2015:44) say a loyal person is a customer who is completely satisfied and continues to buy. A loyalist is a loyal customer whose experience with the company exceeded their expectations and speaks positively about the company to others. Many studies have concluded that customer satisfaction has a positive impact on creating customer loyalty. According to research by Yu and Dean (2001) in Tjiptono & Diana (2015:43) "The contribution of emotional satisfaction to consumer loyalty", found that the cognitive and affective components of customer satisfaction both affect customer loyalty.

If consumers are satisfied, they are not easily persuaded by competitors to switch suppliers; more willing to pay a premium price (higher price); more tolerant of company mistakes; etc. According to Sheth and Mittal (2004) in Tjiptono & Diana (2015: 211) customer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Tjiptono & Diana (2015: 212) say that loyal customers have a kind of fanaticism that is relatively permanent in the long run for a product/service or a company that has become their choice.

According to Kotler & Keller (2006:57 in Saladian (2013:153) indicators of customer loyalty are:

1. Repeat purchase Buying a product or using a service repeatedly
2. Retention Resistance to negative influences on the company
3. Referrals Referring to the total existence of the company.



FRAMEWORK

The framework of thought in this study is described as follows:

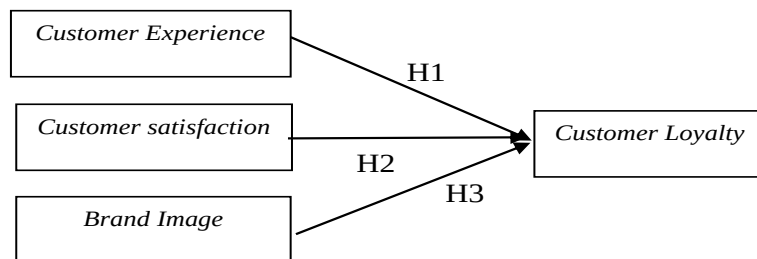


Figure 1. Framework

HYPOTHESIS

1. The effect of customer experience on customer loyalty in shopping centers in Solo City

In an era of increasingly fierce business competition, shopping centers in the city of Solo need to pay attention to customer experience in order to maintain and increase their loyalty. Customer experience refers to the perceptions and experiences of customers while interacting with shopping centers. This includes service quality, cleanliness and comfort of facilities, product availability, attractive promotions, interaction with employees, and other elements that can affect customer satisfaction. Meanwhile, customer loyalty refers to the degree of customer tendency to continue shopping at the shopping center, recommending it to others, and maintaining long-term relationships with the shopping center. This supports the research conducted by Farhan (2019); Pahlevi, et al (2018); John Doe & Jane Smith (2022); and Sarah Johnson & David Brown (2019) where the research results show that customer experience has a significant influence on customer loyalty in the retail sector, giving rise to the following hypothesis:

Hypothesis 1: Customer experience has a significant effect on customer loyalty in a shopping center in Solo City

2. The effect of customer satisfaction on customer loyalty in shopping centers in the city of Solo

Shopping centers must ensure that customers are satisfied with their shopping experience in order to maintain and increase customer loyalty. Customer satisfaction refers to the level of customer satisfaction after interacting with shopping centers. Factors that can affect customer satisfaction include service quality, product availability, competitive prices, cleanliness and comfort of facilities, as well as interactions with employees. Meanwhile, customer loyalty refers to the tendency of customers to keep shopping at shopping centers, recommending them to others, and maintaining long-term relationships with shopping centers. This supports research conducted by Yufegi Dynasty Sutrisno (2019); John Doe & Sarah Johnson (2021); and David Brown & Emma Wilson (2018) where the research results show that there is a significant positive relationship between customer satisfaction and customer loyalty in shopping centers, giving rise to the following hypothesis:

Hypothesis 2 : Customer satisfaction has a significant effect on customer loyalty
in a shopping center in Solo City

3. The effect of brand image on customer loyalty in shopping centers in Solo City

The influence of brand image on customer loyalty in shopping centers in the city of Solo is an important aspect in retaining customers and creating a competitive advantage in an increasingly tight market. Brand image or brand image reflects the customer's perception of the reputation, quality, value, and brand identity of the shopping center. Customers' trust and preference for a brand can have a significant impact on their decision to remain loyal and shop at the shopping center. Research conducted by Yufegi Dynasty Sutrisno (2019); John Doe & Sarah Johnson (2020); and David Brow &, Emma Wilson (2019) where the results of the research show that there is a positive and significant influence between brand image and customer loyalty in shopping centers, giving rise to the following hypothesis:

Hypothesis 3 : Brand image has a significant effect on customer loyalty at shopping centers in Solo City

RESEARCH METHODS

Researchers used descriptive research using a quantitative approach. According to Sugiono (2016: 33) the quantitative method is a research method based on the philosophy of positivism, used to examine certain populations or samples, sampling

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techniques are generally carried out randomly, data collection uses research instruments, data analysis is statistical, with the aim of test the hypothesis that has been set. Descriptive research is carried out when researchers already know the factors or variables to measure an object or field but do not know the relationship between these factors or variables (Indrawati, 2015: 115). The population in this study were all visitors to shopping centers in Solo City, including Solo Grand Mall, Solo Paragon and Solo Square, where the number cannot be determined. Because the population size is unknown, the number of samples is sought using the Cochran formula (Sugiyono, 2017). Based on these calculations, the minimum number of samples that must be used in research is 385 respondents.

In this study the variables used are the independent variable (X) and the dependent variable (Y). The following is an explanation of the two variables:

- a. Independent Variable According to Sugiyono (2017: 39) this variable is often referred to as a stimulus variable, predictor, antecedent. Or in Indonesian it is often referred to as the independent variable. The independent variable is a variable that influences or becomes the cause of the change or the emergence of the dependent variable. The independent variables in this study are Customer Experience (X1), Customer Satisfaction (X2), Brand Image (X3).
- b. Dependent Variable According to Sugiyono (2017:39) the dependent variable is referred to as output variable, criteria, consequence. Or in Indonesian it is often referred to as the dependent variable. The dependent variable is the variable that is affected or becomes the result, because of the independent variables. The dependent variable in this study is Customer Loyalty (Y)

RESEARCH RESULTS AND DISCUSSION

Validity Test Results

Validity test is used to measure whether a questionnaire is valid or not. Validity testing was carried out using Pearson Correlation analysis, while data processing used the SPSS program. Statement items are declared valid if at a significance level of 5% each item produces a probability value < 0.05 . Conversely, statement items are declared invalid if at a significance level of 5% each item produces a probability value ≥ 0.05 (Ghozali, 2013). And also compare the r count value (Pearson correlation value) with r table (obtained from the r product moment table), if r count $> r$ table, then the statement item or variable is valid, and if r count $< r$ table, then the statement item it is not valid.

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From data processing through a significance level of 0.05 (5%), in this study the number of samples for testing the validity of this questionnaire was 385, the following data values were obtained:

Table 1. Test the Validity of Customer *Experience* Variables

Item	Significance level	Sig.	Information
X1.1	0.05	0.000	Valid
X1.2	0.05	0.000	Valid
X1.3	0.05	0.000	Valid
X1.4	0.05	0.000	Valid
X1.5	0.05	0.000	Valid

Source: Primary data processed, 2023

Customer Satisfaction (X2)

From the results of the validity test below it can be seen that of the 5 statement items have a significance value (2-tailed) less than 0.05 so that all statement items are declared valid in explaining customer satisfaction variables and can be used as research instruments. The calculation results through the SPSS application are as listed in the following table.

Table 2. Test the Validity of Customer *Satisfaction* Variables

Item	Significance level	Sig.	Information
X2.1	0.05	0.000	Valid
X2.2	0.05	0.000	Valid
X2.3	0.05	0.000	Valid
X2.4	0.05	0.000	Valid
X2.5	0.05	0.000	Valid

Source: Primary data processed, 2023

Brand Image (X3)

from the results of the validity test below it can be seen that of the 5 statement items have a significance value (2-tailed) less than 0.05 so that all statement items are declared valid in explaining the brand image variable and can be used as research



instruments. The calculation results through the SPSS application are as listed in the following table.

Table 3. Test the Validity of Brand Image Variables

Item	Significance level	Sig.	Information
X3.1	0.05	0.000	Valid
X3.2	0.05	0.000	Valid
X3.3	0.05	0.000	Valid
X3.4	0.05	0.000	Valid
X3.5	0.05	0.000	Valid

Source: Primary data processed, 2023

Customer Loyalty (Y)

From the results of the validity test below it can be seen that of the 5 statement items have a significance value of less than 0.05 so that all statement items are declared valid in explaining the customer loyalty variable and can be used as research instruments. Calculation results through the SPSS application as listed in the table below

Table 4. Test the Validity of Customer Loyalty Variables

Item	Significance level	Sig.	Information
Y1	0.05	0.000	Valid
Y.2	0.05	0.000	Valid
Y.3	0.05	0.000	Valid
Y.4	0.05	0.000	Valid
Y.5	0.05	0.000	Valid

Source: Primary data processed, 2023

Reliability Test

Reliability testing is to assess the consistency of objects and data, whether the instrument is used several times to measure the same object, will produce the same data. A questionnaire is called reliable if one's answers to statements are consistent. The technique used to test reliability is the Cronbach's Alpha coefficient. Cronbach's Alpha coefficient which is close to 1 indicates high consistency reliability. Cronbach's Alpha



reliability coefficient of less than 0.6 indicates poor reliability. Reliability that can be said to be reliable if the Cronbach's Alpha value is greater than 0.6. The results of this research test are as follows in the following table:

Table 5. Reliability Test Results

Variabel	Cronbach's Alpha	Critical Value	Information
<i>Customer Experience (X₁)</i>	0,746	0,60	Reliabel
<i>Customer Satisfaction (X₂)</i>	0,833	0,60	Reliabel
<i>Brand Image (X₃)</i>	0,814	0,60	Reliabel
<i>Customer Loyalty (Y)</i>	0,790	0,60	Reliabel

Source: Primary data processed, 2023

Multiple Linear Regression Analysis

Multiple linear regression is a regression model that involves more than one independent variable. This analysis is carried out to determine the direction and how much influence the independent variables have on the dependent variable. (Ghozali, 2018).

The inferential statistics used in data analysis use the multiple linear regression equation model as follows:

Where:

- Y : Customer Loyalty
- X₁ : Customer Experience
- X₂ : Customer Satisfaction
- X₃ : Brand Images
- e : term error
- a : Constant
- b₁, b₂ : Variable coefficients

In this study, multiple linear regression tests were carried out to get an idea of how the independent variables which include Customer Experience, Customer Satisfaction and Brand Image affect the dependent variable, namely Customer Loyalty with a



significance level of 0.05 (Ghozali, 2018). So after calculating using the SPSS program and the following data is obtained:

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	Sig.
	<i>B</i>	Std. Error	<i>Beta</i>		
(Constant)	5.023	2.781		1.806	.078
<i>Customer Experience (X₁)</i>	.659	.089	.966	7.384	.000
<i>Customer Satisfaction (X₂)</i>					
<i>Brand Image (X₃)</i>	.187	.178	.137316	1.049	.000
a. <i>Dependent Variable: Customer Loyalty</i>	.287	.277	.117316	2.039	.000

Source: Primary data processed, 2023

The results of the multiple regression can be translated into the following equation:

$$Y = 5.023 + 0.659 X_1 + 0.187 X_2 + 0.287 X_3 + e$$

Based on these equations can be interpreted as follows:

- Constant (a) = 5.023 is positive, which means that customer loyalty to shopping center visitors in Solo will increase by 5.023 units when the independent variables (customer experience, customer satisfaction, brand image) are constant.
- b₁ = 0.659 is positive, indicating a positive influence between the variable customer experience (X₁) on customer loyalty (Y) in shopping centers in Solo City. This means that the customer experience variable increases, so customer loyalty at shopping centers in Solo will also increase.
- b₂ = 0.187 is positive, indicating a positive influence between the variable customer satisfaction (X₂) on customer loyalty (Y) in shopping centers in the city of Solo. This means that the variable customer satisfaction increases, so customer loyalty in shopping centers in Solo City will also increase.
- b₃ = 0.287 is positive, indicating a positive influence between the brand image variable (X₂) on customer loyalty (Y) in shopping centers in Solo City. This means that the brand image variable increases, so customer loyalty in shopping centers in Solo City will also increase.



t test

The t test is used to determine and test the significance of the effect of one independent variable (customer experience, customer satisfaction and brand image) on the dependent variable (customer loyalty) partially.

- a. The results of the t test on the effect of the customer experience variable obtained a p value of $0.000 < 0.05$ so that customer experience has a significant effect on customer loyalty at shopping centers in Solo City. Thus H1 is proven correct.
- b. The results of the t test for the effect of the variable customer satisfaction obtained a p value of $0.000 < 0.05$ so that customer satisfaction has a significant effect on customer loyalty at shopping centers in the city of Solo. Thus H2 is proven correct.
- c. The results of the t test for the effect of brand image variable obtained a p value of $0.000 < 0.05$ so that brand image has a significant effect on customer loyalty in shopping centers in Solo City. Thus H1 is proven correct.

F test

The F test is used to test the accuracy of the independent variable model (customer experience, customer satisfaction and brand image) on the dependent variable (customer loyalty). The test steps are as follows:

- a. Determine the hypothesis
 $H_0: \beta_1 = \beta_2 = \beta_3 = 0$, meaning that the model is not appropriate to be used to predict the effect of the independent variables (customer experience, customer satisfaction and brand image) on the dependent variable (customer loyalty).
 $H_a: \beta_1 \neq \beta_2 \neq \beta_3 \neq 0$, means that the appropriate model is used to predict the effect of the independent variables (customer experience, customer satisfaction and brand image) on the dependent variable (customer loyalty).
- b. Level of significance (α) = 5%
Determine the level of significance, namely $\alpha = 0.05$ or 5%.
- c. Determine the test criteria, namely:
 H_0 is accepted if the p-value ≥ 0.05
 H_0 is rejected if the p-value < 0.05
- d. Research result:



Table7. F test

Anova ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	380.194	2	190.097	61.998	.017 ^b
Residual	134.912	44	3.066		
Total	515.106	46			
a. Dependent Variable: Customer Loyalty					
b. Predictors: (Constant), customer experiencee, customer satisfaction, brand image					

Source: Primary data processed, 2023

CONCLUSION

The results of the F test were obtained with a p value of $0.017 < 0.05$, so H_0 was rejected, meaning that the regression model was correct in predicting the effect of customer experience, customer satisfaction and brand image on customer loyalty in shopping centers in Solo City.

Test the Coefficient of Determination (R²)

The coefficient of determination test is used to determine the contribution made by the independent variables (customer image and customer satisfaction) to the dependent variable (customer loyalty). The coefficient of determination used in this study is the Adjusted R² value. Test the coefficient of determination of each model of this study as follows:

Table 8. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.726	1.751
a. Predictors: (Constant), customer experiencee, customer satisfaction dan brand image				
b. Dependent Variable: Customer Loyalty				

Source: Primary data processed, 2023



The result of the coefficient of determination was 0.726, which means that the influence of the variable customer experience, customer satisfaction and brand image on customer loyalty in shopping centers in Solo City is 72.6%. While the remaining 27.4% is influenced by other variables not examined.

DISCUSSION

1. The effect of customer experience on customer loyalty

Based on the results of the study, it shows that customer image has a significant effect on customer loyalty. The results of this study support the first hypothesis that customer image has a significant effect on customer loyalty at shopping centers in Solo City.

The results of this study support research conducted by Farhan (2019); Pahlevi, et al (2018); John Doe & Jane Smith (2022); and Sarah Johnson & David Brown (2019) where the results of their research show that there is a positive effect between customer experience and customer loyalty. The results of this study indicate that customer experience has a significant effect on customer loyalty by obtaining a p value of $0.000 < 0.05$, so H_0 is rejected so that H_2 which states customer experience has a significant effect on customer loyalty in shopping centers in Solo City.

2. The effect of customer satisfaction on customer loyalty

Based on the research results show that customer satisfaction has a significant effect on customer loyalty. The results of this study support the second hypothesis that customer satisfaction has a significant effect on customer loyalty at shopping centers in Solo City.

The results of this study support research conducted by Yufegi Dynasty Sutrisno (2019); John Doe & Sarah Johnson (2021); and David Brown & Emma Wilson (2018) where the results of their research show that there is a positive effect between customer satisfaction and customer loyalty. The results of this study indicate that customer satisfaction has a significant effect on customer loyalty by obtaining a p value of $0.000 < 0.05$, so H_0 is rejected so that H_2 which states customer satisfaction has a significant effect on customer loyalty in shopping centers in Solo City.

3. The influence of brand image on customer loyalty

Based on the research results show that brand image has a significant effect on customer loyalty. The results of this study support the third hypothesis that brand image has a significant effect on customer loyalty at shopping centers in Solo City.



The results of this study support research conducted by Yufegi Dynasty Sutrisno (2019); John Doe & Sarah Johnson (2020); and David Brow &, Emma Wilson (2019) where the results of their research show that there is a positive effect between brand image and customer loyalty. The results of this study indicate that customer satisfaction has a significant effect on customer loyalty by obtaining a p value of $0.000 < 0.05$ then H_0 is rejected so that H_3 which states brand image has a significant effect on customer loyalty in shopping centers in Solo City

CONCLUSION

1. Customer experience has a significant effect on customer loyalty at shopping centers in Solo City.
2. Customer satisfaction has a significant effect on customer loyalty at shopping centers in the city of Solo.
3. Brand image has a significant effect on customer loyalty at shopping centers in the city of Solo

Suggestion

Based on the analysis and discussion as well as the conclusions obtained, there are several suggestions submitted by researchers to the parties involved in this study, including:

1. Based on the calculation of the magnitude of the influence, customer experience has a greater influence on customer loyalty. Therefore, it is suggested to shopping centers in Solo to improve entertainment facilities because based on consumer experience, entertainment facilities in shopping centers in Solo are still not good.
2. Based on consumer responses, the assessment of the brand image of shopping centers in Solo is still not good. Therefore, it is suggested to shopping centers in Solo Bandung to take advantage of social media, especially Instagram to carry out promotional programs that are carried out even more intensively. This aims to generate their interest in visiting shopping centers in Solo. There are several ways you can do this, such as cooperating with the community or holding activities that consumers will easily remember.
3. Considering that the independent variables in this study are very important in influencing customer loyalty, it is hoped that the results of this study can be used as a



reference for further researchers to develop this research by adding other independent variables such as price, product quality, and service quality.

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