New Journey Through Young Customer Experience in Omnichannel Context: The Role of Personalization

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Abstract

Objective: This study investigates the relationship between personalization and customer experience, with emotion and cognitive as the components through which the result repeats purchase intention.

Design/Methods/Approach: This study uses purposeful sampling to enroll research participants based on the research objective. A total of 429 respondents met the criteria, and the hypotheses were tested using Smart PLS 3 software with Partial least squares (PLS) structural equation modeling.

Findings: The results of this study confirm that customer experience is a significant attribute of consumer behavior in the omnichannel context. Specifically, the main findings of our research indicate that emotions and cognitive processes are influenced by personalization, a relationship that has been established in the online context. The findings also indicate that the emotional and cognitive components of the customer experience can influence purchase intention.

Originality: Our framework is based on previous research and applies to a new construct with new phenomena.

Practical/Policy implication: Our finding demonstrates that a better customer experience in an omnichannel context has a beneficial effect on repeat purchase intention, indicating that personalization might influence purchasing behavior. In essence, our finding enables companies to understand the linked nature of variables and consequently prioritize marketing initiatives in an omnichannel context.

Keywords: Personalization, Customer Experience, Emotion, Cognitive, and Repeat Purchase Intention

JEL Classification: M31, M37

1. Introduction

The evolution of technology has had a significant impact on marketing. Numerous businesses were transitioning to digital technology, and Omnichannel strategy resulted from the transformation (Adivar et al., 2019., Zhang et al., 2018). Omnichannel is a new strategy that connects the customer to the many accessible channels and comprehends the customer touchpoints to immerse customer experience across all channels (Verhoef et al., 2015). Improvements in omnichannel marketing have altered how businesses deliver their products and services to the consumer (Lee et al., 2019; Pagani et al., 2019). Changing customer shopping habits and providing better service will be impossible without breaking down barriers between businesses. (Shen et al., 2018; Shi et al., 2020).

The customer experience (CX) is the total customer interaction with a company. When a customer enters a digital or physical space, their experience is comprised of multiple interaction points that can be either positive or negative (Datig, 2015). The most recent perspective on customer experience is gaining traction among retailers and market researchers, thereby establishing customer experience as a key success factor for retailers and a key driver of customers' behavioral outcomes such as satisfaction, repurchase, and increased word-of-mouth (Klaus, 2013; Lemon & Verhoef, 2016). In addition, prior research has emphasized how important it is to synchronize brick-and-mortar and online consumer experiences to support customer journeys in an omnichannel context (Kumar & Reinartz, 2016; Leroi-Werelds et al., 2014). Consequently, Homburg et al. (2015) argued that customer experience is the evolution of a person's sensorial, cognitive, affective, and behavioral response along the journey touchpoints of pre-purchase, purchase, and repeat purchase then evaluated. In addition, recent research has demonstrated that personalized experiences, such as the increased use of smartphones, play a significant part in personalization initiatives in an omnichannel context (von Briel, 2018).

The relevance of personalization has increased in the context of omnichannel due to the reality that different channel integration can create a more tailored customer experience (Hänninen et al., 2018). Personalization can enhance the playful customer experience in an omnichannel context. Since customers spend the same amount of time in this context when content is personalized, they pay more attention to their favorite products (Lambillotte et al., 2022). Personalization should provide customized services, products, and transactional environments to meet customer journey requirements (Rahman et al., 2022). Certainly, Salonen & Karjaluoto (2016) focus on personalization research should move toward the incorporation of psychological factors, like emotions, into the personalization process.

Finding by Bilgihan (2016) stated that companies should pay attention to the emotions of their customers. Increasing customer emotion by creating a pleasant omnichannel environment creates a comfortable, enjoyable, and amusing shopping experience (Tyrväinen et al., 2020). Positive emotions can influence various stages of the purchase decision-making process (Gaur et al., 2014; Maguire & Geiger, 2015). Emotions also influence purchase intention. When positive emotions arise, they induce repeat purchase intention (Berki-Kiss & Menrad, 2022).

Another component of customer experience is cognitive (Gentile et al., 2007). A cognitive results from the internal processing of incoming stimuli, such as reviewing incoming information or evaluating incoming stimuli (Frow & Payne, 2007). Cognitive play a crucial role in omnichannel integration, which necessitates that companies pay greater attention, such as making good promotions, pricing strategies, customer data transactions, access to information, and order compliance. It is possible to have the same logo, slogan, name, product category, price, description, and discount information available on all channels if omnichannel is used (Gao et al., 2021). Rose et al., 2012 stated that online customers interpret online stores' stimuli from cognitive and emotional perspectives. Thus, this study uses emotion and cognitive components to represent customer experience.

Theoretically, past studies suggest that a customer's experience in an online store influences their intention to make a purchase and their desire to make additional purchases in the future. (Carlson et al., 2015; Rose et al., 2012) Customers with positive experiences are significantly more likely to intend to buy. (Chiu et al., 2014; Kim & Han, 2014). If customers have a pleasant experience while buying online, they will be more likely to purchase from the same retailer in the future, resulting in repeat purchase intention (Bilgihan, 2016). The prior study may involve positive and negative emotional experiences about purchase decisions (Manthiou et al., 2020). In this research, we try to combine to what extent cognitive customer experience affects the relationship between customer experience and repeat purchase intention. Therefore, this study's purpose is to link Personalization to Customer Experience with emotion and cognitive as the component that results in repeat purchase intention.

We have several contributions from this study that can influence other sectors, such that company point of view, consumer behavior, and future research. First, the company can delve into how technologies work in an omnichannel context and the role of personalization that can influence customer experience. Second, our study provides a comprehensive point of view on online consumer behavior, which involves customer emotion and cognition to predict customer repeat purchase intention. Third, our study contributes to marketing literature on customer experience in an omnichannel context.

The structure of this paper is as follows: First, the article discusses previous research and gap research on personalization, emotion, cognitive, customer experience, and repeat purchase intention. Second, we build a literature review and then propose the hypothesis. Third, describe the quantitative analysis method. Fourth, discusses the result in detail. Last, this paper summarizes the limitations of the research and further research recommendations.

2. Literature Review and Hypotheses Development

Personalization

Although technology has created a greater physical barrier between businesses and their customers, it also makes possible a diverse range of approaches to connection-building (van Osselaer et al., 2020). Utilizing technology, a business notifies customers about product knowledge, delivery details, and order information, among other things (Roggeveen & Rosengren, 2022). Consequently, Personalization and privacy concerns create an environment in which consumers' engagement with personalized material has the potential to both grow and shrink (Aguirre et al., 2016). However, personalization is still arduous to define. The ability to intuitively understand a customer's preferences, requirements, and circumstances is essential for effective personalization. This understanding can be gleaned through a customer's unique information, engagement, behavior, and transactions (Montgomery & Smith, 2009). Personalization, from a business perspective, is the process of an organization's competence to gather, analyze, and use personal data to proactively alter and recommend offers to boost personal relevance in both an internal and an external context. (Morosan & DeFranco, 2016; Piccoli et al., 2017). Using personalization technologies, online retailers can track customers' previous purchases; They can adjust what is displayed and how it is displayed based on this data (Zhang et al., 2018). Personalization also allows for flexible transactions, more targeted marketing campaign and store websites, and product references. (Kalaignanam et al., 2018). Furthermore, according to Choi et al. (2017), location-based pricing information provides financial benefits and helps consumers make more educated decisions by providing customized pricing information. In addition, Personalization's quality and benefits have been pointed to improve purchasing intention. (Pappas et al., 2016). Personalization plays an important role in the digital era, especially in an omnichannel context, because channel integration has enormous potential to enhance customer experience and provide more personalized information (Hänninen et al., 2018). Personalization should provide excellent services, products, and transactional environments to meet the needs in creating customer journeys (Rahman et al., 2022). Furthermore, Personalization can enhance the playful customer experience of omnichannel context, and since customers spend the same amount of time in this context, they pay more attention to their preferred products when content is personalized and engaging (Lambillotte et al., 2022).

Customer Experience (CX)

Customer experience is challenging to define. There are several perspectives on the definition of customer experience. Mayer & Schwager (2007) define a customer's internal and subjective response to any direct or indirect connection with a company's products, services, or branding. Thus, according to Jaakkola et al. (2015), customer experience is a customer's subjective reaction or perception of direct or indirect contact with a service's provider, offering, brand, setting, and method. Lemon & Verhoef (2016) argued that customer experience is a multifaceted notion that focuses on cognitive, customer emotion, customer action, sensory, and social reaction to the company's offers throughout the customer's purchasing journey. From the studied customer experience definitions, it can be inferred that customer experience is a highly subjective, individual term prone to change between contacts, which collectively constitute the consumer's whole purchasing journey. (Hollebeek et al., 2020; Homburg et al., 2015). This approach to customer experience views the customers as active participants in online and offline transactions, pursuing cognitive and affective goals. (Kawaf & Tagg, 2017; Klaus, 2013; Rose et al., 2012). Gentile et al. (2007) introduced six customer experience components: cognitive, emotion, sensorial, pragmatic, lifestyle, and relational.

Emotions are very valuable and reliable as predictors of consumer behavior. Nevertheless, proficiency divers into various definitions. Bagozzi et al. (1998) define emotions as a mental condition that results from cognitive assessments of events or thoughts, is phenomenological in origin, and is accompanied by physiological processes. Depending on the nature and severity of the feeling, a person may use certain actions to affirm or cope with it (e.g., gestures, posture, facial features). Furthermore, Barrett (2006) claimed that emotion is a response that arises when people interact with their surroundings in important ways. Customers react to extravagant consumption with various pleasant and negative feelings (Ramanathan, S & Williams, 2007). However, Manthiou et al. (2020) state in their study that positive emotions do not necessitate positive consumption outcomes, nor do negative emotions necessitate negative consumption outcomes. However, emotions are not viewed as a homogenous category because they serve multiple purposes when humans make decisions (Pfister, H.-R., Böhm, 2008). In fact, In an omnichannel scenario, developing a customer journey and raising customer emotion through the construction of an appealing, exciting, enjoyable, and interesting buying environment helps to a more favorable customer experience (Tyrväinen et al., 2020). Xu (2020) described that emotion plays a significant role in influencing the online review behavior of consumers about product and service features. Inside playing a prominent role in customer behavior, experienced emotion also affects customer purchase decision process especially positive emotion from a long-lasting view are linked to purchase intention outcome as a result of repeat purchase intention (Bilgihan, 2016; Maguire & Geiger, 2015; Spielmann, 2021). Emotions also influence purchase intention. When positive emotions arise, they induce repeat purchase intention (Berki-Kiss & Menrad, 2022).

Aside from emotion, cognitive is the component of customer experience (Gentile et al., 2007). A cognitive outcome of internal processing of receiving stimuli, such as reviewing incoming information or assessing incoming stimuli (Frow & Payne, 2007). Cognitive play a crucial role in omnichannel integration, which necessitates that companies pay

greater attention to integration aspects such as advertising, data transaction information, product and pricing strategy, customer information access, and other compliance. In addition, omnichannel may provide product knowledge, brand name, price, logo, and specific discount information consistent across all channels (Gao et al., 2021). This part of the customer experience is related to functional information, such as the quality of the product or service and pricing strategy, which assists customers in assessing products and deciding which ones to buy (Barari et al., 2020; Dennis et al., 2014). Rose et al. (2012), customers of online retailers respond to the stimulus they get in two ways: cognitive and emotional. In another hand, Salonen & Karjaluoto (2016) suggested using psychological components like emotions and cognition in personalization research. From this standpoint, the following hypotheses are presented for testing:

H$_1$: Personalization has a significant effect on emotion.
H$_2$: Personalization has a significant effect on cognitive.

Repeat Purchase Intention (RPI)

Purchase intention refers to a consumer's proclivity to acquire a product or service (Yoo et al., 2000). Diallo (2012) stated that four signs are used to measure purchase intention: having the propensity to buy, planning to buy, having a budgeted amount of money to buy, and considering to buy. Purchase Intention is a decision-making process that identifies the reasons consumers use to choose a particular brand (Shah et al., 2012). Numerous factors influence purchase intention, including brand name, advertising, and product quality (Mirabi et al., 2015). In fact that intentions are regarded as the most important predictor of behavior.

Prior research has made substantial use of repeat purchase intention as a function of consumer experience (Bilgihan, 2016; Chiu et al., 2014; Kim & Han, 2014; Rose et al., 2012). Repeat purchase intention indicates the likelihood of repurchasing a product and service (Rose et al., 2012). Based on the study by Chiu et al. (2014) refers to the subjective likelihood that customers would purchase products or services from the same store. Internet shopping experience predicts positive behavior and direct intention using online context for future purchases (Shim et al., 2001). Emotion experiences influence a customer's loyalty intentions, and the quality (positive or negative) of each experience directly affects repeat purchase intention (Ou & Verhoef, 2017). Numerous studies have demonstrated that customer experience in online shopping can have a positive impact on consumer purchase intention and consumer repeated purchase intention(Carlson et al., 2015; Rose et al., 2012). Therefore there is a significant direct relationship between customer experience and purchase intention, as customers who have a great experience while purchasing online are more inclined to purchase from the same store again (Bilgihan, 2016; Chiu et al., 2014; Kim & Han, 2014). Thus, we use emotion and cognitive as customer experience in this study. Based on the point of view above, the following hypotheses are presented for testing:

H$_3$: Emotion has a significant effect on repeat purchase intention
H$_4$: Cognitive has a significant effect on repeat purchase intention

Figure 1 summarizes the framework of this study base on previous research
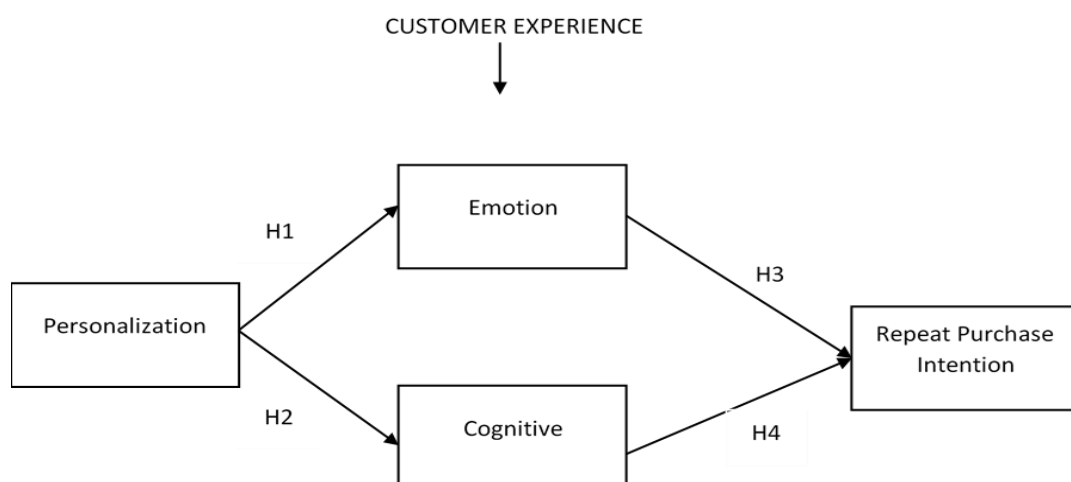

Figure 1. Conceptual Framework

3. Method

This study can be classified as exploratory research with a quantitative approach. This study aims to investigate and examine whether personalization influences customer experience with cognitive and emotion as a variable, thus affecting purchase intention. We established the following inclusion criteria using a survey questionnaire as the primary data collection tool. We used several criteria, which we determined based on our research objectives. Thus, the following inclusion criteria were established: (1) they must be at least 17 years or above, (2) living in Indonesia, (3) they must have a monthly income, and (4) they must have their own mobile devices with internet connectivity. Each construct's items were answered on a five-point Likert Scale (5- Strongly Agree, 4- Agree, 3–Neutral, 2- Disagree and 1- Strongly Disagree). Due to the pandemic, convenient sampling was used to get the potential respondents. Purposive sampling was used in which enrolled research participants determined the characters based on our research objective. A total of 478 respondents were gathered in this study. Out of 478 respondents, 447 completed the survey question. However, only 429 respondents were classified as valid respondents that meet with criteria. The sample was classified by middle social economic with 79,1% and upper social class with 20,9%. Moreover, this study follows males 38,6% and females 61,4% in which spread over the city in Indonesia such that Malang, Jakarta, Surabaya, Banyuwangi, Madura, Lampung, Jambi, Bali, Kalimantan, NTB, Maluku, Papua Etc.

The hypotheses were tested using Smart PLS 3 software. Partial least squares structural equation modeling was chosen because this study focused on predictions rather than theory testing. PLS is also beneficial when there is a dearth of applicable theory. PLS is preferable when the model specification cannot be assured. Additionally, PLS makes fewer assumptions regarding data distribution, and this flexibility permits formative and reflective constructs within a single model. We assessed the measurement and structural models in this study separately. First, the average variance extracted (AVE) measurement model was evaluated, and then the composite reliability was examined. The subsequent step was to examine discriminant validity using Fornell and Lacker criterion. The second step was an evaluation of the structural model to test the hypotheses regarding the path coefficients of the structural model and the bootstrap analysis.

Table 1. Definition of Operational Variable

Variable	Measurement	Source
Personalization	Omnichannel context can provide me with personalized, activity-specific offers and advertisements.	Tyrväinen et al., 2020 Gao et al., 2021 Tomczyk et al., 2022
	Omnichannel context can provide me with more pertinent, personalized promotional information based on my preferences or personal interests.	
	Omnichannel context can provide me with deals and advertisements I might be interested in.	
Emotion	I become careless when visiting this online store chain and physical locations	Xu, 2020 Ou & Verhoef, 2017
	I felt enjoy when visiting the online and offline locations of this particular store	
	I felt accepted when visiting the online and physical locations of this particular store	
Cognitive	When visiting online and physical locations in particular stores, I am inspired and gain new thoughts.	Gao et al., 2021 Pappas et al., 2016
	This specific retail chain's online and offline stores inspire curiosity and a desire for knowledge.	
	It is convenient to test products in this store chain's online and physical locations.	
Repeat Purchase Intention	I intend to continue purchasing items from this retailer.	Tyrväinen et al., 2020
	This store will be my first choice for future transactions.	
	I am pretty sure I will keep shopping at this store in the future	

4. Result and Discussion

4.1 Assessment of measurement model

Testing for convergent validity was carried out at the beginning of the investigation and then examined item loadings factor, average variance extracted (AVE), and composite reliability (CR) to ensure the measurement model. Table 2 demonstrates the result of the measurement model. According to the linked table, the item loadings exceeded 0.6, the value advised by Hair et al., (2017). In this investigation, the AVEs ranged between 0.705 and 0.789, making them

acceptable. In addition, the CR ranged from 0.878 to 0.918, which is consistent with the value proposed by Hair et al. (2014), who argued that the AVE should be greater than 0.5.

Table 2. Results of the measurement model

Construct	Items	Loadings	AVE	CR
Personalization	P1	0.877	0.753	0.901
	P2	0.874		
	P3	0.852		
Cognitive	COG1	0.847	0.731	0.891
	COG2	0.89		
	COG3	0.827		
Emotion	EMO1	0.829	0.705	0.878
	EMO2	0.834		
	EMO3	0.855		
Repeat Purchase Intention	RPI1	0.878	0.789	0.918
	RPI2	0.897		
	RPI3	0.888		

After completing the convergent validity test, the upcoming step was to examine the discriminant validity. Based on the prior literature, Fornell & Larcker, 1981 utilized this test. The square root of AVE (diagonal) for all reflective constructs is greater than their correlations (off-diagonal), as displayed in Table 3

Table 3. Discriminant validity using Fornell and Lacker criterion

	Cognitive	Emotion	Personalization	Repeat Purchase Intention
Cognitive	0.855			
Emotion	0.643	0.84		
Personalization	0.669	0.612	0.868	
Repeat Purchase Intention	0.601	0.648	0.571	0.888

Alternately, Henseler et al., 2015 suggest using the Heterotrait-Monotrait (HTMT) ratio of correlations to double-check for the validity of the discriminant term. Due to the reliability of the power methodology used in the present investigation, the discriminant validity was also tested using the same method. The rule of thumb for the HTMT test is whether or not the HTMT number is more than 0.85. Consequently, it suggests that the measurement model has adequate validity and discriminant validity. The fact that the square root of HTMT is greater than 0.85, as shown in Table 4, implies that the validity and discriminant validity of the measurement model is appropriate.

Table 4. HTMT Criterion

	Cognitive	Emotion	Personalization	Repeat Purchase Intention
Cognitive	0.855			
Emotion	0.643	0.84		
Personalization	0.669	0.612	0.868	
Repeat Purchase Intention	0.601	0.648	0.571	0.888

4.2 Assessment of structural model

Before testing the subsequent procedure, we also examine R^2. The value of R^2 assesses the accuracy of the structural model. Hair et al., 2014 argued that R^2 could also be used to calculate the coefficient of determination and level of significance of the route coefficients (beta values). The R^2 for the generated results was 0.478, showing that personalization, emotion, and cognitive could explain 48% of the variance in repeat purchase intention.

Table 5. The R Square

	R Square	R Square Adjusted
Cognitive	0.447	0.446
Emotion	0.374	0.373
Repeat Purchase Intention	0.478	0.475

The recent study estimated the structural model's path coefficients and used bootstrap analysis to determine statistical significance. As shown in Table 6, the relation between personalization and emotion is statistically significant, with a t statistic of 14.194 and a significance level of 0.00. Personalization is statistically related to cognitive with a t statistic of 17.51 and a significance of 0.00. The t statistic for emotion's relationship with repeat purchase intent is 8.372, and the significance level is 0.000. In addition, cognitive has a statistically significant relationship with repeat purchase intention, measured by a t statistic of 5.62 and a significance level of 0.000. Therefore, we were accepted for H1, H2, H3, and H4; the results can be found in table 6.

Table 6 Results of the structural model

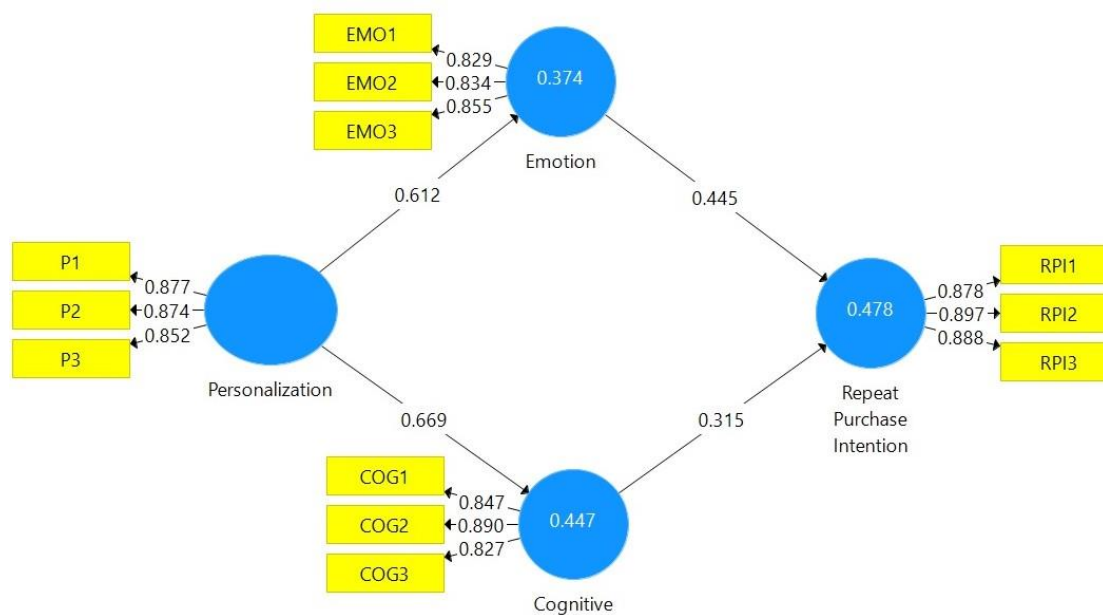|	Relationship	Std Error	T Statistic	Sig	Decision
H1	Personalization → Emotion	0.043	14.194	0.000	Supported
H2	Personalization → Cognitive	0.038	17.51	0.000	Supported
H3	Emotion → Repeat Purchase Intention	0.053	8.372	0.000	Supported
H4	Cognitive → Repeat Purchase Intention	0.056	5.626	0.000	Supported

Sig level 5%

Figure 2. Validated Model

4.3 Discussion

Today's consumers have access to a vast array of options for searching, comparing, purchasing, and acquiring goods and services in an online context. The convenience and pleasure of online shopping significantly alter the customer experience. Study about customer experience has always been an important research topic in marketing, given that each customer has unique shopping experiences. When omnichannel became the new standard and transformation strategy in the marketing context, companies competed to provide superior customer service. This study's objective was to connect Personalization and Customer Experiences with emotion and cognitive components resulting in repeat purchase intent. While earlier research focused mostly on narrow retail context and single studies such as in online stores or

shopping via mobile apps, we established a study environment focusing on the omnichannel experience as a whole. The customer research results in Indonesia provide theoretical and managerial insights on the effects of personalization on the Customer Experience in terms of emotion and cognitive constructs, as well as their impact on the likelihood of repeat purchases.

Generally, our findings indicate that customer experience is the main component of omnichannel consumer behavior. Ou & Verhoef (2017) assert that customer experience is the most significant assignment of consumer behavior in omnichannel environments. In particular, the main findings of our study indicate that emotion and cognitive are pushed by personalization relation has been discovered in the online context. Customers fancier personalized deals or ads tailored to their activity (Bilgihan, 2016; McLean et al., 2018). They are interested in relevant promotional information under personal preference. These findings are similar to the previous study by Tyrväinen et al. (2020). This finding is similar to a previous study which concluded that the effect of personalization is marginally stronger in an omnichannel context. In the last stages of development, personalization brings flexibility to transactions, more focused banner adverts, store websites, and product references (Kalaignanam et al., 2018).

The findings indicate that the positive impact of emotion and cognitive components can influence the likelihood of future purchases. Customers with positive emotions are more likely to consider a store for future purchases and returns. When customers felt at ease and welcomed in a store, they are more likely to make future purchases and recommend the store to others. Consequently, the results support previous findings regarding the relationship between customer experience and purchase intention (Dennis et al., 2014). The previous literature argued that customer experience in an online context could influence consumer purchase intention and repeated purchase intention (Carlson et al., 2015; Rose et al., 2012). Many scholars also mentioned that a significant direct correlation exists between customer experience and purchase intention, as shoppers recall their pleasant experiences, and online shoppers who feel flow are more likely to repurchase from a similar store. (Bilgihan, 2016; Chiu et al., 2014; Kim & Han, 2014).

5. Conclusion

Digitalization fundamentally impacts every aspect of our daily lives, and it may alter the essence of individuals and the environment. This study aims to establish a connection between Personalization and customer experience, with emotion and cognitive components resulting from repeat purchase intention. Our findings confirm that customer experience is the main component of consumer behavior in an omnichannel context. In particular, key findings of our research indicate that emotion and cognitive are driven by personalization has been established in the omnichannel context. Customers prefer advertisements or promotions that match their activity's environment. They are interested in promoting product information pertinent to their personal preference. The findings indicate that the emotion and cognitive components of customer experience can influence the intention to purchase again. Customers with positive emotions are more likely to consider a store for future purchases and returns. When customers felt at ease and welcomed in a store, they are more likely to make future purchases and recommend the store to others. Consequently, the results support previous findings regarding the relationship between customer experience and purchase intention.

Several companies are currently piloting (both successfully and unsuccessfully) various omnichannel customer service initiatives, such as mobile Apps, clicking and collecting concepts, delivery of your product at home, and cashless stores. Our findings have three primary managerial implications for improving customer experiences in an omnichannel context. First, to improve the customer experience, one should create personalized advertising and promotional information. Secondly, inducing a positive emotion during the customer's journey through the channel can also increase their intention to purchase again. With eye-catching sentences, a sense of color, and a joyful demeanor, a company's promotional content should be creative to enhance the environment's coziness. Furthermore, the third cognitive adequate clinches purchasing behavior by generating new ideas, which can be inspirational for customers if they have a pleasant shopping experience. In addition, even though the empirical emphasis was centered mostly on personalized endowment and advertising, Companies should actively seek innovative ways to create the perception of personalization; this can take a variety of ways, such as leveraging consumer data to deliver personalized information about purchases.

This study has certain drawbacks that can be addressed in subsequent research. In addition, the degree of personalization was evaluated using items regarded as particularly personalized advertising. For future research, it would be essential to include consumers' perspectives on personalization across retailing contexts, such as website stores, mobile apps, and social media channels for omnichannel context. In the meantime, the scope of the study in Indonesia was limited to Indonesian customers, so the results cannot be generalized to other populations worldwide. To confirm the other dimensions of customer experience, it is recommended that future researchers conduct similar studies on a larger scale, incorporating multiple nations.

Author Contribution

Author 1: conceptualization, writing original draft, data curation, formal analysis, investigation, methodology.
Author 2: review and editing, writing review and editing, validation, visualization.

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Conflict of Interest
The authors declare that the research was conducted without any commercial or financial relationships construed as a potential conflict of interest.

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