

## THE ROLE OF CUSTOMER SATISFACTION AND CUSTOMER VALUE IN MEDIATING THE INFLUENCE OF CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY IN TRANSJAKARTA BUS SERVICES

By

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**Abstract:** *Transportation problems in big cities in Indonesia have become an acute problem, especially in public transportation modes, one of which can be seen from problems such as congestion and other public passenger transportation problems. Jakarta has made various efforts to provide public transportation that is comfortable, safe and able to reduce congestion in DKI Jakarta Province. This study aims to determine the role of customer value and customer satisfaction in mediating the effect of customer experience on customer loyalty. The sample used is Transjakarta Bus Users with 200 consumers as respondents. This research method uses a quantitative approach. The data analysis technique uses the help of the SEM (Structural Equation Modeling) application program which is operated through the AMOS software. The results of the study are 1. Customer Experience has a positive and significant effect on Customer Loyalty. 2. Customer Experience has a positive and significant effect on Customer Value. 3. Customer Experience has no significant positive effect on Customer Satisfaction. 4. Customer Value has a positive effect on Customer Loyalty. 5. Customer satisfaction has a positive and significant effect on customer loyalty. 6. Customer Value indirectly mediates the relationship between Customer Experience and Customer Loyalty. 7. Customer Satisfaction directly mediates the relationship between Customer Experience and Customer Loyalty.*

## INTRODUCTION

Based on SP2020, it was noted that the population of DKI Jakarta in September 2020 was 10.56 million people with an area of 740.29 km<sup>2</sup>, which means it has a population density of more than 28.4 thousand/km<sup>2</sup> and makes this province the most densely populated region in Indonesia [1]. With the increasing population of cities causing higher activity and the number of trips for both people and goods, one of which can be seen from problems such as congestion and other public passenger transport problems, where the selection of (the best) public transportation continues to be an issue.

In an effort to overcome the problem of congestion and passenger transportation modes, DKI Jakarta Provincial Government has made various efforts to provide public transportation that is comfortable, safe and able to reduce traffic and congestion in the DKI Jakarta Province area. Several modes of public transportation that have been provided by DKI Jakarta Provincial Government include: Commuter Line Electric Trains (KRL), MRT and LRT as well as Transjakarta bus fleets.

TransJakarta, otherwise known as Busway is a public transportation facility provided for Jakarta residents. because Jakarta is very famous for intense traffic jams. The aim of Busway is to provide fast, comfortable and affordable transportation services for Jakarta residents. Apart from that, the most important thing is to reduce the number of vehicles in Jakarta, which, of course, is one of the causes of the intense traffic jams. Quoted from several sources and experiences felt by several people in Jakarta, there are advantages and disadvantages of each mode of transportation, namely:

Table. 1. Advantages and Disadvantages of Modes of Transportation

Type of Transportation	Strengths	Weaknesses
Transjakarta buses	<ul style="list-style-type: none"> <li>There are many routes and they are spread throughout Jakarta and in almost all Bodetabek areas.</li> <li>The price is very cheap, 3,500 rupiah (long – short route).</li> <li>Faster because Transjakarta buses have their own special lanes.</li> <li>Reducing air pollution in Jakarta.</li> </ul>	<ul style="list-style-type: none"> <li>Less secure (there are still criminal acts, such as: theft, and sexual harassment.</li> <li>Sometimes the schedule doesn't match on the information screen and the TRAFI Application.</li> <li>Less fleet.</li> <li>Reckless driver behavior.</li> <li>There were several buses that were damaged during operation (such as : caught fire or broke down)</li> <li>At some points there are still traffic jams because there are still some that don't have their own bus lanes.</li> </ul>
KRL Commuter Line	<ul style="list-style-type: none"> <li>Prices are relatively cheap, but in accordance with the distance traveled.</li> </ul>	<ul style="list-style-type: none"> <li>Less secure.</li> <li>Frequent delays in train arrival schedules.</li> <li>Trains often experience interruptions.</li> </ul>
MRT & LRT	<ul style="list-style-type: none"> <li>Fast.</li> <li>On schedule.</li> <li>Convenient and safe.</li> </ul>	<ul style="list-style-type: none"> <li>Ticket prices are more expensive than KRL and Transjakarta buses because they are adjusted according to the distance traveled. The further away, the more expensive.</li> </ul>
Ojek Online	<ul style="list-style-type: none"> <li>Efficiency and punctuality.</li> <li>Large fleet.</li> <li>There are promos at certain times so prices can be cheaper compared to other modes of transportation.</li> <li>Expensive price</li> </ul>	<ul style="list-style-type: none"> <li>Frequent network problems.</li> <li>Technical constraints on the application.</li> <li>Lack of driver's understanding of safety while driving.</li> <li>Personal data can be spread.</li> <li>The driver doesn't know the way yet.</li> <li>Less secure</li> <li>During peak hours, prices can soar quite high.</li> </ul>
Online Taxi	<ul style="list-style-type: none"> <li>Safe and comfortable</li> <li>Can pay non-cash</li> </ul>	<ul style="list-style-type: none"> <li>Expensive price</li> <li>Congested</li> <li>Less secure and The driver doesn't know the way yet.</li> </ul>

Type of Transportation	Strengths	Weaknesses
Conventional Taxi	<ul style="list-style-type: none"><li>• Can pay non-cash (which already works with online applications.</li><li>• Safe and comfortable</li></ul>	<ul style="list-style-type: none"><li>• Congested</li><li>• Long time coming</li></ul>
Private vehicle	<ul style="list-style-type: none"><li>• Convenient and safe</li><li>• Can travel at any time, regardless of departure and arrival schedules</li></ul>	<ul style="list-style-type: none"><li>• Congested.</li><li>• Must drive own vehicle.</li><li>• Expensive petrol prices</li><li>• Periodic car maintenance.</li></ul>

Source: Survey (2021)

Judging from the comparison in the table above, it can be concluded that Transjakarta bus transportation is the best alternative choice as a mode of transportation. Where Transjakarta buses have officially operated since February 1, 2004. Initially, these buses started operating from 5 am to 10 pm, but now they operate 24 hours. The fare charged by the Transjakarta Bus is quite cheap, which is 3,500 rupiah on all routes (far-near), except at 5.00-7.00 am the fare is 2,000 rupiah and it has its own special lane for Transjakarta buses [2].

In running a business, companies sometimes experience problems that come up. Many entrepreneurs or organizations are still trying to survive and face these problems. In the service business, companies must make a series of efforts so that consumers and customers do not switch to services provided by competing companies, one way is to increase customer loyalty.

Customer loyalty is often examined from consumer behavior by measuring items; for example, the number of purchase frequencies and purchases. The widely used assumption is that customer loyalty has been considered as an important factor leading to win a competitive advantage over other companies under highly competitive and dynamic environment. It is a multi-dimensional construct built on two components, attitude and behavior [3].

Every transportation service is required to always be sensitive to changes that occur in the market and be able to create creative ideas, this aims so that the services it offers can be attractive to consumers, so that what consumers want can be fulfilled by companies, and survive in the midst of competition. very strict. Thus, to reach the point of consumers who are loyal to the services provided, the company needs to conduct a survey of the experiences that have been carried out by consumers by asking consumers directly about the experiences or experiences they have experienced in using services.

Consumer experience comes from a series of interactions between a consumer and a product, a company or a part of the organization that stimulates a reaction [4]. This experience is truly personal and encourages customer engagement on many different levels (rational, emotional, sensory, physical and spiritual). A positive or pleasurable experience with a product or company, if this is experienced repeatedly by customers, will cause customers to be more loyal to the company.

The following are the results of research related to the relationship between Customer Experience and Customer Loyalty that has been done before, among others [5], [6], get the result that Customer Experience has a significant positive effect on Customer Loyalty. Meanwhile, in research conducted by [7] the results suggest that Customer Experience has a negative effect on Customer Loyalty.

Furthermore, apart from examining the effect of the independent variable on the dependent, the researcher also included mediating variables, namely Customer Value and Customer Satisfaction. If the problem above is related to the selected variable, where customers use Transjakarta buses by considering bus ticket prices that are cheap but can reach long distances. So the antecedents of customer loyalty can be seen in terms of customer value and customer satisfaction as mediators. It is important to conduct research on customer loyalty and customer satisfaction because these two variables are considered very important objective strategies in marketing activities.

Basically, customer value is defined as the buyer's perceived value which is the exchange between the quality or advantage they feel in a product/service and the sacrifice they feel by paying the price. [8]. Customer value is currently the most successful factor because customer value has a significant impact on customer loyalty [9].

The following is research related to the relationship between Customer Value and Customer Loyalty that has been done before, among others [9]–[11] get the result that Customer Value has a significant positive effect on Customer Loyalty. Meanwhile, in research conducted by [12] the results suggest that Customer Value has no effect on Customer Loyalty.

The next mediating variable is Customer Satisfaction or Customer Satisfaction, because customer satisfaction is highly dependent on productivity, performance and expectations felt by buyers. If the product provided is not the same as the customer's expectations, the consumer will feel dissatisfied. In other words, consumer satisfaction will be obtained if the product is provided according to consumer expectations [13].

The following is research related to the relationship between Customer Satisfaction and Customer Loyalty that has been done before, among others [14]–[16] get the result that Customer Satisfaction has a significant positive effect on Customer Loyalty. Meanwhile, in research conducted by [17] the results suggest that Customer Satisfaction has no effect on Customer Loyalty.

## **THEORETICAL BASIS**

### **1. Customer Experience (X)**

Customer experience is defined as “the quality of the client experience as its obvious superiority or superiority, and the client's subjective reaction to the full outlandish and direct experience with the company” [18]. The benchmark dimension of the Customer Experience variable is based on the reference put forward by [18] is a combination of five models, namely: Sense, Feel, Think, Act and Relate.

### **2. Customer loyalty (Y)**

Customer loyalty is defined as the loyal attitude and behavior of consumers towards a particular service company, even though competitors provide alternative services in the market. Definitions of loyalty vary, but common elements can be identified, including expressions of psychological loyalty (attitudes) and processes (behavior) in relationships between actors and other entities, in the presence of alternative entities. [19]. Benchmark Dimensions of Customer Loyalty Variables based on references put forward by [20] there are 5 dimensions in measuring customer loyalty, including: Affordable, Service, Future Repurchase Intention, Word of Mouth Promotion and Price Sensitive.

### 3. Customer Value (Z1)

Customer value as customer cognition of all tangible products and intangible services provided by a company; Customer cognition includes satisfaction with needs, product selection, prices and brands, value-added services and relationships, and transaction experiences [21]. The Benchmark Dimension of customer value variables is based on the theory and references developed by [11], [22] which consists of 7 benchmark items, including: Symbolic, Perception, Appearance, Trust, Practical Value, Hedonic Value and Symbolic Value.

### 4. Customer satisfaction (Z2)

Customer satisfaction is a measure of the discrepancy between customer expectations before purchasing a service/product and their evaluation of this service/product after consumption. Customers are twice as likely to mention a bad customer service experience as they are to share a superior service experience [23]. The benchmark dimension of the Customer Satisfaction variable is based on the reference put forward by [3], [24] There are seven benchmark dimensions for measuring customer satisfaction, namely: Expectation, Experience, Quality, Price, Product-related Attributes, Service-related Attributes, and Politeness-related Attributes.

## RESEARCH METHODS

This type of research is quantitative research that focuses on testing the theory by measuring research variables with numerical values that focus on testing hypotheses. Quantitative research is concerned with measuring and analyzing variables to obtain results which involves the utilization and analysis of numerical data using statistical techniques [25]. In this study, the subjects of the research were all users of the Transjakarta bus transportation service. Furthermore, in this study, the object of research is the Transjakarta bus service.

Determination of the number of samples in this study is based on [26] where the size of the minimum number of samples that must be met is a minimum of between 100 and 200 samples, and when using a comparison of 5 (five) observation scales (Linkert) for each estimated parameter item statement of the research questionnaire, it is known that the recommended sample size is = 5 x 40 parameters of the research questionnaire items, namely as many as (200) research samples.

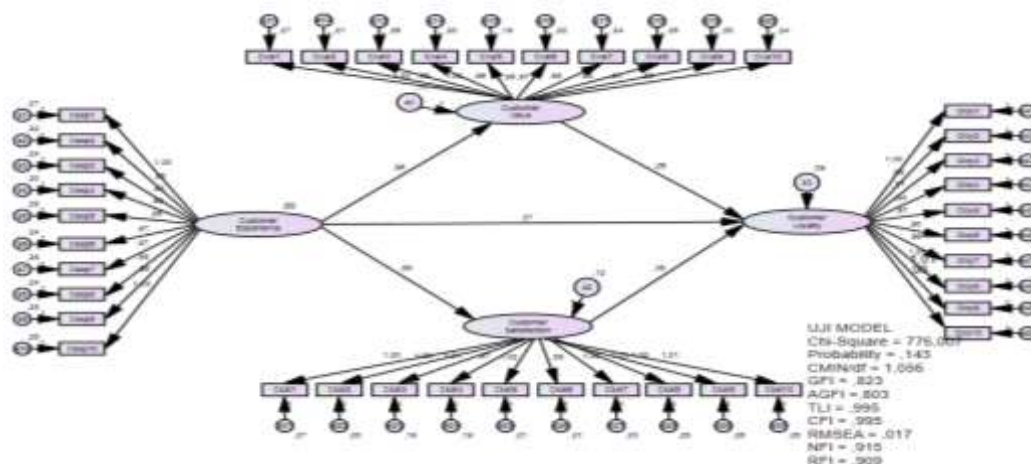
The validity of a research result is largely determined by the measuring instrument used to measure the variables studied. Therefore, a measuring device needs to be tested by testing the validity (level of authenticity) and reliability (level of reliability). The research model that will be used in this study is a tiered structure model and to test the proposed hypothesis the SEM (Structural Equation Modeling) analysis technique is used which is operated through the AMOS program.



## RESULTS AND DISCUSSION

### Confirmatory Factor Analysis

Figure 1. Confirmatory Factor Analysis of the role of Customer Value and Customer Satisfaction in mediating the Influence of Customer Experience on Customer Loyalty.



### CFA test on research variables

Table 2. Maximum Likelihood Estimates Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
Cexp1	<--- Customer_Experience	1,000				
Cexp2	<--- Customer_Experience	,981	,060	16,247	***	
Cexp3	<--- Customer_Experience	,899	,060	15,097	***	
Cexp4	<--- Customer_Experience	,924	,058	15,998	***	
Cexp5	<--- Customer_Experience	,952	,062	15,459	***	
Cexp6	<--- Customer_Experience	,971	,062	15,683	***	
Cexp7	<--- Customer_Experience	,973	,062	15,650	***	
Cexp8	<--- Customer_Experience	,951	,061	15,571	***	
Cexp9	<--- Customer_Experience	,950	,062	15,385	***	
Cexp10	<--- Customer_Experience	1,032	,066	15,614	***	
Cloy1	<--- Customer_Loyalty	1,000				
Cloy2	<--- Customer_Loyalty	,950	,058	16,416	***	
Cloy3	<--- Customer_Loyalty	,906	,056	16,167	***	
Cloy4	<--- Customer_Loyalty	,938	,058	16,078	***	
Cloy5	<--- Customer_Loyalty	,966	,059	16,488	***	
Cloy6	<--- Customer_Loyalty	,896	,056	16,023	***	
Cloy7	<--- Customer_Loyalty	,988	,058	16,957	***	
Cloy8	<--- Customer_Loyalty	1,047	,060	17,595	***	
Cloy9	<--- Customer_Loyalty	1,008	,061	16,573	***	
Cloy10	<--- Customer_Loyalty	,897	,058	15,329	***	
Cval1	<--- Customer_value	1,000				
Cval2	<--- Customer_value	,951	,059	16,199	***	
Cval3	<--- Customer_value	,999	,064	15,629	***	
Cval4	<--- Customer_value	,988	,059	16,665	***	
Cval5	<--- Customer_value	,946	,057	16,461	***	
Cval6	<--- Customer_value	,971	,060	16,048	***	
Cval7	<--- Customer_value	,953	,061	15,580	***	
Cval8	<--- Customer_value	,878	,061	14,390	***	

			Estimate	S.E.	C.R.	P	Label
Cval9	<---	Customer_value	,910	,062	14,637	***	
Cval10	<---	Customer_value	,853	,058	14,758	***	
Csat1	<---	Customer_Satisfaction	1,000				
Csat2	<---	Customer_Satisfaction	1,001	,065	15,368	***	
Csat3	<---	Customer_Satisfaction	1,008	,065	15,545	***	
Csat4	<---	Customer_Satisfaction	,974	,063	15,344	***	
Csat5	<---	Customer_Satisfaction	1,018	,066	15,312	***	
Csat6	<---	Customer_Satisfaction	,895	,062	14,516	***	
Csat7	<---	Customer_Satisfaction	1,054	,069	15,240	***	
Csat8	<---	Customer_Satisfaction	1,029	,069	14,834	***	
Csat9	<---	Customer_Satisfaction	1,003	,069	14,528	***	
Csat10	<---	Customer_Satisfaction	1,010	,071	14,283	***	

Source: primary data processed by SEM AMOS (2022).

In the Regression Weight output above, at the P value (Probability), if the value is not significant (above 0.05) then the indicator must be removed. From the data in the table above it can be seen that all probability values show the \*\*\* sign which means significant at the level of 0.001 or less than 0.05, so that based on the results of the Regression Weight test it can be stated that the Variables Customer Value, Customer Satisfaction, Customer Experience and Customer Loyalty are all valid indicator, however, significant results do not necessarily give a high loading factor (estimated value) (above 0.5).

Tabel 8. Standardized Regression Weights (Group number 1 - Default model)

			Estimate
Cexp1	<---	Customer_Experience	,861
Cexp2	<---	Customer_Experience	,852
Cexp4	<---	Customer_Experience	,845
Cexp5	<---	Customer_Experience	,829
Cexp6	<---	Customer_Experience	,836
Cexp7	<---	Customer_Experience	,835
Cexp8	<---	Customer_Experience	,832
Cexp9	<---	Customer_Experience	,827
Cexp3	<---	Customer_Experience	,818
Cexp10	<---	Customer_Experience	,834
Cloy1	<---	Customer_Loyalty	,872
Cloy2	<---	Customer_Loyalty	,847
Cloy3	<---	Customer_Loyalty	,840
Cloy4	<---	Customer_Loyalty	,838
Cloy5	<---	Customer_Loyalty	,849
Cloy6	<---	Customer_Loyalty	,836
Cloy7	<---	Customer_Loyalty	,861
Cloy8	<---	Customer_Loyalty	,876
Cloy9	<---	Customer_Loyalty	,851
Cloy10	<---	Customer_Loyalty	,816
Cval1	<---	Customer_value	,846
Cval2	<---	Customer_value	,866
Cval3	<---	Customer_value	,849
Cval4	<---	Customer_value	,880
Cval5	<---	Customer_value	,874
Cval6	<---	Customer_value	,862

			Estimate
Cval7	<---	Customer_value	,848
Cval8	<---	Customer_value	,809
Cval9	<---	Customer_value	,817
Cval10	<---	Customer_value	,821
Csat1	<---	Customer_Satisfaction	,827
Csat2	<---	Customer_Satisfaction	,861
Csat3	<---	Customer_Satisfaction	,867
Csat4	<---	Customer_Satisfaction	,860
Csat5	<---	Customer_Satisfaction	,859
Csat6	<---	Customer_Satisfaction	,831
Csat7	<---	Customer_Satisfaction	,857
Csat8	<---	Customer_Satisfaction	,843
Csat9	<---	Customer_Satisfaction	,832
Csat10	<---	Customer_Satisfaction	,823

Source: primary data processed by SEM AMOS (2022).

Based on the output results in the Standardized Regression Weight table, above it can be seen that the loading factor (Estimate) value of all indicators in the variables Customer Value, Customer Satisfaction, Customer Experience and Customer Loyalty ) has a value (estimate) above 0.5, this indicates that all indicators in the questionnaire items can explain the existing construct.

#### Data Reliability Test

Table 4. Data Reliability Test

No	Variable	N of Items	Cronbach's Alpha	CR	AVE	Decision
1	<i>Customer Experience</i>	10	0,959	0,9590	0,7005	Reliable
2	<i>Customer value</i>	10	0,962	0,9622	0,7183	Reliable
3	<i>Customer Satisfaction</i>	10	0,962	0,9618	0,7160	Reliable
4	<i>Customer Loyalty</i>	10	0,963	0,9626	0,7204	Reliable

Source: primary data processed by SEM AMOS (2022).

Based on the calculation results, it can be seen that the Construct Reliability (CR) values of the six variables are all more than 0.70 and the Variance Extracted (AVE) values for the six variables are more than 0.50 so that it can be concluded that the four variables are reliable.

#### Goodness of fit test

Table. 5. Summary of Goodness Of Fit Test Model Before Modification

Goodness-of-fit measurement	Recommended Acceptance Limit	Score	Decision
<i>Chi-Square hitung</i>	$X^2 \text{ hit} < X^2 \text{ tabel}(df=735)$	776,007 < 799,18	Fit
<i>P-value Chi-Square</i>	$\geq 0.05$	0,143	Fit
CMIN/DF	< 2	1,056	Fit
GFI	$\geq 0.90$	0,823	bad Fit
RMSEA	$\leq 0.08$	0,017	Fit
AGFI	$\geq 0.85$	0,803	bad Fit
TLI	$\geq 0.90$	0,995	Fit
CFI	$\geq 0.90$	0,995	Fit
N FI	$\geq 0.90$	0,915	Fit
RFI	$\geq 0.90$	0,905	Fit

Source: primary data processed by SEM AMOS (2022).



Based on the output results in table 4.11 above, it can be seen that there are 8 indicators that pass the goodness of fit test and only 2 indicators that are declared not fit or bad fit so that it can be concluded that overall the model can be declared fit, so no modification is needed model.

### Bootstrap Method Hypothesis Test

After overall a structural model passes the goodness of fit test and is declared fit, then the next process is to see whether there is a significant influence between the independent variables and the dependent variable, following are the results of the hypothesis test output using the AMOS SEM bootstrap method:

Table 6. Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Decision
1	Customer_Experience→Customer_Loyalty	0,368	0,129	2,861	0,004	Ho was rejected
2	Customer_Experience→Customer_value	0,980	0,069	14,188	0,000	Ho was rejected
3	Customer_Experience→Customer_Satisfaction	0,877	0,066	13,281	0,000	Ho was rejected
4	Customer_value→Customer_Loyalty	0,259	0,089	2,896	0,004	Ho was rejected
5	Customer_Satisfaction→Customer_Loyalty	0,359	0,085	4,233	0,000	Ho was rejected

Source: primary data processed by SEM AMOS (2022).

Based on the output results in the table above, the results of testing the hypothesis in this study can be described as follows:

1. Based on the table above it can be said that the Customer Experience variable has a significance level (probability) of 0.004 or less than 0.05 ( $0.004 < 0.05$ ) so it can be said that Ho is rejected, which means that the Customer Experience variable has a significant positive effect on Customer Loyalty with a beta coefficient (estimate) of 0.368, which means that every time there is an increase in the Customer Experience variable by one unit, it will increase Customer Loyalty by 0.368. These results indicate that the 1st hypothesis in this study is accepted.
2. Based on the table above it can be said that the Customer Experience variable has a significance level (probability) of 0.000 or less than 0.05 ( $0.000 < 0.05$ ) so that it can be said that Ho is rejected, which means that the Customer Experience variable has a significant positive effect on customer value with a beta coefficient (estimate) of 0.980, which means that every time there is an increase in the Customer Experience variable by one unit, it will increase Customer value by 0.980. These results indicate that the 2nd hypothesis in this study is accepted.
3. Based on the table above it can be said that the Customer Experience variable has a significance level (probability) of 0.000 or less than 0.05 ( $0.000 < 0.05$ ) so that it can be said that Ho is rejected which means the Customer Experience variable has a significant positive effect on Customer Satisfaction with a beta coefficient (estimate) of 0.877, which means that every time there is an increase in the Customer Experience variable by one unit, it will increase Customer Satisfaction by 0.877. These results indicate that the 3rd hypothesis in this study is accepted.
4. Based on the table above it can be said that the variable Customer value with a significance level (probability) of 0.004 or less than 0.05 ( $0.004 < 0.05$ ) so that it can be said that Ho is rejected, which means that the variable Customer value has a significant

positive effect on Customer Loyalty with a beta coefficient (estimate) of 0.259, which means that every time there is an increase in the Customer\_value variable by one unit, it will increase Customer\_Loyalty by 0.259. These results indicate that the 4th hypothesis in this study is accepted.

5. Based on the table above it can be said that the Customer Satisfaction variable has a significance level (probability) of 0.000 or less than 0.05 ( $0.000 < 0.05$ ) so it can be said that  $H_0$  is rejected, which means that the Customer Satisfaction variable has a significant positive effect on Customer Loyalty with a beta coefficient (estimate) of 0.359, which means that every time there is an increase in the Customer value variable by one unit, it will increase Customer Loyalty by 0.359. These results indicate that the 5th hypothesis in this study is accepted.

Furthermore, to test the indirect effect on the 6th and 7th hypotheses where this hypothesis uses mediating variables, additional calculations are needed by multiplying the estimate and probability values of each variable to find out whether the mediating variable has an impact on direct or indirect influence on two other mediated variables, the following is the table of calculations from the 6th and 7th hypotheses:

Tabel 7. Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Decision
6	Customer Experience → Customer value → Customer Loyalty	0,254	0,006	41,088	0,000	Ho was rejected
7	Customer Experience → Customer Satisfaction → Customer Loyalty	0,315	0,006	56,218	0,000	Ho was rejected

Source: primary data processed by SEM AMOS (2022).

Berdasarkan hasil output pada table diatas, maka hasil pengujian hipotesis dalam penelitian ini dapat diuraikan sebagai berikut :

Based on the output results in the table above, the results of testing the hypothesis in this study can be described as follows:

6. Based on the table above it can be said that the Customer Experience variable has an effect on Customer Loyalty through Customer\_value with a significance level of 0.000 or less than 0.05 ( $0.000 < 0.05$ ) so it can be said that  $H_0$  is rejected which means the Customer Experience variable has an indirect effect on Customer Loyalty through Customer value with a beta coefficient of 0.254. This result at the same time proves the truth of the 6th hypothesis in this study is accepted.
7. Based on the table above it can be said that the Customer Experience variable has an effect on Customer Loyalty through Customer Satisfaction with a significance level of 0.000 or less than 0.05 ( $0.000 < 0.05$ ) so it can be said that  $H_0$  is rejected which means the Customer Experience variable has an indirect effect directly to Customer Loyalty through Customer Satisfaction with a beta coefficient of 0.254. This result at the same time proves the truth of the 7th hypothesis in this study, so that the 7th hypothesis is accepted.

## CONCLUSION

This study concludes that: 1) Customer Experience has a positive and significant effect on Customer Loyalty for Transjakarta Transportation Users. 2) Customer Experience has a positive and significant effect on Customer Value for Transjakarta Transportation

Users. 3) Customer Experience has no significant positive effect on Customer Satisfaction for Transjakarta Transportation Users. 4) Customer Value has a positive effect on Customer Loyalty for Transjakarta Transportation Users. 5) Customer Satisfaction has a positive and significant effect on Customer Loyalty for Transjakarta Transportation Users. 6) Customer Value mediates the relationship between Customer Experience and Customer Loyalty for Transjakarta Transportation Users. 7) Customer Satisfaction mediates the relationship between Customer Experience and Customer Loyalty for Transjakarta Transportation Users.

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