CUSTOMER LOYALTY AT PT SAMUDERA INDONESIA'S PALEMBANG BRANCH

Zubaidah Warni[1], Nenny Octarinie[2], Triana Sri Gunarti[3]

Lecturer of Management Study Program, Palembang University[1,2]
Lecturer of Management Open University[3]
Correspondent: zubaidahunpal@gmail.com

ABSTRACT

The logistics industry is part of supply chain management, which encompasses the management of processes ranging from purchasing, procurement, planning, production capacity, supply planning, and demand planning to meet market demand. Logistics in business typically consists of many components, including customer service, demand forecasting, and warehousing. This study was conducted at the Palembang Branch of PT Samudera Indonesia, with the population consisting of customers of the Palembang Branch of PT Samudera Indonesia. The sample size for this study was 57 customers, and SPSS 26 was used as the statistical analysis tool. The results found that service quality and customer experience influence customer loyalty. The coefficient of determination test revealed that service quality and customer experience can explain 46.9% of the variance in the dependent variable—customer loyalty—while the remaining 53.1% is attributed to factors outside the regression model.

Keywords: Service Quality, Customer Experience, and Loyalty

INTRODUCTION

The development and improvement of services at companies from year to year are increasingly drawing public attention. This can be seen in the intense competition regarding service quality. In this increasingly competitive environment, the top priority for companies in the service industry is customer satisfaction—a key factor for survival that leads to increased loyalty and market dominance. Companies are required to strive to satisfy customers by providing better offers and services, as they must be able to maintain their market position. amid increasingly fierce competition. One way to do this is by developing strategies to retain customers through service quality. The strategy implemented to maintain customer loyalty is to provide high-quality services; therefore, company management must ensure that the quality meets customer expectations. According to Yulianto and Ramadhona (2022), a service is an activity or series of activities that are intangible (cannot be touched) and occur as a result of interactions between customers and employees or other elements provided by the service-providing company, intended to solve the problems of customers or clients.

PT Samudera Indonesia Tbk is a logistics and shipping company headquartered in Jakarta, Indonesia. To support its business operations, as of 2022, the company has more than 150 subsidiaries, branches, and offices spread across Asia. PT Samudera Indonesia Tbk has grown and expanded its business from a maritime shipping agency to an integrated cargo transportation provider serving domestic and international customers. The main business

that manages terminals and provides port management support services. lines of PT Samudera Indonesia are:

1. Samudera Shipping Samudera Shipping is a company that provides various shipping services, including ship agency services.
2. Samudera Logistics Samudera Logistics is an integrated logistics company covering multimodal transportation and logistics facilities.
3. Samudera Ports Samudera Ports is a company
4. Samudera Property Samudera Property is a business engaged in the management and development of real estate assets.

PT Samudera Indonesia Tbk has a vision and mission that serve as guidelines for conducting its business. Its vision is "connecting Indonesia." Meanwhile, the mission of PT Samudera Indonesia Tbk is:

1. To provide transportation services to meet the needs of goods distribution to and from all corners of Indonesia
2. To contribute positively to Indonesia's economic growth by providing efficient logistics solutions.
3. To consistently ensure sustainable business growth while delivering value to shareholders.
4. To play a role in creating jobs and developing human resource competencies in Indonesia.

In addition to its vision and mission, Samudera Indonesia also has the motto "patience, fortitude, diligence, faith" and strongly emphasizes the value of "upholding integrity and professionalism." The services provided by PT Samudera Indonesia's Palembang Branch to clients in Palembang include Samudera Shipping, Samudera Logistics, Samudera Ports, Samudera Property, and Samudera Services. PT Samudera Indonesia's Palembang Branch itself has seen a steady increase in the number of customers who entrust their shipping needs to the company. The growth in the number of customers is shown in the table below:

Table 1:
Growth in the Number of Customers

Number	Period	Number of Customers
1	2020	42
2	2021	35
3	2022	37
4	2023	43
5	2024	50

Saurce: PT Samudra Indonesia

PT Samudera Indonesia Palembang is closely associated with Samudera Shipping's services, as customers frequently use them to ship their products. As shown in Table 1 above, since 2022, the number of Samudera Shipping customers has continued to increase year over year. Samudera Shipping is a flagship product used by customers because it covers container shipping, offshore shipping, and shipping agency services. Specifically in Palembang, container shipping is a service frequently used by customers of PT Samudera Indonesia. In light of the background described above, the author has chosen the topic of this study to be customer loyalty at the Palembang branch of PT Samudera Indonesia.

LIBRARY STUDY

Definition of Services

According to Hansen, Mowen, and Heitger (Julyanthry at all., 2020), a service is work or an activity performed for a customer, or an activity carried out by a customer using

a company's products or facilities. Car rentals and lodging are examples of services that grant customers the right to use a company's products or facilities. A service is an activity, benefit, or satisfaction offered for sale. Kotler and Armstrong (2021) define a service as "a form of product consisting of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything."

Characteristics of Services

Service characteristics are the properties of services offered by one party to another that serve to distinguish them from tangible goods. According to Kotler and Armstrong (2021), there are four key characteristics of services, namely:

a. Intangibility: Services are abstract and intangible; they cannot be seen, touched, heard, or smelled before they are received.
b. Inseparability: Generally, services cannot be separated from the service provider, whether human or machine. When a service provider delivers a service—whether through an activity, to meet a need, or to provide other benefits—the provider becomes an integral part of the service itself. Customers do not merely purchase and use the service; they also play an active role in the service delivery process.
c. Variability: Because services depend on who provides them, when and where they are provided, and how they are delivered, they vary greatly.
d. Perishability: Services cannot be stored; they are perishable by nature, which is not an issue as long as demand remains constant.

Definition of Service Quality

According to Kotler, as cited in Hendro and Syamswarna (Indrasari, 2019), "a service is any action or activity that one party can offer to another, which is essentially intangible and does not result in ownership of anything. In general, services provided by producers or companies that are of good quality will result in high satisfaction and more frequent repeat purchases." Kotler P and Keller (2020) state that service quality is the totality of features and characteristics of a product or service that have the ability to satisfy both stated and implied needs. According to Rohaeni (Panggabean FE et al., 2025), service quality is the fulfillment of consumer needs based on the level of excellence of products and services that meet expectations, thereby satisfying consumer desires.

Service Quality Indicators

To evaluate service quality, according to Kotler P dan Keller, (2020), there are five indicators of service quality, including:

1) Reliability "The ability to perform the promised service dependably and accurately." The company's ability to deliver the promised service reliably and accurately.
2) Responsiveness: "The willingness to help customers and provide prompt service." This refers to the willingness and readiness of employees to assist customers and provide the services they need quickly.
3) Assurance "The knowledge and courtesy of employees and their ability to convey trust and confidence." That is, employees' knowledge and courtesy, as well as their ability to convey trust and confidence, so that customers can dispel any doubts they may have and feel free from potential risks.
4) Empathy "The provision of caring, individualized attention to customers." This encompasses the attitude of both the company and its employees in understanding customer needs by providing care and giving special attention to customers.
5) Tangibles (physical products) "The appearance of physical facilities, equipment, staff, and advertising materials." This refers to the availability of physical facilities, equipment, communication tools, and other resources that can be expanded to foster relationships with other consumers and service users.

Customer Experience(Pebrila L, 2019)

According to Meyer & Schwager (Asri at all, 2022), customer experience is defined as a customer's internal and subjective response resulting from direct or indirect interactions with a company. Meanwhile, (Pranatika, 2019) states that customer experience is the knowledge a customer gains from past interactions with elements created by a service provider. Customer experience is not only viewed as the experience of interacting with a company's employees but encompasses all aspects offered by a company, such as advertising, products, packaging, ease of use, and reliability (Saputra, 2023).

Indicators of Consumer Experience

According to Pebrila L. & Samsudin (2019), there are five indicators of consumer experience, namely: a. Sense (the five senses)—This refers to the experience consumers gain through the physical form of a product or their sensory perception of it using the five human senses. b. Feel (emotions)—This refers to the experience consumers gain that involves emotional feelings when receiving a product. c. Think (way of thinking): This is the experience a consumer gains through their thought processes when making a purchase or after using a product. d. Relate (connection): This is a consumer experience felt through an individual connection with a product. e. Act (action): This is the knowledge a consumer gains after interacting with others.

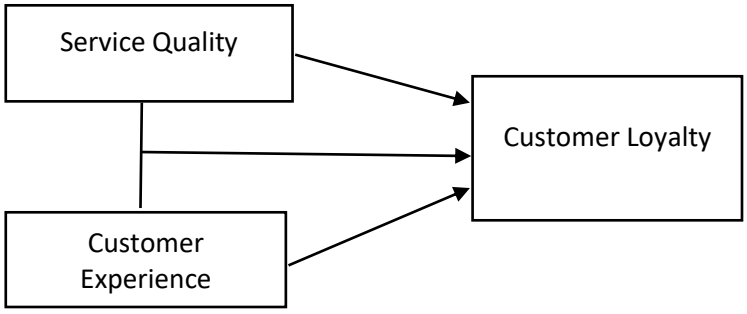
Definition of Customer Loyalty

Customer loyalty refers to a person's commitment to a specific product or service. To succeed in global competition, customer loyalty is an essential component of business strategy in modern industries, as acquiring new customers is more expensive than retaining existing ones (Maulana at all, 2022). Loyalty can be defined as a form of devotion or commitment to something, rooted in the development of mutual trust between the two parties. Customer loyalty is a customer attitude that leads to repeat purchases, recommendations to others, and increased trust in pricing (Diansyah & Yonatan , 2022). Devotion is what customers feel when they have made a purchase or are associated with a company, whereas commitment refers to the customer's intention regarding whether or not they will return to that place (Hartono & Purba, 2022). Thus, it is important for an organization's top management to understand which marketing aspects contribute most significantly to effective customer loyalty (Khan at all, 2021).

Customer Loyalty Indicators

- It can be concluded that the indicators of customer loyalty are (Sari and Yasa, 2020): Repeat Purchase, which is the consumer's willingness to use the services offered by the company again.
- Retention, which is a consumer's resilience in the face of negative influences or information about the company.
- Referrals, which is a consumer's willingness to recommend or provide information about the company's services to others.

Conceptual Framework



Hypothesis

This hypothesis uses a one-tailed test, as indicated by the wording of the statistical hypotheses: the null hypothesis (H0) is $\beta = 0$, and the alternative hypothesis (H1) is $\beta \neq 0$.

1. Ho: Service quality has no partial effect on customer loyalty among customers of PT Samudera Indonesia's Palembang branch
   Ha: Service quality has a partial effect on consumer loyalty among customers of the Palembang branch of PT Samudera Indonesia
2. Ho: Consumer experience has no partial effect on consumer loyalty among customers of the Palembang branch of PT Samudera Indonesia
   Ha: Consumer experience has a partial effect on consumer loyalty among customers of the Palembang branch of PT Samudera Indonesia
3. Ho: There is no simultaneous effect of service quality and consumer experience on consumer loyalty among customers of the Palembang branch of PT Samudera Indonesia
   Ha: There is a simultaneous effect of service quality and consumer experience on consumer loyalty among customers of the Palembang branch of PT Samudera Indonesia

RESEARCH METHODS

Research Object and Design

According to Sugiyono (2022), the research object is defined as "an attribute, characteristic, or value of a person, object, or activity that exhibits specific variations identified by the researcher for study, from which conclusions are subsequently drawn." The author has selected the Palembang branch of PT Samudera Indonesia, located on Jalan Sudirman in the city of Palembang, as the research object. The scope of this research constitutes the research framework that delineates the boundaries of the study, narrows the research problem, and delimits the research area. The research will be conducted from December 2024 through May 2025 at the Palembang Branch of PT Samudera Indonesia. The method used in this study is the quantitative method. According to Sekaran (Warni Z at all,2026), quantitative research is used to investigate, discover, describe, and explain the nature or characteristics of social influences that cannot be explained, measured, or described through a qualitative approach.

Population and Sample

According to Ferdinand (Warni Z, 2020), a population is the collection of all elements—whether events, things, or people—that share similar characteristics and are the focus of a researcher's attention; it is therefore regarded as the research universe. The population used in this study consists of customers of PT Samudera Indonesia's Palembang branch. All consumers included in the sample are customers of Samudera Shipping products over the past three years. Over the past three years, the total population has reached 130. According to Sugiyono (2022), a sample is a subset of the population that shares specific characteristics. A sample is a portion of the population that is expected to represent the population in the study. The sampling technique used was the saturated sampling method. This technique involves including the entire existing population as the sample for the study. The population over the past three years, from 2022 to 2024, consisted of 130 people. The (Warni Z, 2021)sample size was calculated using the Slovin formula as follows:

Slovin's Formula $n = \dfrac{N}{1+Ne2}$

$n = \dfrac{130}{}$

$$= \frac{1+130(0,1)2}{1+1,3}$$

$$= 56,52 \quad = 57$$

Based on the above calculations, the sample size determined for this study is 57.

Operational Definition of a Variable

According to Sugiyono (2022), a research variable is anything, in any form, that the researcher identifies as a subject of study in order to obtain information about it and subsequently draw conclusions.

Table 3.1
Operational Definitions and Measurement of Variables

Variable	Operational Definition of a Variable	research indicators	instrument
Service Quality (X1)	Service quality is the totality of the features and characteristics of a product or service that have the ability to satisfy both stated and implied needs.	Service Quality: -Reliability -Responsiveness -Guarantee -Empathy -Physical product	 1-2 3-4 5-6 7-8 9-10
Customer Experience (X2)	Customer experience is not only viewed as the experience of interacting with a company's employees but encompasses all aspects offered by a company, such as advertising, products, packaging, ease of use, and reliability (Saputra et al., 2023)	Consumer Experience: -Sense (Reason) -Feel (Feelings) -Think (Thinking) -Relate (Connecting) -Act (Action)	 11-12 13-14 15-16 17-18 19-20
Customer Loyalty (Y)	Customer loyalty refers to a person's loyalty to a specific product or service. (Maulana Ardhiansyah, Nurjaya, 2022).	Customer Loyalty: -Repeat Purchases -Retention -Referrals	 21-22 23 24-25

RESULTS AND DISCUSSION

Research Findings

1. Description of Research Data

a. By Gender

Table 4.1
Gender of Respondents

Gender	Total	Percen
Man	31	54.4%
Woman	26	45.6%
Total	57	100%

Source: processed primary data,

Based on the analysis of the data above, there were 31 male consumers (54.4 per cent), whilst the remaining 26 were female consumers (45.6 per cent). Most of them were administrators at companies using the shipping services of PT Samudera Indonesia.

b. Respondent Characteristics by Age

Table 4.2
Respondent Characteristics by Age

Age Group	Total	Percen
19-30	23	40,5%
31-45	21	36,8%
46-55	13	22,8%
Total	57	100%

Source: processed primary data

The table of respondents by age shows that 23 people, or 40.5% of the total respondents, are in the 19–30 age group. Meanwhile, 21 people, or 36.8% of the total respondents, are in the

31–45 age group. The remaining 13 people, or 22.8% of the total respondents, are aged 46–55.

c. Respondent Characteristics Based on Frequency of Submission

Table 4.3
Respondent Characteristics Based on Frequency of Submission

Frequency of Submission	Total	Percen
1-10	7	12,3%
11-30	8	14,0%
31-50	24	42,1%
> 50	18	31,6%
Total	57	100%

Source: processed primary data

Based on shipping frequency, there were 7 consumers (12.3%) who shipped 1–10 times per year, and 8 consumers (14%) who shipped 11–30 times per year. As for customers who make 31–50 shipments per year, there are 24, or 42.1%, while 18 customers, or 31.6%, make more than 50 shipments per year.

d. Respondent Characteristics Based on Length of Service Use

Table 4.4
Respondent Characteristics Based on Length of Service Use

Length of Service Use	Total	Percen
< 1	20	35,1%
1-5	19	33,3%
> 5	18	31,6%
Total	57	100%

Source: processed primary data

2.Description of Respondents' Answers

Table 4.5
Table of Percentages of Respondents' Answers

Variable	Strongly disagree	disagree	Neutral	Agree	I strongly agree	Total
X1	00,0%	00,0%	00,0%	73,7%	26,3%	100%
X2	00,0%	0,00%	36,8%	33,3%	29,8%	100%
X3	00,0%	00,0%	5,3%	75,4%	19,3%	100%
X4	00,0%	00,0%	00,0%	54,4%	45,6%	100%
X5	00,0%	00,0%	8,8%	31,6%	59,6%	100%
X6	00,0%	0,00%	00,0%	71,9%	28,1%	100%
X7	00,0%	00,0%	35,1%	33,3%	31,6%	100%
X8	00,0%	00,0%	5,3%	75,4%	19,3%	100%
X9	00,0%	0,00%	00,0%	56,1%	43,9%	100%
X10	00,0%	00,0%	14%	36,8%	49,1%	100%
X11	00,0%	00,0%	00,0%	71,9%	28,1%	100%
X12	00,0%	0,00%	36,8%	33,3%	29,8%	100%
X13	00,0%	00,0%	5,3%	73,7%	21,1%	100%
X14	00,0%	00,0%	00,0%	54,4%	45,65	100%
X15	00,0%	00,0%	8,8%	33,3%	57,9%	100%
X16	00,0%	00,0%	00,0%	71,9%	28,1%	100%

X17	00,0%	00,0%	35,1%	35,1%	29,8%	100%
X18	00,0%	00,0%	5,3%	75,4%	19,3%	100%
X19	00,0%	00,0%	00,0%	52,6%	47,4%	100%
X20	00,0%	00,0%	15,8%	35,1%	49,1%	100%
Y1	00,0%	00,0%	00,0%	71,9%	28,1%	100%
Y2	00,0%	00,0%	33,3%	36,8%	29,7%	100%
Y3	00,0%	00,0%	7%	71,9%	21,1%	100%
Y4	00,0%	00,0%	00,0%	49,1%	50,9%	100%
Y5	00,0%	00,0%	8,88%	35,1%	56,1%	100%

3.Instrument Validation

a.Validity and Reliability Testing

To determine whether the data obtained from the questionnaire distribution is valid, a validity test must be conducted. According to Situmorang (Warni Z et all, 2024), validity is assessed by comparing the calculated r value (Correlated Item-Total Correlation) with the table r value.

Table 4.6.
Validity Testing

Item	r hitung	r tabel	keterangan
X1	.550	> 0.2564	Valid
X2	.432	> 0.2564	Valid
X3	.363	> 0.2564	Valid
X4	.502	> 0.2564	Valid
X5	.416	> 0.2564	Valid
X6	.589	> 0.2564	Valid
X7	.450	> 0.2564	Valid
X8	.287	> 0.2564	Valid
X9	.558	> 0.2564	Valid
X10	.243	> 0.2564	Valid
X11	.736	> 0.2564	Valid
X12	.344	> 0.2564	Valid
X13	.376	> 0.2564	Valid
X14	.422	> 0.2564	Valid
X15	.641	> 0.2564	Valid
X16	.569	> 0.2564	Valid
X17	.481	> 0.2564	Valid
X18	.476	> 0.2564	Valid
X19	.414	> 0.2564	Valid
X20	.289	> 0.2564	Valid
Y1	.740	> 0.2564	Valid
Y2	.492	> 0.2564	Valid
Y3	.572	> 0.2564	Valid
Y4	.531	> 0.2564	Valid
Y5	.528	> 0.2564	Valid

Based on the results above, it was determined that all questionnaire items are valid, since the calculated r value is greater than the table r value of 0.2564.

Tabel 4.6
Reliability Testing

Variable	Cronbach's Alpha	Kriteria	Keterangan
Service Quality	0,743	0,6	Reliable
Customer Experience	0,729	0,6	Reliable
Customer Loyalty	0,694	0,6	Reliable

Source: processed primary data

From the output table above, it can be concluded that all variables are reliable. This is because the Cronbach's alpha value for each variable is above 0.6. As mentioned earlier, if the Cronbach's alpha value is above 0.6, the variables in the questionnaire are considered reliable.

b. Multiple Regression Analysis

According to Ghozali (Fariska Y et all, 2025), multiple linear regression analysis is conducted to determine the direction and magnitude of the independent variables' influence on the dependent variable.

Table 4.7
Multiple Regression Analysis
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	18.447	5.529		6.337	.002
	Layanan	.456	.062	.123	3.388	.002
	Pengalaman	.387	.038	.112	3.184	.003

Based on the table above, the regression equation derived from the statistical calculations is as follows:

Y = a + b1X1 + b2X2

Customer loyalty = 18.447 + 0.456X1 + 0.387X2

With the above equation, the following can be explained:

- The constant (a) value of 18.447 means that if service quality and customer experience are assumed to be zero, then customer loyalty is 18.447.
- The regression coefficient for the Physical Work Environment variable is 0.456.This means that for every 1-unit increase in Service Quality, Consumer Loyalty increases by 0.456, assuming all other variables remain constant.
- The regression coefficient for the Consumer Experience variable is 0.387. This means that for every 1-unit increase in Consumer Experience, consumer loyalty increases by 0.387, assuming all other variables remain constant.
- Standard error of the estimate. The standard error reflects the uncertainty in the estimate of the effect on Y but is not included in the equation.

c.Partial Test (t-test)

The t-test is used to determine the significance of the relationship between variables X and Y—specifically, whether variables X1 and X2 actually influence variable Y separately or partially. The following explains the testing of each variable individually. For the Service Quality variable, the calculated t-value of 3.388 is greater than the critical t-value of 1.672, and the p-value of 0.002 is less than 0.05. This means that the Service Quality variable has a significant effect on customer loyalty. Meanwhile, for the Customer Experience variable, the calculated t-value of 3.184 is greater than the critical t-value of 1.672, and the p-value of

0.003 is less than 0.05. This means that the Consumer Experience variable has a significant effect on consumer loyalty. Thus, based on the results of the t-test, it can be concluded that, individually, both independent variables—namely, the physical environment (x1) and the non-physical environment (x2)—have a significant effect on the dependent variable (consumer loyalty).

d.Simultaneous Test (F-Test)

The F-test essentially determines whether all independent variables collectively influence the dependent variable. To verify this, an F-test is conducted; the results of the simultaneous regression analysis, or F-test, are shown in the table below:

Table 4.8
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.833	2	6.916	5.722	.001[b]
	Residual	81.430	54	1.693		
	Total	107.263	56			

Based on the calculations in the table above, the results of the hypothesis test show that the calculated F-value of 5.772 is greater than the table F-value of 3.159, with a significance level of 0.001 < 0.05. This means that the independent variables collectively have a significant effect on the dependent variable. In other words, service quality and consumer experience collectively have a significant effect on consumer loyalty.

e.Coefficient of Determination

The purpose of the coefficient of determination analysis is to determine the extent to which the independent variable explains the dependent variable. The results of the coefficient of determination calculation are shown in the table below:

Tabel 4.9
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685[a]	.469	.437	0.801

Based on the analysis of the data above, the independent variables—service quality and consumer experience—can explain 46.9% of the variance in the dependent variable, consumer loyalty, while the remaining 53.1% is attributed to factors outside the regression model.

Discussion

After analyzing the data using SPSS as described above, it can be concluded that the independent variables—Service Quality and Consumer Experience—have a significant effect on the dependent variable, Consumer Loyalty. According to Ghozali (2023), hypothesis testing examines the extent to which independent variables partially influence the dependent variable. This can be seen in the results of the t-test for each independent variable, where both have calculated t-values greater than the critical t-value and significance levels below 0.05. For the Service Quality variable, the calculated t-value of 3.388 is greater than the critical t-value of 1.672, and the significance level (sig) of 0.002 is less than 0.05. This means that the Service Quality variable has a significant effect on consumer loyalty. Meanwhile, for the Consumer Experience variable, the calculated t-value of 3.184 is greater than the critical t-value of 1.672, and the significance level of 0.003 is less than 0.05. This means that the Consumer Experience variable has a significant effect on consumer loyalty.

Meanwhile, the simultaneous effect can be seen from the F-test value, which is greater than the critical F-value. The calculated F-value of 5.772 is greater than the critical F-value of 3.159, with a significance level of 0.001 < 0.05, indicating that the independent variables collectively have a significant effect on the dependent variable. Meanwhile, the independent variables—service quality and consumer experience—can explain 46.9% of the variance in the dependent variable, consumer loyalty, while the remaining 51.3% is attributed to factors outside the regression model. Thus, based on the hypotheses presented earlier, H_a is accepted. That is, there is a partial effect of service quality and consumer experience on consumer loyalty at PT Samudera Indonesia's Palembang Branch, and there is a simultaneous effect of service quality and consumer experience on consumer loyalty at PT Samudera Indonesia's Palembang Branch.

Conclusion

Based on the results of the data analysis, the following conclusions were drawn:

1) After conducting a t-test, the results showed that, individually, the variables of service quality and consumer experience have an effect on consumer loyalty. This is indicated by the fact that the calculated t-values for both variables are greater than the critical t-value. The calculated t-value for the service quality variable is 3.388, while the calculated t-value for consumer experience is 3.184. Both are greater than the critical t-value of 1.672 at a significance level of <0.005.
2) Both variables—service quality and consumer experience—have a simultaneous effect on consumer loyalty, as indicated by the F-test, where the calculated F-value is 5.772, which is greater than the table F-value of 3.779.
3) Service quality and customer experience have a significant impact on customer loyalty, as evidenced by the coefficient of determination (R^2) of 0.469. This means that the variables of service quality and the non-physical work environment account for 46.9% of the variation in customer loyalty, while the remaining 53.1% is explained by other variables.

Recommendations

To increase customer loyalty, PT Samudera Indonesia should focus on improving the quality of service for the products it offers. This is necessary given the growing number of competitors and the price wars they are waging. To improve service quality, the company can enhance its service systems and provide training to its staff so they can deliver excellent service.

REFERENCES

Asri, H. R. E. S. H. A. G. and N. D. H. (2022). , The Influence of Customer Experience and Trust on Repurchase Intentions, with Customer Satisfaction as a Mediating Variable. Eqien - Journal of Economics and Business*11*(4).

Diansyah, Y. (2022). The Influence of Corporate Image and Service Quality on Customer Loyalty, Moderated by Purchase Decisions, at PT. Asuransi Reliance Indonesia. Tambusai Education JournaL, *6*(2).

Fariska Y, dkk. (2025). The Influence of Physical and Non-Physical Environmental Factors on Employee Performance at PDAM Tirta Ogan in Ogan Ilir Regency. *TECHNOBIZ*, *8*(1), 1–8.

Ghozali. (2023). Multivariate Analysis Using IBM SPSS 23. Diponegoro University Press.

Hartono, & P. (2022). The Effect of Price, Service Quality, and Location on Customer Loyalty at Sugar Café Batam. *Jesya,* , *5*(2).

Indrasari, M. (2019). Marketing and Customer Satisfaction. Unitomo Press.

Julyanthry dkk. (2020). Production and Operations Management. Kita Menulis

Foundation.
Khan, M. A. , Y. M. , & K. M. A. (2021). Factors Affecting Customer Loyalty in the Services Sector of Pakistan. *Journal of Tourism and Services*, *22*(12), 184–197.
Kotler P dan Keller. (2020). Marketing Management. (1st ed.). Airlangga.
Kotler, P. , & G. A. (2021). *Principles Of Marketing (17th ed)*. Pearson Education Limited,.
Maulana, Ardhiansyah. , N. M. I. R. (2022). Data Mining and Its Implementation for Customer Loyalty Classification. Pascal Books.
Panggabean FE, W. Z. R. A. (2025). The Effect of Service Quality on Customer Satisfaction at PT Taspen (Persero) Palembang Main Branch Office. *Siguntang*, *3*(1), 77–78.
Pebrila L, R. A. M. dan S. A. (2019). The Influence of Consumer Experience and Trust on Repurchase Intentions at the Addictive Handmade Store. Udayana University Journal of Economics and Business, 341–354.
Saputra, M. E. S. S. and A. Y. (2023). The Effect of Customer Experience on Customer Loyalty Mediated by Customer Satisfaction and Customer Trust. *Journal of Economics and Business Letters* , *3*(3), 27–37.
Sari dan Yasa. (2020). *Kepercayaan Pelanggan di Antara Hubungan Citra Perusahaan dan Kewajaran Harga Dengan Loyalitas Pelanggan Mapemall.Com*. Lakeisha.
Sugiyono. (2022). Quantitative, Qualitative, and R&D Research Methods. Alfabeta.
Warni, Z. (2020). The Effect of Product Quality and Price on the Intention to Purchase Wardah Cosmetics at the Carrefour Palembang Square Cosmetics Counter in Palembang. Journal of Management, *8*(4).
Warni, Z. dkk. (2024). The Impact of Corporate Social Responsibility (CSR) on Social, Economic, and Environmental Aspects on Customer Loyalty at Pegadaian in Palembang. *Technobiz*, *7*(2), 74–80.
Warni Z, S. M. T. S. (2026). The Influence of Brand Image and Product Quality on Consumer Satisfaction with Nike Sports Shoes (A Case Study of the Palembang City Basketball Community).*Technobiz* , *9*(1), 90–98.
Yulianto, R. T. , & R. (2022). Analysis of the Impact of Package Delivery Service Quality on Customer Satisfaction at PT Pos Indonesia (Persero) (Telkomsel Partnership with PT POS INDONESIA, Bandung). Journal of Business and Marketing, *12*(1).