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The Effect of Marketing Relationships, Customer Experience and Service Quality on Customer Loyalty (A Study at PT Digital Open House)

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Abstract. *This study was conducted to determine the effect of marketing relationships, customer experience and service quality on customer loyalty that occurs at PT Digital Open House. PT Digital Open House, which is a company engaged in the service sector, namely Meeting, Incentive, Conference and Exhibition known as MICE, has a fairly large market, so in this study it provides limitations related to the sample used with the criteria of at least 2 times using services from PT Digital Open House. The sample used in this study was 110 (one hundred and ten) respondents and the sampling used non-probability sampling, namely the purposive sampling method. The data were analyzed through classical assumption tests including normality, multicollinearity, and heteroscedasticity tests, as well as hypothesis tests using t-test and f-test. The test results indicate that the regression model meets the classical assumptions and is suitable for use. Partially, Marketing Relationships (X1) and Customer Experience (X2) have no significant effect on Customer Loyalty (Y), while Service Quality (X3) has a significant effect on Customer Loyalty (Y). Simultaneously, the three independent variables have a Very Strong effect on Customer Loyalty (Y). The coefficient of determination (R^2) value of 0.726 indicates that Marketing Relationships, Customer Experience, and Service Quality are able to explain 72.6% of the variation in Customer Loyalty, while the rest is influenced by other factors outside the study. The results of this study confirm that Service Quality is the most dominant variable in increasing Customer Loyalty (Y).*

Keywords: Relationship Marketing; Customer Experience; Service Quality; Customer Loyalty

INTRODUCTION

The Meetings, Incentives, Conventions, and Exhibitions (MICE) industry has become one of the most influential sectors in supporting global economic growth and business sustainability. The increasing demand for professional meetings, business travel, exhibitions, and international conventions has encouraged organizations worldwide to allocate significant budgets for corporate events and collaborative activities. In recent years, the MICE industry has expanded rapidly due to globalization, technological advancement, and the growing need for companies to strengthen relationships with stakeholders, partners, and customers. According to the global market analysis published by Research Dive, the MICE industry is projected to experience substantial growth between 2021 and 2028, with Asia-Pacific becoming one of the fastest-growing regions. This development demonstrates that the MICE industry is not only associated with tourism activities but also contributes significantly to employment creation, investment opportunities, knowledge exchange, and economic development. In Indonesia, the tourism and creative economy sectors have also shown positive growth, particularly after the government intensified efforts to promote sustainable and digitally integrated tourism industries. The digital transformation of event management has become increasingly important as companies are expected to provide innovative, efficient, and customer-oriented services. As competition becomes more intense among event organizers, companies are required to continuously improve service quality, customer experience, and relationship marketing strategies to maintain customer satisfaction and long-term loyalty. Consequently, understanding the factors influencing customer loyalty has become a critical issue for companies operating in the MICE and event management industries.

The COVID-19 pandemic significantly transformed the operational landscape of the MICE industry worldwide. Restrictions on physical gatherings and social distancing policies forced organizations and event organizers to rapidly adapt to digital platforms and virtual communication technologies. As a result, virtual events emerged as an innovative solution that enabled companies, institutions, and communities to continue conducting meetings, seminars, exhibitions, and conferences remotely. The development of digital event technology eventually evolved into hybrid events, which combine offline and online participation simultaneously. Hybrid events offer flexibility for participants while allowing organizers to expand audience reach beyond geographical limitations. This transformation has encouraged event management companies to improve technological capabilities, communication systems, and customer engagement strategies. The emergence of hybrid events also created a more competitive business environment where event organizers must offer not only technical excellence but also memorable customer experiences and customized services. Companies that fail to adapt to these technological and market changes risk losing customers and business opportunities. Therefore, customer experience and service quality have become strategic elements in maintaining competitiveness within the industry. Positive customer experiences, effective communication, and reliable service performance are essential in creating customer trust and satisfaction. Furthermore, relationship marketing plays an important role in strengthening long-term interactions between companies and customers. Strong relationships built through trust, commitment, and consistent service delivery can significantly influence customer loyalty and increase the likelihood of repeat business in the future.

One of the companies actively adapting to the transformation of the MICE industry in Indonesia is PT Digital Open House, commonly known as digiOH. Established initially as a digital solution provider, the company expanded its business into the event management industry by offering innovative event technologies such as photobooths, interactive LED games, smart meeting rooms, and virtual event solutions. During the pandemic period, PT Digital Open House successfully developed virtual event services that addressed the growing demand for online meetings and digital event platforms. The positive response from clients encouraged the company to further innovate by providing hybrid event services that combine physical and virtual participation. Through continuous technological innovation and customer-oriented solutions, the company managed to strengthen its position as a trusted hybrid event organizer. PT Digital Open House emphasizes personalized services by understanding client needs, offering customized event concepts, and adjusting service packages according to client budgets and expectations. This strategy enables the company to create added value and deliver unique event experiences to customers. The company also promotes organizational values such as reliability, efficiency, teamwork, service excellence, integrity, and outstanding performance as part of its corporate culture. Over the years, PT Digital Open House has experienced significant growth in customer numbers and event revenue, demonstrating its ability to adapt and survive in a highly competitive industry. The company's success indicates that customer satisfaction and loyalty are strongly influenced by innovative services, effective communication, and high-quality customer experiences.

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Considering the increasing competition within the hybrid event industry and the importance of maintaining long-term customer relationships, customer loyalty has become a crucial factor determining business sustainability. Loyal customers not only contribute to repeat purchases and long-term profitability but also help companies build a positive reputation through recommendations and word-of-mouth communication. In service industries such as event management, customer loyalty is influenced by various factors, including relationship marketing, customer experience, and service quality. Relationship marketing focuses on establishing strong and mutually beneficial interactions between companies and customers through trust, commitment, and effective communication. Meanwhile, customer experience refers to the overall perception and emotional response generated from interactions with a company's products or services. Service quality also plays a vital role in shaping customer satisfaction by ensuring that services meet or exceed customer expectations. Previous studies have demonstrated that these variables significantly influence customer behavior and loyalty in service-based industries. However, limited studies specifically examine these relationships within the context of hybrid event organizers in Indonesia. Therefore, this study aims to analyze the influence of relationship marketing, customer experience, and service quality on customer loyalty at PT Digital Open House as a hybrid event organizer. The findings of this research are expected to provide valuable insights for companies in developing effective marketing strategies, improving customer satisfaction, and strengthening long-term customer loyalty in the rapidly evolving MICE industry.

LITERATURE REVIEW

Management and marketing theories serve as important foundations in understanding organizational performance and customer-oriented business strategies. (Markonah and Suryanto, 2025; Hikmah, 2024). According to Kotler (2019), management is a systematic process consisting of planning, organizing, leading, and controlling organizational resources in order to achieve predetermined objectives effectively and efficiently. Planning involves determining organizational goals and designing strategic actions to achieve them, while organizing focuses on allocating resources and establishing organizational structures. Leading emphasizes motivation, communication, and leadership to direct employees toward organizational goals, whereas controlling refers to monitoring performance and implementing corrective actions when necessary. In the context of marketing management, Kotler also emphasizes the importance of customer orientation and value creation as central elements in achieving competitive advantage. Companies are expected to understand customer needs, market trends, and competitor strategies in order to provide superior value and maintain long-term relationships with customers. Furthermore, Kotler and Keller (2018) define marketing as a process of identifying and fulfilling human and social needs profitably through planning, pricing, promotion, and distribution activities. Marketing is not limited to selling products or services but also involves creating customer value and meaningful experiences. Therefore, modern marketing strategies focus heavily on customer satisfaction, relationship development, and sustainable value creation. In service industries, these concepts become increasingly important because customer perceptions and experiences directly influence company reputation and business continuity.

Relationship marketing has become one of the most important concepts in contemporary marketing studies because it focuses on establishing long-term interactions between companies and customers. Morgan and Hunt (1994) explain that relationship marketing is built upon trust and commitment between both parties, which become the primary foundations for maintaining sustainable business relationships. Similarly, Kotler and Armstrong (2010) describe relationship marketing as a process of creating, maintaining, and strengthening strong relationships with customers and stakeholders. Modern relationship marketing has evolved significantly with the advancement of digital technology and social media platforms. Kumar and Reinartz (2016) state that successful relationship marketing strategies now depend on a company's ability to integrate digital technologies, big data, and artificial intelligence to understand customer behavior in real time. Through these technologies, companies can personalize services and improve customer engagement more effectively. Furthermore, Kim and Kim (2022) highlight the role of social media in strengthening emotional connections between brands and customers through storytelling, interactive communication, and user-generated content. Relationship marketing is commonly measured through several dimensions, including trust, bonding, communication, commitment, and empathy. Trust is considered the most essential element because customers are more likely to remain loyal to companies they perceive as reliable and honest. Effective communication and empathy also contribute significantly to maintaining positive relationships and enhancing customer satisfaction. Consequently, companies that successfully implement relationship marketing strategies are more likely to build strong emotional connections and encourage customer loyalty over time.

Customer experience has emerged as a critical factor influencing customer satisfaction, purchasing decisions, and loyalty in modern business environments. Pine and Gilmore (1999) define customer experience as the overall perception formed through direct and indirect interactions between customers and companies. Becker and Jaakkola (2020) argue that customer experience management should adopt a holistic approach by considering emotional, cognitive, sensory, behavioral, and social aspects throughout the customer journey. Companies are expected to identify critical touchpoints that influence customer perceptions and emotions during interactions with products or services. In addition, Verhoef et al. (2021) explain that digital transformation has changed how customers interact with businesses, requiring companies to integrate physical and digital experiences through omni channel strategies. This integration allows customers to enjoy seamless and consistent experiences across multiple communication and service platforms. Customer experience can be categorized into several dimensions, including sensory experience, emotional experience, cognitive experience, behavioral experience, and social experience. Sensory experience relates to visual appearance, sound, aroma, and physical design, while emotional experience reflects customers' feelings and emotional responses during interactions with a brand. Cognitive experience involves customer thinking processes and evaluations regarding product or service value, whereas behavioral experience refers to customer actions and participation generated from interactions with the company. Social experience, meanwhile, reflects the sense of belonging and community created through customer interactions with other users or brand communities. Positive customer experiences contribute significantly to customer satisfaction and long-term loyalty because customers tend to maintain relationships with brands that provide memorable and valuable experiences.

Service quality is another important variable frequently associated with customer satisfaction and loyalty in service industries. According to Tjiptono (2020), service quality refers to the degree of excellence expected by customers and the company's ability to consistently meet or exceed those expectations. The concept of service quality is widely associated with the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988), which identifies five main dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Tangibles refer to physical evidence such as facilities, equipment, employee appearance, and communication tools that customers can directly observe. Reliability concerns the company's ability to provide promised services accurately and consistently. Responsiveness relates to employees' willingness and ability to assist customers quickly and effectively, while assurance reflects employees' knowledge, courtesy, credibility, and ability to create trust and security for customers. Empathy refers to personalized attention and the company's understanding of customers' specific needs and preferences. Tjiptono (2019) further explains that service marketing possesses unique characteristics compared to physical product marketing because services are intangible, variable, inseparable from providers, and highly dependent on human interaction. Therefore, service providers must prioritize customer experience and service excellence to maintain long-term customer relationships. High service quality not only improves customer satisfaction but also strengthens company reputation, customer trust, and competitive advantage in increasingly competitive industries.

Customer loyalty is widely recognized as a key indicator of long-term business success and sustainability. Oliver (1999) defines customer loyalty as a deep commitment to repurchase or continue using a company's products or services consistently over time. Customer loyalty consists of four stages: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. Cognitive loyalty is based on rational evaluation and customer beliefs regarding product superiority, while affective loyalty develops from emotional attachment and positive experiences with a brand. Conative loyalty reflects customers'

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intentions and commitment to repurchase in the future, whereas action loyalty represents actual repeat purchasing behavior and active brand advocacy. Recent studies also emphasize that customer loyalty is influenced by relationship marketing, customer experience, and service quality. Huang and Zhang (2021) argue that companies must continuously create added value and differentiation to strengthen customer perceptions and maintain loyalty. Meanwhile, Chinomona and Sandada (2013) state that customer loyalty can only be sustained through continuous relationship management based on trust, positive experiences, and superior value creation. Previous empirical studies have demonstrated significant relationships between relationship marketing, customer experience, service quality, customer satisfaction, and customer loyalty across various industries, including hospitality, retail, banking, and digital services. These findings indicate that companies operating in service industries must continuously improve communication, innovation, service performance, and customer engagement strategies in order to strengthen customer loyalty and achieve sustainable competitive advantage.

METHODS

This study employed a quantitative associative research approach to examine the influence of relationship marketing, customer experience, and service quality on customer loyalty at PT Digital Open House. According to Sugiyono (2020), associative research aims to identify and analyze relationships between two or more variables. The research used a survey method because it allows researchers to collect quantitative data from respondents through structured questionnaires. The object of this research focused on customers of PT Digital Open House who had conducted transactions at least twice. The study involved three independent variables, namely Relationship Marketing (X1), Customer Experience (X2), and Service Quality (X3), while Customer Loyalty (Y) was treated as the dependent variable. Relationship marketing was conceptually defined based on Kotler and Armstrong (2010) as the process of creating, maintaining, and enhancing strong relationships with customers. Customer experience referred to customer perceptions resulting from direct and indirect interactions with the company as proposed by Pine and Gilmore (1999). Service quality was defined according to Tjiptono (2020) as the degree of excellence expected and controlled to fulfill customer expectations, while customer loyalty referred to customers' commitment to continuously use company products or services as explained by Oliver (1999). Operationally, each variable consisted of several dimensions, such as trust, bonding, communication, commitment, and empathy for relationship marketing; sensory, emotional, cognitive, behavioral, and social dimensions for customer experience; tangibles, reliability, responsiveness, assurance, and empathy for service quality; and cognitive, affective, conative, and action loyalty for customer loyalty.

The population of this research consisted of 146 customers of PT Digital Open House who had made at least two purchases. The sampling technique used was purposive sampling because respondents were selected based on specific criteria determined by the researcher. The sample size was calculated using the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Where (n) represents the sample size, (N) represents the population size, and (e) represents the margin of error. Based on the Slovin calculation, the minimum number of respondents required for this study was 107 customers. Primary data were collected directly from respondents using online questionnaires distributed through internet facilities. The questionnaire employed a closed-ended format, meaning respondents selected answers from predetermined choices without providing additional responses. A Likert scale was applied to measure respondents' perceptions and attitudes toward each statement. The scale consisted of five categories ranging from "Strongly Disagree" to "Strongly Agree," with scores assigned from 1 to 5. The scoring system is presented as follows: Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1. The use of the Likert scale enabled the researcher to quantify respondent opinions and analyze the relationships among variables statistically. Data collection and processing were conducted using SPSS version 25 for Windows to facilitate statistical calculations and data interpretation.

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Before distributing the questionnaire to the full sample, instrument testing was conducted using 30 respondents to evaluate validity and reliability. Validity testing aimed to measure whether each questionnaire item accurately represented the intended variable. The Pearson Product Moment Correlation method was used for validity testing with a significance level of 5% and an r-table value of 0.361. Questionnaire items with r-count values greater than r-table were considered valid, while items with lower values were categorized as invalid and removed from further analysis. The results showed that one item in the Relationship Marketing variable (HP2) was invalid because the r-count value of 0.304 was lower than 0.361. Therefore, only nine valid items were retained for the Relationship Marketing variable. Meanwhile, all items in Customer Experience, Service Quality, and Customer Loyalty variables were declared valid because their r-count values exceeded the required threshold. Reliability testing was performed using the Cronbach's Alpha method to evaluate the consistency of the instrument. According to Wibowo and Wulandari (2020), a Cronbach's Alpha value above 0.70 indicates that the instrument is reliable. The reliability test results demonstrated that all variables were highly reliable, with Cronbach's Alpha values of 0.920 for Relationship Marketing, 0.826 for Customer Experience, 0.899 for Service Quality, and 0.892 for Customer Loyalty. These findings indicate that the research instrument was both valid and reliable for further analysis.

The data analysis process involved descriptive and inferential statistical techniques using SPSS software. Interval classification was first conducted to interpret respondents' questionnaire scores.

The interval range was then calculated to classify respondent perceptions into categories such as "Very Good," "Good," "Fair," "Poor," and "Very Poor." Furthermore, classical assumption tests were conducted before hypothesis testing. These included the normality test using the Kolmogorov-Smirnov method, the linearity test to determine whether relationships between variables were linear, and the heteroscedasticity test to identify variance inconsistency within regression residuals. Hypothesis testing in this study used multiple linear regression analysis to determine the influence of independent variables on customer loyalty. The regression model used in this study can be expressed as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

where (Y) represents customer loyalty, (X1) represents relationship marketing, (X2) represents customer experience, (X3) represents service quality, (a) represents the constant value, (b) represents regression coefficients, and (e) represents the error term. The t-test was used to analyze the partial influence of each independent variable, while the F-test was applied to examine simultaneous effects among variables. The coefficient of determination ((R^2)) was also calculated to measure how well the independent variables explained variations in customer loyalty. According to Chin (1998), an (R^2) value above 0.67 indicates a strong explanatory model, while lower values indicate moderate, weak, or very weak explanatory power.

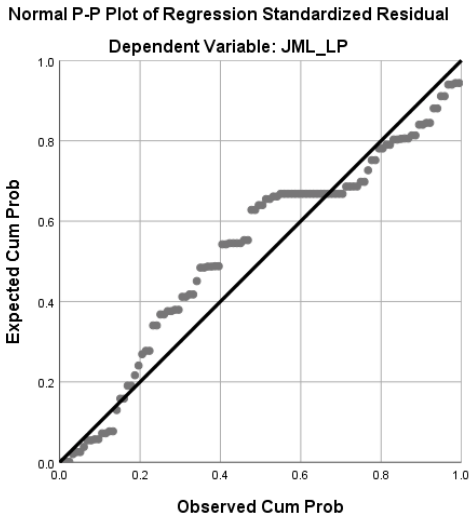
RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

This study uses the P-Plot normality test model to determine whether the residual data is moving or normally distributed. If the data spreads around the diagonal line and follows the direction of the diagonal line, the residual data is normally distributed. The following is a picture of the results of the P-Plot normality test.

Figure 4.1 Normality Test Results



Source: Processed Data 2025

Based on Figure 4.1, it can be seen that the distribution of the points approaches or follows the direction of the diagonal line. It can be concluded that the residual data used in this study is normally distributed and the regression model between the variables of Marketing Relationships, Customer Experience, and Service Quality on Customer Loyalty will be used in the next stage of analysis.

Multicollinearity Test

The multicollinearity test aims to determine whether the regression model contains multicollinearity problems among the independent variables. A good regression model should not have multicollinearity problems among the independent variables, or in other words, be free from multicollinearity problems. Multicollinearity problems can be detected by examining the Variance Inflation Factor (VIF) and tolerance values, as presented in the following table.

Table 4.47 Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.520	2.137		1.179	.241		
	JML_HP	-.076	.112	-.077	-.683	.496	.196	5.107
	JML_PP	.181	.123	.200	1.465	.146	.135	7.401
	JML_KL	.619	.118	.737	5.236	.000	.127	7.875

a. Dependent Variable: JML_LP

Source: Processed Data 2025

Based on Table 4.47, the tolerance value for each independent variable in this test: Marketing Relationships (X1) is 0.196, Customer Experience (X2) is 0.135, and Service Quality (X3) is 0.127, all of which have values greater than 0.10. Similarly, the Variance Inflation Factor for each independent variable in this test: Marketing Relationships (X1) is 5.107, Customer Experience (X2) is 7.401, and Service Quality (X3) is 7.875, all of which have values less than 10. Therefore, from these data results, it can be concluded that the regression model testing between Marketing Relationships, Customer Experience, and Service Quality on Customer Loyalty is suitable for use in the next stage of analysis.

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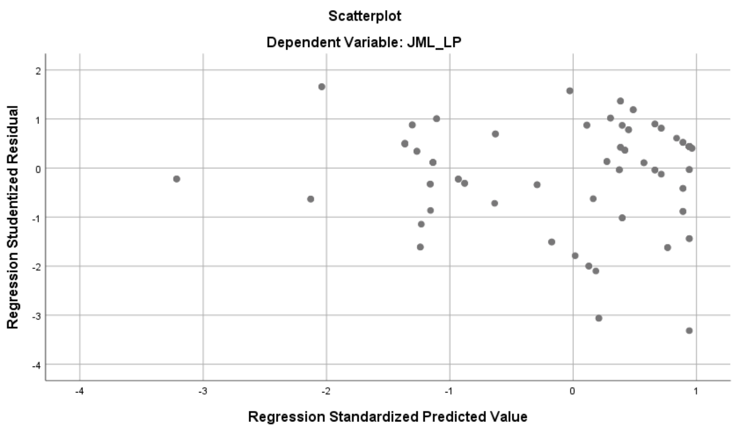
Heteroscedasticity Test

To test for heteroscedasticity, this study used the Scatter Plot method, which plots the residual distribution and predicted values of the dependent variable. To test whether a regression model contains heteroscedasticity, this can be done by examining the presence or absence of a specific pattern. This can be seen in a scatterplot graph, based on analysis. If no clear pattern forms, the scatterplot points are spread above and below 0 on the y-axis, indicating no heteroscedasticity. Figure 4.2 below shows the results of the heteroscedasticity test.

Figure 4.2 Heteroscedasticity Results



Source: Processed Data 2025

Based on the Scatter Plot results above, it can be seen that the points do not form a clear pattern and are spread both above and below the 0 mark on the Y-axis. Therefore, it can be concluded that the test results do not show any heteroscedasticity issues, thus the regression model is free from heteroscedasticity issues and is suitable for use in the next analysis stage.

Multiple Linear Regression Test Results

The multiple linear regression test in this study was used to determine the effect of the independent variables, namely Marketing Relationships, Customer Experience, and Service Quality, on the dependent variable, namely Customer Loyalty. The results of the multiple linear regression test are presented in tabular form.

Table 4.1. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.520	2.137		1.179	.241
	JML_HP	-.076	.112	-.077	-.683	.496
	JML_PP	.181	.123	.200	1.465	.146
	JML_KL	.619	.118	.737	5.236	.000

a. Dependent Variable: JML_LP

Source: Processed Data 2025

From the results of the multiple linear regression test in Table 4.49, the following regression equation can be constructed for these variables.

$$Y = 2.520 - 0.076\ X1 + 0.181\ X2 + 0.619\ X3 + e$$

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Based on the data analysis and the regression equation, the following points can be explained:

1. The constant value of 2.520 indicates the pure value of the dependent variable, namely Customer Loyalty, without being influenced by the independent variables, namely Marketing Relationships, Customer Experience, and Service Quality.
2. The Marketing Relationships variable (X1) has a regression coefficient of minus 0.076 on Customer Loyalty (Y). This means that Marketing Relationships (X1) has a negative influence on Customer Loyalty (Y).
3. The Customer Experience variable (X2) has a regression coefficient of 0.181 on Customer Loyalty (Y). This means that Customer Experience (X2) has a positive influence on increasing Customer Loyalty (Y).
4. The Service Quality variable (X3) has a regression coefficient of 0.619 on Customer Loyalty (Y). This means that Service Quality (X3) has a positive influence on Customer Loyalty (Y).

Hypothesis Testing

Hypothesis Testing (t-test)

The t-test is conducted to determine whether each independent variable (X) in the regression model has a partial or individual significant effect on the dependent variable (Y). In this study, the influence of Relationship Marketing, Customer Experience, and Service Quality on Customer Loyalty will be tested. The following table presents the results of the t-test, or partial test.

Table 4.2 T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.520	2.137		1.179	.241
	JML_HP	-.076	.112	-.077	-.683	.496
	JML_PP	.181	.123	.200	1.465	.146
	JML_KL	.619	.118	.737	5.236	.000

a. Dependent Variable: JML_LP

Source: Processed Data 2025

Based on the t-test results presented in Table 4.2, the following conclusions can be drawn.

1. The Marketing Relationship variable (X1) has a value of -0.683 < 1.982, where the calculated t-value is greater than the calculated t-value, and a significance value of 0.496 > 0.05. Therefore, it can be concluded that partially, Marketing Relationship (X1) does not significantly influence Customer Loyalty (Y).
2. The Customer Experience variable (X2) has a value of 1.465 < 1.982 (calculated t-value > t-value) with a significance value of 0.146 > 0.05. Therefore, it can be concluded that partially, Customer Experience (X2) does not significantly influence Customer Loyalty (Y).
3. The Service Quality variable (X3) has a value of 5.236 > 1.982 (calculated t-value > t-value) with a significance value of 0.000 < 0.05. Therefore, it can be concluded that Service Quality (X3) has a significant partial effect on Customer Loyalty (Y).

Simultaneous Significant Hypothesis Test (f-test)

The F-test, or model feasibility test, is a test conducted to determine and examine how all independent variables (X) simultaneously or jointly influence the dependent variable (Y). This test uses a significance level of 0.05. If the significance value is <0.05 or (f count <f table), then there is an effect of the independent variable (X) on the dependent variable (Y). Conversely, if the significance value is >0.05 (f count > f table), then there is no effect of the independent variable on the dependent variable.

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Table 4.3 F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1347.876	3	449.292	97.095	.000[b]
	Residual	490.497	106	4.627		
	Total	1838.373	109			

a. Dependent Variable: JML_LP

b. Predictors: (Constant), JML_KL, JML_HP, JML_PP

Source: Processed Data 2025

Based on the data processing results for the model feasibility test in Table 4.3, the significance level is 0.00 <0.05, resulting in an F-value of 97.095 and an F-value of 2.69. In other words, an F-value of 97.095 > F-value of 2.69. Therefore, it can be concluded that the independent variables, namely Marketing Relationships, Customer Experience, and Service Quality, have a simultaneous or concurrent influence on the dependent variable, namely Customer Loyalty. Therefore, the regression model in this study is suitable for use.

4.4.4. Results of the Coefficient of Determination (R^2) Test

The coefficient of determination test aims to measure the extent to which the regression model can explain the dependent variable's variance. In other words, the extent to which the independent variables explain the variance of the dependent variable. All independent variables contribute to changes in the dependent variable, depending on their contribution, which is tested using the coefficient of determination. The following are the results of the coefficient of determination test.

Table 4.4 Results of the Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856[a]	.733	.726	2.151	1.768

a. Predictors: (Constant), JML_KL, JML_HP, JML_PP

b. Dependent Variable: JML_LP

Source: Processed Data 2025

Based on Table 4.4, the R-squared value is 0.726. It can be concluded that the independent variables, namely Marketing Relationships, Customer Experience, and Service Quality, have a very strong simultaneous influence on the dependent variable, Customer Loyalty, at 72.6%, with a correlation coefficient of 0.60-0.79. The remaining 27.4% is influenced by other factors not examined in this study.

Interpretation of Research Results

Based on the data analysis above, the research results can be interpreted as follows.

1. The Marketing Relationship variable (X1) has a negative effect on customer loyalty. This is evidenced by the partial t-test results, which show a calculated t value of 0.496, which is lower than the t table value of 1.982 (t calculated 0.496 < t table 1.982).
2. The Customer Experience variable (X2) does not have a significant effect on Customer Loyalty. This is evidenced by the partial t-test results, which show a calculated t value of 1.465, which is lower than the t table value of 1.982 (t calculated 1.465 < t table 1.982).
3. The Service Quality variable (X3) has a positive and significant effect on Customer Loyalty. This is evidenced by the results of the partial T-test, which showed that the calculated t value of 5.236 was greater than the t table of 1.982 (t calculated 5.236 > t table 1.982).

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4. Based on the results of the simultaneous F-test, the calculated f value was 97.095 with a significance level of <0.00. Thus, it can be concluded that the variables Marketing Relationships, Customer Experience, and Service Quality simultaneously influence Customer Loyalty. Because the calculated f value of 97.095 is greater than the f table of 2.69 (97.095 > 2.69).
5. Based on the results of the coefficient of determination test, the R-square value was 0.726. It can be concluded that the independent variables, namely Marketing Relationships, Customer Experience, and Service Quality, simultaneously influence the dependent variable, namely Customer Loyalty, by 72.6% and fall into the Strong correlation coefficient classification because it is between 0.60 and 0.79. The remaining 27.4% is influenced by other factors not examined in this study.
6. The results of the multiple linear regression test indicate that the independent variable has a positive effect on customer loyalty, with the equation $Y = 2.520 - 0.076\ X1 + 0.181\ X2 + 0.619\ X3 + e$. This equation shows that the Service Quality variable (X3) produces a greater regression value than the other variables. Thus, the Service Quality variable is dominant in influencing Customer Loyalty.

CONCLUSIONS

This study examined the influence of relationship marketing, customer experience, and service quality on customer loyalty at PT Digital Open House. The findings revealed that relationship marketing had only a minor partial effect on customer loyalty because the t-test result showed that the calculated t-value was lower than the t-table value (0.496 < 1.982), causing the first hypothesis (H1) to be rejected. Similarly, customer experience also showed a weak partial influence on customer loyalty, where the t-value was smaller than the t-table value (1.465 < 1.982), resulting in the rejection of the second hypothesis (H2). In contrast, service quality demonstrated a significant positive effect on customer loyalty, indicated by the t-test result where the calculated t-value was greater than the t-table value. Therefore, the third hypothesis (H3) was accepted. Furthermore, the simultaneous test using the F-test showed that relationship marketing, customer experience, and service quality collectively had a positive and significant effect on customer loyalty, with an F-value of 97.095 greater than the F-table value of 2.69 and a significance value of 0.000 lower than 0.05. These results indicate that although relationship marketing and customer experience individually contributed only slightly, the combination of all independent variables significantly affected customer loyalty at PT Digital Open House.

The study also identified several limitations that may influence the interpretation of the findings. First, the research only involved customers who had used PT Digital Open House services at least twice, and most respondents provided "Very Good" evaluations, which may have limited response variation. Second, the study was conducted within a single period of time, meaning the data collected may reflect temporary or situational conditions. Third, the research focused only on three independent variables, namely relationship marketing, customer experience, and service quality, while other potential variables influencing customer loyalty were not included. In addition, differences in respondent perceptions and understanding of questionnaire statements may have affected the accuracy of responses. Based on the findings, several recommendations were proposed for PT Digital Open House. The company is encouraged to pay greater attention to customers' emotions and feelings, improve product and service designs to create more attractive customer experiences, modernize and maintain physical facilities and equipment, and strengthen brand image to build stronger emotional attachment with customers. These improvements are expected to increase customer satisfaction, encourage repeat purchases, and enhance long-term customer loyalty.

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