The Influence of Shopping Experience and Customer Engagement on Customer Loyalty of Alfagift Users Through Customer Satisfaction at Alfamart, Turen District

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ABSTRACT: This research aims to analyze the influence of shopping experience and customer engagement on customer satisfaction, analyze the influence of shopping experience and customer engagement on customer loyalty, analyze the influence of customer satisfaction on customer loyalty and analyze the influence of shopping experience and customer engagement on customer loyalty through customer satisfaction. The sample in this study was 100 respondents. The data analysis technique uses path analysis. The analysis results show that shopping experience and customer engagement influence customer satisfaction. Shopping experience and customer engagement influence customer loyalty. Customer satisfaction influences customer loyalty. Shopping experience and customer engagement influence customer loyalty through customer satisfaction.

**KEYWORDS:** Shopping Experience, Customer Engagement, Customer Loyalty, Customer Satisfaction

I. INTRODUCTION

Every country in the world continues to carry out economic development to improve the welfare of its people. Economic growth throughout the world continues to grow, although fluctuating. Indonesia is also one of the countries that continues to carry out economic development, which can be seen over the last five years in the infrastructure sector. This resulted in an increase in economic growth in 2019 of 5.02% and 5.17% (Kompas, 2019).

The COVID-19 pandemic that occurred caused economic growth to decline, including in Indonesia. To survive uncertainty in economic growth, the government limits all activities, one of which is economic activity. This results in people not being allowed to leave their homes, so that economic activities do not run. This has been well responded to by marketplaces which are trying to continue to carry out economic activities virtually or it could be said to be a digital economy.

The digital economy is defined as human behavior related to how humans fulfill their unlimited needs using only their fingers with an internet connection. Based on this understanding of the digital economy, people do not have to go somewhere to get goods and services, but simply with a smartphone, goods that have been purchased or ordered previously can arrive at home (Rachmadaniyati, 2021).

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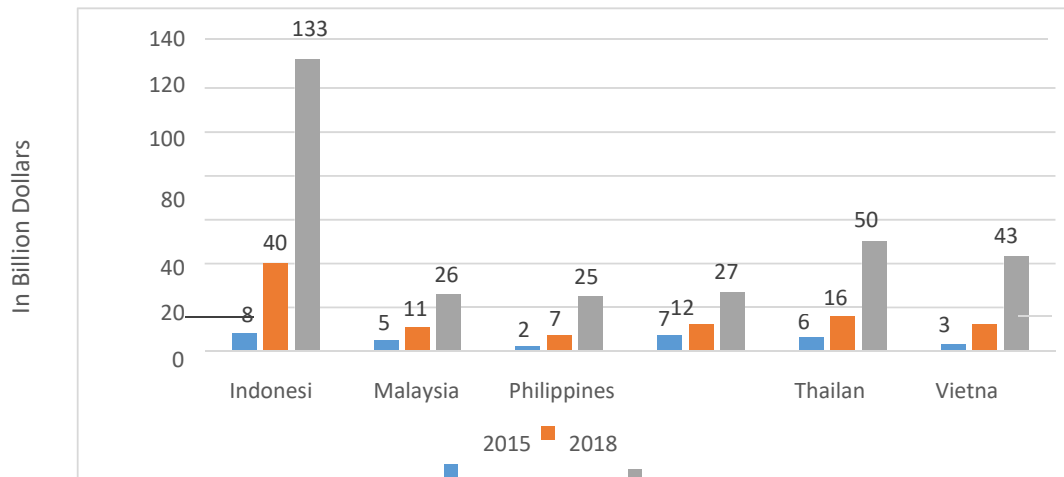
Figure 1. Southeast Asian Economic Internet GMV Market Dimensions
Source: (Google & TEMASEK, 2019)

Based on the E-Conomy SEA report (2019), Gross Merchandise Value (GMV) in South East Asia reached $100 billion, compared to 2015, an increase of 3x, of which Indonesia was the largest contributor, reaching $40 billion (Google & TEMASEK, 2019). This will have the potential to increase in line with the increase in internet users in Indonesia, where the GMV level in Indonesia is predicted to reach $133 billion in 2025.

The growth of the digital economy in Indonesia is supported by the number of developing retail companies. Based on what was reported by Retail Rankings 2021 which was reported byYouGov, the following graph displays a list of the 10 retailers with the highest customer value in Indonesia in 2021.

Figure 2. 10 Largest Retailers in Indonesia

Figure 2 explains that the first position was achieved by Indomaret retail with a customer value of 42.9 points, while Alfamart was in second place with a customer value of 37.5 points. Alfamart, which is increasingly developing in terms of business, is able to reach almost all regions in Indonesia, including Malang Regency. Turen District, which is part of Malang Regency, has not been overlooked by the development of Alfamart. In Turen sub-district there are three Alfamarts currently operating, namely Alfamart Talangsuko, Alfamart Panglima Sudirman, and Alfamart Wahid Hasyim. Alfamart has various kinds of innovations and strategies to remain relevant with existing developments. One of them is successfully changing the way customers shop from initially having to go to the store to using internet technology, namely by using a shopping application known as Alfagift.

Alfagift is an application that gives customers access to find out about product promotions, product catalogues, raffles, free A-coupons, Alfamart locations and Alfamart's official social media. The Alfagift application is connected to the Ponta member card, so users who do not yet have a Ponta member card can register online via the Alfagift application. Since its launch in 2019, currently the number of Alfagift users in Indonesia has reached 13 million. The presence of the Alfagift application makes it quite

easy for loyal customers, when they don't have time to go to the shop in person. Almost every product available on the application can be guaranteed to be available at the Alfamart outlet closest to the customer's location, this is the reason why shipping costs are not charged.

Even though Alfagift is an application that can make things easier for Alfamart customers, the application will function well when combined with the SAPA (Ready to Deliver Your Order) service. SAPA is a delivery service owned by Alfamart to make things easier for its customers. Of the three Alfamarts located in Turen District as previously described, only Alfamart Panglima Sudirman has SAPA services. Alfamart Panglima Sudirman through Alfagift hopes that Alfamart customers can still shop for basic necessities or other daily needs without a minimum order with just one click from home. Therefore, Alfamart Panglima Sudirman is the research object in this study.

Based on this explanation, Alfamart has succeeded in creating customer value that can be said to be high. High customer value will create loyalty among Alfamart customers. Before a company has loyal customers, the company is expected to be able to create customer satisfaction. Customers who have a good experience with a particular product will increase satisfaction with that product (Wardaya, 2017). Customers feel that the experience is pleasant, such as speed, security and ease of transactions. This is different from the unpleasant experiences that customers often experience, such as signal interference which causes transactions to fail but the balance has been deducted. These two things are types of experiences that influence whether customers are satisfied or not. This correlation is in line with researchListyorini & Susanta Nugraha, (2022)which states that customer satisfaction is one that is caused by the shopping experience. This is a guideline for customers to return to buying Alfamart products and are reluctant to switch to competitors' products. Alfagift as an online shopping facility is expected to be able to fulfill all the needs and desires of Alfamart Panglima Sudirman customers because with the various advantages offered, it is certain that customers will have moments that will never be forgotten, such as ease of downloading applications, ease of use, storage and ease of solutions through friendly customer service. and responsive. This is the trigger for the realization of a shopping experience for Alfamart Panglima Sudirman customers.

Increased sales are influenced by customer loyalty which will invite other people to buy and cause an increase in sales(Campbell, 2022). This was confirmed byBilgihan et al., (2016)which states that loyal consumers will make repeat purchases and this will happen repeatedly which will increase sales, ultimately recommending them to other people where new consumers can emerge. Therefore, loyalty can increase company profitability. The positive impact of a loyal customer is that it has the potential to become a source of income through repeat purchases(Gofur, 2019).

In the context of online selling, customer loyalty is influenced by customers' perception of the website which results in repeat transactions, so it is said that customer loyalty is an important factor in retail success.(Sumantri Dadan, 2020). Customer loyalty is something important because it can have an influence on long-term profits and references to the business, because new customers will ask loyal customers for advice.(Hur et al., 2011).

In the modern retail industry, customers will be loyal if providers of modern retail products and services are able to provide a good shopping experience(Sumantri Dadan, 2020). According to researchKaruniatama et al., (2020)which states that shopping experience is able to have an indirect effect on loyalty and a direct effect on customer satisfaction. ThenSofiani & Sagir, (2022)stated that this online customer shopping experience became better known as the shopping experience concept.

Shopping experience is an important experience in creating a customer mindset, related to what they expect from online retail.Tang et al., (2022)stated that customers who have more flying hours in shopping tend to continue doing this activity.Massara et al., (2019)believes that customer satisfaction in shopping is the success of the purchase and the satisfaction that has been obtained previously can improve customer performance. As well as,Listyorini & Susanta Nugraha, (2022)have carried out studies and obtained results of the direct effect of previous online shopping experience on perceived usefulness and ease of use. According to Bandura (1986) experience is the strongest self-efficacy. Positive experiences with online shopping will create self-efficacy and influence future intentions, while negative experiences have the opposite effect.Danantio, (2018)suggests that customers who feel satisfaction from previous experiences have increased self-efficacy.

Customer loyalty can also be influenced by customer engagement. Customer engagement is a method implemented by companies to interact with their customers with the aim of creating experiences and touching the emotional side of customers which will have an impact on repeat purchases due to a feeling of connection to the company. This can be seen from Alfagift offering attractive promos at the end of Sunday, every month, specifically for new members, and also a lottery, all of which is to make customer loyalty better and increase every day. What's even more interesting is that Alfagift users will know earlier about Alfamart product promotions. Based on this explanation, the more purchasing decisions through Alfagift increase, the better customer loyalty, especially at Alfamart Panglima Sudirman.

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Customer engagement plays an important role in the development of new services (Brodie et al., 2011). The Customer Engagement phenomenon can be seen from the activities of loyal Alfamart customers through online shopping with Alfagift. Alfamart Panglima Sudirman customers have become accustomed to shopping online since the COVID-19 pandemic hit Indonesia. Alfamart Panglima Sudirman customers who carry out online shopping activities through Alfagift feel the many benefits they get. The ease of transactions makes people around Alfamart Panglima Sudirman comfortable shopping online through Alfagift. Alfamart customer activity is actually inseparable from Alfamart's intensive innovations. An example of the power of online customer engagement is a customer voluntarily giving a review of an application on Playstore or Appstore, which can show a sense of satisfaction and loyalty so that it will trigger other potential consumers to use the application.(Thakur, 2018).

Customer satisfaction is also important in creating user loyalty. Because when customers are satisfied with their experience, they will return to using the application to shop, thereby generating loyalty to the application. Customer satisfaction according toSaragih et al., (2020)are customers who are satisfied with the product they purchased and will then return to use the product offered. According toSofiani & Sagir (2022), satisfaction is how far the level of the product is perceived in accordance with the buyer's expectations. Customer satisfaction is defined as a condition where the customer's expectations of the product are in line with what the customer receives.

The research carried out is different from previous research because there are differences in the discussion, where the discussion focuses on the retail industry, namely Alfamart Panglima Sudirman which utilizes the Alfagift shopping application and serves the delivery of consumer orders to the customer's address which focuses on aspects of shopping experience, customer engagement, customer satisfaction and customer loyalty. This condition will be interesting for Alfamart Panglima Sudirman regarding the strategies that must be carried out to increase sales in the Turen District retail market so that in the end it can become a leader for Malang District retail.

II. LITERATURE REVIEW

A. Customer Loyalty Theory

According to Kotler & Keller (2018) Customer loyalty is defined as a method used to evaluate alternatives and make purchasing decisions. Once the customer assesses the available alternatives, the customer shows interest in purchasing the product. Based on the opinion above, it can be concluded that customer loyalty is a product purchase from time to time. It can be said that the willingness to buy again is based on previous purchasing experiences. Customer loyalty occurs because customers are based on loyalty to a particular product so that there is an intention to make a repeat purchase. According to Kotler & Keller (2006:57) there are several indicators of customer loyalty, namely: Repeat, Retention and Referral.

B. Customer Satisfaction Theory

Satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance against one's expectations (Suhaily & Soelasih, 2017). Customer satisfaction is pleasureable fulfillment, namely fulfilling customer expectations satisfactorily Gultom et al., (2020). Customer satisfaction is the result of a post-purchase evaluation after comparing what they feel with their expectations(Kusuma, 2020). Satisfaction is the level of feeling a product user feels after comparing the perceived performance with his expectations (Ecodemica, 2020). In assessing customer satisfaction, you are required to use a multi-item scale, namely not only assessing customer satisfaction in terms of company services, but components in the service process are also assessed (Gultom et al., 2020). Gultom et al., (2020)classifies customer satisfaction indicators into three, namely: perceived quality, perceived value and customer expectations.

C. Shopping Experience Theory

Online shopping experience can be interpreted as a person's psychological condition which is represented by customers as a subjective response to the online seller's website(Rose et al., 2012). In the context of online shopping, customers who have shopped online will evaluate products based on several factors, namely complete information, transaction security and delivery conditions. With the experience felt by customers, it can reduce customer uncertainty and worry about online shopping(Dabrynin & Zhang, 2019).Wiyata et al., (2020)explains five indicators that can be used to measure shopping experience, namely: sense experience, feel experience, think experience, action experience and relationship experience.

D. Customer Engagement Theory

Customer engagement is a process carried out by companies to interact with consumers continuously with the aim of making consumers feel they have gained experience so that it can motivate consumers to repeat purchases due to their attachment to a

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company's products. Customer engagement is a marketing activity that focuses on customer behavior and cognition. Customer engagement is carried out in order to build customer trust in the product and is carried out repeatedly. According toWiyata et al., (2020), customer engagement is a design with the aim of increasing the time and attention of customers by continuing to make repeated connections between customers and the company which will strengthen the psychological and emotional side of both parties. According toHerlita & Nurulrahmatia, (2022), customer engagement is a process used by companies to create interactions with customers and provide experiences to customers in order to influence customer purchasing decisions. According toR. Leirós-Rodrígueza, M.E. Arceb, C. Míguez-Álvarezc, (2016), customer engagement is a manifestation of customer habits that focus on the company, where the company is able to provide motivation to customers to make repeat purchases due to attachment to the company's products. According toVictoria (2021)Customer engagement indicators are as follows: technical factors, social factors and individual factors.

E.   Research Hypothesis

Based on the background and literature review described previously, the research hypothesis proposed is as follows:

H1:   It is suspected that shopping experience and customer engagement have a significant effect on customer satisfaction.

H2: It is suspected that shopping experience and customer engagement have a significant effect on customer loyalty.

H3: It is suspected that customer satisfaction has a significant effect on customer loyalty.

H4: It is suspected that shopping experience and customer engagement have a significant effect on customer loyalty through customer satisfaction.

III.   RESEARCH METHODS

A.   Operational Definition of Variables

a.   Shopping experience

Shopping experience is the experience that customers gain, either directly or indirectly, regarding the use of the Alfagift application. Shopping experience indicators are as follows: sense experience, feel experience. think experience, action experience and relationship experience.

b.   Customer engagement

Customer engagement is a process that is deliberately carried out by a company, in order to interact with customers repeatedly with the aim of providing a pleasant experience in order to make purchases on an ongoing basis because they are attached to a product. Customer engagement indicators are as follows: technical factors, social factors and individual factors.

c.   Customer satisfaction

A person's feeling of happiness or sadness regarding a product is felt by the customer's expectations. The indicators of customer satisfaction are as follows: perceived quality, perceived value and customer expectations.

d.   Customer loyalty

Customer loyalty is the customer's tendency to buy and use the product continuously, which will then recommend the product to other people. The customer satisfaction indicators are as follows: Repeat, Retention and Referral

B.   Research Population and Sample

The population in the research are customers in the coverage area of Alfamart Panglima Sudirman Turen (M324) in Turen District who have used the Alfagift application where the total population was taken as 300 respondents (Source: Alfamart Pangsud Turen District (M324). The sample in this study was Alfagift users in the area Turen District has used the Alfagift shopping application to shop at Alfamart at least twice. The sampling technique used by the author is the Sample Random Sampling method. Sample Random Sampling According to Sugiyono (2001:57) is a sampling technique from members of the population that is carried out randomly without paying attention to strata in this population, in this study the target was Alfamart Turen customers who made transactions using Alfagift at least twice within the last 6 months. If the population is large and the number is unknown, the Slovin formula is used to obtain a sample size of 100 respondents.

C.   Data analysis technique

Data analysis was carried out after all data was collected. What needs to be done is grouping the data based on variables and type of respondent, tabulating the data, and carrying out calculations to answer the problem formulation and test the hypothesis. Before the data is analyzed, a data tabulation technique is carried out, namely a technique which is used to collect data from each item and each variable in this research. The data analysis used is descriptive analysis and path analysis. Descriptive analysis is statistical analysis used to obtain frequency distribution data for each variable. Path analysis is a

continuation of multiple linear regression analysis in parts that have direct correlation which can be analyzed with multiple linear regression analysis.

IV. RESEARCH RESULTS AND DISCUSSION

A. *Respondent Characteristics*

This analysis was carried out on respondents with the aim of describing the distribution of the profiles of the respondents studied. Based on the results of research conducted on 100 customers of Alfamart Panglima Sudirman Turen (M324) through questionnaires distributed, the characteristics of respondents were obtained starting from gender, age, education and length of time using the Alfagift application to shop at Alfamart Panglima Sudirman Turen (M24) which are presented in table 1.

Table 1 Characteristics of Respondents

Information	Amount	Percentage (%)
Gender		
Man	47	47
Woman	53	53
Age (in years)		
21-30	38	38
31-40	38	38
41-50	17	17
>51	7	7
Education		
SMA/SMK	60	60
S1	40	40
Duration of Use for the last 6 months		
2 times	60	60
3 times	40	40

Source: Processed Primary Data, 2023

Based on table 1, the characteristics of respondents according to gender above show that the majority are female, aged 21 - 40 years, have a high school/vocational education and the duration of use in the last 6 months is 2 times.

B. *Structural Equation Model Test Results*

Model testing in path analysis is very necessary in order to know whether the research model is correct or not. In testing the model in path analysis, there are things that need to be considered, namely the total coefficient of determination (Rm2). The calculation of the total coefficient of determination in question can be explained in the following calculation.

$$Rm^2 = 1 - \left(\sqrt{1 - R_1^2} * \sqrt{1 - R_2^2} \right)$$
$$= 1 - \left(\sqrt{1 - 0,014} * \sqrt{1 - 0,132} \right)$$
$$= 1 - \left(\sqrt{0,986} * \sqrt{0,868} \right)$$
$$= 1 - (0.993 * 0.932)$$
$$= 1 - 0.925$$
$$= 0.075$$

The total value of the coefficient of determination is 0.075, proving that the model is able to explain 7.5% of the information, this means that 7.5% of the independent variables are able to explain the contribution to the dependent variable. Apart from that, 92.5% explained other variables. The following explains the path analysis diagram in this research:

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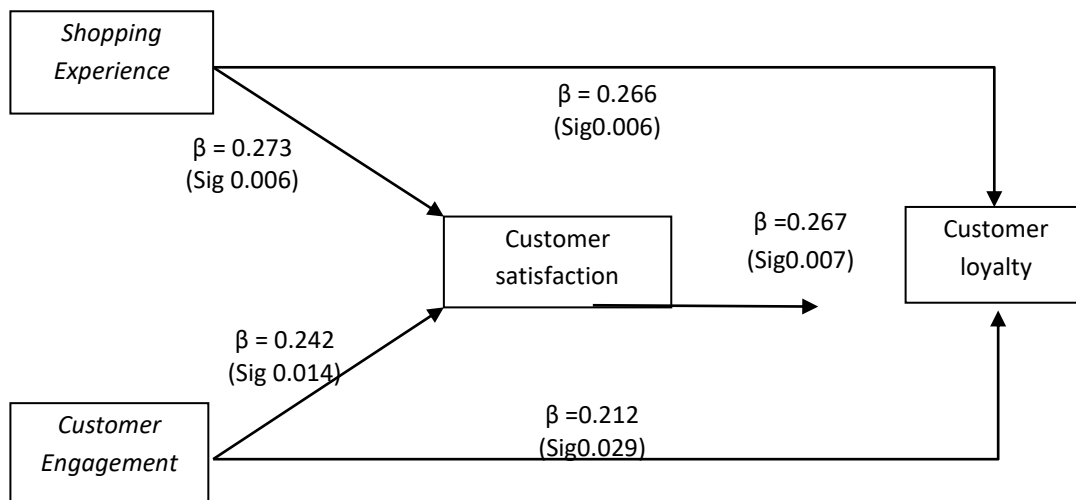
Figure 3. Path Analysis Results
Source: Processed data, 2023

Figure 14 shows that Shopping experience (X1) and Customer Engagement (X2) have a significant influence on Customer Loyalty (Y2) through Customer Satisfaction (Y1).

C.   Path Analysis
Path analysis is used to test how much influence shown by the path diagram coefficient of the influence between the variables Shopping Experience (X1) and Customer Engagement (X2) has a significant influence on Customer Loyalty (Y2) through Customer Satisfaction (Y1).

Table 2. Summary of results of direct effect, indirect effect and total analysis from path analysis

Variable	Direct Effects	Sig.	Indirect Effects	Total
Shopping Experience on Customer Satisfaction	0.273	0.006	-	-
Customer Engagement on Customer Satisfaction	0.242	0.014	-	-
Shopping Experience on Customer Loyalty	0.266	0.006	-	-
Customer Engagement on Customer Loyalty	0.212	0.029	-	-
Customer satisfaction towards customer loyalty	0.267	0.007	-	-
Shopping Experience on customer loyalty through customer satisfaction	-	-	0.273 x 0.267 = 0.073	0.339
Shopping Experience on customer loyalty through customer satisfaction	-	-	0.242 x 0.267= 0.065	0.277

Data source processed in 2023

Table 2 is presented, based on a comparison of the total influence of the shopping experience variable on the customer loyalty variable (0.339) which is greater than the direct influence (0.266). Likewise for the customer engagement variable on the customer loyalty variable, where the total effect (0.277) is greater than the direct effect (0.212). This can be concluded, direct effects have a greater influence than indirect effects.
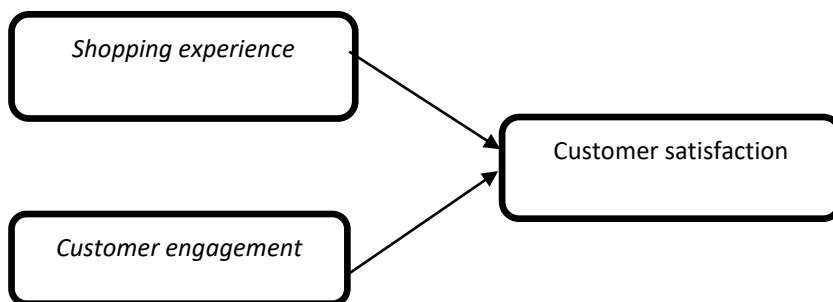
D.   Hypothesis test
a.   Hypothesis Test 1
The Influence of Shopping Experience and Customer Engagement on Customer Satisfaction. For the results of hypothesis test 1, it can be seen in Figure 3 and Table 4 below:

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Figure 4. Hypothesis 1 Path Diagram Model

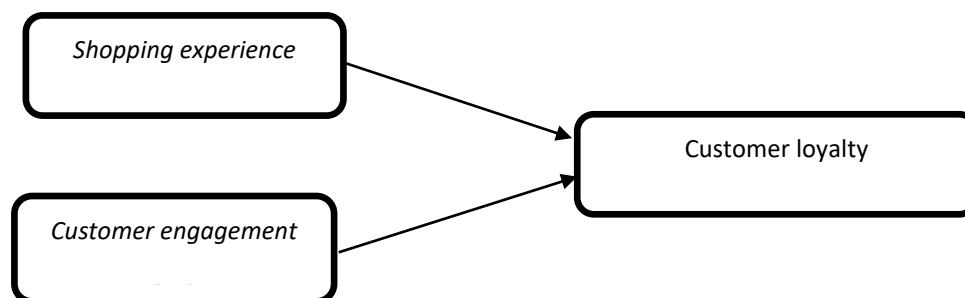**Table 3.The Influence of Shopping Experience and Customer Engagement on Customer Satisfaction**

Variable	Coef. Regression	t value	Sig	Information
Shopping Experience	0.273	2,832	0.006	Significant
Customer Engagement	0.242	2,506	0.014	Significant
R	= 0.338			
R Square	= 0.114			
Adjusted R Squared	= 0.096			
F value	= 6.271			
Sig	= 0.003			
Endogenous variables	=Customer satisfaction			

Source: Processed data, 2023

The effect of shopping experience on customer satisfaction is significant at the α level of 5% with a significant value of 0.006, a t value of 2.832 and a regression coefficient of 0.273. This shows that the shopping experience has an influence on customer satisfaction, which means that the better the online shopping experience of Alfagift users, the better the customer satisfaction.

The influence of customer engagement on customer satisfaction is significant at the α level of 5% with a significance value of 0.014 with a t count of 2.506, and a regression coefficient of 0.242. This shows that customer engagement has an influence on customer satisfaction, the higher the customer's purchasing decision, the more customer satisfaction can increase. The Adjusted R Squared value is 0.096 or 9.6% and the influence value of other variables is 91.4%. This shows that the contribution of the shopping experience and customer engagement variables to the customer satisfaction variable is 9.6%, while the other 91.4% is influenced by other variables. Thus, the first hypothesis which states that shopping experience and customer engagement have a significant effect on customer satisfaction is accepted.

b.   Hypothesis Test 2

The Influence of Shopping Experience and Customer Engagement on Customer Loyalty. For the results of hypothesis 2 testing, it can be seen in Figure 16 and Table 4 below:

Figure 5. Path diagram model for Hypothesis 2

To test the influence of shopping experience and customer engagement on customer loyalty directly using multiple linear regression. The calculation results are presented in table 4.

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Table 4. Hypothesis Testing Results 2,The Influence of Shopping Experience and Customer Engagement on Customer Loyalty
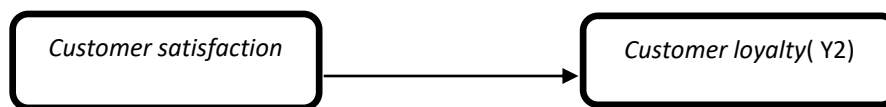
Variable	Coef. Regression	t value	Sig	Information
Shopping experience	0.266	2.784	0.006	Significant
Customer Engagement	0.212	2.218	0.029	Significant
R = 0.363 R Square = 0.132 Adjusted R Squared = 0.114 F value = 7.361 Sig = 0.001				
Endogenous variables = Customer Loyalty				

The effect of shopping experience on customer loyalty is significant at the α level of 5% with a significant value of 0.006, a t value of 2.784 and a regression coefficient of 0.266. This explains that shopping experience has an influence on customer loyalty, which means that the better the shopping experience that is created, the more customer loyalty it can increase. The influence of customer engagement on customer loyalty is significant at the α level of 5% with a significant value of 0.029 with a t count of 2.218 and a regression coefficient of 0.212. This explains that customer engagement has an influence on customer loyalty, meaning that the higher the customer engagement, the greater the customer loyalty.

The magnitude of the coefficient of determination can be seen from the Adjusted R Squared value of 0.114 or 11.4% and the magnitude of the influence of other variables is 88.6%. This shows that the contribution of the shopping experience and customer engagement variables to customer loyalty is 11.4%, while 88.6% of customer engagement is influenced by other variables outside this research. Thus, the second hypothesis which states that shopping experience and customer engagement have a significant effect on customer loyalty can be accepted.

c.   Hypothesis Test 3

The Influence of Customer Satisfaction on LoyaltyCustomer. To see the test of hypothesis 3, it can be seen in Figure 6 and Table 5 below:

Figure 6. Hypothesis 3 Path Diagram Model

Table 5. Hypothesis Testing Results 3, Influence of Customer Satisfaction on Customer Loyalty

Variable	Coef. Regression	t value	Sig	Information
Customer satisfaction	0.267	2,738	0.007	Significant
R = 0.267 R Square = 0.071 Adjusted R Squared = 0.062 F value = 7.497 Sig = 0.000				
Endogenous variables = Customer Loyalty				

Source: Processed data, 2023

The effect of satisfaction on customer loyalty is significant at the α level of 5% with a significant value of 0.007, a t value of 2.738 and a regression coefficient of 0.267. This shows that customer satisfaction has an effect on customer loyalty, which means that the higher the level of customer satisfaction of a customer, the more impact it will have on customer loyalty.

The magnitude of the coefficient of determination is shown by the Adjusted R Squared value of 0.062 or 6.2% and the magnitude of the influence of other variables is 93.8%. This shows that the contribution of the influence of the customer satisfaction variable to customer loyalty is 6.2%, while 93.8% of customer loyalty is influenced by other variables that were not studied. Thus, the third hypothesis which states that customer satisfaction has a significant effect on customer loyalty can be accepted.

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d.   Hypothesis Test 4

The Influence of Shopping Experience and Customer Engagement on Customer Loyalty Through Customer Satisfaction. For the results of hypothesis 4 testing, they are in table 6.

Table 6. Hypothesis Test Results 4

Independent Variable	Standardized Coefficients		Significance	Information
	β	Std. Error		
Shopping Experience (X1)	0.273	0.053	0.006	Significant
Customer Engagement (X2)	0.242	0.037	0.014	Significant
Shopping Experience (X1)	0.266	0.047	0.006	Significant
Customer Engagement (X2)	0.212	0.033	0.029	Significant
Customer Satisfaction (Y1)	0.267	0.088	0.007	Significant

Source: Primary data processed, 2023

Based on table 6, it is found that the shopping experience variable (X1) has a regression coefficient of 0.273 with a significance of 0.006, so shopping experience has an influence on customer satisfaction. The customer engagement variable (X2) has a regression coefficient of 0.242 with a significance of 0.01, so customer engagement has an influence on customer satisfaction. The shopping experience variable (X1) has a regression coefficient of 0.266 with a significance of 0.006, so shopping experience has an influence on customer loyalty. The Customer Engagement variable (X2) has a regression coefficient of 0.212 with a significance of 0.029, so customer engagement has an influence on customer loyalty. The customer satisfaction variable has a regression coefficient of 0.267 with a significance of 0.007, so satisfaction has an influence on customer loyalty. In conclusion, the fourth hypothesis that shopping experience and customer engagement influence customer loyalty through customer satisfaction is accepted.

Based on table 6, it can also be seen that the variables have coefficientsβThe closer it is to 1 with a sig value < 0.05, it can be statedThe variable in question has a significant effect and this is shown by the shopping experience variable with a coefficientβof 0.273 with a sig value of 0.006 < 005 it can be stated thatThe shopping experience variable is a very dominant variable in influencing the customer satisfaction (Y1) and customer loyalty (Y2) variables.

E.   Discussion

1)   Description of Shopping Experience, Customer Engagement, Customer Loyalty and Customer Satisfaction

Shopping experience is a psychological state that customers interpret as a response to websites owned by online sellers(Rose et al., 2012). In online shopping activities via Alfagift for Alfamart Pangsud Turen (M324) customers, customers have evaluated the products purchased via Alfagift. The factors that have been evaluated by customers include information about products in the Alfagift application that is quite complete, various choices of payment methods and ease of delivery, so this creates a very interesting customer shopping experience. With the experience gained by customers, customers will be able to reduce their worries when shopping online(Dabrynin & Zhang, 2019).

Customer engagement is a process that is deliberately carried out by a company, in order to interact with customers repeatedly with the aim of providing a pleasant experience in order to make continuous purchases because they are attached to a product. Customer satisfaction is pleasureable fulfillment, namely fulfilling customer expectations satisfactorily(Gultom et al., 2020). Satisfaction is the level of feeling after comparing the perceived results with expectations(Ecodemica, 2020). Assessing customer satisfaction recommends the use of a multi-item scale, which not only evaluates customer satisfaction in terms of company services, but also the components in the service process(Gultom et al., 2020).

According toRianto (2022)Customer loyalty is the customer's desire to repurchase products using the same online shopping site. Then, obey(Wijayanto & Komita, 2021)Customer loyalty is an individual's assessment regarding repurchasing services or services from the same company by considering the current situation and the good atmosphere of the individual.

According to Kotler & Keller (2018) customer loyalty is defined as the flow that exists between evaluating and making purchasing decisions. Once the customer assesses the available alternatives, the customer shows interest in purchasing the product. Based on the opinions above, it can be concluded that customer loyalty is the purchase of goods or services from time to time. In other words, willingness to buy again refers to previous purchasing experiences.

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2)   The Influence of Shopping Experience and Customer Engagement on Customer Satisfaction

Shopping experience influences customer satisfaction at Alfamart Panglima Sudirman Turen. Increasing customer experience will increase customer satisfaction when shopping using Alfagift, this means that customers experience a positive shopping experience with the features and products available on Alfagift, this creates customer satisfaction which is suspected by the emergence of customer enjoyment, customer benefits and perceived convenience. customers, which indirectly influences customer behavior to return to making purchases through the Alfagift shopping application. This shows that Alfamart Panglima Sudirman Turen (M324) customers have a fairly high level of online shopping mobility, dominated by customers aged 21-30 years with female gender and the customer's minimum education is SMA/SMK. An important indicator that triggers the influence of shopping experience on Alfamart Pangsud Turen (M324) customer satisfaction is Sense experience which includes the customer's experience of seeing Alfagfit content which shows new products and promos that grab their attention, and the information availability feature on Alfagift results in the customer's experience of using Alfagift is easier. Feel indicators, which include customers feeling happy using Alfagift to order Alfamart Turen products, and the customer's pleasant experience using Alfagift makes customers want to use Alfagift again. Furthermore, the think indicators include understanding, knowledge, application, analysis and customer evaluation of Alfagift, this application makes things easier for customers and based on customer evaluations of Alfagift, this application makes things easier for customers. Action indicators include customers who are attracted to the features provided by Alfagift and using Alfagift means customers don't have to queue for shopping. Lastly, relationship indicators include customer service helping customers when they have difficulty using Alfagift and customers giving recommendations to their friends to use Alfagift. The highest indicators for creating shopping experience for Alfamart Pangsud Turen (M324) customers are relationships and sense.

The interesting experience of shopping customers using the Alfagift application triggers customer satisfaction at Alfamart Pangsud Turen (M324) Alfagift users, this can be seen from the attitude of customers who feel satisfied using the Alfagift application, customers also feel that the prices offered by Alfamart through the Alfagift application are comparable to the quality of the goods besides that. satisfied with the security, speed of access and convenience offered by Alfagift, Alfagift also provides honest and satisfying service. With the ratings given by customers, customers also have hope for Alfagift stating that the benefits customers receive compared to the price paid when using Alfagift is comparable and Alfagift customer service is fast and responsive in serving customer chats. By having a good shopping experience for Alfamart Panglima Sudirman Turen customers, this can trigger Alfamart Panglima Sudirman Turen customer satisfaction so that they will be more enthusiastic about shopping online and regularly. The results of this research support Azhari, Fanani, Mawardi (2019) and Dadan Sumantri (2020) who prove that shopping experience has a significant influence on customer satisfaction.

Customer engagement has an influence on customer satisfaction of Alfagift users. This shows that customer engagement refers to the process of engaging with customers through Alfagift as a means of online shopping to strengthen customer relationships and increase customer pretension. Customer involvement with Alfagift is the availability of products that customers need on the Alfagift application with attractive promotional programs offered so that with just one click customers can choose whatever products they need without having to go to an Alfamart outlet. For Alfamart Turen, customer engagement starts with the first customer interaction and continues even after the customer purchases Alfagift products or services. This shows that the better the engagement relationship that exists between customers and Alfagift, the more satisfied the customers will feel. This sense of satisfaction is a customer's affective response such as enjoyment, joy and pleasure (Gummerus et al., 2012). The good relationship between Alfagift and customers is demonstrated through important factors that trigger the influence of customer engagement on customer satisfaction, namely the ease of using the Alfagift application, the availability of solutions when using the Alfagift application, assistance with shopping using the Alfagift application, and the feeling when using the Alfagift application with the closest environment. so this triggers good customer satisfaction using the Alfagift shopping application. This means that the higher customer engagement, the higher Alfamart customer satisfaction can be. The results of this research support Azhari, Fanani, Mawardi (2019) and Dadan Sumantri (2020) who prove that customer engagement influences customer satisfaction. This sense of satisfaction is a customer's affective response such as enjoyment, joy and pleasure (Gummerus et al., 2012). Several researchers also stated that customer satisfaction is one of the consequences of customer engagement (Brodie et al., 2011; Hollebeek, 2011; Gummerus et al., 2012).

3)   The Influence of Shopping Experience and Customer Engagement on Customer Loyalty

Shopping experience influences Alfamart Turen customer loyalty. This shows that Alfamart Panglima Sudirman Turen (M324) really pays attention to the customer experience of online shopping using Alfagift so that customers get a deep experience or impression and feel satisfied. This means that Alfagift has implemented a perception in the minds of customers that the need for

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online shopping using Alfagift is done to eliminate boredom. or bored of shopping directly at Alfamart outlets. A pleasant and memorable shopping experience for Alfagift customers will bring customer loyalty, this means that the better the shopping experience provided by Alfagift, the better customer loyalty will also be, conversely if customers do not get a memorable and unattractive shopping experience then the customers will not be loyal. Meanwhile, Alfamart Panglima Sudirman Turen (M324) customers are dominated by customers with an age range of 21 – 30 years and 31 – 40 years, women are the customers who intensively shop online at least twice in the last 6 months starting from December 2022, with an average of The average minimum education level for customers is high school/vocational school level, this explains that Alfamart Panglima Sudirman Turen (M324) customers have quite high mobility to shop online via Alfagift, dominated by female customers.

Important indicators that trigger influenceshopping experience on customer loyalty at Alfamart Panglima Sudirman Turen (M324) is a sense experience which includes the customer's experience of seeing the contents of the Alfagfit application which displays the latest products and interesting promos such as the JSM Promo Week (Friday Saturday Sunday). This JSM program applies discounts for products programmed in JSM activities, Cheap Redeem, Member Only Promo, and the Alfagift information provider feature makes the customer experience using Alfagift easier. Feel, which includes customers feeling happy using Alfagift to order Alfamart Turen products, and the customer's pleasant experience using Alfagift makes customers want to use Alfagift again. Thinking which includes intellectual, understanding, application, analysis and customer assessment of Alfagift, this application makes things easier for customers and based on customer analysis of Alfagift, this application makes things easier for customers. Actions that include customers have an attraction to the features provided by Alfagift and make customers not have to queue for shopping. Relations include customer service helping customers when they experience problems using Alfagift and customers recommending their friends to use Alfagift.

The interesting experience of customers shopping using the Alfagift application triggers customer loyalty to Alfamart Panglima Sudirman Turen Alfagift users, this can be seen from customers who are happy when using Alfagift repeatedly, when new products appear customers will order via Alfagift, so customers are not interested in other shopping application services and customers will tell positive things about Alfagift. By having a good shopping experience for Alfamart Panglima Sudirman Turen customers, this can trigger Alfamart Panglima Sudirman Turen customer loyalty so that customers will be more enthusiastic about shopping online and regularly. The results of this research support research from Salim, Catherine, Andreani (2019) and Sumantri (2020) which proves that shopping experience is significant for customer loyalty.

Customer engagement has an influence on customer loyalty of Alfagift Alfamart Panglima Sudirman Turen users, which means that the better the level of customer engagement carried out by Alfagift, the more impact it will have on customer loyalty. The form of customer engagement carried out by Alfamart Panglima Sudirman Turen, namely interacting with customers through the Alfagift shopping application, providing various product-related information through Alfagift, providing customer loyalty programs such as giving points for each minimum purchase which is determined to be entered automatically through Alfagift, as well as programs Attractive promos every week, month and year-end. Through this method, Alfagift can create continuous interaction with customers, making customers feel the need to use Alfagift as an online shopping tool, thereby creating customer engagement. The higher the customer engagement that can give rise to the potential for customer loyalty, the more this can increase customer loyalty. Important factors that trigger the influence of customer engagement on customer satisfaction are the ease of using the Alfagift application, the availability of solutions when using the Alfagift application, assistance with shopping using the Alfagift application, and the feeling when using the Alfagift application with the closest environment, so this triggers customer loyalty using the application Alfagift shopping is good. This means that the higher the customer engagement, the greater the loyalty of Alfamart customers. The results of this research support research from Salim, Catherine, Andreani (2019) and Sumantri (2020) which proves that customer engagement has a significant effect on customer loyalty.

4)   The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction influences customers at Alfamart Panglima Sudirman Turen (M324). Customer satisfaction with Alfagift users is felt before and after Alfagift has done their shopping well, this is proven by the positive customer response regarding the ease of shopping using Alfagift, so it can be explained that Alfagift customers' expectations have been fulfilled by Alfamart Panglima Sudirman Turen (M324), so this gives rise to customer loyalty where Alfagift customers will make repeat online purchases. In accordance with the theory, service users who have satisfactory transaction experiences will grow in service users' trust in their business partners.Faizal & Nurjanah, (2019)states that there is a relationship between service user trust and service user satisfaction. Service user trust develops as a result of consistent, satisfactory service and fair treatment of Alfagift users. So

this explanation gives rise to customer loyalty. This shows that the higher the level of customer satisfaction of Alfagift users, the more loyal Alfagift users are to shopping online.

Customer satisfaction is shaped by the quality offered by the Alfgaift shopping application, the value given by Alfamart customers to the Alfagift shopping application, and customer expectations. Of all these indicators, the main thing that can increase customer satisfaction is the quality indicator which explains that customers are satisfied with the Alfagift application, where this is reflected in the feelings of satisfaction of Alfamart Panglima Sudirman Turen customers, when using the Alfagift application to shop online. By being satisfied with the security, speed of access and convenience provided by Alfagift, customers can shop online with joy and satisfaction and will recommend it to customer friends.

Customers with a high sense of satisfaction are able to generate maximum customer loyalty.The results of this research support Salim, Catherine, Andreani (2019) and Sumantri (2020) who prove that customer satisfaction is significant to customer loyalty.

5) The Influence of Shopping Experience and Customer Engagement on Customer Loyalty of Alfagift Users through Customer Satisfaction

Customer satisfaction is able to mediate the influence of shopping experience culture on customer loyalty of Alfagift users to Alfamart Panglima Sudirman Turen customers. The form of determination of Alfagift that has been carried out by Alfamart can be seen from customers who have had a happy experience with Alfagift which has an impact on memories that are hard to forget. This will lead to customer satisfaction. According to Banjarnahor (2017) shopping experience is a company strategy to manage customer experience with products that are able to provide needs and create customer satisfaction, where customers get positive experiences that are hard to forget and will always remember the product when they need it. Wardhana's (2020) research results show that customer satisfaction is able to mediate between customer experience and customer loyalty.

The existence of customer satisfaction from Alfagift users towards the loyalty of Alfagift users is good where customers feel satisfaction and comfort when shopping using Alfagift, so that it can regulate customer behavior and create a sense of security in carrying out online shopping activities and ultimately trigger customer enthusiasm to always increase their loyalty . The results of this research support Prabwani (2019) and Pallawagau (2020) who prove that customer satisfaction is able to mediate the influence of shopping experience on customer loyalty.

Customer satisfaction is also able to mediate the influence of customer engagement on customer loyalty at Alfamart Panglima Sudirman Turen. This means that customer engagement can increase customer loyalty if customers have high satisfaction with the online shopping activities they have been doing through the Alfagift application. Customers feel satisfaction with Alfagift users through the ease of using Alfagift and the ease of storing Alfagift on customers' Android devices. Customers who have high customer engagement certainly hope to achieve satisfaction within themselves. The need to achieve satisfaction arises because of the desire to obtain comfort from the shopping activities carried out. It is the experiences and shopping decisions that have been taken that then give rise to satisfaction in customers and this can trigger customer enthusiasm in carrying out online shopping activities using the Alfgaift application, resulting in good loyalty.

From the explanation above, it can be concluded that customer satisfaction is able to mediate the influence of shopping experience and customer engagement on customer loyalty of Alfagift users at Alfamart Panglima Sudirman Turen. With a good shopping experience and high customer engagement, this can create customer satisfaction for Alfamart Panglima Sudirman Turen customers and customer satisfaction is what will ultimately trigger customer enthusiasm to generate good loyalty. These results support the research of Fatmawati et al. (2014), Ananto et al. (2016) and Santika and Antasari (2019) who prove that the customer engagement variable has a significant effect on customer satisfaction. The results of this research support Azhari, Fanani, Mawardi (2019) and Sumantri (2020) who prove that customer satisfaction is able to mediate the influence of shopping experience on customer loyalty.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

Based on the results of the research and discussion as described in the previous chapter, the conclusions of this research can be stated as follows:

1) The results of descriptive statistical analysis of the variables shopping experience, customer engagement, customer satisfaction and customer loyalty provide an illustration that the majority of Alfamart Turen customers tend to be active in carrying out online shopping activities using the Alfagift shopping application. Customers are considered good at implementing shopping experiences. Customer Engagement is one of the factors that can encourage customers' enthusiasm for shopping for good online shopping using the Alfagift application, and customer satisfaction is a factor that can increase customer loyalty.

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2)   Shopping experience and customer engagement have an influence on customer satisfaction at Alfamart Panglima Sudirman Turen. The main indicators that create an online shopping experience for customers are relationship and sense indicators. Relation is that Alfagift users convey to their colleagues that the Alfgaift application is a quality shopping application and can be used as a useful modern shopping application, while the sense indicator is an indicator that makes customers feel proud and satisfied using Alfagift because of the various conveniences that Alfagift offers. Meanwhile, the main customer engagement indicators are technical factor indicators and individual factor indicators. The technical factor indicators are about the advantages, advantages and convenience offered by Alfagift, while the individual factor indicators explain that customers are happy, like, proud, interested and enthusiastic about using Alfagift as an online shopping facility, with customers who are proud, interested and satisfied, then customers satisfied.

3)   Shopping experience and customer engagement have a significant influence on customer loyalty at Alfamart Panglima Sudirman Turen. An important indicator that triggers the influence of shopping experience on customer loyalty is sense experience which includes the customer's experience of seeing the contents of the Alfagfit application which displays the latest products and interesting promos such as the JSM Promo Week (Friday Saturday Sunday). Customer engagement influences customer loyalty in the form of interacting with customers through the Alfagift shopping application, providing various product-related information through Alfagift, providing customer loyalty programs such as giving points for every minimum purchase that is determined to be entered automatically through Alfagift, as well as attractive promo programs every week, month and also at the end of the year. Through this method, Alfagift can create continuous interaction with customers, making customers feel the need to use Alfagift as an online shopping tool, thereby creating customer engagement. The higher the customer engagement that can give rise to the potential for customer loyalty, the more this can increase customer loyalty.

4)   Customer satisfaction has a significant influence on customer loyalty at Alfamart Panglima Sudirman Turen. Customer satisfaction is shaped by the quality offered by the Alfgaift shopping application, the value given by Alfamart customers to the Alfagift shopping application, and customer expectations. Of all these indicators, the main thing that can increase customer satisfaction is the quality indicator which explains that customers are satisfied with the Alfagift application, where this is reflected in the feelings of satisfaction of Alfamart Panglima Sudirman Turen customers, when using the Alfagift application to shop online. By being satisfied with the security, speed of access and convenience provided by Alfagift, customers can shop online with joy and satisfaction and will recommend it to customer friends.

5)   Customer satisfaction has a significant influence on Alfamart Turen customer loyalty. By having a good shopping experience for Alfamart Pangsud Turen customers, this can trigger Alfamart Pangsud Turen customer loyalty, so that customers will be more enthusiastic about shopping online and regularly. Important factors that trigger the influence of customer engagement on customer satisfaction are the ease of using the Alfagift application, the availability of solutions when using the Alfagift application, assistance with shopping using the Alfagift application, and the feeling when using the Alfagift application with the closest environment, so that this triggers customer loyalty for application users. Alfagift shopping is good. This means that the higher the customer engagement, the greater the loyalty of Alfamart customers. Shopping experience and customer engagement can increase loyalty through customer satisfaction. Customer satisfaction is the most important part for Alfamart to pay attention to and consider, because through customer satisfaction customer loyalty can be achieved.

B.   Suggestion

In connection with the results and conclusions of this research, suggestions can be outlined as follows:

1)   ByPractical

Alfamart Pangsud Turen should always prioritize customer satisfaction by paying more attention to the quality of service provided by Alfamart and needing to study more deeply the implementation of the shopping experience, especially the implementation of quality, value and customer expectations as well as existing indicators as well as customer engagement. Alfamart Pangsud Turen needs to pay more attention to relationships between crew. This needs to be given maximum attention because these three aspects are very influential in increasing customer loyalty. On the other hand, there needs to be outreach regarding additional facilities for Alfamart Pangsud Turen customers, so that it is hoped that customers will be happy to use the Alfagift application as a means of online shopping with better shopping activities.

2)   ForNext Researcher

a.   It is hoped that in further research we can add other variables that were not studied in order to obtain more diverse results, and also research conducted on other, broader objects.

b.   It is hoped that future research will be carried out with a larger number of samples, because the more samples, the better the results obtained.

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