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Determining Experience Quality on Customers' Perceived Value, Satisfaction and Loyalty

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ABSTRAK

Sangat penting dalam industri perhotelan dan pariwisata untuk memenuhi harapan gastronomi para pelancong. Tujuan dari penelitian ini adalah untuk menyelidiki dampak nilai yang dirasakan pelanggan terhadap loyalitas dan kepuasan pelanggan, kualitas pengalaman terhadap nilai dan loyalitas yang dirasakan pelanggan dan menyelidiki dampak kepuasan pelanggan terhadap loyalitas pelanggan. Kuesioner survei disampaikan kepada 201 peserta di Kota Tangerang. Desain sampel yang digunakan dalam penelitian ini adalah nonprobability sampling dengan teknik purposive sampling dengan kriteria pernah melakukan wisata kuliner di Tangerang minimal 2 kali dalam setahun. Pengumpulan data dilakukan selama 3 bulan Statistik deskriptif dan PLS-SEM digunakan untuk menganalisis data. Ini adalah analisis deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa Persepsi nilai pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan dan kepuasan pelanggan, kualitas pengalaman berpengaruh positif dan signifikan terhadap nilai yang dirasakan pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan penelitian memiliki satu hipotesis tidak didukung. Temuan studi ini akan menjadi panduan yang berguna untuk perhotelan dan pariwisata dalam membangun pendekatan yang lebih strategis untuk kepuasan pelanggan.

Kata kunci: Kualitas Pengalaman; Nilai Yang Dirasakan Pelanggan; Kepuasan Pelanggan; Kesetiaan Pelanggan

ABSTRACT

It is essential in the hospitality and tourism industries to meet the gastronomic expectations of travelers. The purpose of this study is to investigate the impact of customer perceived value on customer loyalty and satisfaction, experience quality on customer perceived value and loyalty and investigate the impact of customer satisfaction on customer loyalty. Survey questionnaires were delivered to 201 participants in Tangerang City. The design of the sample used in this study was nonprobability sampling with a technique of purposive sampling with the criteria that you have had culinary tours in Tangerang at least 2 times a year. Data collection was obtained for 3 months Descriptive statistics and PLS-SEM were used to analyze the data. This is a quantitative descriptive analysis. The result show that Customer perceived value have a positive and significant effect on customer loyalty and customer satisfaction, experience quality have a positive and significant effect on customer perceived value, customer satisfaction have a positive and significant effect on customer loyalty. The study findings have one hypothesis is not supported. The study's

findings will be useful guides for hospitality and tourism in building a more strategically situated approach to customer satisfaction.

Keywords: *Experience Quality; Customer Perceived Value; Customer Satisfaction; Customer Loyalty*

INTRODUCTION

A tourism location must provide tangible as well as intangible goods and services. Food is one of the most important goods that must be readily available. If a new tourism age begins, there will be a greater need to adapt to gastronomy as new tourism attractions emerge in other cities, regions, and countries.(Chang & Chang, 2015; Juliana, 2019; Juliana et al., 2021; Pramezwarly et al., 2021). The restaurant industry has changed drastically in recent years and the differences between experiences between companies are becoming less clear. No matter what tactics a restaurant uses to create a welcoming experience, those efforts may go unnoticed because everyone else is doing the same. In fact, our friendly experience has become blurred from non-event based on two factors of the food service industry: the rise of foodies and an increase in the overall quality of the restaurant's food offerings. (Gregorash, 2017). Gastronomy is frequently portrayed as the art of cooking and fine eating, yet this is only one component of the equation. Gastronomy is defined by several experts as the study of the link between culture and food. Others believe that it is a culinary method and food preparation that allows individuals to learn about, experiment with, create, and record food. (Betha Ketaren, 2021)

COVID-19 (declared a pandemic by WHO, 12 March 2020) has a significant impact on the global economic, political, socio-cultural system. Health communication strategies and measures (e.g. social distancing, ground mobility restrictions, community lockdowns, stay-at-home campaigns, self or mandatory quarantine, crowd restrictions) have put a stop to global travel, tourism and recreation. Being an industry that is highly vulnerable to various environmental, political, socio-economic risks, tourism is used to and has become resilient in resurgence (Novelli, et al., 2018).

The potential distribution of national tourism products, as reported by the Indonesian Ministry of Tourism (2016), consists of natural aspects (35%) consisting of marine potential tourism, eco-tourism, and adventure tourism. The second category is culture (60%) which consists of aspects of heritage and religious tourism, traditional culture, culinary and spa, as well as urban and rural tourism. While the rest are man-made products (5%) consisting of MICE and Tourism Events, Sports tourism and integrated tourist areas (Kartika et al., 2019). Companies must be able to create products and services that evoke unforgettable experiences, namely by implementing a strategy called experiential marketing. In addition to the need for experiential marketing, generally high service quality standards will result in higher satisfaction and will create more purchases, or so-called customer loyalty.(Suganda et al., 2021)

According to Gillespie and Cousins (2015) study, gastronomy is the art and science of cooking, eating, and drinking as a joyful activity involving several senses. Gastronomy, like other tourist attractions, is a major lure that influences travelers' destination choice, overall satisfaction, and propensity to return (Kim et al., 2013; Kim and Eves, 2012) .As the use of food becomes more and more common in marketing and promotion tourist destinations to tourists (Okumus et al., 2013; Seo et al., 2017) as a distinguishing marker (Okumus et al., 2007) and as a means of creating and defining both image and place identity (Bjork & Kauppinen, 2016) the need now arises to deeper conceptualization and understanding of the various underlying influences such practice. Traditionally, food products, food experiences and food culture have been suggested to be appropriate means to develop tourism products in rural areas (Ellis et al., 2018). However, there appears to be an increasing number of urban destination countries using food in destination marketing activities in an effort to position themselves

strongly in a fiercely competitive environment. Thus, food, as cultural elements, can be very important in urban destinations that allow differentiation (Henderson, 2016). Thus, food is now becoming an increasingly important element to aim in a more cultural approach to placing marketing, attracting visitors and in developing tourism (Okumus et al., 2007). Knowledge about these special characteristics and specialties of food enable tourism professionals to develop marketing of urban destinations that are help strengthen uniqueness and difference of destination (Maria, 2020). Local cuisine incorporates intangible cultures and traditions, resulting in specific functional qualities (Chang et al., 2018). Gastronomic tourism is becoming increasingly popular in many countries and continents, providing tourist locations with a particular competitive advantage (Blichfeldt and Halkier, 2013). According to Morales and Cordova (2019) these places realise the importance of cuisine in the success of tourism. They've started to promote and position tourism as a national identity by using their gourmet resources. The Covid-19 hurricane investigates the impacts of service efficiency on consumer perceived value and loyalty. Expected worth can be used to calculate customer satisfaction and engagement (Brodie et al., 2009). Malaysian clients, according to Chong (2017) are loyal to hotels because they believe the hotel loyalty service is important and beneficial to them. Cronin et al. (2000) contend that perceived value has a considerable impact on behavioral motive, often known as loyal attitudes.

To influence purchasing decisions and improve long-term partnerships with cafe and restaurant owners, customers' interest must be caught. According to Ryu et al. (2012) retaining a strategic edge in market competition requires improving long-term relationships between customers and brands.

Perception is a part of consumer behavior that includes multisensory components, fantasy, and emotion, according to Hirschman and Holbrook, (1982) The perception or interpretation of restaurant characteristics acquired during the eating period is referred to as experience quality in the restaurant industry (Jeong and Jang, 2011). The meanings of consistency and price represent both the give and receive components of perceived benefit (Dodds and Monroe, 1985) meaning that the two terms define profit value. Various factors affect satisfaction, including enjoyment, perceived precision, and cost, to name a few. Measuring customer satisfaction is a key task for hotels today (Thu et al., 2021). The experiential value is critical for creating a win-win situation for consumers and service providers.(Li et al., 2021)

The quality of the experience and perceived value will all help with customer loyalty. This is clear in the author's prior research efforts (Amoah et al.,2016; Hapsari et al., 2017; Hussein et al., 2018) The consistency of the experience is determined by the customer's subjective value. This is backed by research (Jin et al., 2013). Some study challenges previous studies, such as Wu et al.(2014) finding that the accuracy of the experience has no direct or indirect effect on the benefit perceived by customers. Malaysian travelers, according to Chong, (2017) are loyal to hotels because they feel the hotel loyalty scheme would benefit them. A sense of satisfaction and a desire for long-term friendship are identified as traits of loyalty (Kartika et al., 2019). Customer loyalty in Tangerang restaurants during the Covid-19 outbreak should be examined in the current usual period.

Several research questions were set to ensure the feasibility of this study, the indicators used in the research questions were based on variables that could be tested. The formulation of the research questions included: Is there a positive and significant relationship between experience quality and customer loyalty?, Is there a positive and significant relationship between experience quality and customer perceived value?, Is there a positive and significant relationship between customer perceived value and customer satisfaction?, Is there a positive and significant relationship between customer perceived value and customer loyalty?, Is there a positive and significant relationship between customer satisfaction and customer loyalty?

Finally, the conclusion is presented, summarize the findings, outline the theoretical and practical implications and present limitations and point out directions for further research

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This research is based on equity theory. Equity theory developed by John Stacey Adams in 1963 was introduced for organizations to create a balance in the organization regarding how to satisfy employees. Although other academics believe that this theory can also be used as an indicator to determine the level of customer satisfaction (Oliver & Swan, 1989) they state that the price of a product must be the same as the quality received. Several years later, the same researcher appeared who said this theory could help identify imbalances that would affect the level of customer satisfaction in consumers (Oliver et al., 1994) because it implied that equity theory was very appropriate to be used in this research concept. The four factors considered in this study are experience quality, customer perceived value, customer satisfaction, and customer loyalty. Those four variables were determined by the researcher and investigated by previous researchers in order to test a hypothesis.

Experience Quality and Customer Perceived Value

Perceived value is a major factor of satisfaction, according to Wu et al. (2016) Experiential quality, according to Chen and Chen, (2010) and (Wu et al., 2014) appears to be a strong predictor of perceived value. When it comes to heritage tourism, perceived value has a direct and positive impact on the quality and enjoyment of their experiences. Crompton and Love, (1995) describe "experiential quality" as "not simply the attributes provided by a supplier, but also the traits brought to the opportunity by the client." Service quality emphasizes the firm's perspective on the service it provides to its guests. Experiential quality, on the other side, is concerned with clients' perceptions of service quality. Perceptions of the quality of an experience are influenced by a number of things. subjective (Graefe and Fedler, 1986) and are shaped by socio-demographic and psychological viewpoints (Driver and Cooksey, 1977). According to Rahardja et al. (2021) customer experience has a positive and significant influence on customer perceived value. According to Jeon & Yoo, (2021) brand experience has a positive and significant influence on perceived value. Based on the explanation above, the following hypothesis can be formulated:

H₁: Experience Quality has a positive and significant effect on customer perceived value

Experience Quality and Customer Loyalty

According to Wu and Li, (2014) the quality of an experience determines its enjoyment, which leads to loyalty. Previous research has shown the effect of tourist's travel experience on loyalty by considering the emotional and rational aspects (Fernández, 2015; Hernandez-Rojas et al., 2021; Mohamad et al., 2011; Zhang et al., 2014). Wang et al. (2017) argue that perceived quality, which has been described as being served the market evaluation of consumption experienced recently, will have a direct and positive impact on overall satisfaction. To ensure customer loyalty, Bowen and Chen, (2001) proposes that the customer should be very satisfied. As far as organization is concerned, they want their customers to be loyal to them and satisfaction does not fully guarantee this (Shaukat, 2015). Study Wu et al., (2019) stated that Experiential quality influence green experiential satisfaction. Based on the explanation above, the following hypothesis can be formulated:

H₂: experience quality has a positive and significant effect on customer loyalty

Customer Perceived Value and Customer Satisfaction

The components of experiencing quality have been the subject of numerous research.. Understanding the links between five major marketing constructs, according to Wu, (2017) is crucial (experiential quality, experiential satisfaction, perceived value, experiential trust, and experiential loyalty). The findings of this study show that the quality of an experience has a direct and considerable impact on

perceived worth. Customer satisfaction is important to the marketing philosophy, which states that meeting customers' requirements is the key to gaining their loyalty. Customer satisfaction refers to a customer's reaction to a fulfilled state and their assessment of that state (Oliver, 1997). It is described as a general sensation of satisfaction or dissatisfaction with the net value of services received from a supplier (Hazen et al., 2011). According to Kotler, & Armstrong, (2017) , satisfaction is defined as a person's sensation of joy or disappointment as a result of comparing a product's perceived performance (or outcome) to their expectations. Now we'll look at the concept of contentment in the context of the internet. Customer perceived value influences customer happiness, which influences customer loyalty, according to Hsin et al. (2011) According to Chen and Chen (2010), perceived value has a big effect on satisfaction. Customer satisfaction and customer engagement, as well as studies into the indirect impact of the customer, perceived worth. Customer happiness, experience quality and customer loyalty are the study's targets. Based on the explanation above, the following hypothesis can be formulated:

H₃: customer perceived value has a positive and significant effect on customer satisfaction

Customer Perceived Value and Customer Loyalty

Study Cabello-Manrique et al., (2021) stated that customer perceived value directly related to satisfaction and indirectly related to loyalty. Based on the views and research conducted by many researchers and academics, it can be concluded that customer satisfaction is very important.(Shaukat, 2015). According to Rachbini et al.,(2019) stated that customer equity is not significant on customer loyalty. The results of this study indicate that the Muslim customer perceived value has a direct effect on customer loyalty. While the variables of quality and social value does not directly affect the loyalty of Islamic banking customers (Sri et al., 2020). The results of this study are slightly different from Rahayu, (2015, 2018) which partially there are only two variables that affect loyalty. Based on the explanation above, the following hypothesis can be formulated.

H₄: customer perceived value has a positive and significant effect on customer loyalty

Customer Satisfaction and Customer Loyalty

Customer satisfaction is strongly influenced by the quality of the experience. It's supported by the fact that (Feng et al., 2020; Roy, 2018) shows that experience satisfaction is considered a determinant of long-term customer behavior. Customer loyalty is an integral part of the literature related to marketing services and has been studied in various industries. There is a general consensus that customer loyalty develops after a person believes that he or she is getting the best service from a service provider (Ryu et al., 2012). Many scholars have supported the idea that customer satisfaction is a significant determinant of customer loyalty Loureiro et al., 2014; Loureiro, 2010). Researchers have tested this relationship in various service sectors (e.g. fast food, banking and dry cleaning, restaurants, hotels) (Djakasaputra et al., 2021; Goeltom et al., 2020; Juliana et al., 2020; Juliana, JuliN et al., 2021; Juliana et al., 2020; Pramezwary et al., 2021; Julian et al, 2021; Juliana et al., 2019; Juliana, Pramezwary et al., 2020; Prahawan et al., 2022; Pramezwary et al., 2021).

Consumer satisfaction and loyalty are linked (Kim et al., 2010; Loureiro and Kastenholz, 2011) User files communicate directly with the product or service in a particular location at the on-site encounter stage. Consumers assess and demonstrate post-purchase practices such as repurchasing, not buying, and sharing word of mouth (Lemon and Verhoef, 2016). Others learned that both practical and emotional meaning affect tourist satisfaction (Song et al., 2015; Su et al., 2018). Based on the explanation above, the following hypothesis can be formulated:

H₅: customer satisfaction has a positive and significant effect on customer loyalty

RESEARCH METHODS

The research in this paper is quantitative research. The main survey was conducted in the city of Tangerang; the survey was conducted with an online questionnaire with a total of 201 respondents. The

design of the sample used in this study was nonprobability sampling with a technique of purposive sampling with the criteria that you have had culinary tours in Tangerang at least 2 times a year. Data collection was obtained for 3 months. To increase the response rate, a token of appreciation will be useful for attracting respondents to participate in this study. The measurement instrument uses a 1-7 Likert scale. The first part of the questionnaire is designed to measure experience quality, customer perceived value, satisfaction; and According to the study, there is a correlation between loyalty and metrics (Kusumawati & Rahayu, 2020). the questions are adapted from research conducted by As an inferential statistical method, structural equation modeling is used in this analysis.

Since S.E.M. is a method of multivariate analysis in social science and a general mathematical model commonly used in different sciences, this methodology was selected. S.E.M. has two major advantages: the ability to evaluate dynamic research models concurrently, the ability to assess factors that cannot be tested explicitly, and the ability to quantify calculation errors (Sarstedt et al., 2016).

RESULT AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

The Validity tests are classified into three types: convergent validity tests, discriminant validity tests, and composite reliability tests. These are the three processes in evaluating the measurement model. A contrast between the indicator score and the construction score can be utilized to check reflected indicators. As other constructs suggest, reflective indicators show a shift in a construct's predictor.

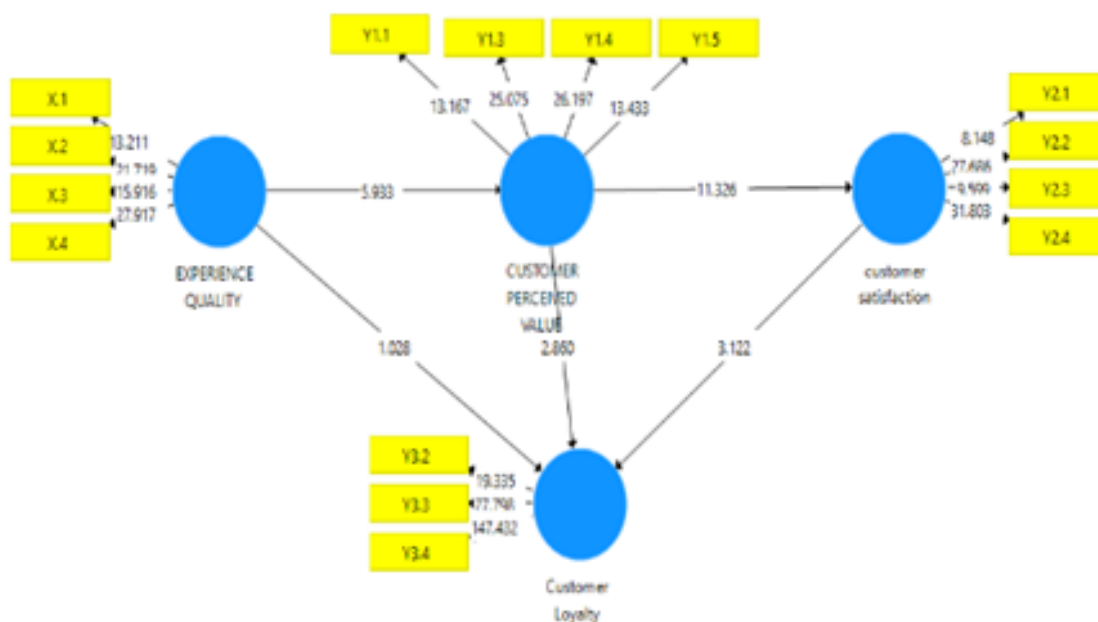


Figure 1. Output Loading Factor Modeling

Table 1. Reliability Test and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Result
Customer Perceived Value	0.821	0.882	0.652	Valid and Reliable
Customer Loyalty	0.893	0.934	0.827	Valid and Reliable
Experience Quality	0.861	0.906	0.707	Valid and Reliable
Customer Satisfaction	0.821	0.882	0.654	Valid and Reliable

Source: Processed Data Result (2021)

In Table 1, it can be seen the results of the reliability test analysis using the SmartPLS tool which states that all composite reliability values are greater than 0.7, which means that all variables are reliable and have met the test criteria. Furthermore, the value of Cronbach's omission also shows that all Cronbach's alpha values are more than 0.6 and this indicates the level of reliability of the variable has also met the criteria.

Discriminant Validity Test

To examine discriminant validity, cross-loading of predictor, Fornell, and Larcker criteria might be utilised. When considering Cross-loading requires that the factor loading indications on the assigned construct be greater than all other loading indicators, with the factor loading cut-off value being greater than 0.70. (Pramono, et al., 2021; Stella et al., 2021).

Table 2. Fornell-Larcker Criterion

Construct	Customer Perceived Value	Customer Loyalty	Experience Quality	Customer Satisfaction
Customer Perceived Value	0.808			
Customer Loyalty	0.708	0.909		
Experience Quality	0.631	0.586	0.841	
Customer Satisfaction	0.791	0.735	0.706	0.808

Source: Processed Data Result (2021)

Based on Table 2, it appears that each statement indicator has the highest loading factor value in the tested latent constructs than other latent constructs, meaning that each statement indicator can be predicted well by each latent construct in other words discriminant validity is valid.

The Structural Model's Evaluation (Inner Model)

The R-Squared (R2) test and significance test employing path coefficient estimation are used to evaluate the structural model in S.E.M. with P.L.S.

Multicollinearity Testing

According to (Hair et al., 2019), the criterion Multicollinearity > 10 is critical, 5-10 is likely, 3-5 is recommended, and 3 is desirable.

Table 3. Variance Inflation Factor

Construct	Customer Perceived Value	Customer Loyalty	Experience Quality)	Customer Satisfaction
Customer perceived value		2.752		1.000
Customer Loyalty				
Experience Quality	1.000	2.051		
Customer Satisfaction		3.301		

Source: Processed Data Result (2021)

Table 3 illustrates that there is no difficulty with multicollinearity and that the independent variables are not correlated.

R Squared (R²) Testing the Coefficient of Determination

The R² value is calculated using the clever PLS 3.0 computer application.

Table 4. R Squared Calculation Output

Construct	R Squared	R Squared Adjusted
Customer perceived value	0.398	0.395
Customer Loyalty	0.587	0.581
Customer Satisfaction	0.626	0.624

Source: Processed Data Result (2021)

The R-Squared (R²) value quantifies the amount of influence that a particular independent latent variable has on the latent dependent variable. According to Hair et al. (2014) an R2 value greater than 0.75 is deemed significant; an R2 value between 0.5-0.75 is considered moderate; and an R2 value less than 0.5 is considered weak. The R2 value for the customer-perceived value variable is 0.398, 0.587 for the customer loyalty variable, and 0.626 for the customer satisfaction variable. This indicates that the model is rated as weak to moderate.

Table 5. Q Squared Calculation Output

Construct	RMSE	MAE	Q2 Predict
Customer Perceived Value	0.816	0.637	0.395
Customer Loyalty	0.844	0.670	0.320
Customer Satisfaction	0.816	0.558	0.417

Source: Processed Data Result (2021)

The criterion of Q Square >0-0.25 = low predictive, 0.25-0.50 = medium predictive, 0.50 = large predictive (Hair et al., 2019; Shmueli et al., 2016). The result showed that medium predictive because the Q Square result for customer perceived value is 0.395, customer loyalty is 0.320, customer satisfaction is 0.417

Significance Test

The P.L.S. importance test in the S.E.M. model investigates the impact of exogenous variables on endogenous variables. The clever PLS 3.0 computer programme is used to execute the bootstrapping technique, which results in the following relationship between the effect of exogenous variables on endogenous variables when utilizing the PLS-SEM approach:

Table 6. Hypothesis Test

Hypothesis	Standardized Coefficient	T Statistics	P Values	Results
Customer Perceived Value → Customer Loyalty	0.111	2.890	0.002	Supported
Customer Perceived Value → Customer Satisfaction	0.069	11.412	0.000	Supported
Experience Quality → Customer Perceived Value	0.105	6.000	0.000	Supported
Experience Quality → Customer Loyalty	0.086	1.024	0.153	Not Supported
Customer Satisfaction → Customer Loyalty	0.130	3.220	0.001	Supported

Source: Processed Data Result (2021)

The T statistic > T Table's significance is 1,645, and research shows that Hypothesis four is not supported; experience quality has no significant effect on customer loyalty where T statistics < T Table's and other hypotheses are supported.

Discussion

The purpose of this study is to investigate the impact of experience quality on customer perceived value and customer loyalty, customer perceived value as it relates to customer loyalty, customer satisfaction as it relates to customer loyalty. In the context of consumer loyalty and happiness with restaurants in Tangerang, the R Squared value classed as weak and moderate cannot predict and explain the dependent variable.

The Effect of Experience Quality on Customer Perceived Value

Based on the results of data processing, it was found that the standardized coefficients is 0.105 positive, and the T value was 6.035 > 1.65 and the P value was 0.000 < 0.050 meaning that there was a positive and significant relationship between experience quality on customer perceived value. The more the experience quality variable increases, the customer perceived value variable will increase significantly. The results of this research are align with Chen and Chen, (2010) and (Wu et al., 2014)

The Effect of Experience Quality on Customer Loyalty

Based on the results of data processing, it was found that the standardized coefficients is 0.087 positive, and the T value was 1.018 < 1.65 and the P value was 0.154 > 0.050 meaning that there was a positive and insignificant relationship between experience quality on customer loyalty. The more the experience quality variable increases, the customer loyalty variable will increase insignificantly. The results of this research are not align with Wu and Li, (2014) and align with Rachbini et al. (2019) stated that customer equity is not significant on customer loyalty.

The Effect of Customer Perceived Value on Customer Loyalty

Based on the results of data processing, it was found that the standardized coefficients is 0.112 positive, and the T value was $2.859 > 1.65$ and the P value was $0.002 < 0.050$ meaning that there was a positive and significant relationship between customer perceived value on customer loyalty. The more the customer perceived value variable increases, the customer loyalty variable will increase significantly. The results of this research is not align with (Cabello-Manrique et al., 2021; Sri et al., 2020)

The Effect of Customer Perceived Value on Customer Satisfaction

Based on the results of data processing, it was found that the standardized coefficients is 0.069 positive, and the T value was $11.475 > 1.65$ and the P value was $0.000 < 0.050$ meaning that there was a positive and significant relationship between customer perceived value on customer satisfaction. The more the customer perceived value variable increased, the customer satisfaction variable will increase significantly. The results of this research is align with (Cabello-Manrique et al., 2021; Rachbini & Anggraeni, 2020)

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of data processing, it was found that the standardized coefficients is 0.132 positive, and the T value was $3.184 > 1.65$ and the P value was $0.001 < 0.050$ meaning that there was a positive and significant relationship between customer satisfaction on customer loyalty. The more the customer satisfaction variable increases, the customer loyalty variable will increase significantly. The results of this research are align with (Djakasaputra et al., 2021; Goeltom et al., 2020; Juliana et al., 2020; Juliana, JuliN et al., 2021; Juliana et al., 2020; Pramezwarly et al., 2021; Julian et al, 2021; Juliana et al., 2019; Juliana, Pramezwarly et al., 2020; Prahawan et al., 2022; Pramezwarly et al., 2021).

CONCLUSION

Based on the researcher's findings, there is one hypothesis that is not supported, namely that experience quality does not affect customer loyalty. Although this study has provided empirical data that can explain practical and theoretical implications, some limitations need to be further investigated. As part of the reserach need to examined the important roles of customer loyalty and experience quality in culinary in Indonesia because the sample for this study is limited to respondents who have visited a restaurant in Tangerang. The research taking the sample only using google form so that the research is not less generalized. The implications for the theory and management have been discussed.

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