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The Influence of Customer Experience, Service Quality, and Perceived Value on Customer Satisfaction: A Systematic Literature Review

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Abstract: This study aims to analyze the influence of customer experience, service quality, and perceived value on customer satisfaction through a Systematic Literature Review (SLR) approach. The research method used is a literature review (library research) with a descriptive qualitative approach. Data were obtained from various scientific articles sourced from Google Scholar, Mendeley, and other academic databases, using criteria for relevant and credible publications. The results indicate that customer experience plays a role in shaping emotional and cognitive perceptions that influence customer satisfaction. Service quality was found to be a key factor determining satisfaction through the alignment between customer expectations and service performance. Additionally, perceived value also has a significant influence on satisfaction levels based on customers' evaluation of the benefits received relative to the costs incurred. In conclusion, these three variables consistently have a positive influence on customer satisfaction, although other factors such as brand image, trust, and customer loyalty may also play a role.

Keyword: Customer Experience, Service Quality, Perceived Value, Customer Satisfaction, Systematic Literature Review.

INTRODUCTION

Background of the Problem.

The development of the service industry in today's digital era shows significant growth, marked by the increasingly dominant role of service-based sectors in the global economic structure. Digital transformation, increased internet access, and changes in consumer behavior have driven companies to compete not only on product aspects but also on the quality of the experience provided to customers. In this context, customer satisfaction has become a key indicator of an organization's success because it is directly linked to loyalty, retention, and long-term profitability. According to global reports from various service industry organizations, more than 70% of consumers state that service experience is the primary factor in determining repeat purchase decisions, surpassing price and product features.

In modern marketing studies, customer satisfaction is no longer influenced solely by product quality but also by the overall customer experience. The customer experience encompasses all interactions consumers have before, during, and after using a service. This concept has evolved in response to increasingly high and dynamic consumer expectations. Klaus & Maklan (2013) emphasize that customer experience has a more comprehensive influence than mere transaction-based satisfaction, as it encompasses emotional, cognitive, and sensory aspects in the service consumption process.

In addition to customer experience, service quality is also a fundamental factor in shaping customer satisfaction. The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) explains that service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. The gap between customer expectations and perceptions of service quality is often the primary cause of dissatisfaction. In many industries, including banking, e-commerce, and digital transportation, service quality has proven to be a key determinant in retaining customers amid increasingly fierce competition.

Another equally important factor is perceived value. Zeithaml (1988) defines perceived value as a customer's overall evaluation of the benefits received compared to the costs incurred. The higher the perceived value, the more likely customers are to feel satisfied and make repeat purchases. In practice, customers evaluate not only the economic aspects but also the emotional and social benefits of a service, making the perception of value highly subjective and complex.

In recent years, much research on customer satisfaction has been conducted by integrating the variables of customer experience, service quality, and perceived value. Research by Oliver (1997) indicates that satisfaction is the result of cognitive and emotional evaluations following service consumption. However, these studies still show varying results, particularly across different industries and regions. Some studies find that service quality is the most dominant predictor, while others suggest that customer experience has a stronger influence on satisfaction.

Although numerous studies have examined the relationship among these three variables, several limitations remain. First, most studies are partial in nature, testing only two variables within a single model, and thus fail to provide a comprehensive picture of the relationships. Second, there is still inconsistency in research findings regarding which variable most significantly influences customer satisfaction. Third, many studies focus on a specific industry sector, so the generalizability of the findings remains limited. Furthermore, the approaches used are still dominated by conventional quantitative empirical studies, while systematic literature review-based studies remain relatively limited in comprehensively integrating previous research findings.

Given these circumstances, research is needed that can integrate various empirical findings to obtain a more holistic picture of the influence of customer experience, service quality, and perceived value on customer satisfaction. A systematic literature review is a relevant approach for identifying patterns, consistency, and gaps in existing research, thereby providing a more comprehensive understanding.

This study is expected to contribute to the development of service marketing theory, particularly by clarifying the relationships among the variables that influence customer satisfaction. Furthermore, the results of this study can serve as a foundation for managerial decision-making aimed at improving service quality and the customer experience in a more effective and targeted manner.

Thus, the urgency of this study lies in the need to integrate the still-fragmented findings of previous research and to provide a deeper understanding of the factors influencing customer satisfaction in the context of increasingly complex and dynamic modern service competition.

METHOD

This study employs library research and a Systematic Literature Review (SLR) as the primary approaches to examining literature relevant to the research topic. The literature review was conducted by collecting, reviewing, and analyzing various scientific sources related to the research variables, namely customer experience, service quality, perceived value, and customer satisfaction. Literature sources were obtained through academic databases such as Google Scholar, Mendeley, and other scientific publication platforms with established academic credibility.

A Systematic Literature Review (SLR) was used as the primary approach in the literature synthesis process. An SLR is defined as a systematic process for identifying, evaluating, and interpreting all available research evidence with the aim of answering specific and structured research questions (Kitchenham et al., 2009). This approach allows researchers to synthesize findings from various previous studies in a more objective, transparent, and replicable manner, thereby yielding a more comprehensive understanding of the phenomenon under study.

In the analysis process, this study employs a qualitative approach, in which data consisting of the results of previous studies are analyzed descriptively and interpretively. Qualitative analysis in the literature review is conducted by linking various concepts, theories, and empirical findings to identify patterns of relationships among research variables. This approach was chosen because of its exploratory nature, which allows researchers to gain a deeper understanding of the phenomenon under study (Ali & Limakrisna, 2013).

The use of qualitative analysis in a Systematic Literature Review (SLR) must be consistent with the methodological assumptions of scientific research, namely objectivity, systematicity, and traceability of sources. Therefore, every article used in this study was selected based on clear inclusion criteria, such as topic relevance, journal credibility, and a publication year within the specified timeframe.

Thus, the combination of library research and a Systematic Literature Review (SLR) in this study is expected to produce a comprehensive, structured literature synthesis capable of providing a holistic overview of the influence of the “ ” customer experience, service quality, and perceived value on customer satisfaction.

RESULTS AND DISCUSSION

Results

Based on the background, objectives, and methods, the research results in this article are as follows:

Customer Satisfaction

Customer satisfaction is a consumer's evaluative response after comparing pre-purchase expectations with the actual performance received. Customer satisfaction theory explains that satisfaction arises from cognitive and emotional processes that occur after consuming a product or service (Oliver, 1997). From another perspective, customer satisfaction is also understood as the result of accumulated consumption experiences that are subjective in nature and influenced by an individual's perception of the quality of service received (Kotler & Keller, 2016).

The dimensions of customer satisfaction generally include the fulfillment of expectations, satisfaction with service quality, satisfaction with the experience, and the overall level of satisfaction after using the service. Some studies also include loyalty as an additional indicator of customer satisfaction, as satisfied customers tend to have the intention to make repeat purchases (Zeithaml et al., 2018).

Customer satisfaction has been extensively studied in various industry contexts, such as banking, e-commerce, and digital transportation. Previous research indicates that customer satisfaction is influenced by various factors, including service quality and perceived value

(Parasuraman et al., 1988; Zeithaml, 1988; Oliver, 1997). Other studies also show that customer satisfaction has a significant impact on customer loyalty and word-of-mouth (Anderson & Sullivan, 1993).

Customer Experience

Customer experience is the overall perception formed by a customer through direct or indirect interactions with a brand or service. Customer experience encompasses cognitive, emotional, sensory, and behavioral aspects that occur during the consumption process (Schmitt, 1999). Additionally, customer experience is understood as a holistic construct formed from all touchpoints between the customer and the company (Lemon & Verhoef, 2016).

The dimensions of customer experience include sensory, emotional, intellectual, and behavioral experiences. In the context of modern services, customer experience also encompasses the digital customer experience, such as the ease of using an app, service speed, and technology-based interactions.

Previous research has shown that customer experience has a significant influence on customer satisfaction (Klaus & Maklan, 2013; Lemon & Verhoef, 2016; Schmitt, 1999). Other studies have also found that positive customer experiences can increase customer loyalty and long-term value (Homburg et al., 2017).

Service Quality

Service quality refers to the level of service excellence perceived by customers based on a comparison between their expectations and their perceptions of the service received. The SERVQUAL model explains that service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988).

These dimensions of service quality include reliability in service delivery, responsiveness to customers, assurance of security and trust, individual attention to customers, and physical evidence supporting the service. Service quality is a critical factor because it is directly linked to customers' perceptions of a company's professionalism and credibility.

Previous research has shown that service quality has a significant impact on customer satisfaction across various industrial sectors (Cronin & Taylor, 1992; Parasuraman et al., 1988; Zeithaml et al., 1996). Other findings also indicate that improving service quality can directly enhance customer satisfaction and loyalty (Anderson & Sullivan, 1993).

Perceived Value

Perceived value is a customer's overall evaluation of the benefits received compared to the cost incurred to obtain a product or service (Zeithaml, 1988). Perceived value encompasses not only economic aspects but also the functional, emotional, and social benefits gained by the customer.

The dimensions of perceived value include functional value (the direct benefits of the product/service), emotional value (the feelings derived from it), social value (social influence and status), and monetary value (the comparison of price and benefits). In the context of modern marketing, perceived value is one of the key factors in determining purchasing decisions and customer satisfaction.

Previous research has shown that perceived value has a significant influence on customer satisfaction (Zeithaml, 1988; Sweeney & Soutar, 2001; Cronin et al., 2000). Other studies have also found that the higher the perceived value, the higher the level of customer satisfaction and loyalty toward a service.

Review of Relevant Articles

Reviewing relevant articles serves as the basis for formulating research hypotheses by explaining the results of previous studies and highlighting the similarities and differences with the proposed research plan, as illustrated in Table 1 below.

Table 1: Results of Relevant Studies

No	Author (Year)	Previous Research Findings	Similarities with This Article	Differences from This Article	H
1	Oliver (1997)	Customer satisfaction is determined by a comparison of expectations and actual performance	Discusses the variables of customer satisfaction	Focuses on conceptual theory, not empirical models X1–X3	H1
2	Parasuraman et al. (1988)	Service quality (SERVQUAL) influences customer satisfaction	Uses the concept of service quality	Does not examine customer experience and perceived value	H2
3	Zeithaml (1988)	Perceived value influences customer satisfaction and loyalty	Perceived value variable	Does not integrate customer experience	H3
4	Cronin & Taylor (1992)	Service quality has a significant effect on customer satisfaction	Both examine service quality → satisfaction	Did not include customer experience	H2
5	Sweeney & Soutar (2001)	Customer value influences satisfaction and repurchase intention	Variables: perceived value and satisfaction	Focus on retail, not digital services	H3
6	Klaus & Maklan (2013)	Customer experience has a positive effect on customer satisfaction	Uses the customer experience variable	Does not test traditional service quality (SERVQUAL)	H1
7	Lemon & Verhoef (2016)	Customer experience influences satisfaction throughout the customer journey	Both use the CX concept	A conceptual review	H1
8	Homburg et al. (2017)	Customer experience management increases satisfaction and loyalty	Customer experience variables	Focus on CX management, not statistical X-Y relationships	H1
9	Anderson & Sullivan (1993)	Service quality and customer value influence satisfaction	Service quality & satisfaction variables	Does not include customer experience	H2 & H3
10	Zeithaml et al. (1996)	Service quality affects satisfaction and behavioral intention	Service quality variable → satisfaction	Does not directly test perceived value	H2

Discussion

Based on the results of a theoretical review and a systematic review of various relevant scientific articles, the discussion in this study focuses on analyzing the influence of customer experience, service quality, and perceived value on customer satisfaction. The discussion integrates established theories, previous research findings, and a synthesis of findings from various articles that served as sources for this study.

The Influence of Customer Experience on Customer Satisfaction

The concept or function of customer experience in relation to customer satisfaction is to shape the customer's overall perception of the interactions experienced while using a service. Customer experience encompasses cognitive, emotional, sensory, and behavioral aspects that simultaneously shape the customer's final evaluation of a service (Schmitt, 1999; Lemon &

Verhoef, 2016). Thus, customer experience serves as the primary foundation for determining the level of satisfaction perceived by consumers.

Customer experience influences customer satisfaction; if the customer experience is perceived positively, customer satisfaction will also be perceived positively, and vice versa. This occurs because positive experiences generate pleasant emotions, build trust, and reinforce positive evaluations of the service received (Klaus & Maklan, 2013). Conversely, negative experiences will lower satisfaction levels and potentially reduce customer loyalty.

To improve customer satisfaction by focusing on the customer experience, management must enhance the quality of all customer touchpoints—before, during, and after the transaction. This can be achieved by improving the quality of digital interactions, service response times, and the personalization of the customer experience, all of which contribute to creating a consistent and positive experience (Homburg et al., 2017).

Customer experience influences customer satisfaction, a finding consistent with research conducted by Klaus & Maklan (2013), Lemon & Verhoef (2016), and Homburg et al. (2017), which demonstrates that customer experience has a significant impact on customer satisfaction across various service industry contexts.

The Influence of Service Quality on Customer Satisfaction

The concept or function of service quality in relation to customer satisfaction serves as an evaluative measure of the alignment between customer expectations and the service received. Service quality reflects a company's ability to provide service that is reliable, responsive, reassuring, empathetic, and supported by tangible evidence (Parasuraman et al., 1988). Thus, service quality is a key factor in shaping perceptions of customer satisfaction.

Service quality affects customer satisfaction; if service quality is perceived positively, customer satisfaction will also be perceived positively, and vice versa. This is because the higher the quality of service customers receive, the smaller the gap between expectations and reality, thereby increasing satisfaction levels (Cronin & Taylor, 1992). Conversely, poor service quality leads to dissatisfaction and erodes customer trust.

To improve customer satisfaction by focusing on service quality, management must raise service standards through employee training, improve response times, and refine service systems to make them more effective and efficient. Additionally, companies must ensure service consistency across all customer interaction channels to maintain a positive perception of quality (Zeithaml et al., 1996).

Service quality influences customer satisfaction, a finding consistent with research conducted by Parasuraman et al. (1988), Cronin & Taylor (1992), and Anderson & Sullivan (1993), which demonstrated that service quality has a significant impact on customer satisfaction.

The Influence of Perceived Value on Customer Satisfaction

The concept or function of perceived value in relation to customer satisfaction is the customer's subjective evaluation of the benefits received compared to the sacrifices made in obtaining a service. Perceived value encompasses functional, emotional, social, and economic aspects that collectively shape the customer's perception of a service (Zeithaml, 1988; Sweeney & Soutar, 2001).

Perceived value influences customer satisfaction; if perceived value is positive, customer satisfaction will also be high, and vice versa. This is because customers who feel they are getting more value than what they paid for will have higher levels of satisfaction, whereas a low perception of value will significantly reduce customer satisfaction.

To improve customer satisfaction by focusing on Perceived Value, management must enhance the balance between the benefits customers receive and the costs they incur. Strategies

that can be implemented include setting competitive prices, improving the quality of service benefits, and providing added value such as additional services or customer loyalty programs.

Perceived value influences customer satisfaction, a finding consistent with research conducted by Zeithaml (1988), Sweeney & Soutar (2001), and Cronin et al. (2000), which demonstrates that perceived value has a positive and significant effect on customer satisfaction.

Conceptual Framework of the Study

Based on the research question, discussion, and relevant studies, the conceptual framework for this article is presented in Figure 1 below.

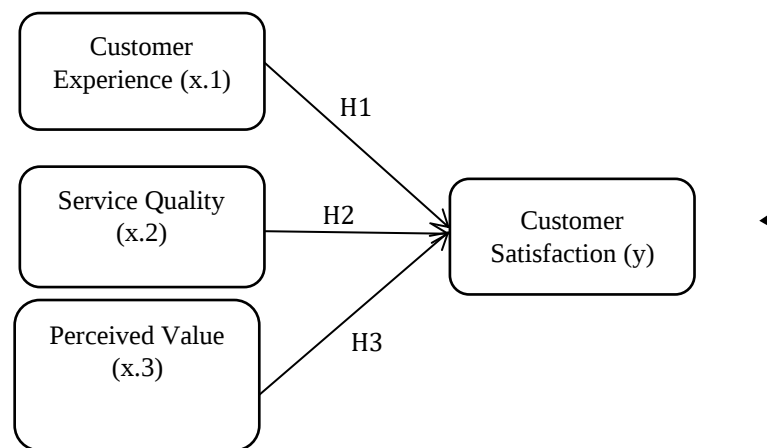


Figure 1: Conceptual Framework

Based on the conceptual framework presented, it can be explained that the variables of customer experience, service quality, and perceived value influence customer satisfaction. These three exogenous variables play a crucial role in shaping the level of customer satisfaction; therefore, improvements in each of these variables will lead to an increase in overall customer satisfaction.

In addition to these three main variables, there are various other variables that can also influence customer satisfaction. This indicates that customer satisfaction is a complex endogenous variable influenced by various additional factors, including marketing, consumer behavior, and service management. Some other variables frequently identified in previous studies include:

Brand Image

Various studies have shown that brand image has an impact on customer satisfaction. A strong brand image can increase customer trust and positive perceptions of a company (Ali et al., 2022; Novansa & Ali, 1926; Ali et al., 2016).

Customer Trust

Customer trust is a key factor influencing the long-term relationship between customers and a company. The higher the level of customer trust, the higher the level of satisfaction experienced (Ali, Evi, et al., 2018; Sitio & Ali, 2019; Ali et al., 2022).

Customer Loyalty

Customer loyalty is also closely linked to customer satisfaction. Loyal customers generally have high levels of satisfaction and are more likely to make repeat purchases and recommend the service to others (M & Ali, 2017; Ali & Mappesona, 2016; Ali, Narulita, et al., 2018).

Thus, it can be concluded that although customer experience, service quality, and perceived value are the main variables examined in this study, there are other variables that also have the potential to contribute to customer satisfaction. Therefore, this study focuses on these three main variables to provide an analysis that is more targeted, measurable, and in line with the scope of the research.

CONCLUSION

Based on the conceptual framework described above, it can be interpreted that customer satisfaction is a multidimensional variable influenced by various exogenous factors. In this study, the primary factors analyzed are customer experience, service quality, and perceived value, which theoretically have a direct relationship with the formation of customer satisfaction.

Conceptually, these three variables indicate that customer satisfaction is not formed in isolation but rather results from the accumulation of interaction experiences, perceptions of service quality, and an evaluation of the benefits received relative to the costs incurred. In other words, the better the customer experience, the higher the perceived service quality, and the greater the value obtained by the customer, the higher the level of customer satisfaction will be.

Furthermore, the presence of other variables such as brand image, customer trust, and customer loyalty indicates that the customer satisfaction model is more complex. These variables act as additional factors that can strengthen or even weaken the relationship between the main variables and customer satisfaction. This indicates that, in practice, customer satisfaction is influenced not only by the functional aspects of service but also by psychological factors and the long-term relationship between the customer and the company.

Thus, it can be concluded that this study underscores the importance of a holistic approach to understanding customer satisfaction. The focus on Customer Experience, Service Quality, and Perceived Value was chosen to provide a more focused research scope, while still acknowledging that other variables are also relevant in explaining variations in customer satisfaction. This interpretation reinforces the urgency of conducting research to analyze, in greater detail, the influence of these three main variables within the empirical context to be studied.

Based on the results of the conceptual review and discussion of the variables in this study, it can be concluded that customer satisfaction is influenced not only by customer experience, service quality, and perceived value but also by various other factors not examined in this study. Some of these factors include brand image, customer trust, and customer loyalty, which theoretically also play a significant role in shaping customer satisfaction.

Therefore, this study recommends conducting further studies and research by incorporating these additional variables to obtain a more comprehensive picture of the factors influencing customer satisfaction. Future research is also advised to use different subjects, industry sectors, or contexts so that the results obtained can be compared and generalized more broadly.

In addition, future research may also consider using more complex analytical methods, such as structural equation modeling (SEM-PLS), to examine the relationships between variables in greater depth. Thus, it is hoped that the results of future research will enrich the scientific literature and make a more significant contribution to the development of marketing management, particularly in the study of customer satisfaction.

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