

THE EFFECT OF CUSTOMER EXPERIENCE MANAGEMENT TO CUSTOMER LOYALTY IN ALFAMART

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ABSTRACT

Currently, competition in the global market has become increasingly difficult and at the same time products and services provided by retail companies tend to be the same minimarket. So in such circumstances, customers expect not only satisfied with our products and services, but also the pursuit of the perfect shopping experience during the shopping process. The problem is how retail hypermarket can build customer loyalty from the concept of customer experience management? The purpose of this research is to create a customer experience management strategy in the minimarket retailer Alfamart. Over all retail minimarket chains that have the same character. The method used is Structural Equation Model - Partial Least Square (SEM-PLS). The object of research is the minimarket retail Alfamart customers in the great Jakarta area or Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) with a sample of 100 UPH students taken by Roscoe method. The results are significant influence CEM to customer satisfaction, significant influence CEM to customer loyalty and significant influence customer satisfaction to customer loyalty in minimarket retail Alfamart in the great Jakarta area.

Keywords: Customer Experience Management, Customer Satisfaction, Customer Loyalty

INTRODUCTION

Competition in the global market has become increasingly difficult and at the same time the products and services provided by retail companies tend to be the same. Under such circumstances, the customer expects not only satisfied with our products and services, but also the pursuit of the perfect shopping experience. Developing of the people's lifestyles had change so fast these days. This opportunity is capitalized by retailers in the country to carry out an aggressive expansion of the network of retail outlets minimarket them in Indonesia.

Even though retail growth in Indonesia is growing so quickly, but in reality consumers often experience less than satisfactory experience in the process of shopping. In fact, competition in the retail industry in Indonesia, especially retail minimarket like Alfamidi, Indomaret, and Alfamart already professionally managed, should be able to provide optimal service to customers. Data PEFINDO (2012) says that "Robust economic growth, the size of population

(four to the world's largest and growing), rising per capita income and the ongoing development of organized retail infrastructure are key factors behind the projected substantial growth in retail sales. In 2011 and 2012, the modern retail industry in Indonesia is expected to grow approximately 20% annually". Five largest retailer in Indonesia is Alfamart, Indomaret, Circle-K, 7-eleven, and Alfamidi (<http://palingseru.com/14383/5-minimarket-paling-banyak-di-indonesia>) but taken in this study only Alfamart.

Kiran and Jhamb (2011) said that the retail sector showed a massive improvement on the traditional retailers to create a new format in India. Modern retail formats by providing a variety of ways for customers and offer the ideal shopping experience by combining products, entertainment and services, all under one roof. Currently consumers have several options to choose from service shops, supermarkets most advanced, department stores, plazas and malls that provide quality products the most, food and groceries, health and beauty, clothing, jewelry, and consumer goods; which grew rapidly in the organized retail. Hypermarkets, shopping malls, supermarkets and minimarkets are retail type favored by consumers.

Kiran and Jhamb (2011) revealed that the main thing of companies is aware of the importance of the concept of Customer Experience Management Customer Experience Management (CEM). Kiran and Jhamb (2011) CEM think it's important to be able to manage the customer experience into the business activities in order to become current with generating profits continuously. A major factor in CEM is to focus on the customer buying experience. Customer buying experience is at the heart of the CEM. Therefore, retail establishments need to apply CEM continues to grow. If the CEM concept note in full, then this will make the retail business to be successful. Given the use of the concept of CEM in the retail industry is quite successful and a lot of retail respondents can accept the concept of CEM as a core part of the strategy of retailers. The reason CEM as the core of the strategy of retailers are as follows:

1. CEM creates a win-win exchange between retailers and customers.
2. Respondents as a satisfied customer will be loyal and later moved into advocacy. (Kiran, 2011)

Similarly Ratneshwar et al (2000) says that "if we want to understand the customer experience, we have to realize that the consumer seeks to achieve its objectives by purchasing and using certain products or services". Jones (1999) indicates that "consumer before you go shopping there a specific task in mind". Verhoef et al. (2009) showed that "customers have the experience that has been engineered by retailers (retail) where a retailer can control elements (eg, services in the retail, retail ambience, a variety of situations, the price), but also by unsur- elements that are beyond the control of the retailer (eg, influence others, and shopping destination) "

Smith and Wheeler (2002) defines that "customer experience management is a valuable evaluation of customer satisfaction experience, processes, and products / services. It can encourage customer loyalty, step by step to buy, do more shopping, pay more, and recommend products to other customers "

For customer behavior in the greater Jakarta area - Indonesia, what things that can affect an increase in customer satisfaction that leads to build customer loyalty in retail Alfamart in Jabodetabek? To answer this question based on the discussion above. The authors started using the CEM concept that could affect customer satisfaction and loyalty.

Large population is no longer a burden, but should be an opportunity. This push will contribute to the economy in the future. In the last ten years of retail business with the format hypermarkets, supermarkets and mini mushrooming, following the rise of the construction of a mall or shopping centers in major cities.

As a result, competition will be intense lead all players strive to run a variety of strategies to beat the competition sometimes be unfair again. The retail business is a global business and

Indonesia inevitable onslaught of foreign retailers. Although retail activity is getting better and has mushroomed everywhere but from the data that there is still no complaints at Alfamart minimarket as on East Ngesrep road V / 69 Jakarta, in period December 2011 Consumer Complaints that the data are:

1. Responsiveness: Employees are less nimble in petrified consumers to help search for the goods / products that are needed, employees are less considering the presence of the consumer.
2. Reliability: Alfamart provide service 24 hours, but in reality Alfamart not open 24 hours, service at the checkout was too long, causing long queues, lack of personnel, so that when pelanggan membutuhkan information consumers should look for a less petugasterlebih dahulu.4.Banyak get information about the facilities provided
3. Assurance: The officer or employee less friendly in providing services to consumers, employees are less agile, less communicative employees with customers.
4. Empathy: Employees are not always welcomed, on consumers who came, so did not say thank you when leaving Alfamart consumers, employees were not trying to help open the door, when consumers find it difficult to open the door to carry the groceries.
5. Tangible: Product incomplete, inadequate facilities cashier so that when old and less payments quickly, causing long queues, Computer cashiers often broken or jammed.

Source: (Anindita, 2012) <https://core.ac.uk/download/files/379/11734326.pdf>

From this data is visible, even though retail minimarket in Indonesia has been classified as a large retail and professionally managed, but the negative experiences of customers remains high, and therefore the need to manage (management) maximum customer experience.

To develop customer satisfaction and enhance customer loyalty based on the experience of consumers shopping at the mini-market retail need a solution in the form of Customer Experience Management (Claeys and Roozen: 2012, Sirapracha and Tocquer: 2012, Alshurideh, Nicholson, Xiao: 2012, Galande: 2011, Verhoef et. al. 2009).

Then from the data and facts, there is a reasonably large degree of customer dissatisfaction and a bad experience in the retail minimarket in Indonesia, which would reduce the level of customer loyalty to the retail Alfamart in Indonesia, especially in the Greater Jakarta area. This has led researchers to conduct research on how to increase customer loyalty and customer satisfaction based on the concept of CEM in retail Alfamart in the great Jakarta area.

In order to improve customer satisfaction and the customer loyalty it is necessary to see the effect on the management of the customer experience at retail and outlet-Alfamart outlets. Furthermore, to see the influence between variables, the authors use the Partial Least Square (PLS) in Structural Equation Model (SEM), which was once used by Yang and He (2011) and Neda Irani (2011). This is according to the author can be said as the research gap that needs to be developed or used in further research. This research want to explain how far the implementation of the CEM strategy on retail Alfamart in the great Jakarta area.

LITERATURE REVIEW

Customer experience

Defined of customer experience can be interpreted as a "holistic in nature and involves the customer's cognitive, affective, emotional, social and physical responses to the retailer. This experience is created not only by Reviews those factors that the retailer can control (eg, service interfaces, retail atmosphere, assortment, price), but Also by factors outside of the retailer's control (eg, influence of others, purpose of shopping)" Verhoef et.al. (2009)

Dimensions of Customer Experience Management is "Retail Brand, Social Environment, Price, Service interface, Assortment, Retail Atmosphere, Alternative Channel, Customer experience Verhoef et. al. (2009)

Customer satisfaction can be defined as "Customers are satisfied when Reviews their expectations are met, dissatisfied when the actual shopping experience falls short of expectations, and highly satisfied or even delighted if Reviews their expectations are surpassed" (Oliver, 1981, Oliver et al., 1997 and Swan and Trawick, 1981) Tus, there is an effect on satisfaction only if the customer's experiences deviate substantially from his or her expectations (Oliver, 2010)

The dimensions of customer satisfaction is "Satisfied, frequenting visited, Happy, Good choice, Not disappointed (Cheng et al, 2009)

Understanding customer loyalty is "Customer loyalty means customers will resist Discounts provided by its competitors, and regularly purchase the company's products and services, and events will recommend to friends and peers" (Griffin, 2002 in Cheng et al, 2009)

The indicator of customer loyalty is "Repeating purchase intention, Mouth-to-mouth recommendation, Switching intention" (Cheng et.al, 2009)

RESEARCH METHODS

The author will describe and explain that the study subjects are retail Alfamart minimarket in Jabodetabek ie. Research permits granted from Pelita Harapan University Business School. The object of research is the customer experience at retail Alfamart in the great Jakarta area of the customers in this case are taken from Pelita Harapan University students. This research took place from December 2015 through to May 2016 (six months).

This study design using quantitative or statistical data analysis views of causality between the effects of customer experience management (CEM) to customer satisfaction and customer loyalty by using PLS SEM analysis on retail Alfamart in the great Jakarta area.

In practice, this study used a survey method, in which the researchers used a questionnaire to obtain data from research subjects in a relatively short period of time. The unit of analysis used is individual, ie retail customers Alfamart in Indonesia. Moreover, in terms of the type of observation time is cross sectional by sekaran (2006: 177) is a data conducted by researchers in the study only once.

Research Hypothesis is using survey research methods. The type of research is associative research. Unit analysis of individual customer and his time horizon is cross sectional.

1. H1: There is a significant impact on the Customer Experience Management Customer Satisfaction in retail Alfamart in the great Jakarta area.
2. H2: There is a significant impact on the Customer Experience Management Customer Loyalty in retail Alfamart in the great Jakarta area.
3. H3: There is a significant impact on the Customer Satisfaction Customer Loyalty in retail Alfamart in the great Jakarta area.

Supranto (2007) says that the population is a complete collection of elements that are similar but can be distinguished because of its characteristics. Sampling is a data collection method that only elements of the sample had research, the result is an estimate of the data or estimate, so not the actual data.

For customer analysis unit, the sample size is determined by observing the analytical techniques used in hypothesis testing, which uses structural equation modeling (SEM). (Ridwan, 2007)

Characteristics of data or respondents are all mini-market retail customers during the year 2015/2016 in Jabodetabek used in the study, with the proviso (inclusia criteria for respondents) are as follows:

1. An adult (over 18 years)
2. Education students UPH
3. Never shop at Alfamart

Of the population will be judgment in grab samples and purposive sampling, that the sampling intentionally solely according to the criteria of thought and knowledge of the sampler. Samples were selected solely influenced at all by understanding the characteristics of the sampling population (Central Bureau of Statistics, <http://223.27.144.253/FSS/02.DTF/daud/DJISA/Metode%20Penarikan%20Sampel.pdf>), (19 September 2013)

Sampling is done with the election of members of the sample element where the population is broken down into smaller population, the so-called stratum as k. and each stratum must be homogeneous or relatively homogeneous. Each stratum is sampled at random to make an estimate that represents the stratum concerned (Supranto, 2012) Using the method Roscoe (1975), (Cavana, Delahaye and Sekaran, 2001), where respondents taken by purposive sampling of 100 respondents Pelita Harapan University students.

Profile of Respondents

Profile of respondents indicated that 50% of men and 50% women. Furthermore, the number of the largest proportion of 44% is a sophomore and a low of 3% is a first-year student. Next, at 44% of respondents on average visit once per month and 43% of students made a visit to Alfamaret once per week. Then, some 13% of students visit each day. Total percentage of students who visit once per month and once per week is almost the same. It can be seen in Table 1.

Table 1. Data Respondents

Statement	Prosentase (%)
Male	50
Female	50
Students first year	3
Students second year	44
Students threeth year	25
Students fourth year	28
Visiting once a mounth	44
Visiting once a week	43
Visiting every day	13

Source: Data Processing (2016)

FINDING AND DISCUSSION

Measurement Model

Validity and reliability testing carried out in the measurement models. Test the validity with regard variance extracted average value (AVE), convergent validity and discriminant validity. Hair et al (2014) explains that the conditions that must be met to test the validity of a value greater than 0.5 AVE. Later in the measurement of convergent validity, factor loading value for each item is greater than 0.7. Further measurements discriminant validity with regard to the value of each construct AVE root must be greater than the value of the correlation between the constructs (Hair et al, 2014).

The next test is a reliability test which can be done by measuring the Cronbach alpha and composite reliability. However, Ghozali (2015) recommends that the reliability test is better measured by the composite reliability. Requirements to be met in the reliability test the reliability of composite values greater than 0.7.

The test results in Table 2 show that the AVE (> 0.5), the value of the outer loading (> 0.7) and the value composite reliability (> 0.7) were eligible. The values of AVE for each construct the range 0.573 to 0.722. The factor loading for each items a low of 0.708 and high of 0.882. The reliability of composite is score ranging from 0.838 up to 0.871. In addition, items of any significant constructs showed with p value less than 0.05.

Table 2. Evaluation Measurement Model

Construct and item <i>value</i>	<i>outer loading</i>	ρ
Customer Experience (AVE=0.573, CR=0.843)		
PP1 Officers minimarket polite 0.000*	0.708	
PP2 The products are sold well organized 0.000*	0.751	
PP3 Internal design minimarket (Color, shape, flow of goods) good 0.000*	0.772	
PP4 Minimarket physical order (rack, aisle, cashier) good 0.000*	0.793	
Customer Satisfaction (AVE=0.628, CR=0.871)		
KP1 I was satisfied with this minimarket 0.000*	0.742	
KP2 In my opinion, a customer of this minimarket It is a good idea. 0.000*	0.806	
KP3 I had the pleasure of shopping this minimarket. 0.000*	0.827	
KP4 In my opinion, a customer of this minimarket It is a good choice. 0.000*	0.791	
Customer Loyalty (AVE=0.722, CR=0.838)		
LP1 I will shop permanently in this minimarket. 0.000*	0.882	
LP2 I would recommend this minimarket on other people. 0.000*	0.816	

Note: AVE=average variance of extracted; CR=composite reliability; *=significant (two-tailed test, $p < 0.05$).

Resource: Data processing (2016)

Further measurements discriminant validity with regard to the value of each construct AVE root must be greater than the value of the correlation between the constructs (Hair et al, 2014). In Table 3 shows that the discriminant validity test results meet the requirements that the square root AVE value greater than the value of the correlation between constructs.

Table 3. Criteria of Fornell-Larcker.

	Customer Experience	Customer Satisfaction	Customer Loyalty
Customer Experience	0.792		
Customer Satisfaction	0.643	0.850	
Customer Loyalty	0.533	0.528	0.757

Resource: Data Processing (2016)

Structural model

In this phase of structural models, the first thing to do is evaluate multicollinearity. After the evaluation, the multicollinearity do next action is hypothesis testing. Hair et al (2014) explains that the requirement is not the collinearity was with regard to the value variance inflation factor or abbreviated VIF not higher than 5. Table 4 shows that the VIF is not more than 5. Thus, hypothesis testing can be continued.

Table 4. Evaluation collinearity

	VIF
Customer Experience	1.397
Customer Satisfaction	1.397

Resource: Data processing (2016)

Furthermore, hypothesis testing is done by using a level of significance of 5% and test the two-party or two-tailed test. The hypothesis was significant if the p value under 0.05. Table 5 reveals that the entire hypothesis is significant. Furthermore, the value of the path coefficient pengakaman influence on customer satisfaction for the customer, the customer experience influence on customer loyalty and influence customer satisfaction to customer loyalty, each for 0.533, 0.259 and 0.504. See Table 5.

Table 5. Hypothesis Test

Hypothesis	Path	Path Coefficient	ρ value	
H ₁	Customer Experience → Customer Satisfaction	0.533	0.000*	Significant
H ₂	Customer Experience → Customer Loyalty	0.259	0.011*	Significant
H ₃	Customer Satisfaction → Customer Loyalty	0.504	0.000*	Significant

Note: *=significant (one-tailed test, $\rho < 0.05$)

Resource: Data processing (2016)

After testing hypothesis, the next step is to evaluate the coefficient of determination or represented by R². The coefficients contained in the construct of an endogenous or dependent variable. Evaluation of R² can be seen in Table 6. The coefficient of determination construct of customer satisfaction for 0.284. That is, the magnitude of the variation of the construct of customer satisfaction is explained by the construct of experience subscribers by 28.4% and the balance of 71.6% is explained by other constructs that are not incorporated into the model study. Then R² to construct customer loyalty for 0.461 that is 46.1% of the variation is explained by

the value of customer loyalty and customer satisfaction experience. The remaining portion of 53.9% is explained by other constructs that are not selected in this research model.

Table 6. Evaluation of R².

<i>Endogenous Construct</i>	R ²
Customer satisfaction	0.284
Customer loyalty	0.461

Resource: Data processing (2016)

1. H1: There is a significant impact on the Customer Experience Management Customer Satisfaction in retail Alfamart in the great Jakarta area.

Customer Experience Management has a significant influence on satisfaction 0.533 Customers who shopped at Alfamart in Jabodetabek. This means shopping in the customer experience management Alfamart in the great Jakarta area can satisfy the customers.

From the results of previous studies by Zi Ying Yang and Ling-Yun He (2011) in writing a Goal, customer experience and purchase intention in a retail context in China: An empirical study which revealed the experience customers have a relationship and influence on customer intention in industry retail in China. Yang and He (2011) using Structural Equation Model (SEM) with the number of respondents was 300 retail consumers in general in China. Yang and He (2011) conducted an analysis tool Confirmatory Factor Analysis (CFA) to see the influence Utilitarian and Hedonic Goal Oriented Goal Oriented towards sensory experience, emotional experience and social experience and its impact on purchase intentions.

In this study also showed a significant relationship between customer experience management and customer satisfaction. In this study, prove that in Indonesia the same as in China. In Indonesia, customer experience management (CEM) also has an influence on customer satisfaction. This means to increase customer satisfaction to note the dimensions and indicators of Customer Experience Management.

Customer Experience Management has a significant influence on customer satisfaction with the amount of 0.533 influences who shopped at Alfamart in Greater Jakarta and 0.467 influenced by other factors. This means more than 50% customer satisfaction is influenced by customer experience management. Factors of Customer Experience Management indicators that affect customer satisfaction is the dimension of 0.708 PP1, PP2 amounted to 0.751, the dimensions of 0.772 PP3, PP4 at 0.793. This means to increase customer satisfaction to note the dimensions and indicators of Customer Experience Management. In particular need to fix, ministry of personnel Alfamart polite (PP1), reorganize product on the shelf Alfamart so as customers are not fooled between the product and the price on the shelf Alfamart (PP2), necessary internal design Alfamart (color, shape, flow of goods) is well laid out (PP3), as well as the need to set back the physical order minimarket (rack, aisle, cashier) nice (PP4) making it easier for customers to find needed products and feel comfortable in the shopping experience in the retail minimarket Alfamart in the great Jakarta area.

2. H2: There is a significant impact on the Customer Experience Management Customer Loyalty in retail Alfamart in the great Jakarta area.

Customer Experience Management has a significant impact on the Customer Loyalty shop at Alfamart in Jabodetabek. This means the customer experience management retail shop at hypermarkets in the Greater Jakarta area has the effect of 0.259 to the loyalty of the customer and 0.741 influenced by factors outside of the factors of customer experience management.

Similarly, the results of research conducted by Christel Claeys and Irene Roozen (2012) in the article "Do emotional and functional customer experiences influence customer satisfaction,

recommendation and loyalty?", Using the methodology of "constructing different scenarios" of how the influence of emotional and functional customer to customer experience and its impact on satisfaction, recommendation and retail customer loyalty in Brussels. It's just that this research is not quantitative in nature and actual application could not be immediately apparent. Claeys and Roozen (2012) said functional experience has a negative effect on satisfaction, loyalty and recommendation. And it is also not found in this study in which there is a positive and significant influence between customer experience management with customer loyalty.

In this research, customer experience management no significant effect on overall customer loyalty Alfamart customers in the great Jakarta area. So to be able to increase customer loyalty in Alfamart in the great Jakarta area, Alfamart should improve the management of its customers' experience with attention to the things that have been described in the analysis of the first hypothesis. Because of customer experience management in this study is seen to improve both the customer satisfaction and customer loyalty in shopping at Alfamart in the great Jakarta area.

3. H3: There is a significant impact on the Customer Satisfaction Customer Loyalty in retail Alfamart in the great Jakarta area.

Customer satisfaction has a significant impact on the Customer Loyalty with massive influence on Alfamart 0.504 shopping in Greater Jakarta and 0.496 influenced by other factors. This means to increase customer loyalty needs to be improved customer satisfaction shop at Alfamart in the Greater Jakarta area. Factors of an indicator of value shopping that affect customer satisfaction is at 0.742 KP1, KP2 amounted to 0.806, amounting to 0.827 KP3 and KP4 at 0.791. This means Alfamart need to boost the purchasing pleasure of its customers (KP1), Minimarket Alfamart should make customers feel shopping is a good thought from its customers (KP2), Minimarket Alfamart should make customers happy in shopping (KP3), Minimarket Alfamart should make customers feel shop at minimarket Alfamart better compared to its competitors (KP4)

Customer satisfaction with loyalty had enormous influence, especially in shopping at Alfamart in the great Jakarta area. It is also consistently had also been found in previous studies that prove the existence of a positive and significant influence between customer satisfaction to customer loyalty. That is to increase customer loyalty should be increased customer satisfaction.

CONCLUSIONS, LIMITATION AND SUGGESTIONS

Conclusion

1. Customer Experience Management has a positive and significant impact on customer satisfaction in retail Alfamart in the great Jakarta area.
2. Customer Experience Management has a positive and significant impact on the Customer Loyalty in retail Alfamart in the great Jakarta area.
3. Customer satisfaction has a positive and significant impact on the Customer Loyalty in retail Alfamart in the great Jakarta area.

Implications

1. These studies demonstrated a positive and significant influence between customer experience management and customer satisfaction. Even in this study was found between the management of the customer experience. In Indonesia, customer experience management (CEM) also has an influence on customer satisfaction. This means to increase customer satisfaction to note the dimensions and indicators of Customer Experience Management. In particular need to fix, the service of the officers was polite Alfamart by providing training or training "Service excellent" in serving customers. Alfamart need to reorganize produk2 placed on shelves Alfamart nicely and neatly so as not to be deceived customers between the product and the price on the shelf Alfamart very disappointing customers on time at the checkout. For that we need planning and

control in the management tersstruktur mininmarket Alfamart in the great Jakarta area. And this is the responsibility of the manager Alfamart local retail outlet. Alfamart need to redesign internal Alfamart (color, shape, flow of goods) is well laid out and so not boring necessarily involve graphic designs or stylist space professionals so that customers feel interested and easier for customers to find products that are needed by a sense of comfort in shopping at Alfamart in Greater Jakarta or Indonesia. Alfamart need to be rearranged physical order minimarket (rack, aisle, cashier) is good with clear instructions regarding the goods penmpatan ssehingga facilitate customers find the items. As well as the arrangement of the cashier that allows customers memebayar groceries without complicated or long waits. By way of professionally trained cashier using alat2 payment system in order to quickly serve customers.

2. Management of customer experience no significant positive effect on customer loyalty and overall customer minimarkets in Jakarta and this is in accordance with the results of research Claeys and Roozen (2012). So to be able to increase customer loyalty, Alfamart should improve customer experience management. In this study turns customer loyalty not only on customer satisfaction but also of customer experience management, that is to say the things suggested in point 1 may also increase customer loyalty as well.

3. This study shows that customer satisfaction with customer loyalty has a huge influence, especially in shopping at Alfamart in Jabodetabek. It is also consistently had also been found in previous studies which show that there is significant relationship between customer satisfaction to customer loyalty. That is to increase customer loyalty should be increased customer satisfaction. Alfamart should make customers feel shopping is a cognitive the good of its customers. So the goods are offered preferably with good quality but cheap price and easy for customers to get the items sought. And this is in accordance with suggestions to improve the customer experience management. Alfamart should make customers happy in shopping. It is by making good decor and the sound of music that makes customers happy shopping in Alfamart and it has also been suggested in the improvement of customer experience management. Alfamart should make customers feel shopping at miniamarket Alfamart better compared to its competitors. For this retailer Alfamart can conduct a SWOT analysis (Strength weakness opportunities and threats) to be superior compared to its competitors, especially Indomart.

Limitations and Suggestions

1. Due to time constraints and expense, for further research can be developed not only the number of respondents of 100 people and the respondent should be developed in particular on others, especially mothers who often shop at retail Alfamart in the great Jakarta area.

2. To improve the accuracy of similar research, this research should be carried out continuously in order to become inputs for retailers Alfamart or other minimarket and can be input for the research industry SITEL in the homeland of Indonesia.

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