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# The Influence of Customer Value and Customer Experience on Customer Loyalty at Soya Drink Ciamis

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| Author(s) Statement | Abstract |
|---|---|
| The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. | **Purpose:** This study aims to examine the influence of Customer Value and Customer Experience on Customer Loyalty among consumers of Soya Drink Ciamis. The research focuses on understanding how perceived value and experiential factors contribute individually and jointly to fostering long-term customer commitment toward a local beverage brand.<br><br>**Research Method:** The study adopts a descriptive quantitative approach with an incidental sampling method, involving 94 respondents selected from a population of 1,498 customers. Data were analyzed using descriptive statistics, simple and multiple correlations, multiple linear regression, coefficient of determination, and hypothesis testing through t-tests and F-tests.<br><br>**Results and Discussion**: The results reveal that both Customer Value and Customer Experience have a positive and significant impact on Customer Loyalty. Emotional and price value dimensions were rated as the highest in terms of customer value, while sensory and relational aspects dominated the overall customer experience. Although overall loyalty was intense, improvements are needed in habitual consumption and emotional attachment. The simultaneous effect of both variables shows a more substantial influence, confirming their synergistic role in shaping loyalty behavior.<br><br>**Implications:** The study highlights that enhancing perceived customer value and optimizing customer experience are key strategies for strengthening loyalty. Managers should focus on emotional, social, and performance-based factors to build sustainable customer relationships.<br><br>**Keywords:** customer value; customer experience; customer loyalty; emotional engagement; local brand. |

## Introduction

In today's dynamic and highly competitive business landscape, retaining customers has become an increasingly critical challenge. Rapid technological development, evolving consumer preferences, and the heightened importance of emotional engagement make securing long-term customer loyalty more difficult than ever (Hollebeek, 2024). Companies are no longer competing solely

on price or product quality; instead, they must consistently deliver meaningful value and memorable experiences to remain relevant (Prahalad & Ramaswamy, 2004). Within the beverage industry, these challenges are particularly evident, as shifting lifestyle trends and the abundance of product choices prompt consumers to reassess their loyalty continually. Local beverage brands face even greater obstacles compared to their national or global counterparts. Limited resources, less extensive distribution channels, and weaker marketing capabilities often constrain their ability to compete effectively. Soya Drink Ciamis, a local brand with growing recognition in its market, illustrates this dilemma. Despite having a unique product concept, the brand struggles to build a loyal customer base. The absence of structured loyalty programs, minimal product innovation, and inconsistent promotional strategies contribute to fluctuating customer engagement levels. Moreover, many customers remain unaware of the broader health and social benefits that the product can offer, reducing its perceived relevance in an increasingly health-conscious market. This disconnect between product potential and customer perception highlights a pressing practical problem: local businesses must identify and strengthen the key drivers of customer loyalty to sustain competitiveness. In the context of Soya Drink Ciamis, addressing this issue is essential for transforming occasional buyers into long-term advocates who will support the brand's growth in a challenging marketplace.

Recent studies consistently demonstrate that customer value and customer experience have a significant influence on customer loyalty across diverse industries. Empirical evidence confirms that both constructs exert a positive and significant effect on loyalty (Hasfar et al., 2020; Jumawar & Nurmartian, 2021; Sudiyono et al., 2022). Among these, customer experience has been found to exert a decisive influence, shaping not only loyalty but also customer satisfaction and value creation (Hasfar et al., 2020; Sudiyono et al., 2022). Trust further emerges as a crucial mediating factor, with both customer value and experience affecting loyalty indirectly through the development of consumer trust (Febriyanti & Tuti, 2023). Despite this, findings regarding the direct impact of customer value on loyalty remain mixed. While most studies identify a significant positive relationship, one study reports that customer value exerts a positive yet statistically insignificant effect on loyalty (Hasfar et al., 2020). The explanatory power of these relationships is also notable, with one investigation showing that customer value and experience together explained up to 85.4% of the variance in customer loyalty (Jumawar & Nurmartian, 2021). These findings underscore the importance of managing customer experience and delivering superior value as key strategies for sustaining a competitive advantage. More recent research further highlights the complex interplay between customer experience, perceived value, and loyalty across various service sectors. Several studies confirm that customer experience has a direct and significant effect on loyalty (Abidin et al., 2025; Ingepuri et al., 2025). However, the strength and direction of this relationship vary depending on context, with some findings suggesting that experience influences loyalty primarily through perceived value as a mediating variable (Diwayanti et al., 2025; Ingepuri et al., 2025). Perceived value thus emerges as an essential mediator, reinforcing that while service quality and experiential elements may not directly impact loyalty, they enhance it substantially through improved value perceptions (Diwayanti et al., 2025). Similarly, sensory experiences shape loyalty both directly and indirectly through satisfaction and perceived value (Wardayanti & Bharata, 2025).

Although prior studies have provided strong evidence on the relationship among customer value, customer experience, and customer loyalty, several gaps remain unaddressed. Much of the existing literature has concentrated on global or national brands that already possess well-established loyalty systems and robust marketing infrastructures (Abidin et al., 2025; Hasfar et al., 2020; Ingepuri et al., 2025; Sudiyono et al., 2022). These contexts offer valuable insights but do not fully capture the dynamics of local businesses that operate in smaller markets with limited resources. Consequently, there is a lack of empirical evidence examining how value and experience influence loyalty within the distinctive conditions faced by local brands, such as Soya Drink Ciamis, where consumer awareness, distribution reach, and promotional consistency remain underdeveloped. From a theoretical perspective, while the constructs of customer value and customer experience have been clearly defined

and widely studied (Zeithaml, 1988), their combined effect on loyalty in small-scale markets has not been sufficiently explored. Some studies highlight trust and perceived value as mediators (Febriyanti & Tuti, 2023; Ingepuri et al., 2025), yet the extent to which these mediations apply to local beverage markets remains uncertain. Moreover, findings regarding the direct effect of customer value on loyalty are inconsistent, with evidence ranging from significant to insignificant impacts (Hasfar et al., 2020). These inconsistencies suggest a theoretical gap in understanding how contextual factors—such as market scale, consumer behavior, and local brand positioning—shape the relationship between value, experience, and loyalty.

The novelty of this study lies in its contextual and theoretical contributions. Unlike prior research that predominantly focuses on global or national brands with advanced marketing infrastructures, this study situates customer value and customer experience within the local market of Soya Drink Ciamis, a small-scale beverage brand operating under limited resources and modest promotional strategies. By doing so, it addresses a significant empirical gap regarding how these constructs function in smaller markets where consumer awareness, distribution, and loyalty programs remain underdeveloped. Theoretically, the research expands existing frameworks by integrating customer value and customer experience into a combined loyalty model that has not been sufficiently tested in local contexts. This integration provides a more comprehensive understanding of how value and experiential dimensions interact to influence loyalty, while also examining whether their effects are consistent with findings from larger markets. Based on this perspective, the study aims to achieve three objectives: first, to analyze the individual impact of customer value on customer loyalty; second, to evaluate the personal influence of customer experience on customer loyalty; and third, to investigate the simultaneous effect of customer value and customer experience on customer loyalty. By addressing these objectives, the study not only extends theoretical discourse but also offers practical insights for local businesses on how to strengthen long-term customer relationships through improved value delivery and enhanced customer experiences.

## Literature Review

Customer Value

Customer value is widely understood as the overall assessment made by a consumer regarding the utility or worth of a product or service, determined by comparing the benefits received with the sacrifices made to obtain it. This notion extends beyond a simple cost–benefit equation; it captures the subjective and psychological perceptions that shape consumer evaluations of exchange relationships (Blut et al., 2024). Within contemporary marketing thought, customer value has evolved into a dynamic construct that reflects how individuals interpret quality, price, effort, time, and emotional satisfaction. As Sairanen et al. (2024) emphasize, value is not merely an attribute of products but the outcome of an interaction between companies and consumers within economic, environmental, and social systems. The evaluation of value thus depends on both functional performance and symbolic meaning—what the product does and what it represents. In today's customer-centric environments, firms cannot rely solely on product quality or low pricing to differentiate themselves. They must deliver experiences and associations that consumers personally interpret as valuable, meaningful, and aligned with their goals. Yum & Kim (2024) further explain that perceived value arises when companies empower consumers through convenience and knowledge contribution, allowing them to co-create meaning in the consumption process. In this sense, customer value serves not only as a measure of satisfaction but as a comprehensive reflection of the consumer's holistic relationship with the firm, encompassing cognitive judgments, emotional resonance, and ethical considerations.

The structure of customer value is multidimensional, encompassing functional, emotional, social, epistemic, and conditional dimensions that interact to form overall perception (Blut et al., 2024). Functional value refers to the tangible attributes of performance and quality, while emotional value relates to feelings of pleasure, trust, and attachment derived from consumption. Social value emerges from the sense of belonging or prestige that accompanies ownership or association with a product, and

epistemic value stems from curiosity, novelty, or the intellectual stimulation a product provides. Sairanen et al. (2024) add that a growing environmental and ethical dimension has emerged in the era of the circular economy, where consumers perceive value not only in utility but also in sustainability and social responsibility. This implies that modern value perceptions integrate both personal and collective welfare. Croitoru et al. (2024) found that in cross-cultural contexts, consumers weigh these dimensions differently, depending on their cultural orientation and lifestyle norms, indicating that value is socially constructed and context-dependent. Fehrenbach & Herrando (2021) further highlight the importance of transparency and fairness in digital exchanges, where data privacy and trust have become critical determinants of perceived value. These dimensions collectively illustrate that customer value is a layered construct—part economic evaluation, part emotional engagement, and part ethical alignment. Consequently, managing value requires recognizing the interplay between rational assessment and affective experience, where perception of fairness, innovation, and identity consistency jointly define what consumers consider "worthwhile."

From a strategic perspective, customer value functions as the core logic guiding modern marketing, service design, and organizational management. It is not a static outcome but a continuous process of co-creation between companies and consumers, shaped through interaction, participation, and mutual learning. The hospitality sector exemplifies this dynamic: value emerges through co-created experiences that integrate service quality, relational warmth, and personalized attention (Solakis et al., 2022). This co-creative orientation has shifted the managerial focus from delivering value to facilitating it, meaning firms act as partners who enable customers to construct their own meanings. Abo ElHamd et al. (2021) underscore that engagement intensity—through emotional, cognitive, and behavioral involvement—directly enhances perceived value, transforming customers from passive recipients into active contributors. The integrative framework proposed by Uzir et al. (2021) reinforces this idea by arguing that pricing, innovation, and analytics must revolve around value maximization across all touchpoints. In digital ecosystems, convenience and personalization strengthen perceived value (Rodríguez-Ardura et al., 2024), while fairness and data protection sustain it (Fehrenbach & Herrando, 2021).

Customer Experience

Customer experience (CX) is broadly understood as the totality of a customer's cognitive, emotional, sensory, and behavioral responses that arise from direct or indirect interactions with a company, its products, or services. It is a holistic construct that reflects how customers perceive their journey across multiple touchpoints and time horizons. Kuppelwieser & Klaus (2021) describe CX as a cumulative psychological state that evolves as customers compare their expectations with actual experiences, integrating satisfaction, emotion, and meaning. Unlike traditional service quality, which measures transactional performance, CX captures the subjective and symbolic aspects of engagement—how customers feel, think, and relate to a brand during the consumption process. Keski-Mattinen et al. (2024) emphasize that CX merges rational and affective evaluations, forming a dynamic interpretation shaped by context, culture, and personal values. This view positions CX not as an outcome but as a lived process—fluid, interactive, and co-created between firms and consumers. Gao et al. (2025) further explain that each experience reflects a moment of truth, where perceptions of reliability, empathy, and innovation converge to create long-term emotional attachment. Consequently, customer experience operates as a multidimensional narrative that integrates sensory stimuli, interpersonal interactions, and brand symbolism into a single psychological continuum.

The concept of CX extends beyond the act of consumption, encompassing multiple dimensions that interact to construct a unified perception. Wirtz et al. (2025) identify five primary dimensions—sensory, affective, cognitive, behavioral, and social—each influencing how customers interpret value. Sensory dimensions relate to physical or digital stimuli that trigger perceptions of aesthetics, comfort, and design, while affective dimensions involve emotional responses such as joy, trust, or excitement. Cognitive dimensions are tied to problem-solving and decision-making processes, determining

whether experiences align with expectations. Behavioral dimensions manifest in actions such as brand advocacy or repeat purchases, while social dimensions reflect relational bonds and shared experiences within communities. Olsson et al. (2023) emphasize that these dimensions are interdependent and evolve across the customer journey, from initial awareness to post-purchase engagement. De Keyser et al. (2025) propose a convergence-based framework, explaining that technology, human interaction, and organizational culture must harmonize to generate seamless experiences. This convergence requires firms to manage emotional and functional elements simultaneously, ensuring consistency across all touchpoints. Moreover, as argued by Roggeveen & Rosengren (2022), modern consumers evaluate interactions not only for efficiency but for authenticity and empathy.

Strategically, customer experience functions as the central philosophy guiding value creation, brand positioning, and organizational management. Rather than treating CX as a marketing metric, leading firms view it as an ecosystem that synchronizes processes, technology, and culture to deliver sustained emotional engagement. Wirtz et al. (2025) argue that effective customer experience management (CXM) requires a clear value proposition centered on customer empathy and cross-functional collaboration. This involves orchestrating coherent interactions across departments to ensure that the brand promise is consistently fulfilled. Arkadan et al. (2024) reinforce this strategic role by presenting CX as both a managerial orientation and a learning system, where data-driven insights and human intuition combine to improve experience design. Gao et al. (2025) note that the emotional resonance embedded in each encounter strengthens long-term relationships and enhances customer lifetime value. Meanwhile, Keski-Mattinen et al. (2024) emphasize that the meaning of experience is interpretive—it is co-constructed through participation and shaped by cultural values, making personalization a key determinant of success. As organizations embrace digital transformation, CX must balance automation with authenticity. When supported by empathy, transparency, and innovation, CX evolves into a form of relational capital that sustains competitive advantage. In essence, CX represents the bridge between operational excellence and emotional fulfillment—a strategic domain where technology amplifies, rather than substitutes, human connection.

Customer Loyalty

Customer loyalty is fundamentally defined as a deeply held commitment by a customer to consistently choose and repurchase a preferred brand or service over time, despite situational factors or marketing efforts that could induce switching. Bourdeau et al. (2024) describe it as a psychological state that integrates affective, cognitive, and conative elements, indicating that loyalty embodies both emotional attachment and intentional behavior. This means that loyal customers are not merely repeat buyers; they consciously identify with a brand and view their relationship as valuable and mutually beneficial. Koo et al. (2020) highlight that loyalty develops when consumers perceive consistent reliability and positive reinforcement from the brand, generating a sense of trust and habitual preference. In essence, loyalty bridges the transactional and relational dimensions of marketing—it transforms temporary satisfaction into a long-term emotional connection grounded in shared values and consistent experiences. As Kim et al. (2024) emphasize, loyalty also involves a sense of security and psychological assurance, especially in high-trust industries such as banking, where customer relationships depend heavily on confidence and integrity. Therefore, customer loyalty is best understood as an enduring commitment formed through satisfaction, trust, and identification, functioning as a mechanism that reduces uncertainty and sustains preference in competitive environments. It represents a higher-order outcome of effective relationship management and serves as the foundation upon which enduring brand relationships are built.

Customer loyalty is multidimensional, encompassing both behavioral and attitudinal components that together explain how and why customers remain committed to a brand. Bourdeau et al. (2024) clarify that behavioral loyalty refers to repeated purchasing and usage patterns, while attitudinal loyalty captures psychological commitment, advocacy, and emotional attachment. This dual nature demonstrates that loyalty extends not only to observable actions but also to underlying

motivations. According to Makudza (2020), loyalty formation occurs through consistent positive experiences across physical, virtual, and service interactions, demonstrating that emotional and experiential factors are as important as functional performance. Rather et al. (2022) argue that credibility and value congruence strengthen the internalization of loyalty by aligning brand identity with customers' self-concept. This alignment transforms loyalty from a transactional repetition into an expression of self-identity and a sense of belonging. Le (2021) further notes that social and psychological factors, such as self-esteem and group influence, can moderate the loyalty process—customers often remain loyal because their brand choices signal status or group affiliation. Ruvio et al. (2025) extend this logic by showing that reward systems can reinforce loyalty when they appeal to intrinsic motivation rather than external incentives. Thus, loyalty is sustained not only by habit but also through the reinforcement of emotional satisfaction, social meaning, and self-expression. In this sense, customer loyalty emerges from the intersection of rational evaluation and affective connection, integrating trust, recognition, and symbolic value into a single, cohesive behavioral orientation.

From a strategic standpoint, customer loyalty represents one of the most valuable intangible assets a company can possess because it drives long-term profitability, competitive advantage, and brand advocacy. Basrowi et al. (2022) emphasize that loyalty management has evolved into a central business philosophy, focusing on retaining customers through emotional engagement and personalized value creation. Bourdeau et al. (2024) emphasize that genuine loyalty cannot be purchased through discounts or promotions; it must be earned through authentic experiences and genuine trust. Koo et al. (2020) explain that loyalty programs can enhance retention when they increase perceived fairness and reward reciprocity; however, overreliance on incentives may only produce a superficial commitment. Instead, loyalty thrives in an environment of consistent service quality, transparency, and empathy. Kim et al. (2024) argue that in industries where customer trust is paramount, sustained loyalty reduces churn, enhances the firm's reputation, and improves its resilience to market fluctuations. Moreover, Rather et al. (2022) highlight that in the post-pandemic landscape, consumers value brands that demonstrate ethical behavior and social responsibility—emotional trust now complements functional satisfaction as the cornerstone of loyalty. Strategically, loyalty enables firms to transform customers into advocates, turning relational capital into a source of competitive differentiation. When companies design policies that integrate recognition, personalization, and fairness, they foster a sense of partnership that extends beyond the consumption experience. Ultimately, customer loyalty functions as a sustainable relational ecosystem that nurtures mutual growth between customers and brands over time.

## Research Method

This study applied a quantitative descriptive research design to analyze the relationship between customer value, customer experience, and customer loyalty. The population in this study consisted of 1,498 customers of Soya Drink Ciamis. Using incidental sampling, 94 respondents were selected as the sample. Data collection involved distributing structured questionnaires based on the research variables. The research instrument consisted of 35 statement items, distributed across the variables of Customer Value (X1), Customer Experience (X2), and Customer Loyalty (Y). Validity testing was conducted on each item using Pearson Product-Moment correlation, while reliability was assessed for each variable using Cronbach's Alpha. In addition to questionnaires, supporting data were gathered through literature studies and direct observation of the company's operations and customer interactions.

The research procedure began with identifying the constructs to be measured: customer value, customer experience, and customer loyalty. Each construct was represented by multiple indicators derived from previous studies. The questionnaire was then distributed to eligible respondents who had consumed Soya Drink Ciamis products. The data were analyzed through several stages to ensure comprehensive and accurate results. First, descriptive statistics were used to summarize the characteristics of the respondents and the responses to each variable. Second, correlation analysis was

conducted to assess the strength and direction of the relationship between the independent and dependent variables. Finally, multiple linear regression analysis was employed to investigate the simultaneous impact of customer value and customer experience on customer loyalty. The study also used the coefficient of determination ($R^2$), t-tests, and F-tests to validate the findings. The research design, sampling method, instruments, and analysis procedures were selected to ensure that the study can be replicated in similar contexts and provide accurate, reliable results.

### Table 1. Indicators and Dimensions of Customer Value, Customer Experience, and Customer Loyalty

| Variable | Code | Indicator | Major Reference |
|---|---|---|---|
| Customer Value | X1.1 | Emotional Value | (Sweeny in Amelia et al., 2024:3) |
| | X1.2 | Social Value | |
| | X1.3 | Performance Value | |
| | X1.4 | Price or Value of Money | |
| Customer Experience | X2.1 | Sense | (Schmitt in Jumawar and Numartian, 2022:104) |
| | X2.2 | Act | |
| | X2.3 | Think | |
| | X2.4 | Feel | |
| | X2.5 | Relate | |
| Customer Loyalty | Y1.1 | Repeat Purchase | |
| | Y1.2 | Habitual consumption of the brand. | |
| | Y1.3 | A stronger liking toward the brand. | |
| | Y1.4 | Commitment to the brand. | (Tjiptono in Safitri et al., 2017:76) |
| | Y1.5 | Belief that a particular brand is the best. | |
| | Y1.6 | Recommending the brand to others. | |

*Source:* *Processed primary data, 2025*

## Results and Discussion

*Results*

The descriptive analysis was conducted to present the demographic profile of the respondents involved in this study. The data include distributions of gender, age, and occupation. A total of 94 respondents participated. The detailed characteristics are shown in Table 2, Table 3, and Figure 1.

### Table 2.  Demographic Characteristics of Respondents

| Variable | Measurement | n | % |
|---|---|---|---|
| Gender | Man | 51 | 54.3 |
| | Woman | 43 | 45.7 |
| Age (Years) | 17-25 | 37 | 39.6 |
| | 26-35 | 44 | 46.9 |
| | 36-45 | 11 | 11.8 |
| | 46-60 | 2 | 2.2 |
| Occupation | State Civil Apparatus | 23 | 24.5 |
| | Private Sector Employee | 31 | 33.1 |
| | Entrepreneur | 27 | 28.9 |
| | Others | 13 | 14. |

*Source:* *Processed primary data, 2025*

### Table 3. Results of Validity and Reliability Testing for Each Questionnaire Item

| Variable | Instrument | r-calculated | Cronbach Alpha | Result |
|---|---|---|---|---|
| **X** | X1.1 | 0,560 | | Valid and reliable |
| | X1.2 | 0,390 | | Valid and reliable |
| | X1.3 | 0,565 | 0.686 | Valid and reliable |
| | X1.4 | 0,615 | | Valid and reliable |
| | X1.5 | 0,400 | | Valid and reliable |

| Variable | Instrument | r-calculated | Cronbach Alpha | Result |
|---|---|---|---|---|
| | X1.6 | 0,513 | | Valid and reliable |
| | X1.7 | 0,548 | | Valid and reliable |
| | X1.8 | 0,400 | | Valid and reliable |
| | X1.9 | 0,567 | | Valid and reliable |
| | X1.10 | 0,546 | | Valid and reliable |
| | X2.1 | 0,463 | | Valid and reliable |
| | X2.2 | 0,426 | | Valid and reliable |
| | X2.3 | 0,630 | | Valid and reliable |
| | X2.4 | 0,620 | | Valid and reliable |
| | X2.5 | 0,550 | | Valid and reliable |
| | X2.6 | 0,495 | 0,782 | Valid and reliable |
| | X2.7 | 0,529 | | Valid and reliable |
| | X2.8 | 0,468 | | Valid and reliable |
| | X2.9 | 0,532 | | Valid and reliable |
| | X2.10 | 0,487 | | Valid and reliable |
| | X2.11 | 0,521 | | Valid and reliable |
| | X2.12 | 0,544 | | Valid and reliable |
| | Y.1 | 0,590 | | Valid and reliable |
| | Y.2 | 0,460 | | Valid and reliable |
| | Y.3 | 0,580 | | Valid and reliable |
| | Y.4 | 0,529 | | Valid and reliable |
| | Y.5 | 0,650 | | Valid and reliable |
| | Y.6 | 0,646 | | Valid and reliable |
| Y | Y.7 | 0,612 | 0.830 | Valid and reliable |
| | Y.8 | 0,571 | | Valid and reliable |
| | Y.9 | 0,560 | | Valid and reliable |
| | Y.10 | 0,604 | | Valid and reliable |
| | Y.11 | 0,515 | | Valid and reliable |
| | Y.12 | 0,589 | | Valid and reliable |
| | Y.13 | 0,576 | | Valid and reliable |

*Source: Processed primary data, 2025*
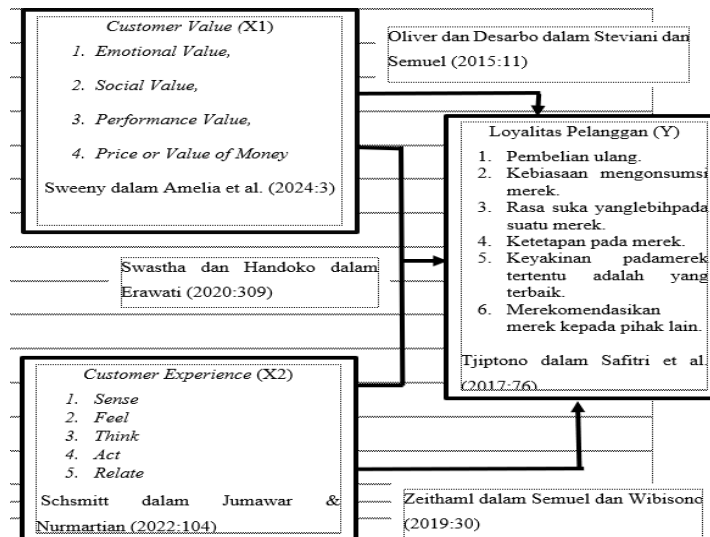


**Figure 1. The Conceptual Framework of The Study**

*Source: Author's own illustration*

All questionnaire items used to measure Customer Value (X1), Customer Experience (X2), and Customer Loyalty (Y) were tested for construct validity and reliability. The validity test results showed that all 35 items had r-calculated values greater than the r-table value of 0.203, indicating they are valid. The reliability analysis revealed Cronbach's Alpha values of 0.686 for X1, 0.782 for X2, and 0.830 for Y, confirming acceptable to high internal consistency of the instruments, as shown in Table 3.

*Discussion*

Pengaruh Customer Value terhadap Customer Loyalty

The study results indicate that Customer Value has a positive influence on Customer Loyalty, meaning that the higher the value perceived by customers toward a product, the stronger their loyalty toward the brand. This finding shows that customers who perceive greater benefits compared to the sacrifices they make—whether in terms of finances, time, or effort—tend to develop long-term relationships with the brand. In this context, customer-perceived value is not limited to functional aspects such as product quality or competitive pricing but also includes emotional and social elements that strengthen customers' psychological attachment to the brand. In other words, Customer Value serves as a foundation for building customer loyalty that is both rational and affective in nature.

Conceptually, these findings are consistent with Zeithaml's (1988) definition of customer value, which proposes that perceived value is the customer's overall assessment of a product's utility based on their perceptions of what is received versus what is given. In this sense, customer value arises from comparing the benefits obtained (such as quality, brand image, and emotional satisfaction) with the sacrifices made (such as price, time, and effort). The findings of this study confirm this concept by demonstrating that when customers perceive high value, they tend to exhibit strong loyalty through repeated purchases, brand preference, and a willingness to recommend the product to others. Therefore, this study reinforces that a high perception of value not only generates momentary satisfaction but also fosters emotional attachment, which forms the foundation for long-term loyalty.

The results also reveal that the emotional, social, performance, and price dimensions of customer value interact to shape loyalty. Emotional value is reflected in positive feelings such as pride and comfort when using the product. Social value refers to the social recognition or image that customers gain through their association with a particular brand. Performance value refers to the extent to which a product meets customer expectations in terms of quality and functionality. In contrast, price value pertains to the perception that the price paid is proportional to the benefits received. When these four dimensions are balanced, customers do not merely purchase products out of necessity, but out of trust and a genuine attachment to the brand. Hence, Customer Value becomes a central element in creating meaningful experiences that ultimately strengthen Customer Loyalty.

These findings are consistent with previous studies. For instance, Hasfar et al. (2020) found that perceived customer value significantly affects customer loyalty through increased satisfaction and trust. Their analysis showed that customers who perceive high product value tend to evaluate brands more positively and remain committed to their use. Similarly, Jumawar and Nurmartian (2022) reported that customer value has a strong explanatory power over loyalty, accounting for more than 80% of the variation in loyal behavior, confirming that the greater the perceived value, the stronger the customer's intention to remain faithful to the product. Sudiyono et al. (2022) also supported these findings, emphasizing that customer value not only has a direct impact on loyalty but also an indirect effect through enhanced customer experience and brand trust.

Interestingly, Hasfar et al. (2020) also noted contextual variations in the relationship between value and loyalty, where in specific industries, the influence of customer value on loyalty is not directly significant but mediated by customer experience. This variation suggests that industry context and consumer characteristics can affect how customer value shapes loyalty. However, within the context of this study—namely, consumers of local beverage products such as Soya Drink Ciamis—perceived value directly influences loyalty, as customers consider not only functional benefits but also emotional aspects, including pride in supporting local products and trust in their quality. This finding reinforces the notion that in local market contexts, customer value carries a stronger psychological dimension than mere economic considerations.

Pengaruh Customer Experience terhadap Customer Loyalty

The results of this study indicate that Customer Experience has a significant influence on Customer Loyalty, meaning that the more positive a customer's experience with a product or service, the greater their tendency to demonstrate loyal behavior toward the brand. A positive experience fosters a deeper emotional connection between customers and the brand, ultimately strengthening their intention to continue using the product, make repeat purchases, and recommend it to others. In this context, customer experience is not merely a single moment of interaction, but rather a sequence of emotional, cognitive, and social processes that customers experience at every touchpoint with the company. When a company consistently delivers meaningful and enjoyable experiences across all interactions, customers develop favorable perceptions that foster long-term loyalty to the brand.

Conceptually, these findings align with the Experience Economy Theory proposed by Pine & Gilmore (2001), which posits that experience represents the highest form of economic value beyond goods and services. According to their view, modern companies do not merely sell products but create experiences that evoke emotions and generate personal meaning for customers. Contemporary consumers seek not only functional benefits but also emotionally and symbolically satisfying experiences. This study highlights that the five dimensions of customer experience—sensory, affective, cognitive, behavioral, and relational—play a pivotal role in shaping loyalty. The sensory dimension involves stimuli that appeal to the senses, such as product visuals and scents, whereas the affective dimension evokes positive emotions, including joy and pride. The cognitive dimension relates to customers' rational evaluation of quality and benefits, whereas the behavioral dimension reflects tangible actions, such as repurchasing and recommending the product. Lastly, the relational dimension strengthens the social and emotional bond between the customer and the brand, forming the basis for long-term loyalty. Furthermore, the findings can also be explained through the Stimulus–Organism–Response (S–O–R) Model developed by Mehrabian & Russell (1974), which suggests that environmental stimuli, such as product design, service quality, and brand atmosphere, affect customers' internal states—particularly emotions and perceptions—leading to behavioral responses, including satisfaction and loyalty. In this study, customer experience serves as a stimulus that triggers both emotional and cognitive reactions, ultimately reinforcing the customer's commitment to the brand.

The results also reveal that Customer Experience serves as a bridge between customer satisfaction and loyalty. Positive experiences strengthen trust in the brand, laying the foundation for long-term commitment and loyalty. Loyalty does not emerge instantly but develops through consistent and meaningful accumulative experiences. In the case of local businesses such as Soya Drink Ciamis, customers who have positive experiences—whether through product interaction, service, or brand communication—demonstrate stronger trust and pride in the local brand. This finding suggests that authentic and culturally aligned experiences can foster stronger loyalty than price competition or short-term promotional efforts. Therefore, companies must recognize that customer experience management is not merely a marketing tactic but an organizational philosophy focused on nurturing enduring emotional relationships with customers.

This finding is consistent with previous research emphasizing the crucial role of customer experience in fostering loyalty. Kuppelwieser et al. (2021) emphasize that high-quality customer experiences directly enhance loyalty through satisfaction and trust, particularly when physical, digital, and emotional interactions are managed cohesively and effectively. Similarly, Wirtz et al. (2025) argue that Customer Experience Management (CXM) in both B2B and B2C markets generates sustainable strategic value, with loyalty serving as a key indicator of success. In a more specific context, Olsson, Hellström, and Vakulenko (2023) found that cognitive and relational dimensions of customer experience play vital roles in shaping trust and emotional attachment between customers and service providers. These findings are further reinforced by De Keyser et al. (2025), who demonstrated that every touchpoint in the customer journey contributes to overall experience perception and the formation of loyal behavior. Moreover, Gao et al. (2025) emphasize that well-managed customer experiences foster emotional bonds between customers and firms, thereby extending the duration of

their relationships. Finally, Keski-Mattinen, Kälviäinen, and Ahola (2024) note that social and cultural contexts also influence customer experience. In Indonesia, for instance, customers of Soya Drink Ciamis exhibit high loyalty as they interpret consumption not only as product satisfaction but also as a source of pride and cultural identity associated with supporting local products.

## Conclusion

This study concludes that Customer Value and Customer Experience play a significant role in shaping Customer Loyalty among consumers of Soya Drink Ciamis. Both variables, individually and simultaneously, contribute meaningfully to strengthening customer loyalty behavior. Customers who perceive high value in a product—whether functional, emotional, social, or price-related—and who have positive experiences in their interactions with the brand tend to demonstrate long-term commitment through repeat purchases, brand preference, and recommendations to others. These findings address the primary research question, highlighting that customer loyalty is not solely built on product superiority, but also on creating meaningful and valuable experiences that foster an emotional connection with the brand.

From a theoretical perspective, this study provides a valuable contribution to the academic discourse on customer loyalty behavior, particularly in the context of local brands. The integration of Customer Value and Customer Experience as joint predictors introduces a new perspective for understanding the determinants of loyalty. Practically, the findings suggest that businesses should focus not only on functional elements such as product quality and pricing but also on emotional and experiential dimensions that foster long-term customer relationships. For marketing managers, this implies the need for a holistic strategy that positions the customer at the center of business decision-making—encompassing product innovation, personalized service, and authentic brand communication. The originality of this study lies in its emphasis on the dynamics of local beverage brands in Ciamis. This area has received limited academic attention, thereby offering empirically grounded insights relevant to regional market development.

Nevertheless, this study acknowledges several limitations. First, its scope was confined to a single brand with a relatively small sample size, which may limit the generalizability of the findings across industries or regions. Second, the model did not incorporate moderating variables such as brand image, customer satisfaction, or trust, which may further strengthen the relationships between constructs. Therefore, future research is encouraged to expand the sample and apply mixed-methods approaches to obtain a more comprehensive understanding of customer perceptions and experiences. Moreover, subsequent studies could explore the roles of cultural factors, digital transformation, and affective loyalty within local brand ecosystems, enriching both academic understanding and managerial practices for sustaining long-term customer loyalty.

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