

The Relationship Between Customer Shopping Experience with Customer Loyalty at Alfamart Store in Bandung City

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Abstract

The purpose of this research is to find out and analyze the relationship between the dimensions of experience design and experience delivery in the consumer experience variables with the dimensions of customer satisfaction, service quality, switching costs, and attractiveness in the consumer loyalty variable at Alfamart outlets in the city of Bandung. The object of research under study is consumer experience and consumer loyalty. Associative descriptive analysis and a type of survey in the form of a questionnaire were used in this study. Non-probability sampling is the sampling technique used in this study using purposive sampling. For Statistical Analysis this study uses Structural Equation Modeling (SEM). Alfamart retail consumers living in Bandung's city are the population in this study.

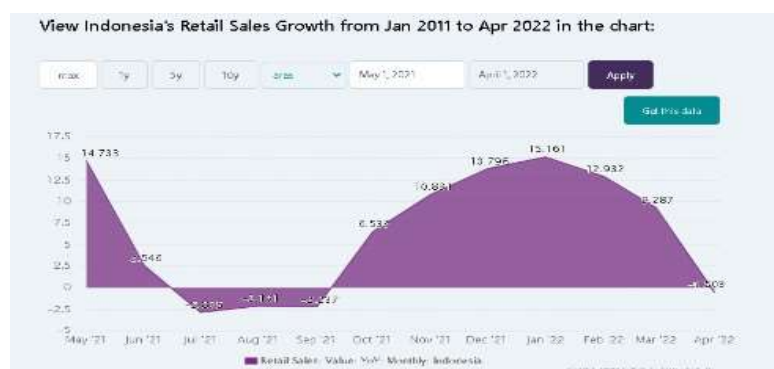
Keywords customer experience, customer loyalty, retail, mini markets.

1. Introduction

Everyone in this world must have personal needs that must be met. The ease of meeting individual needs is increasing over time. So not infrequently, many people go shopping to meet these needs. At this time, there are many shopping places, one of which is a minimarket.

In fulfilling this daily life, a mini market is one of the places people are looking for because of the available merchandise that almost everyone needs. However, currently, unfortunately, the retail industry in Indonesia is unstable in terms of sales growth, as explained in the following figure.

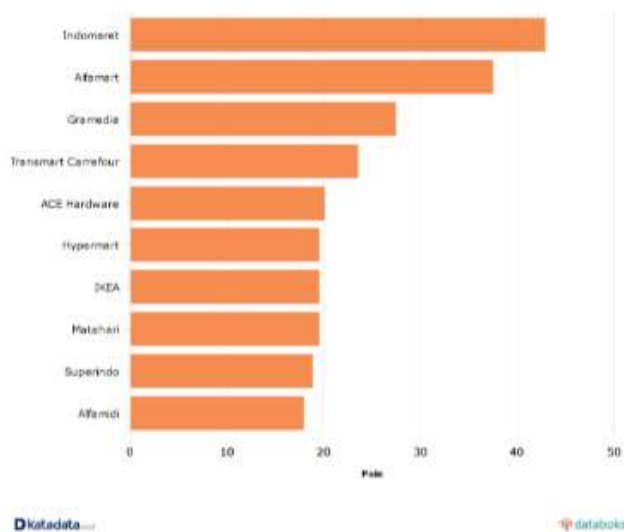
Figure 1. Sales Growth in the Retail Industry in Indonesia



Source: www.ceicdata.com (Accessed by researchers in May 2022)

Since 2021, retail in Indonesia has experienced instability in terms of sales growth over the past year. It was recorded that there was a decrease in sales growth in July 2021 of 2.87 percent and then another increase in sales growth in January 2022 of 15.16 percent. The image below shows the consumer values that exist in several retail outlets in Indonesia.

Figure 2. The Highest Retail Consumer Value in Indonesia 2021



Sumber: YouGov, 19 Oktober 2021

Source: YouGov (Accessed by researchers in June 2022)

In the first ranking, Indomaret is the Indonesian retailer with the highest consumer value, followed by Alfamart in second place (Pahlevi, 2021). A reputable retail company, with >20 years of experience is the identity of Alfamart. So it can be concluded that Alfamart is a retail company with considerable influence in Indonesia.

Even though many consumers are loyal to Alfamart, as mentioned in the retail rankings that YouGov made in 2021, Alfamart is in second place under its competitor, Indomaret, with the highest consumer value in the retail industry. The brand index is a ranking calculated by YouGov, which is assessed according to respondents' impressions, quality, value, satisfaction, and recommendations. The general population of adults aged >18 years is represented in this survey.

Alfamart is in second place after Indomaret because it is still unable to compete with its competitors in terms of the number of outlets and sales. It is known that in 2020 Alfamart had 14,973 outlets spread throughout Indonesia and IDR 74.9 trillion in sales value. Indomaret owned 18,271 stores across Indonesia in 2020 and IDR 84.07 trillion in sales value compared to its competitors.

Increasing customer satisfaction is one way to increase sales growth. Therefore, there is hope

that there will be an increase in consumer loyalty through repeated purchases. Reflected consumer loyalty can be seen in the post-purchase section, namely the willingness of consumers to return to buying and using services/products and carrying out promotional activities with other people (Gao & Huang, 2021).

Consumers are an essential element that influences places of business. There are several types of behavior types from consumers, such as consumers who have loyal traits. According to Kotler & Keller (2016) consumer loyalty is "purchases from the company by its customers as a percentage of their total purchases from all suppliers of the same product."

According to (Gao & Huang, 2021), there are dimensions in measuring consumer loyalty, namely recommending products/services to others, making continuous repurchases, and having an emotional bond with the company so that there is a tendency to prioritize the first choice in using services/products from the company.

The emotional bond can increase if consumers have a good shopping experience at Alfamart retail. In reality, Alfamart has also done a shopping survey that consumers can fill in after making payments at the cashier. There is also a survey originating from Jakpat, shown in **Figure 3** to the study issued by YouGov.

Figure 3. Mini Market Report in the vicinity

1. Bagaimana kebiasaan pembelian Anda di toko-toko di lingkungan sekitar?		Jawaban		
		Total	Min	Max
Opsi 1. Tidak pernah		187	130	245
Opsi 2. Tidak pernah		10.000	8.400	11.600
Opsi 3. Tidak pernah		20.000	15.000	25.000
Opsi 4. Tidak pernah		40.000	30.000	50.000
Opsi 5. Tidak pernah		60.000	45.000	75.000
Opsi 6. Tidak pernah		80.000	60.000	100.000
Opsi 7. Tidak pernah		100.000	75.000	125.000
Opsi 8. Tidak pernah		120.000	90.000	150.000
Opsi 9. Tidak pernah		140.000	105.000	175.000
Opsi 10. Tidak pernah		160.000	120.000	200.000
Total		300.000	225.000	375.000

2. Bagaimana kebiasaan pembelian Anda di toko-toko di lingkungan sekitar?		Jawaban		
		Total	Min	Max
Opsi 1. Tidak pernah		187	130	245
Opsi 2. Tidak pernah		10.000	8.400	11.600
Opsi 3. Tidak pernah		20.000	15.000	25.000
Opsi 4. Tidak pernah		40.000	30.000	50.000
Opsi 5. Tidak pernah		60.000	45.000	75.000
Opsi 6. Tidak pernah		80.000	60.000	100.000
Opsi 7. Tidak pernah		100.000	75.000	125.000
Opsi 8. Tidak pernah		120.000	90.000	150.000
Opsi 9. Tidak pernah		140.000	105.000	175.000
Opsi 10. Tidak pernah		160.000	120.000	200.000
Total		300.000	225.000	375.000

3. Bagaimana kebiasaan pembelian Anda di toko-toko di lingkungan sekitar?		Jawaban		
		Total	Min	Max
Opsi 1. Tidak pernah		187	130	245
Opsi 2. Tidak pernah		10.000	8.400	11.600
Opsi 3. Tidak pernah		20.000	15.000	25.000
Opsi 4. Tidak pernah		40.000	30.000	50.000
Opsi 5. Tidak pernah		60.000	45.000	75.000
Opsi 6. Tidak pernah		80.000	60.000	100.000
Opsi 7. Tidak pernah		100.000	75.000	125.000
Opsi 8. Tidak pernah		120.000	90.000	150.000
Opsi 9. Tidak pernah		140.000	105.000	175.000
Opsi 10. Tidak pernah		160.000	120.000	200.000
Total		300.000	225.000	375.000

Source: Jakpat (Accessed by researchers in June 2022)

According to the survey report above, it can be said that there are still many people who are disloyal in shopping at mini-markets. It can be seen that as many as 74.17 percent of consumers do not always choose the same mini-market brand when shopping. Then 51.70 percent of

consumers prefer the competitor's mini market brand (Indomaret) to Alfamart, whereas only 37.49 percent choose Alfamart. Therefore, Alfamart is still unable to compete with its competitors.

In addition, the authors also found the phenomenon empirically when the authors carried out the internship program at Alfamart, to be precise when observing the store for several days. During the store observation process, various consumers shop, including loyal customers. Consumers who often come to these outlets several times click on the satisfaction survey on the cashier monitor after the shopping process at Alfamart with good results. This happens because consumers can get the goods they are looking for in stores, get good service, and are not too far from the location of these consumers. During the apprenticeship process, the author had time to research consumer loyalty to Alfamart.

By increasing the shopping experience at Alfamart retail, it is better to be able to increase shopping satisfaction from consumers so that there is hope that consumer loyalty to Alfamart will increase. The experience of shopping at a store can generate sensory pleasure, which can be entered into long-term human memories, and people eventually return to visit the store (Yoon & Park, 2018). Therefore, sensory development of the shopping experience at Alfamart is essential. In its development, suggestions are also needed from many parties, including consumers.

PT Sumber Alfaria Trijaya, Tbk, often known as Alfamart, is a mini market distribution network management company selling basic need used daily for the community. Alfamart branches are already in almost all cities in Indonesia, but to focus on expanding its components are still in big cities like Bandung. The following describes the number of modern markets in the city of Bandung.

Table 1. The Number of Existence of Modern Markets Scattered in the City of Bandung 2019

Nama Pasar/Outlet	Jenis Pasar Modern	Jumlah
Lotte	Hypermarket	2
Indo Grosir	Perkulakan	1
Lotte	Perkulakan	1
Metro Indah Mall	Pusat Perbelanjaan	1
Istana Plaza	Pusat Perbelanjaan	1
Plaza Parahyangan	Pusat Perbelanjaan	1
ITC	Pusat Perbelanjaan	1

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Paris Van Java	Pusat Perbelanjaan	1
Paskal Hypersquare	Pusat Perbelanjaan	1
Lucky Square	Pusat Perbelanjaan	1
Miko Mall	Pusat Perbelanjaan	1
King's Shopping Centre	Pusat Perbelanjaan	1
Bandung Super Mall	Pusat Perbelanjaan	1
Bandung Trade Centre	Pusat Perbelanjaan	1
Cihampelas Walk	Pusat Perbelanjaan	1
Braga City Walk	Pusat Perbelanjaan	1
Bandung Electronic Centre	Pusat Perbelanjaan	1
IBCC	Pusat Perbelanjaan	1
Depo Bangunan	Supermarket	1
Metro	Pusat Perbelanjaan	1
SOGO	Supermarket	1
Matahari	Supermarket	1
Giant	Hypermarket	1
Carrefour	Hypermarket	3
Superindo	Supermarket	10
Borma	Supermarket	14
Indomart	Minimarket	134
Alfamart	Minimarket	198

Yomart	Minimarket	61
Circle K	Minimarket	40
Sb Mart	Minimarket	2
Griya/Yogya	Supermarket	16
JUMLAH		504

Source: Central Bureau of Statistics for Bandung City(Accessed June 2022)

Based on the data above, it can be seen that Alfamart is a modern market with the most significant number in the city of Bandung, with 198 stores. So, this is a potential for researchers to find the relationship between consumer experience when shopping at stores and consumer loyalty at retail Alfamart in the city of Bandung.

2. Literature Review

Customer Experience. According to Roggeveen & Rosengren (2022), consumer experience is about how needs are understood, consumer behavior, and how to align them with business offers. Monitor, manage, and design various stimuli to be carried out by companies to influence the consumer experience. Therefore, it can be said that how companies can offer something that suits the needs and behavior of consumers affects the level of consumer experience.

Then Cambra-Fierro et al. (2021) also explained the consumer experience, where the total interaction between consumers and companies includes purchasing, search activities, support, and consumption after sales. Many companies realize that experience is an essential aspect of a marketing strategy because, for consumers, making experience is as vital as moving needs. Experience can determine what kind of response from consumers, which can shape consumer expectation of companies and interactions with companies. Thus, companies can focus on how to interact with consumers to develop long-term relationships and strong customer retention.

After that, Liu et al. (2021) said that consumer experience describes how consumers respond to specific conditions when interacting between consumers, service providers, the environment, and guests. Tangibly felt in physical experience and interaction between humans (intangible elements that humans can feel) involves the experience of consumers.

Then Gao et al. (2020) also explained that consumer experience is considered a multi-dimensional concept consisting of two main components: affective and cognitive. The fun and entertainment consumers can get while shopping is the focus of a compelling consumer experience. Meanwhile, the mental consumer experience emphasizes how efficiently consumers can get services and products so that its relation to practical information, such as prices derived from services/products and quality, can assist consumers in evaluating services/products in purchasing decisions.

Tyrvaenen et al. (2020) explained that an emotional consumer experience is a response from consumers emotionally to existing stimuli. Consumer experience can be better influenced by moods, emotions, and feelings generated by the consumer's affective system. Processing information and building long-term associations in consumer memory that can influence consumer behavior, such as giving recommendations, is controlled by the emotional experience consumers feel, both negatively and positively.

The following are the dimensions of consumer experience according to (Sebastian Molinillo, 2022): (1) Cognitive: Its relation to rational elements, such as mental and thinking; (2) Affective: Relationship with mood; (3) Sensory: Have a relationship with customer identification, such as with other consumers and companies; (4) Physical-behavioral: How to interact with the environment through bodily actions.

Customer Loyalty. Sebastian Molinillo (2022) revealed that consumer loyalty is a behavior that can be profitable for companies. This can be seen from the preferences held by certain brands, the possibility for consumers to do business repeatedly with retail, and suggestions from word of mouth. Therefore, if consumers have interactions with retailers, it can have an impact on the level of complexity of consumer loyalty to retailers, as well as the purchasing process.

According to Gao & Huang (2021), consumer loyalty has intangible and tangible benefits for companies, such as recommendations and purchases, which are included in the components of consumer loyalty. Great value can be obtained if consumers and companies have an emotional bond. Therefore, consumers will be more inclined to use products/services from a company because they already like the company.

Then Ji & Prentice (2020) also said that consumers can be satisfied with a company but cannot guarantee whether these consumers will not switch to competitors who also offer the same satisfying experience. The emotional connection that exists between the consumer and the company must be more vital to ensure that the consumer remains loyal. The existence of an attachment to a place that can be triggered through experiences with specific memories can cause an emotional attachment to a home, and consumer pleasure can also reflect a solid emotional connection. Loyal consumer behavior can be seen from repeated purchases (Li et al., 2020). If consumers have highly honorable behavior, then there is a tendency to recommend a brand to friends/others. Consumers can become brand advocates and ambassadors of a brand if consumers have highly loyal behavior.

Referring to Herhausen et al. (2019), consumer loyalty is the intention to re-engage in travel points provided by retailers and transit from post-purchase to repurchase. The customer journey that consumers go through when buying a service/product is something that retailers must pay attention to when competing with their competitors apart from focusing on their products/services.

According to Akhmedova et al. (2020), there are attributes in consumer loyalty which are divided into various stages of purchase which are explained as follows:

Phase 1 (Pre-purchase experience). Experience before making a purchase, namely searching, negotiating, comparing, and bargaining related to loyalty, is supported by studies in online trading. Therefore guarantees, customer service, web design, and order management are the beginnings of the emergence of quality, which can affect loyalty. On the other hand, responsiveness, ease of use, and customization indirectly affect e-loyalty through satisfaction.

Phase 2 (Purchasing experience). The low level of trust is primarily engendered through platforms with minimal control regulations. Meanwhile, one of the critical factors is trust. Most venues have trust-building mechanisms in place to develop their reputation online and maximize the likelihood of success from using the platform. Platform owners must encourage consumers to be able to make transactions by implementing a unique mechanism that has the aim of increasing trust because there is a possibility that this reputation system is less transparent and unreliable. To achieve loyalty, the platform must also be controlled.

Phase 3 (Post-purchase experience). Most of the existing platforms for digital marketers do not require a specific academic background/professional license. On the other hand, there is a possibility that the forum requires workers with particular competencies to be successful in the market. Another important thing is to encourage certain behaviors through pricing strategies and control the behavior in the after and before-purchase phases, both offline and online. The platform can also possess the ability to provide services and interpersonal skills.

The following is explained by (Kanakaratne et al., 2019) regarding the segmentation model derived from consumer loyalty developed by Dick and Basu (1994): (1) Loyalty: Have relatively high regular subscriptions and relatively high attitudes. (2) Latent loyalty: Have relatively low regular subscriptions and relatively high attitudes. (3) Spurious loyalty: Have relatively high regular subscriptions and relatively low attitudes. (4) No loyalty: Has relatively low regular subscriptions and relatively low attitudes. (5) The following is a proposal regarding the research paradigm based on the theory and previous research mentioned above.

Figure 4. Research Model



Source: Author's personal Conception (2022)

H1: Experience design is positively related to customer satisfaction.

H2: Experience delivery is positively related to customer satisfaction.

H3: Experience design is positively related to service quality.

H4: Experience delivery is positively related to service quality.

H5: Experience design is positively related to switching costs.

H6: Experience delivery is positively related to switching costs.

H7: Experience design is positively related to attractiveness.

H8: Experience delivery is positively related to attractiveness.

3. Research Method

Measures. The data measurement scale uses a likert scale where respondents provide answers according to a predetermined measuring scale with negative to positive gradations. Numerical rating scales are also used by researchers where there is a series of numbers that can represent an intensity. Further explanation of this is explained in the following table.

Table 2. Questionnaire Scale Table

Rating	Rating Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Stongly Agree

Source: Malhotra & Dash (2016)

Survey sample. Primary data sources in this study were obtained through a survey method by distributing questionnaires offline by utilizing the Google form application, which was distributed via social media Line to members of the GAMABAN association group(Bandung University Student Families), where themembers are domiciled in the city of Bandung. The criteria as respondents in this study were domiciled inBandung for at least one year and had shopped at Alfamart retail for at least three times in the last two months. Several questions are presented in the questionnaire that the respondent must answer according to their perception and what is felt by the respondent.

Validity. Validity test is how good is the instrument being tested and developed to measurethe particular concept you want to measure. Validity also has to do with calculating an appropriate image and reliability with the stabilityand consistency of measurement (Sekaran & Bougie, 2019). The researcher used a validity test using Smart PLS 4 software. Items that have a positive correlation with the criteria (total score) and a high correlation mean that they have high validity

(Sugiyono, 2022). In Smart PLS 4, the validity test is seen from the value of convergent validity and discriminant validity. Based on (Baumgartner & Weijters, 2021), an indicator can be said to be valid if the value of the loading factor score is > 0.7 , but the loading factor score with a range of 0.5-0.6 is still considered good (valid), and the AVE (Average Variant Extracted) value is > 0.5 .

Following are the results of the validity test in tabular form on 30 research samples that have been distributed via questionnaires.

Table 3. Validity Test Results

	Loading Factor	Conclusion	AVE
EDN 1	0.829	Valid	0.624
EDN 2	0.795	Valid	
EDN 3	0.869	Valid	
EDN 4	0.795	Valid	
EDN 5	0.644	Valid	
EDY 1	0.753	Valid	0.532
EDY 2	0.580	Valid	
EDY 4	0.832	Valid	
CS 1	0.859	Valid	0.660
CS2	0.747	Valid	
CS3	0.826	Valid	
SQ 1	0.841	Valid	0.711
SQ 2	0.846	Valid	
SC 1	0.768	Valid	0.637
SC 2	0.778	Valid	
SC 3	0.847	Valid	
A 1	0.858	Valid	0.702
A 2	0.817	Valid	

Source: Data processed (2022)

Reliability. Reliability test is the real test is the extent to which a measure can be shown without error (bias) and by ensuring consistent measurements across various items and time within the instrument. It can be said that the reliability that comes from a measure indicates the consistency and stability where the device can measure concepts and assist in assessing the goodness that comes from a size (Sekaran & Bougie, 2019).

In Smart PLS software, reliability tests can be carried out with internal consistency using the split-half technique using the Spearman-Brown formula, where the instruments are divided into two groups, namely the even group and the odd group. After that, the existing scores from each group were compiled and added up, and then a total score was obtained; the total score could be searched for a correlation. Then it is calculated, and the correlation coefficient can be obtained (Sugiyono, 2022).

In Smart PLS 4 software, the reliability test can be seen through composite reliability and

Cronbach's alpha. If Cronbach's alpha has a score > 0.5 the data is declared reliable with structural and composite reliability > 0.7 (Baumgartner & Weijters, 2021).

The following are the results of the reliability test using Smart PLS 4 in this study.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Conclusion
EDN	0.846	0.892	Reliable
EDY	0.547	0.770	Reliable
CS	0.740	0.853	Reliable
SQ	0.594	0.831	Reliable
SC	0.715	0.840	Reliable
A	0.576	0.825	Reliable
CE	0.869	0.898	Reliable
CL	0.907	0.923	Reliable

Source: Data processed (2022)

4. Finding and Discussion

Data refinement. In line with (Baumgartner & Weijters, 2021) that the indicators in the question are said to be valid (fulfill) if the Average Variant Extracted (AVE) score is > 0.5 . The AVE score is > 0.5 for each construct, so the question items in the study are said to be valid.

The calculation results of the r-squared value are 43.0% for customer satisfaction, 36.6 percent for service quality, 37.9 percent for switching costs, and 30.3 percent for attractiveness. Therefore, the consumer experience and the dimensions of customer satisfaction, service quality, switching costs, and attraction in consumer loyalty explain each other. At the same time, the remainder is 57 percent for customer satisfaction, 63.4 percent for service quality, and 62.1 percent for costs. Switching, and 69.7 percent for attractiveness, comes from other constructs outside of those examined in this study. The percentage value of the amount of data originating from the independent variables is related to the dependent variable, so the variable ability of consumer shopping experience and consumer loyalty at Alfamart is 36.9 percent.

The predictive relevance value of 0.3085 is obtained from the calculation results from the q fair value. If the Q fair value > 0 , the model has a predictive relevance value (Latan & Ghozali, 2015). It is indicated that this research model has a decent/good observation value because the q fair value on the consumer experience variable is 0.3085 or 30.85 percent. Because this shows that the PLS model in research on consumer experience and loyalty at Alfamart is good, it already has relevant predictive value.

Hypothesis testing. T value is calculated on the dimensions of the consumer experience variable on the dimensions of the consumer loyalty variable. Thus, t is calculated for the experience delivery dimension on attractiveness ($3.800 > t$ table (1.96)) so that H_0 is rejected and H_a is accepted, t count for the dimension of experience delivery on customer satisfaction ($3.378 > t$ table (1.96)) so H_0 is rejected and H_a is accepted, t count for the dimension of experience

delivery on service quality (3.273) > t table (1.96) so that H₀ is rejected and H_a is accepted, t calculates the dimension of delivery experience to switching costs (4.452) > t table (1.96) so that H₀ is rejected and H_a is accepted, t calculates the dimension of design experience to attractiveness (1.216) < t table (1.96) so that H_a is rejected and H₀ is accepted, t count for the dimension of design experience on consumer satisfaction (2.163) > t table (1.96) so that H₀ is rejected and H_a is accepted, t count for the dimension experience design on service quality (1.330) < t table (1.96) so that H_a is rejected and H₀ is accepted, and t count for the experience design dimension on switching costs (1.964) > t table (1.96) so that H₀ is rejected and H_a is accepted. Therefore, consumer experience is related to consumer loyalty to Alfamart.

Table 5. Outer Loading

Construct		Indicator	Loading Factor
Customer experience	Experience Design	EDN 1	0.781
		EDN 2	0.713
		EDN 3	0.786
		EDN 4	0.835
		EDN 5	0.549
	Experience Delivery	EDY 1	0.715
		EDY 2	0.711
		EDY 5	0.758
	Customer Satisfaction	CS 1	0.814
		CS 2	0.674
		CS 3	0.809
Customer Loyalty	Service Quality	SQ 1	0.857
		SQ 2	0.871
	Switching Cost	SC 1	0.885
		SC 3	0.870
	Attractiveness	A 1	0.679
		A 2	0.918

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Value
Experience Delivery → Attractiveness	0.467	0.479	0.098	4.759	0.000
Experience Delivery → Customer Satisfaction	0.500	0.467	0.115	4.351	0.000
Experience Delivery → Service	0.557	0.538	0.124	4.505	0.000

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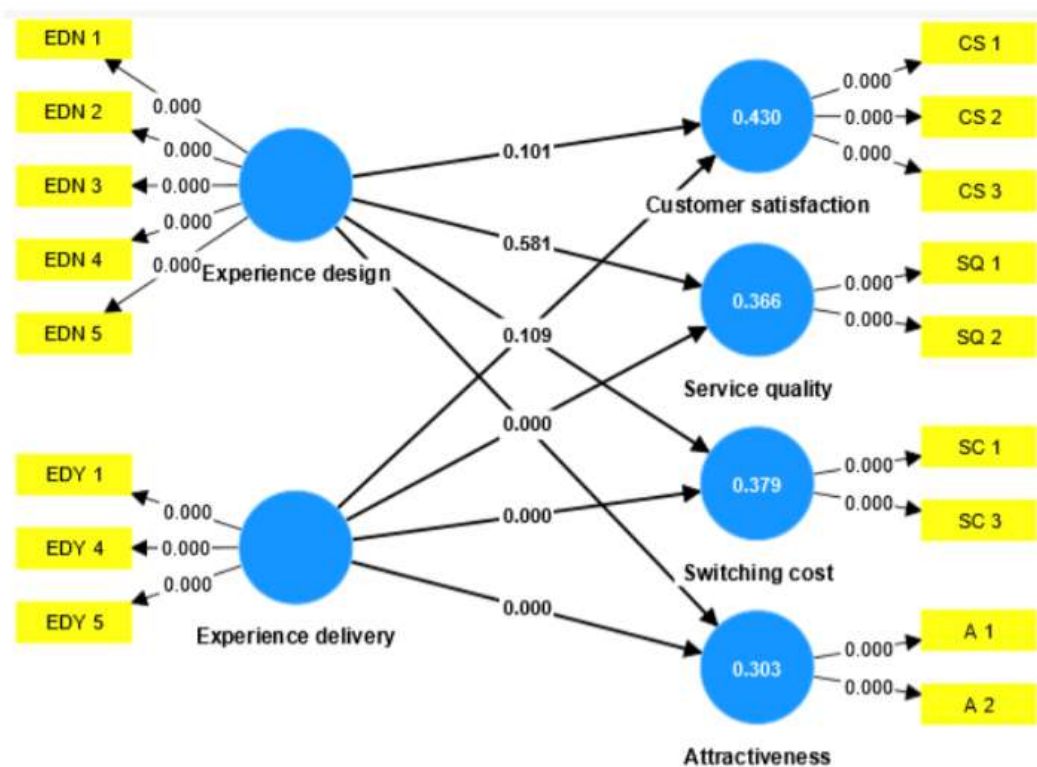
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Quality					
Experience Delivery → Switching Cost	0.476	0.453	0.110	4.333	0.000
Experience Design → Attractiveness	0.119	0.107	0.127	0.933	0.352
Experience Design → Customer Satisfaction	0.213	0.263	0.129	1.651	0.101
Experience Design → Service Quality	0.072	0.103	0.130	0.553	0.581
Experience Design → Customer Switching Cost	0.192	0.222	0.119	1.616	0.109

The full model can be seen in the following figure.

Figure 5. Full Model



5. Conclusion

Based on the results of data processing in this study, the following conclusions were obtained:

The good results shown by this study are related to the consumer experience when shopping. Based on the measurement results, which consist of two dimensions, namely experience design and experience delivery, both fall into the excellent category. So, it can be concluded that the consumer experience when shopping at Alfamart store outlets is good.

About testing consumer loyalty at Alfamart, the results are pretty good. Based on the measurement results of the four dimensions, namely consumer satisfaction, service quality, switching costs, and attractiveness, they fall into the excellent category. So, it can be concluded that consumer loyalty at Alfamart is good.

This study shows that the delivery of experience is positively related to attractiveness ($\beta = 0.467$, $t = 3.800$). It also shows that delivery experience is positively related to customer satisfaction ($\beta = 0.500$, $t = 3.378$). Delivery of experience is positively related to service quality ($\beta = 0.557$, $t = 3.273$). Result also shows that delivery of experience is positively related to switching costs ($\beta = 0.476$, $t = 4.452$).

Experience design has a positive relationship with customer satisfaction ($\beta = 0.213$, $t = 2.163$). It also shows that experience design is positively related to switching costs ($\beta = 0.192$, $t = 1.964$). Meanwhile, experience design has no significant relationship with attractiveness ($\beta = 0.119$, $t = 1.216$). The result shows that experience design has no significant relationship with service quality ($\beta = 0.072$, $t = 1.330$).

Implications. From the results of the tests and research above, it appears that experience design and delivery of experiences included in the consumer experience can make consumers loyal in terms of customer satisfaction, service quality, switching costs, and attractiveness. The better the experience delivery dimension, the higher the dimensions of customer satisfaction, service quality, switching costs, and attractiveness so that consumers are more loyal to Alfamart. In reality, Alfamart designs experiences in several ways, improving the store's operational performance system. It continues to evaluate and update the system, so consumers become more confident in Alfamart by making their purchases easier. Hopefully, this can also increase user satisfaction after using the system. As for the delivery of the experience, Alfamart always trains its employees so that they can be swift in serving customers and know about the processes and procedures of a purchase, especially non-physical ones such as credit so that consumers can find out about the processes and procedures. This can be conveyed in various ways, both verbally and in writing.

This is supported by previous research that behavior and loyalty to service providers can be improved through consumer experience (Pekovic & Rolland, 2020). The study Ali et al. (2018) also explains that consumers' reactions to trying experiences related to using services/products that can provide an unexpected level of satisfaction value are a definition of customer satisfaction. Based on this, consumer satisfaction has a relationship and an effect on consumer

loyalty.

The consumer shopping experience at the store must be improved to increase consumer loyalty. There are several alternatives to improve the consumer experience, such as improving facilities, providing information to consumers, and creating a positive image. By what was said by (Liu et al., 2021), experiences originating from consumers involve a physical environment that can be felt in real terms from physical experience and human interaction where humans can feel intangible elements.

Based on the results of this study, a better consumer experience when shopping can have an impact on increasing consumer loyalty. This is in line with Gao & Huang (2021), where experiences originating from consumers in commitment, involvement, and strong desires are reflected in psychological aspects so that consumer loyalty can increase.

In reality, consumers want to have a good experience when shopping. Most consumers have had a good experience while shopping at Alfamart Bandung City, but there are still consumers who have not had a bad experience shopping at Alfamart Bandung City. Various factors affect the consumer's experience when shopping, including the performance of employees in serving consumers, convenience, and promptness in providing services.

Employees at Alfamart must have good performance when serving consumers. When serving consumers, employees should behave friendly, not force consumers when offering products, and be neat in arranging products. Then for convenience when shopping, it would be better if Alfamart could add a variety of goods, complete product names, and price labels, and increase store operating hours. As for promptness in providing services, it can be improved through training, team member classes, and posters.

Increasing this will help in realizing loyal consumers through a good shopping experience. In line with what was said Pekovic & Rolland (2020), consumer experience is a better predictor of loyalty when compared to consumer satisfaction. Consumer experience positively impacts consumer loyalty, so consumers' tendency to switch brands is reduced. Alfamart needs to improve team member performance in serving consumers, convenience when shopping, and promptness in providing services so that there is conformity to consumer expectations, consumers become more familiar with Alfamart, and a good impression appears.

Future recommendations and limitations. This study's results show that the consumer experience when shopping is related to consumer loyalty. The following suggestions are given:

The experience design dimension can be improved by increasing service quality and attractiveness by upgrading the system used in in-store operations and the Alfagift application. So that consumers are expected to have more trust, confidence, and satisfaction with the existing system at Alfamart.

While the experience delivery dimension can be increased, which focuses on the promptness of service, ease of shopping process, and superior human resources. Therefore, Alfamart can concentrate on opening new outlets with strategic locations close to residential areas, offices,

schools, and high traffic and extending and expanding cooperation with suppliers.

There are limitations in this study, first it only studied in the city of Bandung. Larger coverage in the future would be beneficial for the future study. Second, this research only utilized two constructs, involving other marketing constructs would give better understanding to factor influencing customer loyalty

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