EFFECT OF CUSTOMER VALUE AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AND LOYALTY PT MERATUS SAMARINDA

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Abstract: This study aims to determine the effect of customer value and customer experience to customer satisfaction and loyalty PT Meratus. The population in this study are customers of PT Meratus by the number of 80 customers. Method of data collection is done by providing a list of questions or the questionnaire respondents who are customers of PT Meratus, where questionnaires were distributed to such subscribers. This study uses data analysis tool which Partial Least Square (PLS), then this study using structural equation modeling analysis method or path analysis to determine the causal relationship between the latent variables contained in the structural equation. While testing the hypothesis tested boost strap resampling method developed by Geisser and Stone. Statistical test used statistical test t or t test, with statistical hypothesis. The tools used in processing the data using PLS Smart program. The results of this study indicate that 1) customer experience influence positive and significant to customer satisfaction, 2)) customer experience influence positive and significant customer loyalty, 3) customer value effect on positive and significant to customer satisfaction, 4) customer value effect positive but are not with significant customer loyalty, 5) customer satisfaction and significant positive effect on customer loyalty.

Keywords: *Customer Experience, Customer Value, Customer Satisfaction, Customer Loyalty*

1. Introduction

The need for a freight now become a primary need everyone. Everyone needs the right delivery service, fast and secure and ensure the goods have been sent to the place and time as agreed. In marketing activities related to distribution of shipments that deliver goods or services from the manufacturer to the customer in order to meet human needs.

Cruising is one form of a growing service industry today. The business sectors that include courier services, is now more use as container or containers in the implementation of the delivery business. This support for the use of container can hold more stuff with the risk of damage can be minimized, and also delivery processes performed using the container can easily everything the procedure by the company. Technically sender simply needs to give a full description of the purpose of the goods to be shipped and the company can serve many customers at the same time as well, because by using a very large container that can accommodate very many goods.

The business of freight or expedition in particular that rely on sea and land transportation services feel the rapid development. This is because many business people trust the freight forwarder (forwarding) through freight shipments. However, in practice the delivery of business services should also be able to manage the risks are very large in order to compete in a globalized world. Good management of risk, especially in certain operational risk will help

companies reduce operating costs. The ability to manage risk in requiring companies to develop a good relationship with the various parties involved in the business of the company.

Customer satisfaction is the next important thing that should be created by the company, wherein one of the important elements in menncapai customer satisfaction is the quality of service delivery to customers. Customer satisfaction will be increased along with the high quality of services provided by the company. So that good quality services are the qualities that give a boost to customers for in a good relationship with the company, this is also in line with the characteristics of a good customer is a loyal customer, but to achieve it all the qualities to achieve a satisfaction terdahap customer and -merta can be achieved due to maintain customer loyalty needs to be a much more added value that needs to be given to the customer. Where at the moment the business of freight in Indonesia is growing rapidly it is marked by the presence of a freight company and shipping the goods delivery service industry. With the development of the market demand for shipping services and shipping lines that became a background of increasing and developing business engaged in the service sector delivery.

Chiguvi & Gurowo (2015) stated that customer satisfaction has an influence on customer loyalty. In use the container transport industry is certainly a mainstay of services offered is allowing customers will switch to a variety of reasons to providers of similar services. The Company seeks to retain customers in order to feel satisfaction and be loyal to use the services of PT Meratus. PT Meratus strives to create customer value and customer experience when using the services of PT Meratus.

Business world, customer-meaning attempt to satisfy customers and gain customer loyalty by providing value and experience as you wish even more than imagined customers so touching customers. Kotler and Keller (2012: 180) states the fundamental difference between feeling and reason is a feeling that would be an act, and the reason will be a conclusion. Customer decision in purchasing and become a loyal customer will be a brand or a manufacturer of products and services is strongly influenced by feelings.

Customer experience also has a relationship with the customer loyalty. Given the experience of a brand involves a subjective experience and behavior of a customerBrakus et al. (2009), Of course, a high level of involvement in a product will reinforce the effect of the brand experience to the customer's intention to buy back the brand. When a customer has a positive experience, it can be predicted customers would be happy to re-purchase the brand. This experience created by things that can be controlled by the company (eg, service, ambience, good arrangement of items, price). Part of the challenge in building a customer experience to remember is that intangible quality experience and very different between one person and another person.

Hurriyati (2010: 28) the importance of gaining customer loyalty in using the company's services means to improve financial performance and maintain the existence of the company, but to gain customer loyalty needs to make its customers satisfied first.

Customer experience (Customer Experience) is felt when using the services of PT Meratus certainly a consideration customer service PT Meratus. Retain customers to become loyal customers would require a lot of stragi where one of them by paying attention to customer experience in order to improve customer satisfaction, according to a statement. Customer Experience also has a relationship with the customer loyalty. Given the experience smelibatkan subjective experience and behavior of a customerBrakus et al. (2009), When a customer has a positive experience, it can be predicted customers would be happy to re-purchase the brand.

Courier services, carried out by PT Meratus used Importers and Exporters scale inertnasioanl trade involving several countries in the world, but the freight has used the services

of PT Meratus also utilized local entrepreneurs engaged in industries such as the automobile industry, agriculture, furniture and the mean average delivery using a container for entrepreneurs consider using courier services using container deemed more secure than using dispatch openly.

PT Meratus of doing business in the field of courier services also often have a good problem on the issue of internal and external as well as the problems that occur are caused by natural conditions such as weather factors. The problems of internal usually caused by the human resources or employee loyalty, but this problem can be minimized by giving training to employees who are necessary for improved knowledge. And problems resulting from external factors such as the lack of competition from other peruhaan equally engaged in service delivery, it is put through a survey conducted in the field about what needs to be addressed by Pt. Meratus as to which attachment 1 (one).

*Customer Loyalty*is a very important thing for the entire industry either industry products and services. Because when customers have become loyal to always use the services of a company, it is certain that the company has been able to provide optimum services so that customer satisfaction has been achieved, because basically customer satisfaction is one of the important factors in realizing the customer becomes loyal to the company. Customer loyalty will be achieved when they feel satisfied after using the service. This is an advantage for the company as a loyal customer will have an impact or a positive contribution to the company

Meratus is Indonesian shipping company that provides transportation solutions "point-to-point". S network Meratus cruise ships linking the main ports and the ports of inter-island trade in the archipelago, covering most areas of Indonesia and is reinforced by the presence of a branch office in every port. In carrying out its activities, Meratus safety, quality, and focus on customer needs (safety, quality and customer focus). Established in 1957, PT Meratus expanded and now includes several businesses in the shipping and transport industry. PT Meratus operated ships that sail the container routes linking various islands in Indonesia, including container ships from Surabaya with the aim of Dili, East Timor. With 27 routes cruise,

Customer perceived value (customer perceived value). Customer perceived value or customer perceived value is the customer overall assessment of the usefulness of the product based persep who is acceptable and what is given (Zeithaml, 2006). The higher the value of customers acquired customers (customers) through the sacrifices (cost) has to give the customer will be more satisfied. This happens because customers will be satisfied if the costs already incurred commensurate with the services obtained from the company. So that customers value a significant effect on customer satisfaction.

Another factor in terms of subscribers that can be extracted is from the customer's own experience (customer experience). The customer experience is the event or events as a result of interaction directly or indirectly with the company. Customer experience gained after obtaining possible services can affect the level of customer satisfaction in itself. The more positive the customer experience will increase customer satisfaction (Andajani, 2015).

Factors Customer perceived value and customer experience on the level of customer satisfaction and loyalty in PT Meratus be important to analyze the impact on service users or customer satisfaction and loyalty is the recognized correctly by PT Meratus. All three of these factors need to be identified to determine the influence and determine the pace of completion of the patient's satisfaction and loyalty. So PT Meratus can define policies and improvements to increase customer satisfaction and loyalty, so that the company can develop and improve the quality of customer-oriented services (customer oriented).

2. Theoretical Review

Customer satisfaction

Definition of customer satisfaction according to Kotler (2012: 150) feeling happy or disappointed that emerged after comparing the performance (results) are considered products of the performance (or outcome) is expected. It means that some sort of privilege appraisal of goods or services or goods / services itself, providing a level of comfort associated with the fulfillment of needs, including meeting the needs below expectations or fulfilling the needs exceed customer expectations. Consumer satisfaction is the extent to which the perceived benefits of a product according to what the customer expects.

Customer loyalty

According to Griffin (2010: 04) A customer loyalty is said to be loyal or disloyal if the customer indicates the purchasing behavior regularly or there is a condition which requires customers to buy at least two times within a certain time interval. Kotler and Keller (2009: 138)defines loyalty as strongly held commitment to make another purchase or subscribe to a particular product or service again in the future although there penguruh situation and marketing efforts that could potentially lead to the transition behavior. While Parasuraman defines customer loyalty is a response that is closely tied to a pledge or a promise to uphold the commitment of the underlying continuity of relationships, and usually reflected in the continuous purchase of the same service provider on the basis of dedication and pragmatic constraints(Sangadji & Sopiah, 2013).
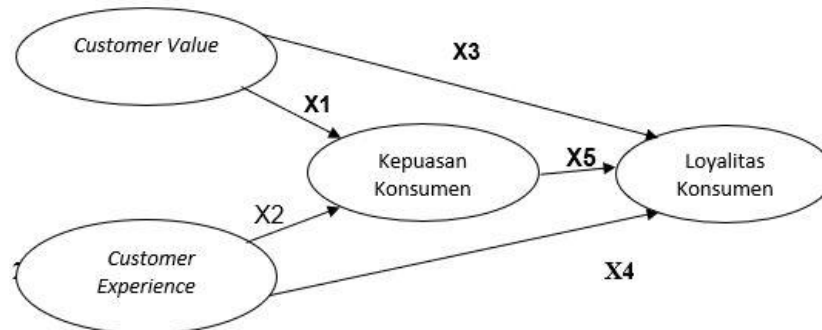
Customer Value

According to (Sánchez-Fernández & Iniesta-Bonillo, 2009)customer value used to describe the relative preference for a strong customer specific product or service attributes evaluated subjectively. Value - This value includes efficiency, excellence, status, esteem, play, aesthetics, ethics, and spirituality.Lapierre (2005)mentioned that the concept of customer value (customer value) provides an overview of a company that considers customer what they want and believe bahwasannya they benefit from a product that they can get. Customer value is the increase in price results in an increase in the monetary sacrifices for the customer, thus impacting negatively on the value to the customer(Teas & Samjeev, 1993).

Customer Experience

To create an outstanding customer experience, there are two things that must be considered. First create an attractive preposition appointment so that the customer experience would come in second funds represent reality corresponding customer experience promise. Customer experience process is derived from a set of interactions between customers and product, company, or part of the company, where it caused a reaction from the customer to the product and the company. This experience is very personal and implies the involvement of customers at different levels (rational, emotional, sensorial, physical, and spiritual) "(Gentile, Spiller, and Noci, 2007).

Hypothesis Development

Customer value on customer satisfaction
Lin Tsai and Chang (2010) in the journal written both with the title of customer value, satisfaction, and switching costs on customer loyalty: an empirical study of hypermarkets in Taiwan. The Journal states that customer value has a positive and significant impact on customer satisfaction. Utami and Sadeli (2016) got the result bahwasannya customer value has a positive and significant impact on customer satisfaction beverage ready to drink the bottle.

Customer experience on customer satisfaction
Dobrota et al. (2012) in the research journal entitled customer experiences as drivers of customer satisfaction with mobile phones to get the customer bahwasannya experinces have a positive and significant influence. Catherine et al. (2013) in the journal study entitled Effect of Customer Experience and Trust in Consumer Satisfaction in "Tx Travel Klampis" get results bahwasannya customer experiences have a positive and significant impact on customer satisfaction.

Customer value on customer loyalty
Lin Tsai & Chang (2010) in the journal written both with the title of customer value, satisfaction, and switching costs on customer loyalty: an empirical study of hypermarkets in Taiwan. The Journal states that customer value has a positive and significant impact on customer satisfaction and customer loyalty hypermart in Taiwan. Utami & Sadeli (2016) got the result bahwasannya customer value has a positive and significant impact on customer loyalty beverage ready to drink the bottle.

Customer experience to customer loyalty
Chandra (2014) in the research journal entitled the impact of customer satisfaction and loyalty of Ciputra World Surabaya getting the customer bahwasannya experince has a positive and significant impact on customer loyalty. Sirapracha, J., & Tocquer, G. (2012) suggests that *customer experience* effect on customer loyalty.

Customer satisfaction to customer loyalty
Arianto (2016) in his study claimed that customer satisfaction from the results of a study entitled influence customer satisfaction, customer trust, and customer feedback on customer loyalty to the Suzuki car company to get the positive and significant impact on loyalty kosnsumen. Chiguvi & Gurowo (2015) in his study claimed that customer satisfaction from the results of a study entitled Impact of Customer Satisfaction influence on Customer Loyalty in the Banking Sector

bahwasannya getting the customer satisfaction has a positive and significant impact on customer loyalty.

3. Research Methods
3.1 Operational definition
Customer Value
Definition of Customer value is the value of benefits obtained by the customer from delivery services PT. Meratus in accordance with the costs incurred subscribers. Indicators for Customer value is as follows:
1. Utility Value is the value that comes from feeling or positive emotional effect arising from the delivery of goods.
2. Emotional values, is the utility gained from the ability of the product to remind the self-concept of social customer.
3. Quality or performace value, is the utility gained from the perception of quality and performance expected for the product.
4. Price or value for money the utility gained from the product due to the costs incurred

Customer Experience
Customer expirence definition is the customer experience associated with service delivery services PT. Meratus before, during and after delivery occurs either directly or indirectly. Indicators for Customer value is as follows:
1. Accessibility, is the ease of customers to access products;
2. Competence, the competency of product providers;
3. Customer Recognition, the customer feeling that her presence known by service providers
4. Helpfulness, the customer feeling of ease for him in asking for help.
5. Personalization, the customer feeling that he was receiving treatment to make himself comfortable as individuals.
6. Problem solving, the customer feeling that permasalahnnya resolved by providers
7. Promise fulfillment, the fulfillment of the promise by the service provider
8. Value for Time, the customer feeling that time he has appreciated by providers

Customer satisfaction
Customer satisfaction can also be interpreted as an unpleasant emotional state customers which the customers are satisfied with the delivery services provided by PT. Meratus. Customer satisfaction indicators as follows:
1. Expectations of service quality diberiakan, that was happy with the services provided
2. Loyalty to the quality of services provided, ie always use a shipping service from PT Meratus
3. The response to the quality of services provided, namely, the customer was happy with the services provided by PT MeratusJujur, the honesty of a leader / employer to employees

Customer Loyalty
The definition of customer loyalty is a condition in which loyal customers and continue to choose PT Meratus as a delivery service provider. The indicators as follows:
1. Loyal customers tend to buy more, the customers tend to perform repetitive delivery.
2. Customers tend to add on selling, the customer makes a recurring delivery.
3. Customers are not sensitive to price, that customers are not concerned about the cost of shipping.

4. Customers will conduct a positive word of mouth, which is delivered on a customer or colleague rekana positive things of service PT Meratus given
5. Offering services to the company idea, namely membderikan customer feedback on the services offered by PT Meratus

3.2 Population and Sample

(Sugiyono, 2013)The population is a collection of individuals or objects that have the qualities and characteristics which have been set. The population in this study are customers of PT Meratus with number 80 customers

Understanding the sample according to Sugiyono (2013) is part of the number and characteristics possessed by this population sample drawn from the population to be truly representative (representing). The sample size is the number of samples to be taken from a population. According Arikunto (2012: 104) if its population is less than 100, then the number of samples taken as a whole, but if the population is greater than 100, then it can be taken 10-15% or 20-25% of the total population. Based on this study because the population is not greater than 100 respondents, the authors take 100% of the population in PT Meratus with the number of 80 respondents. Thus the use of the entire population without having to draw a study sample observation units called census techniques.

3.3 Data collection technique

Interview
Methods of data collection in a scientific study aimed to obtain materials that are relevant, accurate and reliable. Data collection techniques used in this research is the interview method is a method that is done through a discussion with company managers about the company profile, the problems that exist in the company, as well as the things that are necessary during the study and to determine how the situations and circumstances that occurred in PT. Meratus

Questionnaires
The questionnaire is a technique of data collection is done by giving a set of questions or a written statement to the respondent to answer. The questionnaire is an efficient data collection techniques if researchers know for sure that the variables to be measured and know what can be expected from the respondents, in addition to the questionnaire can be either a question or a statement of closed and open.

Data Analysis Tools
In this study, using a Likert scale ratings on a 1-5 scale, where 1 indicates Strongly disagree and 5 show Strongly agree. This study uses an analytical tool Partial Least Square (PLS). Analysis of Partial Least Square (PLS) is a multivariate statistical techniques that perform multiple comparisons between the dependent variable and multiple independent variables. PLS is a statistical method based SEM variant designed for complete regression when there is a specific problem in the data, such as the sample size is small, the data is lost (missing values) and multicollinearity.(Abdillah & Jogiyanto, 2015: 161),

4. Results and Discussion
Inspection Goodness of Fit Models

R - Square

No.	variables	R Square	R Square Adjusted
1.	**Customer satisfaction**	0.775	.769
2.	**Customer loyalty**	0.858	.852

Based on the table it can be seen that customer satisfaction has a value of R-square of 0.775 which means that customer satisfaction can be explained by the customer and the customer experience value of 77.5%. While the other 22.5% is explained by other variables outside studied. Furthermore, customer loyalty has the R-square value of 0.858 which means that customer loyalty can be explained by customer value, customer experience, and customer satisfaction of 85.8%. While the other 14.2% is explained by other variables outside studied.

Hypothesis Test Results
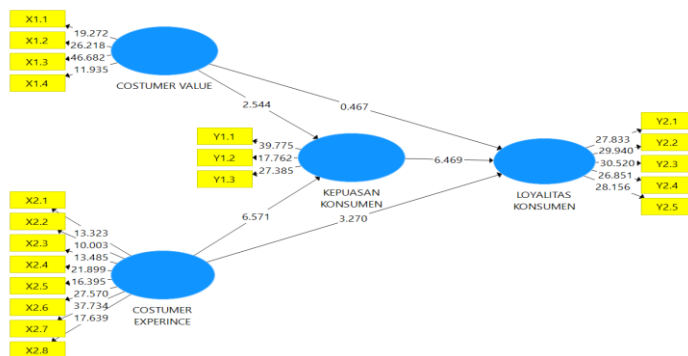
No.	variables	Original Sample	sample Mean	Standard Deviation	T - Statistics	P Values
1.	X1Customer Value -> Y1 Customer Satisfaction	0.258	0,253	.109	2,544	0,011
2.	X2 Customer Experience -> Customer Y1Kepuasan	0.651	0,645	0.106	6.571	0,000
3.	X1 Customer Value -> Y2 Customer Loyalty	0,036	0.045	0.081	0,467	0,641
4.	X2 Customer Experience -> Y2 Customer Loyalty	.352	.352	0.106	3,270	0,001

5.	Y1 Customer Satisfaction -> Y2 Customer Loyalty	.572	.560	0.089	6.469	0,000

Sources: Primary data is processed, 2020

Influence Customer Value Customer Satisfaction
*Customer Value*making a positive impact in the amount of 0.258 to Customer Satisfaction, Customer Value means the better the customer perceived the better or higher customer satisfaction. T-statistics value amounted to 2,352 (> 1.96), which means the relationship Customer Value and Customer Satisfaction is significantly.

Effect of Customer Experience Customer Satisfaction
*Customer Experience*making a positive impact in the amount of 0.651 to Customer Satisfaction, Customer Experience means the better the customer perceived to be the better or higher customer satisfaction. T-statistics value of 6.571 (> 1.96), which means there is a significant relationship to Customer Satisfaction.

Influence Customer Value on Customer Loyalty
Customer Value making a positive impact in the amount of 0,036 to Customer Loyalty, means the better the customer perceived value but not significant to Customer Loyalty with T-statistics value of 0,467 (<1.96), means that the relationship is not significant to Customer Value Customer Loyalty.

Customer Experience Influence on Customer Loyalty
*Customer Experience*making a positive impact in the amount of 0.352, means the better Customer Experience, the better or higher the Customer Loyalty. T-statistics value amounted to 3,270 (> 1.96). Which means the relationship Customer Experience and Customer Loyalty are significant.

Effect of Customer Satisfaction on Customer Loyalty
Customer satisfaction is a positive influence in the amount of 0.572, meaning that the higher level of customer satisfaction will increase customer loyalty. T-statistics value of 6.426 (> 1.96), which means the relationship of Customer Satisfaction and Customer Loyalty are significant.

Discussion
Influence Customer Value Customer Satisfaction
Based on the analysis showed that the Customer value SmartPLS positive and significant impact on customer satisfaction. Meaningful PT Meratus have been able to give the value of services they offer to their customers. PT Meratus should be able to continue to deliver the desired value customers and seek to improve services that are able to maintain customer value on customer perception.

Effect of Customer Experience Customer Satisfaction
Based on the analysis SmartPLS Customer experience shows that positive and significant impact on customer satisfaction. PT Meratus should be able to maintain customer experiences gained in using the services of PT Meratus. customer experience is one very important factor in shaping

customer satisfaction. PT Meratus should be able to provide a positive experience to its customers so that they can defend and get a response in accordance customer perception Customer Experience.

Influence Customer Value on Customer Loyalty
Based on the analysis showed that the Customer value SmartPLS positive effect but not significant to Customer Loyalty. In addition to the Customer Value with indicators used in this study PT Meratus should consider other indicators that form or other variables besides the more influence the Customer Value Customer Loyalty in customer perception.

Customer Experience Influence on Customer Loyalty
Based on the analysis SmartPLS Customer Experience shows that positive and significant impact on customer loyalty. PT Meratus able to create a positive Customer Experience in customer perception.

Effect of Customer Satisfaction on Customer Loyalty
Based on SmartPLS analysis showed that customer satisfaction and significant positive effect on customer loyalty. PT Meratus able to create customer loyalty through customer satisfaction in customer perception.

Conclusion
1. *Customer value* positive and significant impact on customer satisfaction. Meaningful PT Meratus have been able to give the value of services they offer to their customers. PT Meratus should be able to continue to deliver the desired value customers and seek to improve services that are able to maintain customer value on customer perception.
2. *Customer experience* positive and significant impact on customer satisfaction. PT Meratus should be able to maintain customer experiences gained in using the services of PT Meratus. customer experience is one very important factor in shaping customer satisfaction. PT Meratus should be able to provide a positive experience to its customers so that they can defend and get a response in accordance customer perception Customer Experience.
3. *Customer value* but not significant positive effect on customer loyalty. In addition to the Customer Value with indicators used in this study PT Meratus should consider other indicators that form or other variables besides the more influence the Customer Value Customer Loyalty in customer perception.
4. *Customer Experience* positive and significant impact on customer loyalty. PT Meratus able to create a positive Customer Experience in customer perception
5. Customer satisfaction and significant positive effect on customer loyalty. PT Meratus able to create customer loyalty through customer satisfaction in customer perception.

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