

# Influence of Customer Experience, Location, and Price on Loyalty Through Positive Word of Mouth on Customers of KAI Logistics Express DAOP IX

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## ABSTRACT

This study aims to determine the effect of customer experience, location, and price on customer loyalty through positive word of mouth on KAI Logistics Express DAOP IX service customers. The population of this study is KAI Logistics service customer Express DAOP IX. The sampling technique used is purposive sampling with a sample of 150 respondents. The analysis method used is path analysis. The results of this study showed that customer experience and location have no significant effect on the positive word of mouth in KAI Logistics DAOP IX service customers. Price has a significant effect on the positive word of mouth in KAI Logistics DAOP IX service customers. Customer experience has no significant effect on loyalty to KAI Logistics DAOP IX service customers. Location, price, and positive word of mouth affect loyalty to KAI Logistics DAOP IX service customers. Customer experience, location, and price through positive word of mouth have little indirect influence rather than direct influence.

**Keyword:** Customer experience, location, loyalty, positive word of mouth, price.

## 1. INTRODUCTION

Economic growth is one of the most important indicators to assess a country's economic performance. Gross Domestic Product (GDP) is one of the indicators of economic growth that can show the extent to which the performance of economic sectors in producing output. In the current millennial era, Gross Domestic Product (GDP) in the service sector has experienced a very rapid increase compared to the previous year. According to data from the Institute for Development of Economics and Finance (Indef), Indonesia's economy is currently oriented towards the service sector. In fact, since the last five years, the growth of the service sector is much higher than the industrial sector [1]. The projected decline in economic growth in Indonesia is influenced by several reasons, one of which is the global economic slowdown which will continue to occur due to the Covid-19 pandemic. The outbreak of coronavirus disease since the beginning of 2020 has caused uncertainty in the Indonesian economy. The economic contraction is reflected in the sluggishness of various business activities. There are a number of business sectors that continue to grow, such as the e-commerce business, the food, and beverage

sales business, as well as expedition and courier services. The Association of Indonesian Express, Postal, and Logistics Delivery Service Companies [2] predicts that there is great potential for the logistics service business amid the implementation of the PSBB due to the Covid-19 pandemic.

At present, many expedition service companies in Indonesia are easily found in various cities such as JNE, JNT Express, Pos Indonesia, KAI Logistics Express, and so on. KAI Logistik Express is a provider of freight forwarding services provided by PT Kereta Api Indonesia (KAI). KAI Logistik Express is an integration of retail goods delivery previously served by Rail Express and KALOG Express. Freight forwarding service provider KAI Logistik Express was launched on January 1, 2021, through repositioning by implementing an expanded multimodal distribution pattern and not only using the training mode, thus providing convenience in serving cross-island shipping needs and improving services, especially for coverage area and lead time.

PT. Kereta Api Indonesia (Persero) Operation Area IX is one of the railway operation areas in Indonesia which is under PT Kereta Api Indonesia (Persero). DAOP IX covers the areas of Pasuruan, Probolinggo, Klakah, Embankment, Rambli Puji, , Kalisat, Kalibaru, Kalistail, Temuguruh, Rogojampi, Banyuwangi City, and Ketapang. PT Kereta Api Indonesia DAOP IX maximizes KAI Logistics Express by providing station to station, door to the station, station to door, and door to door freight services so that goods can arrive at their destination safely. In addition, this is evidenced by a large number of daily deliveries of goods. Delivery of raw food ingredients or types of ready-to-eat food from regencies to other cities or outside Java Island reaches 2,000 deliveries every day [3]. According to research conducted by [4], this can be done by instilling subjective perceptions into customers when using goods or services so that customers are interested in making repeat purchases. Peter and Olson [5], state that the American Marketing Association has defined consumer behavior as a dynamic interaction of feelings, cognition, behavior, and the environment in which individuals exchange in various aspects of their lives. Marketers must know what consumers think and feel, as well as the environmental conditions in which interactions occur so that consumer behavior can be positively affected. Services that can touch the emotional value of customers positively can be a memorable experience between the company and the customer so that it has a very good effect on the company. Satisfied customers usually tell their experiences using the services of a company to others [6]. According to [7], customer experience is an event that binds customers personally as something fun and cannot be forgotten because they consume things related to the experience.

Location is a distribution that refers to various marketing activities that try to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers [8]. According to Suwarman [9], a location is a place of business that greatly affects the desire of customers to come. and shopping. The proliferation of businesses or businesses that offer similar products or services can have a strong impact on market share. The location reflects the company's long-term financial commitment because changing a bad location is sometimes difficult and expensive.

Price is one of the most dominant signals in marketing, this is because the price is in all buying situations. Customers who are sensitive to price will perceive that price is important because they will get a high value of money [10]. Companies must consider price when competing with other similar companies. The price offered by the company must be affordable by customers and must compete with the price of similar products from other companies [11]. Prices that

match consumer perceptions will lead to product repurchase [12]. According to [13] defines that word of mouth is the act of customers providing information to other customers from one person to another (interpersonal) non-commercial brands, products, and services. According to [14], word of mouth is giving people a reason to talk about products and making the conversation easier. As a source of information, positive WOM is a strong input for making decisions and is a very reliable source of information.

Loyalty according to [15] is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. According to Yulisetiarni [16] customers who already know retail franchises well and have good experience with these franchises will lead to customer loyalty. Loyal customers are very meaningful to the company because the cost of getting new customers is more expensive than retaining existing customers [17]. The formulation of the problem in this study is does customer experience affect positive word of mouth on customers of KAI Logistik Express DAOP IX services?; Does location affect positive word of mouth for KAI Logistik Express DAOP IX service customers?; Does the price have an effect on positive word of mouth for KAI Logistik Express DAOP IX service customers?; Does customer experience affect customer loyalty for KAI Logistik Express DAOP IX services?; Does location affect customer loyalty for KAI Logistik Express DAOP IX services? ; Does price affect customer loyalty for KAI Logistik Express DAOP IX services? ; Does word of mouth positively affect customer loyalty for KAI Logistics Express DAOP IX services?; This study aims to examine and analyze the effect of customer experience, location, and price on customer loyalty through positive word of mouth on customers of KAI Logistik Express DAOP IX services.

## 2. METHODOLOGY

This research design is explanatory research, p is a test based on theoretical and empirical studies. The analysis used in this research is path analysis. The population in this study is KAI Logistik Express DAOP IX, service customers. The sampling method by non-probability sampling is a method that does not require the entire population to be taken as a sample. The sampling technique used was purposive sampling. According to [18], the number of samples used depends on the number of indicators and is multiplied by 5-10. This study uses 20 indicators, the number of respondents who meet the criteria is 150 respondents because the sample size is included in the range of 100-200 respondents.

Determination of the number of sampling is because of PT. KAI Logistik Express was only launched on January 1, 2021, so the number of respondents who fit the criteria for this research is still very limited. Sources of data used in this study are primary data obtained from questionnaires and secondary data obtained from the website. The data analysis method used is path analysis. According to [19] path analysis is a development of regression analysis. Path analysis is used to describe and test the relationship model between variables in the form of cause and effect or not in the form of interactive relationships.

### 3. RESULTS AND DISCUSSION

Characteristics of Respondents based on Gender, the frequency of male 53 respondents and female 97 of the total 150 respondents. Based on primary data in 2021, it shows that 65% of respondents are female. According to research conducted by [20], this is because women have a believer lifestyle. Men are more dominant in realistic things in life and tend to be thinking individuals. In this study, female respondents are more dominant because they have a lifestyle of believers with the services provided by KAI Logistik DAOP IX.

Characteristics of Respondents Based on Age based on the results of the study, the frequency of age 27-37 years is 11 respondents, Age 7-47 years is 3 respondents, and age 47 years and over is 4 respondents. most of the respondents who are in the age group of 17-27 years are the most dominant, namely 132 respondents or 88% of the total respondents. According to. [22], this is due to the fact that people often use the time available to ask service providers about their situation, as a result, the need for knowledge and understanding can be met. The productive age group tends to demand more and expect more from basic service abilities and tends to criticize. In this study, the number of respondents aged 17-27 years is more dominant because they have high hopes for the services provided by KAI Logistics DAOP IX.

Characteristics of Respondents Based on the Purpose of Delivery of Goods. Based on the purpose of the delivery of goods for business purposes the frequency is 22 respondents and for personal purposes a total of 128 respondents out of a total of 150 respondents with a percentage of 85%. Respondents who use the services of KAI Logistics Express DAOP IX for personal purposes are very high due to the Large-Scale Social Restrictions (PSBB). The implementation of PSBB is able to change individual productivity through institutional changes and structural transformations that occur in the midst of society during the implementation of PSBB [22]. Family

productivity continues to run in the midst of an epidemic pandemic without ignoring the importance of PSBB in handling the Covid-19 outbreak so that the delivery of goods through the KAI Logistics Express DAOP IX service for personal needs is very high.

Characteristics of Respondents Based on Domicile for Outside the DAOP IX Region, there were 63 respondents and the domicile of Daop IX Region showed 87 respondents with a percentage of 58% of the total 150 respondents. Each region has a language that is diverse and different. The use of language influences a person's thinking and behaving. The process of communication between people of different cultures requires a more comprehensive understanding or understanding [23]. Respondents who use KAI Logistics Express DAOP IX services are more dominant from the DAOP IX area because they have the same culture, so they do not need a comprehensive understanding or understanding when using KAI Logistics Express DAOP IX services.

Data on the number of respondents based on the category of products and services sent food delivery was 19 respondents, Food or beverage delivery was 26 respondents, Bicycle delivery was 17 respondents, Motorcycle delivery was 59 respondents, Document delivery was 28 respondents, Industrial product delivery was 8 respondents, E-commerce product delivery was 14 respondents, Delivery of MSME products is 8 respondents and other shipments are 43 respondents from a total of 150 respondents who use KAI Logistics Express services Express DAOP IX, the service product category that is most in demand by respondents is motorbike delivery with 59 respondents. Motorcycle delivery rates are not based on the weight of the motorbike but are based on the type of motorbike and the distance of delivery. Respondents who use the services of KAI Logistics Express DAOP IX are dominated by motorbike deliveries because the services provided by service providers are very efficient.

#### 3.1 Path Analysis Discussion

The first path analysis can be explained that between customer experience (X1) and positive word of mouth (Z) has an insignificant effect because the significance value of 0.078 has a value greater than = 0.05. The second path between the location variable (X2) and positive word of mouth (Z) is also not significant because the significance value of 0.551 is greater than = 0.05. The third path explains the effect of price (X3) on positive word of mouth (Z). The value of this third path has a significant value of 0.001 which means it has a value smaller than = 0.05. Furthermore, the fourth path, namely between customer experience (X1) and loyalty (Y) shows an insignificant value because the significance value is greater than = 0.05,

which is 0.346. The fifth path, which is between location (X2) and loyalty (Y) can be stated to be significant, with a significance value of 0.014, which is smaller than = 0.05. The sixth path, namely price (X3) on loyalty (Y) can be interpreted as significant because the significance value is 0.000. The last path is between word of mouth (Z) and loyalty (Y) which is significant because the significance value is 0.000, which is smaller than = 0.05.

**Table 1.** Path Analysis Results

| Standardized Path  | Beta  | Sig   | A    | Description     |
|--------------------|-------|-------|------|-----------------|
| X <sub>1</sub> → Z | 0,150 | 0,078 | 0,05 | Not Significant |
| X <sub>2</sub> → Z | 0,054 | 0,551 | 0,05 | Not Significant |
| X <sub>3</sub> → Z | 0,298 | 0,001 | 0,05 | Significant     |
| X <sub>1</sub> → Y | 0,056 | 0,346 | 0,05 | Not Significant |
| X <sub>2</sub> → Y | 0,159 | 0,014 | 0,05 | Significant     |
| X <sub>3</sub> → Y | 0,285 | 0,000 | 0,05 | Significant     |
| Z → Y              | 0,510 | 0,000 | 0,05 | Significant     |

Source: processed, 2021

Trimming Theory Results

**Table 2.** Results of Path Analysis after Trimming Theory

| Standardized Path  | Beta  | Sig   | A     | Description |
|--------------------|-------|-------|-------|-------------|
| X <sub>3</sub> → Z | 0,362 | 3,490 | 0,000 | Significant |
| X <sub>2</sub> → Y | 0,180 | 2,478 | 0,003 | Significant |
| X <sub>3</sub> → Y | 0,287 | 4,560 | 0,000 | Significant |
| Z → Y              | 0,518 | 8,757 | 0,000 | Significant |

Source: processed, 2021

Based on Table 2, after trimming theory, the price has a significant effect on positive word of mouth. Location, price, and word of mouth have a significant effect on customer loyalty. The significance of the path analysis results can be seen from the value of sig < 0.05. The path coefficient is calculated by creating a new structural equation.

**3.2 Influence Of Customer Experience On Positive Word Of Mouth**

Based on the results of the analysis that Hypothesis 1 is rejected, which means that customer experience has a direct but not significant effect on positive word of mouth. The average respondent's answer to the customer experience variable (X1) is 3.96, which means that the results are in the class interval 3.41-4.20, which means that the average respondent answers agree. This study uses five indicators that are the basis for determining the research, namely competence, customer recognition, helpfulness, problem-solving,

and value for time. The value for the time indicator with problem-solving has a significant difference in the mean value. The results show that customers still need a good resolution to complaints in the use of KAI Logistics Express DAOP IX services, but the experience of fast service to customers provided by KAI Logistik Express DAOP IX is very good. The result means that the services provided by KAI Logistics Express DAOP IX do not create a customer experience. Customers only use KAI Logistik Express DAOP IX for transaction purposes without any emotional attachment. Customers also experience different experiences at each outlet in the DAOP IX area, such as providing free shuttle services within the city using a pick-up fleet at KAI Logistik Express, but at other KAI Logistik Express outlets in the DAOP IX area, they do not provide the same service so they do not provide services. the influence of word of mouth. Respondents aged 17-27 years are the productive age group who tend to demand more and expect more from service capabilities and tend to criticize. Respondents had high hopes for the services provided by KAI Logistics DAOP IX, but the services at each KAI Logistics Express DAOP IX outlet were different, so it did not have a positive word of mouth effect on other customers.

**3.3 The Effect Of Location On Positive Word Of Mouth**

Based on the results of the analysis shows that hypothesis 2 is rejected, which means that the location does not have a direct and insignificant effect on positive word of mouth. The average respondent's answer to the location variable (X2) is 4.01 which means that the results are in the class interval of 3.41-4.20, which means that the average respondent answers agree. This study uses five indicators as the basis for determining, namely access, visibility, ample parking space, expansion, and environment. The best location indicator in terms of access (X2.1) with a mean answer of 4.29. According to KAI Logistik Express DAOP IX customers, service providers have provided easy access. The location of KAI Logistics Express DAOP IX is the least good in terms of visibility (X2.2) with a mean answer of 3.87. Each KAI Logistik Express outlet in the DAOP IX area does not have a location on the main road but is still located within the station area. The visibility indicator has a low value so that customers do not have a positive word of mouth influence on other customers.

### ***3.4 The Effect Of Price On Positive Word Of Mouth***

The results of the analysis show that Hypothesis 3 is accepted, which means that the price has a significant and significant effect on positive word of mouth. The average respondent's answer to the price variable (X3) is 4.22, which means that the results are in the class interval from 4.21 to 5.00, which means that the average respondent answers strongly agree. The effect shown by the regression coefficient is positive, which means that the better the price, the more positive word of mouth will increase. This study uses four indicators as the basis for determining, namely price affordability, price suitability with product and service quality, price competitiveness, and price suitability with benefits. Price competitiveness indicators (X3.3) with price suitability with benefits (X3.4) have a significant difference in mean values, namely 4.06 and 4.32. KAI Logistik Express DAOP IX is specially designed to be able to provide various kinds of logistics goods such as food ingredients, logistics products, vehicle spare parts, to two-wheeled vehicles so as to provide prices that are in accordance with the benefits. The price competitiveness indicator has the smallest mean because KAI Logistik Express DAOP IX serves the delivery of goods weighing the first 1 to 10 kilograms at a price of Rp. 50,000.00 so that customers who only send 1-kilogram packages will still be charged a tariff of Rp. 50,000.00. Categories of service products that are most in-demand by respondents are the delivery of motorcycles with 59 respondents because the shipping rates for motorbikes are not based on the weight of the motorbike, but are based on the type of motorbike and the distance of delivery. The delivery of motorbikes at KAI Logistics DAOP IX is very high because the services provided are very efficient. These results indicate that the increase in services provided by KAI Logistik Express DAOP IX in pricing can increase the word of mouth of KAI Logistik Express DAOP IX customers.

### ***3.5 The Influence Of Customer Experience On Customer Loyalty***

Based on the analysis results indicate that Hypothesis 4 is rejected, which means that customer experience does not have a direct and insignificant effect on positive word of mouth. The average respondent's answer to the customer experience variable (X1) is 3.96, which means that the results are in the class interval 3.41-4.20, which means that the average respondent answers agree. This study shows the magnitude of the influence of customer experience on customer loyalty is 5.6%. The value for time indicator (X1.5) with problem-solving (X1.4) has a significant difference in the mean value so that it shows

that customers still need a good resolution to complaints using KAI Logistics Express DAOP IX services, but customers have gained experience with fast service. provided by KAI Logistik Express DAOP IX very quickly. Delivery of delivered goods using KAI Logistik Express DAOP IX is still not accompanied by insurance services so that the risk of damage and loss is the responsibility of the service customer. The service provided by KAI Logistics Express DAOP IX does not create a customer experience so that KAI Logistik Express DAOP IX is not the main choice for respondents in delivery services.

### ***3.6 The Effect Of Location On Customer Loyalty***

Based on the results of the study indicate that Hypothesis 5 is accepted. The effect is shown by a positive regression coefficient, meaning that the better the location, the more customer loyalty will increase. The location indicator of KAI Logistics Express DAOP IX is the least good in terms of visibility (X2.2) with a mean answer of 3.87. According to customers of KAI Logistik Express DAOP IX, KAI Logistik Express DAOP IX does not have a location on the main road compared to other service providers. KAI Logistik Express DAOP IX provides access (X2.1) with a high answer mean of 4.29. the effect of location on customer loyalty is 15.9%. All countries are still experiencing the coronavirus disease pandemic since May 4, 2020. Large-Scale Social Restrictions (PSBB) have been enforced. Respondents who use the services of KAI Logistics Express DAOP IX have many customers for personal purposes. Large-Scale Social Restrictions (PSBB) are able to change individual productivity through institutional changes and structural transformations that occur in the midst of society during the implementation of PSBB without ignoring the importance of PSBB in handling the Covid-19 outbreak. Delivery of goods through KAI Logistics Express DAOP IX services for personal purposes is very high. KAI Logistics Express DAOP IX provides free shuttle service within the city using a pick-up fleet at KAI Express Logistics, so that location can affect customer loyalty for KAI Logistik Express DAOP IX services.

### ***3.7 The Effect of Price on Customer Loyalty***

Based on the results of the study indicate that Hypothesis 6 is accepted. This study shows the magnitude of the effect of price on customer loyalty is 28.5%. The effect shown by the regression coefficient is positive, which means that the more competitive prices are, the more customer loyalty will increase. The price competitiveness indicator (X3.3) with price-benefit suitability (X3.4) has a significant difference in

mean values, namely 4.06 and 4.32. KAI Logistics Express DAOP IX special design that can carry various kinds of logistics goods such as food ingredients, logistics products, vehicle spare parts, to two-wheeled vehicles, the price is in accordance with the benefits, the price has an influence on customer loyalty KAI Logistics DAOP IX .

### ***3.8 The Effect Of Positive Word Of Mouth On Customer Loyalty***

The results of this study indicate that positive word of mouth has a significant influence on customer loyalty. The magnitude of the influence of positive word of mouth on customer loyalty is 51%. The effect is indicated by a positive regression coefficient, meaning that the more positive the customer's word of mouth, the more customer loyalty will increase. The first indicator of word of mouth in this study has the highest mean of 4.12, which shows that before using the services of KAI Logistics Express DAOP IX, service customers have received information about goods delivery services for KAI Logistics Express DAOP IX. KAI Logistik Express DAOP IX must create a very good perception for customers because the new KAI Logistik Express DAOP IX has undergone service improvements that always provide information through the official social media of KAI Logistik Express so that discussions about KAI Logistik Express DAOP IX are easily accepted by customers and can provide information to other customers. Customers who give a positive word of mouth to people around them about KAI Logistik Express DAOP IX, currently customers have achieved high loyalty.

### ***3.9 The Influence Of Customer Experience On Customer Loyalty Through Positive Word Of Mouth***

Based on the results of the study, the calculation of the effect of the customer experience variable on customer loyalty through positive word of mouth is  $0.150 \times 0.518 = 0.0777$  or 7.77%, but before trimming theory the magnitude of the direct influence of customer experience on customer loyalty is 56% and the magnitude of customer experience on Positive word of mouth is 15% and the magnitude of the influence of positive word of mouth on loyalty after trimming theory is 51.8%. The results of the calculation of the indirect effect of customer experience on loyalty through positive word of mouth have a small value, which is below 10%. In this study, direct influence has a better role than indirect influence.

The Effect of Location on Customer Loyalty Through Positive Word of Mouth. Based on the results of the study, the calculation of the effect of the location

variable on customer loyalty through positive word of mouth is  $0.054 \times 0.518 = 0.0279$  or 2.79% but before trimming theory the magnitude of the direct influence of location on positive word of mouth is 51% and after trimming is done The theory is that the magnitude of the influence of the location variable on customer loyalty is 18% and the magnitude of the influence of positive word of mouth on loyalty after trimming theory is 51.8%. The results of the calculation of the indirect effect of location on customer loyalty through positive word of mouth have a small value, which is below 10%. In this study, direct influence has a better role than indirect influence.

### ***3.10 The Effect Of Price On Customer Loyalty Through Positive Word Of Mouth***

Based on the results of the study, the calculation of the effect of the price variable on customer loyalty through positive word of mouth is  $0.362 \times 0.518 = 0.1875$  or 18.75% but the direct influence of price on positive word of mouth is 36.2% and the direct effect of price on loyalty customers by 28.7% and the magnitude of the influence of positive word of mouth on loyalty after trimming theory is 51.8%. The results of the calculation of the indirect effect of price on customer loyalty through positive word of mouth have a small value. In this study, direct influence has a better role than indirect influence.

## **4. CONCLUSION**

Customer experience has a direct and insignificant effect on word of mouth (Z) as an intervening variable for service customers. These results were obtained from the path analysis and strengthened by the t-test. The location has no direct and insignificant effect on word of mouth (Z) as an intervening variable on service customers. These results were obtained from the path analysis and strengthened by the t-test. Price has a direct and significant effect on word of mouth (Z) as an intervening variable on service customers. These results were obtained from the path analysis and strengthened by the t-test. Customer experience has no direct and insignificant effect on customer loyalty (Y) as the dependent variable on service customers. The location has a direct and significant effect on customer loyalty (Y) on service customers. Price has a direct and significant effect on customer loyalty (Y) on service customers. Word of mouth as an intervening variable has a direct and significant effect on customer loyalty (Y) to service customers. Word of mouth as an intervening variable on customer experience on service customer loyalty has a smaller indirect effect than the direct effect. Word of mouth as an intervening variable location on service customer loyalty has a smaller indirect effect than the direct effect. Word of mouth as an intervening variable of price on service customer

loyalty has a smaller indirect effect than the direct effect.

## IMPLICATION

KAI Logistik Express needs to maintain and improve positive word of mouth which is expected to maintain customer loyalty and as an evaluation material for KAI Logistik Express to continue to improve and increase location visibility in order to create positive and loyal word of mouth.

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