The Effect of Customer Experience in Using the RRI Play Go Streaming Radio Application on Satisfaction and Loyalty

Ihza Hafizh Aljabbaru(✉), Rulianda Purnomo Wibowo ⓘD,
and Sugih Arto Pujangkoro ⓘD

Magister Management, Postgraduate School, Universitas Sumatera Utara, Medan, Indonesia
ihzaaljabbaru@gmail.com

Abstract. This research about Customer Apps Experience analyzes the influence of the Customer Experience with a focus on Cognitive Experience, Affective Experience, Relational Experience, and Sensorial Experience variables on Customer Satisfaction and Loyalty. Furthermore, it analyzes whether Gender, Age, and Type of Device affect The Experience and Satisfaction and impact on customer loyalty in streaming RRI Play Go radio application. This type of research is quantitative with descriptive data analysis using the Structural Equation Model - Partial Least Square (SEM-PLS) technique with a total sample of 333 users of the RRI Play Go application processed using the SmartPLS 3 program. The results from this study are that Cognitive Experience, Affective Experience, Relational Experience, and Sensorial Experience have a positive and significant effect on Customer Satisfaction. Customer Satisfaction has a negative and insignificant effect on Customer Loyalty. Gender, Age, and Type of Device have a negative and insignificant effect on Customer Experience, Satisfaction, and Loyalty.

Keywords: Customer Experience · Customer Loyalty · Customer Satisfaction · Radio Streaming

1 Introduction

The rapid growth of the internet has become a challenge for radio station management to be more creative and innovative in attracting listeners by providing streaming or internet radio services. Radio Republik Indonesia (RRI), a radio owned by the government of the Republic of Indonesia, has also reformed the digital platform by providing streaming radio application services RRI Play Go. In several years of digitization, RRI has achieved a fantastic reputation, received many international awards, and has always been in the top position in the Android and iOs app stores [1]. This can also be seen from the data on the number of application users, where every year, the number of users increases. Although application users in 2020 and 2021 increased dramatically compared to the previous year, the search results found that many users were disloyal to using the application and many reviews of user dissatisfaction with the RRI Play Go streaming radio application.

The problem in satisfaction and loyalty is bad for RRI's continuity in transforming into a digital media multiplatform. To survive and even lead the fierce competition in

the country's radio streaming industry, RRI must design its application services well to maximize user satisfaction and loyalty. Various efforts need to be made by RRI to improve user experience, maintain user satisfaction and make users loyal to using the application. If customers are satisfied with the service they get and are also satisfied with the goods or services they get, the customer will likely come back and make other transactions or use other features and recommend to others the product and the company [2]. Customer satisfaction and loyalty is the main target of all marketing activities. If consumers are loyal to one product or service, then the customer will make regular purchases that are consistent with the product or service. A good customer experience can generate satisfaction and loyalty [3].

Customer Experience
Customer experience is a personal experience. An experience is an event that occurs due to a particular stimulus made by businesses before and after the purchase, either through direct observation or participation in an activity, which is reality, wishful thinking, or virtual [4].

The customer experience is the result of company activity in physical or virtual form or a combination of both, an end-to-end experience that customers have in their lifetime with the company, product, or service [5]. According to [6], if a customer has a good experience, they will talk to other people, and vice versa; if they have a bad experience, they will be angry and will tell others.

The customer experience dimension used in this study is sourced from [7] research results, where customer experience grouped into four-dimension scales, namely cognitive experience, affective experience, relational experience, and sensorial experience, become the primary scale in measuring the customer experience of applications in interactive products.

Customer Satisfaction
The definition of customer satisfaction broadly can be interpreted as a close relationship with consumer expectations. It can be interpreted that consumers feel satisfied or not depending on the service received in an expectation, where the value is the same as the expected quality [8].

Customer satisfaction or dissatisfaction is very influential for businesses, governments, and consumers. From the business side, customer satisfaction is seen as one of the dimensions of market performance. Increased customer satisfaction can lead to long-term and short-term sales growth, as well as market share as a result of repeat purchases. Customer satisfaction in this study uses the basis of [9], which has the dimensions of product and service features, customer emotions, attributions, and perceptions of equity or fairness.

Customer satisfaction is related to perceptions of equity or fairness related to a product or service, service quality, and price. This perception assumes that consumers analyze the input ratio obtained with the perceived output ratio.

Customer Loyalty
Loyalty is a positive behavior related to regularly reusing a product by consumers. One of the purposes of marketing by producers is to gain consumer loyalty. Consumer loyalty
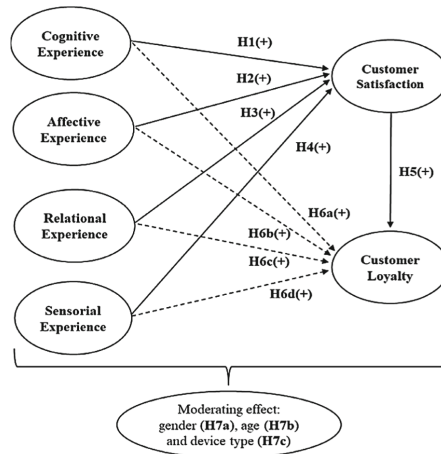
Fig. 1. Research Framework *Source: Molinillo* [7]

also has very diverse levels of loyalty to specific brands, stores, and companies. To generate consumer loyalty, one of the keys is that companies must uphold consumer values [10].

Customer loyalty is a commitment owned to provide support or repurchase a preferred product or service in the future. Even though the situation's impact and marketing efforts cause customers to switch, consumer loyalty cannot be measured by the number of purchases but by how often consumers make repeat purchases and recommend the product to others to buy the product [11]. Loyalty in this study uses [11] research where the three indicators determine customer loyalty: repeat, retention, and referral.

In this study, the authors use a framework developed by [7] from the University of Malaga, Spain, with research entitled "The customer retail app experience: Implications for customer loyalty," which examines customer experience using retail applications in shaping loyal customers. However, this study focused on radio streaming application and differences in several indicators of the operationalization of research variables that are adjusted back to this research.

Referring to research problems and theoretical studies regarding user experience in using the RRI Play Go streaming radio application on satisfaction and loyalty, the conceptual framework used in this study is shown in Fig. 1.

The purpose of this study was to determine how much customer experience has a significant effect on satisfaction, how much satisfaction has a significant influence on loyalty, find out whether satisfaction mediates the relationship between experience and loyalty, and determine whether gender, age, and device type affect experience to satisfaction and impact on the loyalty of users of the RRI Play Go application.

2   Methods

The population in this study were users of the RRI Play Go application. The samples in this study were users or people who used the RRI Play Go streaming radio application.

This research used descriptive and conclusive (causal) type research. According to [12], descriptive research is research conducted to know the value of each variable, both one or more independent variables, without building a relationship or comparison with other variables. Descriptive research is usually carried out when researchers already know the variables or factors to measure an object or field but do not know the relationship between these factors or variables. While conclusive or causal research aims to understand which variables are the cause and which are the effects, it also sees the nature of the relationship between the causal variables and the effect variables, whether positive or negative [15].

Based on the conceptual framework of the research, the research hypothesis is formulated as follows:

H1. Customer Cognitive Experience significantly influences Customer Satisfaction in using the RRI Play Go application.
H2. Customer Affective Experience significantly influences Customer Satisfaction in using the RRI Play Go application.
H3. Customer Relational Experience significantly influences Customer Satisfaction in using the RRI Play Go application.
H4. Customer Sensorial Experience significantly influences Customer Satisfaction in using the RRI Play Go application.
H5. Customer Satisfaction significantly influences Customer Loyalty in using the RRI Play Go application.
H6. Customer Satisfaction moderates the relationship between Cognitive, Affective, Relational, Sensorial, and Customer Loyalty Experiences in using the RRI Play Go application.
H7. Gender, age, and Device Type moderate the influence between Customer Experience and Customer Satisfaction on the RRI Play Go application and its impact on Satisfaction and Customer Loyalty.

3   Results and Discussion

The research was conducted by collecting data using a questionnaire through Google Forms, which was propagated. Respondents in this study were users of the RRI Play Go streaming radio application. The questionnaires were distributed in June 2022 through social media applications Instagram, Line, and Whatsapp to RRI radio listener communities in Indonesia. The total number of questionnaires obtained by the author is 367, with as many as 34 respondent data that do not match the predetermined sample criteria, so the total data was 333 respondents used in this study.

Characteristics of respondents in this study include gender, occupation, age, location, and type of devices (Table 1).

Hypothesis testing uses the Partial Least Square (PLS) analysis technique with the Smart PLS 3 data processing application, which is an alternative method of Structural Equation Modeling (SEM). There are two stages in the SEM-PLS analysis, the outer model, which tests the measurement model used to test the validity and reliability of all indicators in measuring their constructs and testing the structural model [13]. Then, the inner model was used to test the research hypothesis. The following is the SEM-PLS analysis in this study:

Table 1. Characteristics of respondents

Size	Item	Number	Percentage
Gender	Male	148	44%
	Female	185	56%
Job	Civil Servant	173	52%
	Private	79	24%
	Entrepreneur	53	15%
	Students	23	7%
	Others	6	2%
Age	<15 years	8	2%
	15–24 years	46	14%
	25–34 years	151	45%
	35–44 years	92	28%
	45–54 years	23	7%
	>55 years	13	4%
Location	Sumatera	138	41%
	Java	102	31%
	Kalimantan	39	12%
	Sulawesi	30	9%
	Papua	9	3%
	Overseas	15	4%
Devices Type	Smartphone	298	89%
	Tablet	35	11%
Operating System	Android	197	59%
	iOs	136	41%

3.1 Outer Model

Table 2 shows the value of the Outer Loading, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability of indicators in the research.

Based on the data presented in Table 2, it is known that all research variable indicators have an outer loading value. The correlation between constructs and variables has met the convergent validity parameter because it has a loading factor value of more than 0.7, making all indicators declared feasible or valid for research use and can be used for further analysis [14].

These AVE values have met the requirements per the specified minimum AVE limit of 0.50. Thus, it can be stated that each variable has good discriminant validity. Also, the composite reliability value of all research variables is above 0.6 [14]. These results also

Table 2. Outer Model

Variable	Item	*Outer Loading*	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Cognitive Experience	CE1	0.889	0.795	0.743	0.886
	CE2	0.894			
Affective Experience	CE3	0.942	0.898	0.887	0.946
	CE4	0.954			
Relational Experience	CE5	0.902	0.814	0.771	0.897
	CE6	0.903			
Sensorial Experience	CE7	0.925	0.859	0.836	0.924
	CE8	0.929			
Customer Satisfaction	CS1	0.760	0.619	0.916	0.928
	CS2	0.732			
	CS3	0.779			
	CS4	0.808			
	CS5	0.809			
	CS6	0.820			
	CS7	0.780			
	CS8	0.802			
Customer Loyalty	CL1	0.898	0.756	0.935	0.949
	CL2	0.868			
	CL3	0.795			
	CL4	0.880			
	CL5	0.871			
	CL6	0.900			

show that each variable has met the composite reliability criteria, and it can be concluded that all variables have a high and consistent level of reliability.

3.2 Inner Model

After checking out the outer version that met the criteria, it was preserved for trying out the inner model (structural version). The inner model may be evaluated via searching on the r-rectangular (reliability indicator) for the based assembly and the t-statistic fee of the path coefficient. The higher the r-square cost, the better the prediction version of the proposed studies model. The direction coefficients price suggests the extent of importance in speculation trying out.
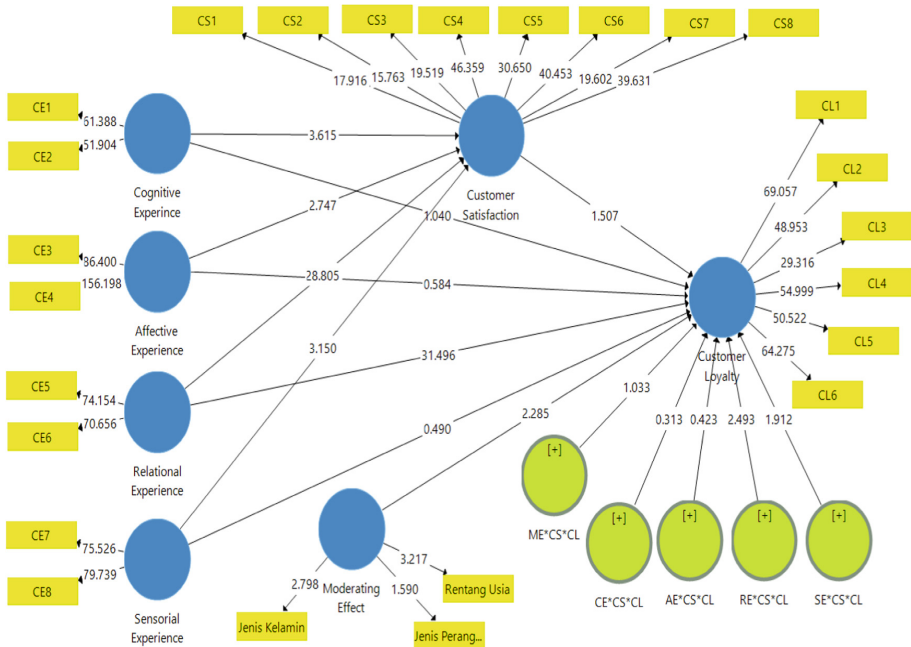
Fig. 2. Inner Model Research *Source: Research Model in Smart PLS 3*

Path coefficient assessment is used to reveal how strong the impact or impact of the unbiased variable is on the structured variable. While the coefficient willpower (R-square) is used to a degree and how many endogenous variables are motivated with the aid of different variables. [13] stated that the results of R2 of 0.67 and above for endogenous latent variables in the structural model indicate the effect of exogenous variables (which affect) on endogenous variables (which can be affected) is protected in the good category. If the result is 0.33–0.67, it is included in the medium category, and if the result is 0.19–0.33, it is included in the weak category. Based on the estimation results of the PLS model with the bootstrapping technique above, it can be seen that all paths are significant with a p-value < 0.05 [14].

It is known from Fig. 2 that the relational experience variable indicates the value of the most significant direct influence on the customer satisfaction variable with a T-Statistics value of 28,805 and the smallest indicated by customer satisfaction on customer loyalty of 1,507.

Based on those outcomes, each variable in this version has T-Statistics values with adequate numbers. This shows that the greater the value of one independent variable on the dependent variable, the stronger the influence between the independent variables on the dependent variable.

The indirect effect is the effect of an independent variable (exogenous) on the dependent variable (endogenous) through the intervening variable. Based on the results of the analysis carried out using Smart PLS 3, the results of the Indirect Effect are obtained:

Table 3. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Affective Experience -> Customer Satisfaction -> Customer Loyalty	0.004	0.004	0.003	1.261	0.208
Cognitive Experience -> Customer Satisfaction -> Customer Loyalty	0.006	0.005	0.004	1.461	0.145
Relational Experience -> Customer Satisfaction -> Customer Loyalty	0.039	0.037	0.026	1.506	0.133
Sensorial Experience -> Customer Satisfaction -> Customer Loyalty	0.005	0.005	0.004	1.214	0.225

Based on the data presented in Table 3, it is known that the R-Square model parameters enter into good parameters for the Customer Satisfaction variable with a value of 0.865 or 86.5% and the Customer Loyalty variable of 0.962 or 96.2%. The Indirect Effect or the value of indirect influence on the dependent variable Customer Loyalty is the largest given by the Relational Experience variable of 1.506, then the Cognitive Experience variable of 1.461, followed by the Affective Experience variable of 1.261 and the smallest on the Sensorial Experience variable of 1.214.

Analysis of Variant (R2) or Determination Test, namely to determine the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in Table 4.

Based on the data presented, it is known that the R-Square model parameters enter into good parameters for the Customer Satisfaction variable with a value of 0.865 or 86.5% and the Customer Loyalty variable of 0.962 or 96.2%.

Table 4. Indirect Effect

Variable	R Square
Customer Satisfaction	0.865
Customer Loyalty	0.962

3.3 Hypothesis Testing

Hypothesis testing is carried out based on the Inner Model test (structural model) in Table 4, which includes the output r-square, parameter coefficients, and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, T-Statistics, and P-Values. These values can be seen from the results of bootstrapping carried out with the help of the SmartPLS 3 application. The rule of thumb used in this study is T-Statistics > 1.64 with a significance level of P-Value 0.05 (5%) [14]. Table 5 shows research hypothesis test results.

The first hypothesis states that the hypothesis can be accepted and has a significant effect, proving that cognitive experience is proven to have a positive and significant effect on customer satisfaction.

The second hypothesis states that the hypothesis can be accepted and has a significant effect, proving that affective experience has a positive and significant influence on customer satisfaction.

The third hypothesis states that the hypothesis can be accepted and has a significant effect, proving that relational experience is proven to have a positive and significant influence on customer satisfaction.

The fourth hypothesis states that the hypothesis can be accepted and has a significant effect proving that sensorial experience is proven to have a positive and significant influence on customer satisfaction.

The fifth hypothesis states that the hypothesis cannot be accepted or rejected and has no significant effect, proving that customer satisfaction does not significantly affect customer loyalty.

The sixth hypothesis is not proven. Customer satisfaction moderates cognitive, affective, relational, and sensorial experiences on customer loyalty.

The seventh hypothesis states that the hypothesis cannot be accepted or rejected and has no significant effect, proving that gender, age, and device type are proven not to moderate the effect between customer experience and satisfaction on customer loyalty.

4 Results and Discussions

Based on the results of research and analysis, conclusions can be drawn in this study as follows:

1. Cognitive Experience has a positive and significant effect on Customer Satisfaction. The cognitive indicators serve needs and provide complete features according to consumer desires.

Table 5. Hypothesis Testing Result

Hypothesis	Value	Conclusion
H1	• *Path Coef* = 0.118 • T-*Statistics* = 3.615 • P-*Value* = 0.000	Accepted
H2	• *Path Coef = 0.079* • *T-Statistics = 2.747* • *P-Value = 0.006*	Accepted
H3	• *Path Coef = 0.763* • *T-Statistics = 28.805* • *P-Value = 0.000*	Accepted
H4	• *Path Coef* = 0.095 • *T-Statistics* = 3.150 • *P-Value* = 0.002	Accepted
H5	• *Path Coef* = 0.051 • *T-Statistics* = 1.507 • *P-Value* = 0.133	Reject
H6	***Cognitive Experience*** • *Path Coef* = 0.006 • *T-Statistics* = 0.313 • *P-Value* = 0.754 ***Affective Experience*** • *Path Coef* = 0.007 • *T-Statistics* = 0.423 • *P-Value* = 0.672 ***Relational Experience*** • *Path Coef* = -0.057 • *T-Statistics* = 1.493 • *P-Value* = 0.013 ***Sensorial Experience*** • *Path Coef* = 0.034 • *T-Statistics* = 1.612 • *P-Value* = 0.056	Reject
H7	• *Path Coef* = 0.022 • *T-Statistics* = 1.033 • *P-Value* = 0.302	Reject

2. Affective Experience has a positive and significant effect on Customer Satisfaction. The affective indicators are the process of using applications that are easy to adapt, effective, and efficient in service.
3. Relational Experience has a positive and significant effect on Customer Satisfaction. The relational indicator is that the application user has a community and has provided appropriate customer service.

4. Sensorial Experience has a positive and significant effect on Customer Satisfaction. The sensorial indicators are applications that can provide a sense of security and comfort in use and a pleasing appearance to look at and use.
5. Customer Satisfaction is proven not to affect Customer Loyalty, showing that just being satisfied is not enough to make application users loyal to the application, but that does not mean Customer Satisfaction is not essential to be a further concern.
6. Customer Satisfaction is not proven to moderate the relationship between customer experience (cognitive-affective, relational, sensorial) to customer loyalty.
7. Gender, Age, and device type were not proven to moderate the influence between customer experience and customer satisfaction and its impact on customer loyalty on the RRI Play Go application.

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