

# THE EFFECT OF CUSTOMER EXPERIENCE AND PERCEIVED VALUE ON APARTMENT RESIDENT LOYALTY

Sandra Oktaviana Pinaraswati  
Sri Susilowati  
Ilya Farida  
Ika Devy Pramudiana  
[sandra.oktaviana@unitomo.ac.id](mailto:sandra.oktaviana@unitomo.ac.id)  
Dr. Soetomo University Surabaya

## ABSTRACT

*Destination research is to examine the influence of customer experience and perceived value on the loyalty of residents of the Tamansari Prospero Sidoarjo Apartment. The research was designed in the form of a causal relationship between variables. This research uses primary data. The research population was the residents of Tower Fortuna Apartemen Tamansari Prospero Sidoarjo totaling 200 people. While the sample is 133 people with accidental sampling technique and data collection using a questionnaire. The analysis technique uses multiple linear regression analysis. The results of the study are that customer experience and perceived value have a significant effect on the loyalty of apartment residents, customer experience has a significant effect on the loyalty of residents of the Tamansari Prospero Sidoarjo Apartment and perceived value has a significant effect on the loyalty of residents of the Tamansari Prospero Sidoarjo Apartment.*

*Keywords: customer experience, perceived value, loyalty*

## PRELIMINARY

The fast-growing economy has led to the development of a vertical life *trend* and is in demand by the Indonesian population, especially in big cities. In addition to economic growth, developers are starting to change the concept of housing on limited land in big cities. They started targeting vertical apartments because the market has future prospects, so competition between companies is getting tougher. People who live in large cities are pragmatic about real estate and want to live close to where they work. Moreover, in a metropolitan city it is always filled with many buildings, residents, and the limited space available. That's why people who want their own accommodation make an apartment the right choice for them. Due to the popularity of apartments in Indonesia, especially in large cities, this market attracts a large number of developers. Investment growth in this market is increasing due to the belief that investment demand will continue.

In maintaining the smooth running of the business or the smooth running of its business activities, the most important thing for the company is customer loyalty. Tjiptono & Gregorius (2016: 221) say, consumer loyalty is based on the very positive nature of long-term

purchases, consumer commitment to suppliers, brands or stores.

Apartment developers always expect customer loyalty. Developers must create apartments that have quality. If the housing does not arouse people's interest and does not meet the needs and wants of the market, people will eventually leave it. The most important thing a home builder can do when competing is customer satisfaction, which creates customer loyalty. Loyalty gains are cumulative as well as long term. The above facts are supported by the results of research by Dewi & Marjam (2013) which states that maintaining customer loyalty is very important to be able to develop in the midst of intense competition and can increase company extension.

Loyalty is influenced by *customer experience* (Imbug et al., 2018). Research by Imbug et al (2018) states that customer experience has a positive effect on customer loyalty. Important factors that strengthen or enhance the customer experience which consists of three dimensions namely core service, charging and brand, which then increase customer loyalty.

In addition to *customer experience*, loyalty is also influenced by *perceived value* (Kelvianto, 2020). Perceived value motivates customers to be loyal to products or services so that it affects loyalty significantly positively (Ishaq in

Kelvianto (2020)). According to good *perceived value* , it is useful to attract customers' attention, develop, and maintain good relationships with customers to achieve loyalty (Javed and Cheema in Kelvianto (2020)). If the customer gets a perception of value that is in line with his expectations, then the customer will be more loyal (Kelvianto, 2020). Research by Yogaswara & Pramudana, (2022) proves that *perceived value* has a positive and significant effect on the customer loyalty variable. According to Nawarini, (2019), *perceived value* is an antecedent of loyalty and if customers feel they receive great value, they will recommend it to others and keep themselves loyal.

The research was conducted in the Tamansari Prospero Sidoarjo apartment, a vertical apartment which has a modern style located in a prime area, good service with a strategic location, a good business perspective for residents and entrepreneurs. However, in the past year, its use has decreased as shown in Table 1.:

Table 1. Residential Unit Data ( 2018-2021 )

NUMBER OF UNITS IN OWNERS				
Year	2018	2019	2020	2021
Quantity	68	87	95	53

Source: Researcher Data (2021)

In table 1. says in 2018-2020, the number of occupied occupants has increased. However, from 2020 to 2021 it has decreased. This is because the value expected by a consumer is less than optimal. In addition, customer experience needs to be considered. According to the above conditions, companies are expected to be able to evaluate *customer experience* and *Perceived value* to consumers in order to achieve consumer loyalty. It is hoped that the results of the research can be useful for the administration to increase the number of apartment occupants. This study has the objective of analyzing the influence of *customer experience* and *perceived value* on the loyalty of apartment residents.

## THEORETICAL REVIEW

### 2.1. Marketing

Marketing is the most important activity for the company to maintain business continuity ( Kotler & Kevin , 2016) . Marketing

is the fulfillment of human needs in satisfying needs and wants . Thus, marketing success is declared as the key to business success .

Related research issues , customer marketing as the most important topic for sellers because it triggers consumer behavior . Marketing implemented in various ways, such as determination *Perceived Value* that is proportional to the benefits which is better than competitors .

### 2.2. Customers Experience

#### 2.2.1. definition \_

According to S. Smilansky in (Fitria et al., 2022) customer experience is described as a combination of experiences based on consumer activities in consuming or using an item or service whether the experience has a good impression or not. By building and giving a good impression in the minds of customers, it not only has an impact on customer satisfaction, but can also have a greater impact, namely the creation of repurchase intentions (Yolandari & Kusumadewi, 2018).

#### 2.2.2. Customer Indicator Experience

*Customer Indicator Experience* includes 2 dimensions , namely : (Cetin & Dincer , 2015 ) .

##### 1. Physical environment

Encompassing natural and cultural resources in its surroundings is impressive , the materials used in this hotel are of high quality , the interior design of the hotel is attractive , and the physical facilities are well maintained.

##### 2. Social interactions

Covering the hotel staff cares about guests , The hotel staff is friendly , The hotel service is fast and precise , The hotel staff has technical knowledge about products and services , The hotel staff tries hard to help guests , and I was surprised by the service provided at the hotel .

### 2.3. Perceived Value

#### 2.3.1. Definition

*Perceived value* is a potential customer's evaluation of the overall benefits and all costs offered and the alternatives received (Kotler & Keller., 2016). Consumer perceptions of value can be defined in several ways, namely value is low *Perceived Value* , value is whatever

consumers want from the product, value is the quality obtained for *Perceived Value* and value is what is obtained for what has been given (Nawarini, 2019) .

### 2.3.2. *Perceived indicator Value*

*Perceived Value* is measured through indicators , namely ( Yogaswara & Pramudana, 2022 ):

1. Customer relaxed feeling
2. Happy customer feeling
3. Customer pride
4. Share experiences with others
5. Product quality as expected
6. Quality is run consistently
7. Competitive *Perceived Value*
8. *Perceived Value* corresponds to quality

### 2.4. Customer loyalty

#### 2.4.1. Definition

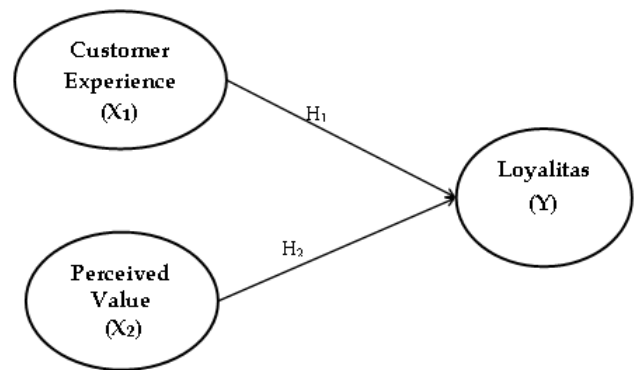
Customer loyalty is the customer's commitment to brand, store or *supplier* according to very positive long-term purchasing characteristics (T jiptono & Gregory (2016:221) . Consumer loyalty is very important for companies to maintain business continuity and operational. Loyal customers are those who are very satisfied with certain products and services, so they want to introduce them to everyone . Then, loyal customers will extend their " loyalty " to other products from the same manufacturer.

#### 2.4.2. Customer Loyalty Indicator

Customer loyalty is measured through indicators , namely ( Yogaswara & Pramudana , 2022 ) ) :

1. Make repeat purchases
2. Disclaimer of other brands
3. Have a high purchase value
4. Informing positive things
5. Recommend products and companies
6. As first choice

The following is the conceptual framework of this research:



**Figure 1 Research Model**

## RESEARCH METHODS

### 3.1. Research Approach

This research is an *explanatory research* where research that explains the causal relationship between variables through hypothesis testing. The relationship through the correlational relationship between variables. Study explain the effect of *Customer Experience* , *Perceived Value* and satisfaction on loyalty. The material for this research is survey material for residents of the Prospero (Turo Fortuna) apartment in Tamansari.

### 3.2. Population, Sample, and Sampling Technique

#### 3.2.1. Population

Population is the area of generalization covering objects or subjects with characteristics certain set researchers to get conclusions (Sugiyono, 2016:80) . The research population was the occupants of the Fortuna tower, the Prospero Sidoarjo Tamansari apartment, consisting of 200 people.

#### 3.2.2. Samples and Sampling Techniques

Population research is 200 people. With a large population and limitations researchers in terms of time and cost, the researchers should take samples. The research sample was 133 people obtained from the calculation of the Slovin formula

### 3.3. Information and sources of information

#### 3.3.1. Data Type

This type of research data uses quantitative data, as data obtained from questionnaires related to the questions posed in the research .

### 3.3.2. Data source

The source of research data uses primary data, as information obtained from respondents' answers regarding information related to objects or phenomena. The research data was obtained from the results of a questionnaire on the residents of the Prospero Sidoarjo Apartment Tower Fortuna Tamansari.

### 3.3.3. Data collection technique

Research data collection techniques used a questionnaire containing a list of questions to get information about the research

### 3.5. Data analysis technique.

Data analysis is the interpretation of research to answer research question. Research using multiple linear regression analysis. Regression analysis is to determine the effect (relationship) of the independent variable on the dependent variable. Multiple linear regression analysis is used to determine the effect of the independent variable (X), namely *customer experience* (X1) and *perceived value* (X2) on the dependent variable (Y), namely loyalty.

## ANALYSIS AND DISCUSSION

The results of multiple linear regression testing in this study can be seen in the following table:

Table 2.  
Multiple Regression Coefficient

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-.038	.164		-.232	.817
Customer experience	.099	.042	.084	2.369	.019
Perceived value	.957	.038	.893	25.169	.000

a. Dependent Variable: Loyalitas

Source: Appendix 4

The table shows the regression equation which can explain whether or not there is a relationship between the independent variables and the dependent variable and can inform the magnitude of the influence of the independent variables on the dependent variable.

Based on this research, the multiple regression equation can be stated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = -0.038 + 0.099 X_1 + 0.957 X_2 + e$$

Based on the multiple linear regression model mentioned above, it can be explained:

The constant (  $\beta_0$  ) of -0.038 indicates the influence of *customer experience* (X1) and *perceived value* (X2) on the dependent variable, namely loyalty (Y), meaning that if the independent variable is equal to zero, it is predicted that loyalty (Y) will increase by - 0.038 units.

The regression coefficient (  $\beta_1$  ) for the *Customer experience* variable (X1) is 0.099, meaning that if the *Customer experience* (X1) increases by 1 unit, then loyalty will increase by 0.099 units. Assuming *perceived value* (X2) constant

The regression coefficient (  $\beta_2$  ) for the variable *Perceived value* (X2) is 0.957, meaning that if the *Perceived value* (X2) increases by 1 unit, then loyalty will increase by 0.957 units. Assuming *Customer experience* (X1) constant.

The results of calculations with SPSS 21.0 obtained the results of the Correlation Coefficient (R) and the Coefficient of Determination (R<sup>2</sup>) as follows:

Table 3.  
Multiple Correlation Coefficient (R) and  
Multiple Determination (R<sup>2</sup>)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 <sup>a</sup>	.854	.852	.21915

a. Predictors: (Constant), Perceived value , Customer experience

Source: Appendix 4

Based on the table, it is known that the multiple correlation coefficient (R) is = 0.924, which means it is greater than 0.5 and the value is high, indicating that the correlation or relationship between the independent variables ( *Customer experience* (X1) and *Perceived value* (X2) ) with the dependent variable (Loyalty (Y)) very closely.

The coefficient of multiple determination ( *adjusted R square* ) is 0.852, which means that the independent variable ( *Customer experience* (X1) and *Perceived value* (X2)) is able to explain and have an influence on the dependent variable ( *Loyalty* (Y)) of 85.2%, so it can be said that *Customer experience* (X1) and *Perceived value* (X2) have a great influence on *Loyalty* (Y) , while the remaining 14.8% is influenced by other independent variables outside the model

#### Simultaneous Influence Test with F . Test

The test results with the F test of the SPSS 21.0 program are as follows:

Table 4.  
Simultaneous Test (F Test)

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.556	2	18.278	380.581	.000 <sup>a</sup>
	Residual	6.243	130	.048		
	Total	42.800	132			

a. Predictors: (Constant), Perceived value , Customer experience

b. Dependent Variable: Loyalitas

Source: Appendix 4

Because Sig.  $F_{count}$  (0.000) < 0.05 then  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that there is an influence of *Customer experience* (X1) and *Perceived value* (X2) simultaneously on *Loyalty* (Y) of apartment residents .

#### Partial Influence Test with t test

The test results of the t test from the SPSS 21.0 program are as follows:

Table 5.  
Partial Test (t Test)

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	-.232	.817
	Customer experience	2.369	.019
	Perceived value	25.169	.000

a. Dependent Variable: Loyalitas

Source: Appendix 4

*customer experience* variable has a Sig value.  $t_{count}$  (0.019) < 0.05 then  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that *customer experience* (X1) has a significant and positive influence on (Y) apartment residents .

The team work variable has a value of Sig.  $t_{count}$  ( 0.000 ) < 0.05 then  $H_0$  is rejected and  $H_1$  is accepted. So it can be concluded that the *Perceived value* (X2) has a significant and positive influence on (Y) apartment residents .

#### Discussion

##### The Effect of *Customer Experience* on *Customer Loyalty*

According to the research results are known *Customer Experience* has a significant effect on *Customer Loyalty*. This means that *Customer Experience* has a significant influence in increasing customer loyalty. The findings in this study are the same as those of Imbug et al (2018) and Cetin & Dincer (2015) which show that *customer experience* has a positive and significant effect on customer loyalty .

##### The Effect of *Perceived Value* on *Customer Loyalty*

According to the research results, it is known that *Perceived Value* has a significant positive effect on customer loyalty. It means *Perceived Value* influential in increasing customer loyalty. The findings of this study are in line with the research of Yogaswara & Pramudana (2022); Nawarini (2019); and Kelvianto (2020) which shows partially *Perceived Value* has an effect on loyalty .

#### CONCLUSIONS AND SUGGESTIONS

The conclusions of this study are: *Customer Experience* and *Perceived Value* has a significant effect on loyalty. If the customer gets a perception of value that is in line with his expectations and a positive consumer experience at the apartment , then the customer will be more loyal.

Suggestions from the results of this study are:

1. The researcher hopes that the Tamansari Prospero Sidoarjo Apartment can improve *customer experience* with the physical

environment and social interaction can build customer loyalty.

2. For future research on the same topic, it is recommended to use variables others who have an influence on Loyalty.

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