

The Influence of Customer Experience, Customer Satisfaction, and Word of Mouth on Customer Loyalty at PT Aliyah Transport Batam

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ABSTRACT

This research aims to analyze the extent to which customer experience, customer satisfaction, and word of mouth play a role in shaping customer loyalty at PT Aliyah Transport Batam. The approach used in this study is quantitative with a descriptive research type. The study population includes 251 customers who have used PT Aliyah Transport Batam's transportation services, with a sample size of 154 respondents determined through purposive sampling techniques and referring to Slovin's calculations to ensure sample adequacy. Data were collected using a structured questionnaire instrument, which was then analyzed through validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing using t-tests and F-tests. The results of the analysis show that customer experience contributes 29.2% to customer loyalty at PT Aliyah Transport Batam. Furthermore, customer satisfaction influences 42.2%, while word of mouth contributes 53.1%. The coefficient of determination (R^2) value of 91.7% indicates that the three variables simultaneously explain most of the variation in customer loyalty. The t-test and F-test findings confirm that, both partially and simultaneously, customer experience, customer satisfaction, and word of mouth significantly influence customer loyalty. This research concludes that customer experience, customer satisfaction, and word of mouth are critical determinants of customer loyalty at PT Aliyah Transport Batam, with word of mouth being the most dominant factor.

Keywords: Customer Experience, Customer Loyalty, Customer Satisfaction, Word of Mouth.

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INTRODUCTION

PT Aliyah Transport Batam operates as a car rental service provider, offering custom services including daily rentals, transfers from/to Hang Nadim International Airport and ferry ports, as well as sightseeing tours to popular Batam destinations such as Barelang Bridge, which is the most iconic tourist route and often takes a full day (Subhaktiyasa, 2024). Other favorite route services include transfers between areas to industrial areas and trips to major shopping malls such as Grand Batam Mall and Nagoya Hill Mall, supported by a fleet of new unit cars and located at Komp. Ruko Bengkong Jaya No. 1, Batam. In its marketing strategy, the company claims to offer "Friendly Prices" and to be competitive, with dynamic promotions such as discounts on tour packages and corporate rates (Wulandari & Efendi, 2022).

Marketing is an important activity for the company and represents the overall system of business activities. In order for the company to remain competitive and successful in marketing, a change in marketing strategy is needed. The way people search, choose, and interact with brands and products has been significantly altered by the development of the internet and information technology (Pasaribu, 2022; Riofita et al., 2024; Yustina et al., 2024).

Marketing is a key element in the success of a business that focuses on identifying and fulfilling customer needs and wants (Hadi et al., 2025). Improvements in customer retention, repeat sales, and word-of-mouth recommendations are typically observed by businesses that achieve high levels of customer satisfaction. Additionally, satisfied customer feedback can provide valuable insights that help businesses continuously improve products and services,

resulting in a continuous positive cycle for the company's growth and success (Kusnandi, Syaipudin, & Luthfi, 2024).

However, an analysis of public customer reviews shows that there is a disparity in the service experience (Rindy, 2022). On one hand, many users express appreciation for the convenience, security, and reliability of the service; on the other hand, serious complaints about employee behavior are common, with some labeled "lazy," slow to respond, or "arrogant." The misalignment between the company's claims and these negative experiences indicates that there are crucial issues in service delivery and customer handling that greatly affect reputation and retention.

Customer loyalty is one of the most important factors in maintaining a company's sustainability and competitiveness, especially in Indonesia's highly competitive transportation service industry. Ideally, transportation companies should be able to create satisfying experiences for customers to maintain loyalty, given the increasingly fierce competition with the emergence of numerous service providers, both conventional and application-based (Prihartono et al., 2023). Nationally, data show that around 60% of customers in the transportation sector are likely to switch services if they do not experience positive customer experience and high satisfaction (Putra et al., 2023).

Along with technological and digital developments, customer experience, customer satisfaction, and word-of-mouth recommendations are key variables that can affect customer loyalty. Customer experience is not merely an interaction between customers and services but also involves subjective perceptions that motivate customers to return (Saputra et al., 2023). Customer experience is characterized by consumers' or users' perceptions—both conscious and unconscious—of their relationship with a brand, derived from all interactions throughout its lifecycle (Ab Hamid et al., 2023; Nuseir et al., 2023).

Established in 2012, PT Aliyah Transport Batam began as a tourism transportation provider with only two Avanza units. By 2020, growing demand led to fleet expansion to 17 vehicles, including Hiace, Alphard, Pajero, Fortuner GR, Innova Zenix, Innova Reborn, and New Avanza. In 2015, the company strengthened its digital presence through social media and Google Ads to reach a wider customer base (Firdaus & Bakti, 2024). Committed to customer satisfaction and safety, PT Aliyah Transport prioritizes professional service and well-maintained vehicles. Facing intense competition in Batam's tourism transport sector, the company focuses on enhancing customer experience and satisfaction to build loyalty. Loyal customers not only make repeat use but also generate positive word of mouth. Flexible rental packages—daily, weekly, and monthly—at competitive prices further support customer trust and retention.

Customer experience, satisfaction, and word of mouth are key assets in building customer trust and loyalty. PT Aliyah Transport Batam has established its reputation through professional service, well-maintained vehicles, and a strong commitment to customer comfort. Its main goal is to maintain its position as a leading transportation provider in Batam. According to Tjiptono (2007), service involves meeting customer needs and delivering messages quickly and accurately in line with expectations (Cristiani & Fatmayati, 2022).

Several previous studies have examined the relationships among these variables in various service contexts. (Manyanga et al., 2022) investigated the effect of customer experience, customer satisfaction, and word-of-mouth intention on customer loyalty in the

retail sector, finding that all three variables significantly influence loyalty, with consumer demographics moderating the relationships (Ginting et al., 2023). Saputra, Sumiati, and Yuniarinto (2023) demonstrated that customer experience affects customer loyalty both directly and indirectly through customer satisfaction and customer trust, highlighting the mediating role of satisfaction. (Abidin et al., 2025) conducted research on transportation service customers and confirmed that customer experience, customer satisfaction, and word of mouth have positive and significant effects on customer loyalty, either partially or simultaneously.

Despite the richness of these studies, several research gaps remain unaddressed. First, most existing studies have focused on online transportation services (e.g., Gojek, Grab) or retail sectors, with limited attention to conventional car rental and tourism transportation providers, particularly in emerging regions such as Batam. Second, while customer experience, satisfaction, and word of mouth have been examined individually or in pairs, few studies have comprehensively tested the simultaneous and relative influence of all three variables on customer loyalty within a single integrated model. Third, the majority of prior research has been conducted in metropolitan areas such as Jakarta, Surabaya, or Yogyakarta, leaving a geographical gap regarding the applicability of these findings to customers in Batam and its surrounding areas, which have distinct economic and cultural characteristics (Kusnandi et al., 2024). Fourth, although customer loyalty has been extensively studied, the specific challenges faced by regional transportation companies in building loyalty—such as inconsistent service quality, suboptimal word-of-mouth management, and discrepancies between company claims and customer perceptions—remain underexplored (Djunaedi & Rahman, 2023; Fitriani et al., 2022).

Established in 2012, PT Aliyah Transport Batam began as a tourism transportation provider with only two Avanza units. By 2020, growing demand led to fleet expansion to 17 vehicles, including Hiace, Alphard, Pajero, Fortuner GR, Innova Zenix, Innova Reborn, and New Avanza. In 2015, the company strengthened its digital presence through social media and Google Ads. Despite these developments, rental data from January to October 2025 show fluctuating performance, with a significant spike in September (17 units) but low performance in March and July. PT Harapan Abadi Nusantara Smart Central contributed the highest rentals (16 units), indicating that operational success is driven by service quality, responsibility, and excellence (Hafidz & Muslimah, 2023). However, the company faces difficulties in ensuring effective customer experience, maintaining customer satisfaction, and increasing positive word of mouth amid dynamic competition.

Customer trust—built on confidence in service quality, safety, punctuality, and professionalism—functions as social capital that strengthens company-customer relationships and fosters loyalty. A study in Batam confirmed that customer trust significantly influences satisfaction and the decision to use transportation services such as Gojek and Trans Batam (Siburian & Sukati, 2023). Therefore, understanding and maintaining customer trust is critical for PT Aliyah Transport Batam, as consistent service, well-maintained vehicles, and positive customer experience, satisfaction, and word of mouth form the basis for customers' choices, particularly when considering safety, comfort, and ease of service.

Understanding and maintaining customer trust is very important for PT Aliyah Transport Batam because consistent service, well-maintained vehicles, and customer experience,

customer satisfaction, and good word of mouth are the basis for customers to choose tourism transportation services, especially when they consider aspects of safety, comfort, and ease of service. However, in practice, PT Aliyah Transport Batam faces difficulties in ensuring the effectiveness of customer experience, maintaining satisfaction, and increasing word of mouth amid dynamic competition. Therefore, it is important to conduct in-depth research on the impact of customer experience, customer satisfaction, and word of mouth on customer loyalty in using tourism transportation services at PT Aliyah Transport Batam.

Based on the phenomenon that occurred at PT Aliyah Transport Batam amid increasingly fierce competition in the tourism transportation industry, this study identified the main problems as follows: suboptimal customer experience in building emotional attachment, customer satisfaction levels that have not fully met expectations despite quality vehicles and professional services, and the insufficient use of positive word of mouth, which plays an important role in attracting and retaining customers. These factors result in low long-term customer loyalty. Therefore, this study is limited to examining the influence of customer experience, customer satisfaction, and word of mouth on customer loyalty at PT Aliyah Transport Batam, focusing on car rental and tourism transportation customers in Batam and surrounding areas, using Google Form questionnaire data collected during the research year, without discussing other factors such as price or promotion. The formulation of this research problem focuses on the partial and simultaneous influence of the three independent variables on customer loyalty, with the aim of determining the extent to which each variable, and all variables collectively, affect customer loyalty. The results of this research are expected to provide theoretical benefits for the development of marketing science in tourism transportation services by strengthening the concepts of customer experience, customer satisfaction, and word of mouth as determinants of customer loyalty, as well as practical benefits for PT Aliyah Transport Batam as a reference for evaluating service quality, marketing communication, and developing sustainable customer loyalty strategies.

METHOD

This study uses a quantitative descriptive approach to analyze the influence of customer experience, customer satisfaction, and word of mouth on customer loyalty at PT Aliyah Transport Batam (Susanto et al., 2023). The quantitative approach was chosen because it can process numerical data objectively and systematically to test the relationship between variables through statistical analysis (Isnaini et al., 2025; Waruwu, 2023). Through this method, the research is expected to provide a clear picture of the factors affecting customer loyalty and to serve as a basis for companies in improving service quality and customer retention strategies.

The independent variables in this study consist of customer experience (X1), customer satisfaction (X2), and word of mouth (X3), while the dependent variable is customer loyalty (Y). Each variable is operationalized into several indicators measured using a Likert scale. Customer experience includes perceptions, emotions, thoughts, actions, and relationships; customer satisfaction includes the suitability of expectations, willingness to return, and readiness to share information; word of mouth includes obtaining information, inspiration, and advice; while customer loyalty is measured through reliability, responsiveness, assurance, empathy, and the physical aspects of the service.

The population of this study comprises all customers of PT Aliyah Transport Batam who used vehicle rental services from January to October 2025, with a total of 251 people. The sample size was determined using the Slovin formula with a margin of error of 5%, resulting in a sample of 154 respondents. The sampling technique used was purposive sampling, with respondents required to be at least 17 years old and to have used PT Aliyah Transport Batam’s services at least once in 2025 (Suryani et al., 2023).

Data collection was conducted through observation and questionnaire distribution as primary data, as well as documentation and literature studies as secondary data. The data obtained were analyzed using descriptive statistics, data quality tests (validity and reliability tests), and classical assumption tests, which included normality, multicollinearity, and heteroscedasticity tests (Nur Amalia et al., 2022; Sulung & Muspawi, 2024). Furthermore, hypothesis testing was conducted using multiple linear regression analysis, the coefficient of determination (R^2), t-test, and F-test to determine the influence of the independent variables, both partially and simultaneously, on customer loyalty.

RESULTS AND DISCUSSION

A. Data Quality Test

1. Validity Test

The accuracy of the research instrument in reflecting the constructs being studied is tested through a validity procedure. This procedure requires the comparison of the calculated r value against the r of the table as the determining parameter. With a total of 154 respondents, the r-value of the table resulting from the formula $n-2$ ($154-2= 152$) was 0.1582. The results obtained from the series of testing processes are presented in the following sections:

Table 1. Validity Test Results

Statement	R count	R table	Remarks
X1.1	0,691	0,1582	Valid
X1.2	0,657		
X1.3	0,635		
X1.4	0,589		
X1.5	0,512		
X1.6	0,510		
X1.7	0,522		
X1.8	0,523		
X1.9	0,575		
X1.10	0,577		
X2.1	0,536		
X2.2	0,721		
X2.3	0,694		
X2.4	0,642		
X2.5	0,564		
X2.6	0,607		
X2.7	0,607		
X2.8	0,570		
X3.1	0,622		
X3.2	0,655		
X3.3	0,744		

Statement	R count	R table	Remarks
X3.4	0,720		
X3.5	0,751		
X3.6	0,605		
Y.1	0,602	0,1582	Valid
Y.2	0,542		
Y.3	0,575		
Y.4	0,525		
Y.5	0,503		
Y.6	0,552		
Y.7	0,582		
Y.8	0,515		
Y.9	0,525		
Y.10	0,503		

Source: SPSS Data Processing (2025)

Referring to the data presentation in Table 4.11, all statement items representing the research variables show the achievement of the calculated r value which is consistently above the threshold of the table r value. These findings can show that each indicator used has adequate measurability in capturing a research construct to be intended. With the fulfillment of this validity testing criteria, the research instrument can be declared valid in the data collection process. Therefore, the data that will be produced is believed to be able to describe the empirical state of the variables being studied precisely and have a level of accuracy that will be evaluated in the next analysis (Erinsyah et al., 2024).

2. Reliability Test

The consistency of research instruments in producing repetitive data was tested through reliability testing. The determination of the reliability level of the instrument in this study refers to the value of Cronbach's Alpha with a reference limit of 0.60. The findings generated through the testing stages are shown as outlined below:

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	N of Item	Remarks
<i>Customer Experience (X1)</i>	0,781	10	
<i>Customer Satisfaction (X2)</i>	0,765	8	<i>Reliabel</i>
<i>Word of Mouth (X3)</i>	0,773	6	
Customer Loyalty (Y)	0,729	10	

Source: SPSS Data Processing (2025)

The results of the analysis of reliability statistics presented in Table 4.12 show that all research variables that have been studied obtain Cronbach's Alpha value which is systematically above the minimum tolerance limit of 0.60. This achievement indicates an internal alignment between the statement items in each variable, so that the instrument used shows a stable level of measurement consistency. Thus, the device of applied data collection can be classified as a reliable instrument, and the data that will be generated has high credibility and is able to support further analysis in a more reliable and methodologically reliable manner (Susanti & Saumi, 2022).

B. Classic Assumption Test

1. Normality Test

The normality of the data will be tested to assess whether the distribution of the research variables shows a tendency to normal distribution. The fulfillment of this assumption is necessary so that the regression analysis can produce relevant estimates. This study can use visual techniques in the form of histograms and normal P-P plots, as well as statistical techniques through the Kolmogorov-Smirnov test. The presentation of the results of the tests that have been carried out is presented in the following description:

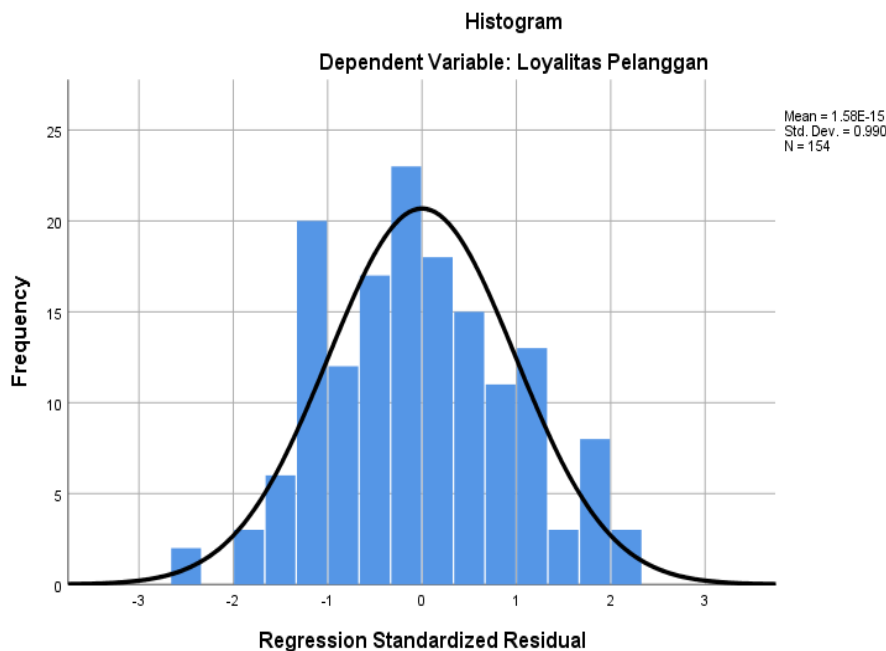


Figure 1. Normality Test with Histogram

Source: SPSS Data Processing (2025)

Referring to the graphical representation presented in Figure 1 above, the evaluation of the assumption of data normality through the histogram approach indicates that the distribution of the data frequency forms a pattern that resembles an ideal bell curve. The distribution shows a relatively even balance around the central value, with no indication of significant deviations from the left or right directions. This pattern reflects that the data variation is relevantly dispersed and does not experience distribution bias. Therefore, it can be stated that the data that has been used in this study has met the criteria for normal distribution, so that it can be used as a valid basis for the implementation of advanced statistical analysis that requires the fulfillment of the assumption of normality.

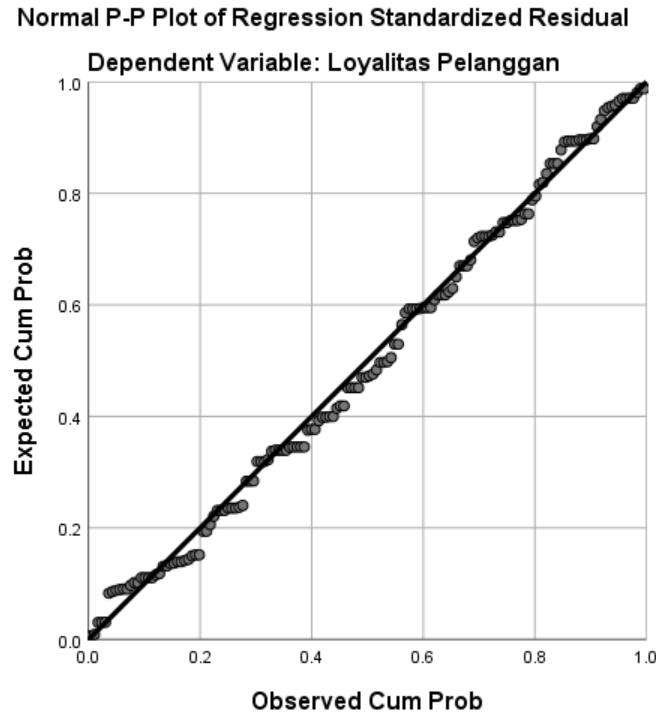


Figure 2. Normality Test with Normal Diagram P-P Plot
Source: SPSS Data Processing (2025)

The results of the interpretation of Figure 2 show that the distribution of data points on the normal graph of the P-P plot moves in the same direction and is relatively close to the diagonal line which can serve as a reference of normality. In addition, no noticeable pattern of deviations was identified, either in the form of extreme deviations or systematic irregularities. This linkage pattern indicates that the distribution of empirical data has a high degree of correspondence with a theoretically normal distribution data. Thus, it can be concluded that the research data has met the assumption of normality, so that its use in advanced statistical analysis can be carried out in a relevant and methodological manner can be accounted for.

Table 3. Kolmogorov-Smirnov Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		<i>Unstandardized Residual</i>
<i>N</i>		154
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Hours of deviation</i>	1.26339169
<i>Most Extreme Differences</i>	<i>Absolute</i>	.052
	<i>Positive</i>	.052
	<i>Negative</i>	-.048
<i>Test Statistic</i>		.052
<i>Asymp. Sig. (2-tailed)</i>		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS Data Processing (2025)

Referring to the data processing results presented in Table 3, testing the normality assumption through the Kolmogorov-Smirnov procedure yields an Asymp value. Sig. (2-tailed) is 0.200. The achievement of these values can exceed the significance threshold of 0.05 which will be used as a decision-making criterion in the normality test. This condition indicates that the distribution of the data does not show a significant deviation from the statistically normal distribution. Therefore, it can be concluded that this research data meets the prerequisites of normality and is normally distributed, so that it can be used validly in follow-up analysis that will require the fulfillment of the assumption of normal distribution.

2. Multicollinearity Test

Multicollinearity is tested to ensure that independent variables in a regression model do not show excessive correlation relationships. In this study, multicollinearity evaluation was carried out by observing the value of tolerance and Variance Inflation Factor (VIF). The outputs that will be generated from the implementation of the test are presented in the following sections:

Table 4. Multicollinearity Test Results

		<i>Coefficients^a</i>	
		<i>Collinearity Statistics</i>	
	<i>Model</i>	<i>Tolerance</i>	<i>LIVE</i>
1	<i>(Constant)</i>		
	<i>Customer Experience</i>	.449	2.229
	<i>Customer Satisfaction</i>	.604	1.655
	<i>Word Of Mouth</i>	.643	1.554

a. *Dependent Variable:* Customer Loyalty

Source: SPSS Data Processing (2025)

The results of the review of Table 4 can show that all independent variables have a tolerance value that exceeds the minimum threshold of 0.10, while the Variance Inflation Factor (VIF) value is below the critical number of 10.00 each. This condition may indicate the absence of a significant correlation or excessive interdependence between the independent variables analyzed. Thus, this study is free from multicollinearity problems, so that the estimation of the regression coefficient can be considered stable and reliable. This situation ensures that the interpretation of the influence of each independent variable on the dependent variable can be carried out in a relevant manner and is not distorted by the internal relationships between independent variables.

3. Heteroscedasticity Test

Testing of heteroscedasticity is directed to trace residual consistency in the regression model and detect the presence of irregular patterns. The Glejser method was chosen as the analytical approach in this study. The results of the analysis obtained through the testing process are described in the section below:

Table 5. Heteroscedasticity Test Results

		<i>Coefficients^a</i>			<i>T</i>	<i>Sig.</i>
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	.980	.524		1.872	.063
	<i>Customer Experience</i>	-.015	.017	-.106	-.884	.378
	<i>Customer Satisfaction</i>	.033	.019	.184	1.773	.078
	<i>Word Of Mouth</i>	-.017	.021	-.085	-.845	.399

a. *Dependent Variable:* None

Source: SPSS Data Processing (2025)

The results of the analysis presented in Table 5 show that all independent variables have a significance value of the heteroscedasticity test that is above the threshold of 0.05. These findings indicate that the residual distribution of regression models is relatively evenly distributed along the predictor range, in the absence of a striking pattern of variance inhomogeneity. Thus, it can be affirmed that the regression model of this study does not experience heteroscedasticity disturbances, so that the stability and reliability of parameter estimation are maintained. This situation provides certainty that the interpretation of the relationship between variables contained in the study can be carried out in a relevant manner and can be evaluated methodologically.

C. Influence Test

1. Analysis of the Regresi Linier Berganda

Multiple linear regression procedures are used to trace the influence and direction of the effects of independent variables on a single dependent variable. In this case, customer experience (X1), customer satisfaction (X2) and word of mouth (X3) were analyzed to determine their effect on customer loyalty (Y). The test data that has gone through the analysis stage is presented in the following presentation:

Table 6. Multiple Linear Regression Analysis Results

		<i>Coefficients^a</i>			<i>T</i>	<i>Sig.</i>
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	1.949	.919		2.121	.036
	<i>Customer Experience</i>	.292	.029	.348	10.006	.000
	<i>Customer Satisfaction</i>	.422	.033	.387	12.891	.000
	<i>Word Of Mouth</i>	.531	.036	.426	14.644	.000

a. *Dependent Variable:* Customer Loyalty

Source: SPSS Data Processing (2025)

The results from Table 6 indicate the equation $Y = 1.949 + 0.292X_1 + 0.422X_2 + 0.531X_3 + e$, the details of which are presented below:

- a. The constant of 1.949 in this regression equation shows that if all independent variables, namely customer experience (X1), customer satisfaction (X2) and word of mouth (X3), are assumed to be zero, customer loyalty (Y) remains at a base value of 1.949.

- b. The regression coefficient for the customer experience variable (X1) which is 0.292 indicates a positive influence on customer loyalty. In other words, every 1% increase in customer experience is projected to increase customer loyalty by 29.2%.
- c. The regression coefficient for the customer satisfaction variable (X2) which is 0.422 indicates a positive influence on customer loyalty. In other words, every 1% increase in customer satisfaction rate is projected to increase customer loyalty by 42.2%.
- d. The regression coefficient for the variable of word of mouth (X3) which is valued at 0.531 indicates a positive influence on customer loyalty. In other words, every 1% increase in word of mouth rate is projected to increase customer loyalty by 53.1%.

2. Determination Coefficient Analysis (R²)

The analysis of the determination coefficient (R²) will function to measure the level of clarity of the customer loyalty variable (Y) which can be explained by a combination of independent variables, namely customer experience (X1), customer satisfaction (X2) and word of mouth (X3), within the framework of a regression model. The presentation of the findings sourced from the testing activities can be seen in the following description:

Table 7. Results of Coefficient Analysis of Determination (R²)

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.958a	.918	.917	1.276

a. Predictors: (Constant), Word Of Mouth , Customer Satisfaction, Customer Experience

b. Dependent Variable: Customer Loyalty

Source: SPSS Data Processing (2025)

The analysis presented in Table 7, the Adjusted R Square value of 0.917 indicates that 91.7% variation in the customer loyalty variable (Y) can be explained as a whole by independent variables which include customer experience (X1), customer satisfaction (X2) and word of mouth (X3). In contrast, the remaining 8.3% of variation was likely to be influenced by other factors not covered by this regression model, including variables or aspects that were outside the scope of the study. These findings show that the regression model used has a high predictive ability in explaining the phenomenon of customer loyalty, while at the same time confirming the need to consider additional factors for a more comprehensive understanding.

D. Uji Hypothesis

1. T test (Partial test)

Partial evaluation of the influence of customer experience (X1), customer satisfaction (X2) and word of mouth (X3) on customer loyalty (Y) was carried out through a t-test. The comparison of t calculated with t table at a significance level of 0.05 and df = n-k-1 (154-3-1= 150) shows a table t of 1.975 (Marwinda & Danardono, 2024). The empirical findings that have been produced from the testing process are formulated in the section below:

Table 8. Results of the t test

		<i>Coefficients^a</i>			<i>T</i>	<i>Sig.</i>
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	1.949	.919		2.121	.036
	<i>Customer Experience</i>	.292	.029	.348	10.006	.000
	<i>Customer Satisfaction</i>	.422	.033	.387	12.891	.000
	<i>Word Of Mouth</i>	.531	.036	.426	14.644	.000

a. *Dependent Variable: Customer Loyalty*

Source: SPSS Data Processing (2025)

A review of Table 8, indicates that the results of the t-test can be interpreted as follows:

- a. The result of t calculating the customer experience variable, which is 10.006, shows a higher value than the t table 1.975, and the significance value of 0.000 indicates its existence below 0.05. Therefore, H1 is acceptable, which indicates that the customer experience partially has a positive and significant effect on customer loyalty.
- b. The result of t calculating the customer satisfaction variable is 12.891, indicating a higher value than the t table of 1.975, and a significance value of 0.000 indicates its existence below 0.05. Therefore, H2 is acceptable, which indicates that customer satisfaction partially has a positive and significant effect on customer loyalty.
- c. The result of t calculating the word of mouth variable is 14.644, showing a higher value than the t table of 1.975, and the value at a significance of 0.000 indicates its existence below 0.05. H3 is therefore acceptable, which indicates that word of mouth partially has a positive and significant effect on customer loyalty.

2. F Test (Simultaneous Test)

Simultaneous assessment of the influence of the variables customer experience (X1), customer satisfaction (X2) and word of mouth (X3) on the customer loyalty variable (Y) was carried out through the F test. The findings of f were calculated compared with f of the table at a significance level of 0.05, with $df_1 = \text{the number of variables} - 1 = 3$ and $df_2 = n - k - 1$ or $154 - 3 - 1 = 150$, so that f of the table was valued at 2.66. The research findings that emerged from the testing process are formulated in the section below:

Table 9. F Test Results

<i>ANOVA</i>						
<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>	
1	<i>Regression</i>	2750.729	3	916.910	563.184	.000b
	<i>Residual</i>	244.212	150	1.628		
	<i>Total</i>	2994.942	153			

a. *Dependent Variable: Customer Loyalty*

b. *Predictors: (Constant), Word of Mouth, Customer Satisfaction, Customer Experience*

Source: SPSS Data Processing (2025)

The results of the data evaluation shown in Table 9 above indicate that the value of f calculated is 563.184, clearly exceeding the value contained in the f table, which is set at 2.66. This, coupled with a significance value of 0.000—below 0.05—suggests that the alternative

hypothesis (H_a) is acceptable. In other words, the three independent variables consisting of customer experience (X1), customer satisfaction (X2), and word of mouth (X3) simultaneously have a significant positive influence on customer loyalty (Y).

A. The Influence of Customer Experience on Customer Loyalty

A review of the previous findings shows that the customer experience variable has a positive and significant partial effect on the loyalty of PT Aliyah Transport Batam customers. This conclusion is based on the results that produced a calculated t value of 10.006, which is higher than the t table value of 1.975, and a significance value of 0.000—below 0.05. This demonstrates that the experience felt by customers while using the company's services can shape perceptions and attitudes that encourage them to continue using the same services in the future. In other words, the better the customer experience—including service convenience and the company's responsiveness to customer needs—the higher the level of customer loyalty. These findings confirm the importance of strategies focused on improving customer experience to strengthen long-term relationships with consumers. In addition, the results indicate that PT Aliyah Transport Batam can enhance customer loyalty sustainably by improving the quality of interactions with customers. This study's results align with the findings of (Rumefi, 2023) and (Maharani et al., 2023), who emphasized that customer experience plays a crucial role in influencing customer purchase decisions, particularly in the context of service provision.

B. The Influence of Customer Satisfaction on Customer Loyalty

A review of the previous findings shows that the customer satisfaction variable has a positive and significant partial effect on the loyalty of PT Aliyah Transport Batam customers. This conclusion is based on the results that produced a calculated t value of 12.891, which is higher than the t table value of 1.975, and a significance value of 0.000—below 0.05. These findings indicate that the level of satisfaction customers feel regarding service quality, punctuality, staff friendliness, and transportation reliability plays an essential role in building loyalty. The higher the customer satisfaction with the services provided, the more likely customers are to reuse PT Aliyah Transport's services or even recommend them to others. This emphasizes the need for companies to consistently monitor and improve customer satisfaction as a key strategy to maintain loyalty and strengthen competitiveness in the Batam transportation market. Thus, the effective management of PT Aliyah Transport Batam's customer satisfaction impacts not only loyalty but also the company's overall reputation. This study's results are consistent with the findings of (Putri, 2024) and (Hidayat & Idrus, 2023), who highlighted that customer satisfaction plays a vital role in influencing customer purchase decisions, especially in service contexts.

C. The Influence of Word of Mouth on Customer Loyalty

A review of the previous findings shows that the word-of-mouth variable has a positive and significant partial effect on the loyalty of PT Aliyah Transport Batam customers. This conclusion is based on the results that produced a calculated t value of 14.644, which is higher than the t table value of 1.975, and a significance value of 0.000—below 0.05. This indicates that recommendations or information conveyed by customers to others about the company's services can encourage increased customer loyalty. The more customers who give positive reviews or recommend PT Aliyah Transport's services, the higher the number of repeat users. These findings underscore the importance of promotional strategies that leverage word of mouth, as social influences have proven effective in strengthening the bond between companies

and customers (Rahayu & Syafe'i, 2022). Thus, PT Aliyah Transport Batam can increase loyalty by managing experiences that inspire recommendations, thereby creating a sustainable cycle of customer growth. The results of this study align with the findings of (Fitriasari & Ahmadi, 2025; Muhtarom et al., 2022; Ramadhani & Akhmad, 2023), who emphasized that word of mouth plays a significant role in influencing customers' purchase decisions, particularly in the service sector.

D. The Influence of Customer Experience, Customer Satisfaction, and Word of Mouth on Customer Loyalty

A review of the findings shows that customer experience, customer satisfaction, and word of mouth simultaneously have a positive and significant effect on PT Aliyah Transport Batam's customer loyalty. This conclusion is based on the results that produced an f calculated value of 563.184, which is higher than the f table value of 2.66, and a significance value of 0.000—below 0.05. These findings show that pleasant customer experiences, high satisfaction levels, and customer recommendations together play an important role in building loyalty toward the company's services. This highlights the importance of an integrated management strategy that not only focuses on improving experience quality and satisfaction but also leverages word of mouth as a means of organic promotion (Natanael et al., 2023). Overall, effective management of these three factors can sustainably enhance customer loyalty, strengthen the company's competitive position in the Batam transportation market, and support long-term business growth.

E. Implications of Research Results

The findings described earlier can be applied in this research by highlighting their implications in the following scopes:

1. Theoretical Implications: This study strengthens the understanding of the relationship between customer experience, customer satisfaction, and word of mouth with customer loyalty. These findings can confirm that these three variables not only have an individual effect, but can also have a simultaneous effect in shaping customer loyalty. This could serve as a basis for further research to test similar models in the context of other transportation industries or develop a framework for a more comprehensive theory of customer loyalty management (Rozenkowska, 2023).
2. Practical Implications: The results of this study provide guidance for the management of PT Aliyah Transport Batam to design a strategy to increase customer loyalty. Companies are advised to continuously improve the quality of customer experience, maintain satisfaction through consistent and responsive service, and encourage positive word of mouth through rewards programs or from customer-based promotions. By implementing these strategies in an integrated manner, the company can build stronger customer loyalty, increase customer retention, and gain a competitive advantage in the Batam transportation market.

CONCLUSION

The findings analyzed previously form the basis for several conclusions, as explained below. Customer experience has a positive and partially significant effect on PT Aliyah Transport Batam's customer loyalty. Customer satisfaction has a positive and partially significant effect on PT Aliyah Transport Batam's customer loyalty. Word of mouth also has

a positive and significant effect on PT Aliyah Transport Batam's customer loyalty. Furthermore, customer experience, customer satisfaction, and word of mouth together have a positive and significant simultaneous effect on PT Aliyah Transport Batam's customer loyalty.

A review of these findings indicates opportunities to provide more detailed recommendations, as described below. PT Aliyah Transport Batam should focus on improving customer experience by providing more comfortable, safe, and responsive services. By delivering pleasant and satisfying experiences during service use, the company can build stronger relationships with customers, thereby increasing their loyalty to PT Aliyah Transport Batam. The company should also prioritize efforts to enhance customer satisfaction by improving service quality, punctuality, and attention to individual customer needs. These actions will not only make customers feel valued but also encourage ongoing loyalty, ensuring sustained customer retention and growth.

PT Aliyah Transport Batam should strengthen positive word of mouth by encouraging customers to share their satisfying experiences with others. This strategy can be implemented through referral programs, loyalty rewards, or engaging testimonial campaigns. In doing so, customer loyalty will increase while simultaneously expanding the company's reputation within the community. For future research, it is recommended to broaden and deepen understanding of this topic by incorporating additional variables into the analysis. The inclusion of new variables would make the study more comprehensive, offer diverse perspectives, and provide richer insights into the factors influencing the phenomenon under investigation.

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