

The Role of Customer Experience Mediates the Effect of Service Quality and Price on Switching Intention in Bali Hotels

Gusti Ayu Wulandari¹, Gusti Ayu Agustina Riski², Ema Desia Prajitasari³

Universitas Jember^{1,3}

Akom Mapindo²

Jalan Kalimantan No 37, Bumi Kampus Tegalboto, Sumbersari Jember - 68121

Correspondence Email: ga.wulandari@unej.ac.id

ORCID ID: <https://orcid.org/0000-0002-8191-4570>

ARTICLE INFORMATION

ABSTRACT

Publication Information

Research Article

HOW TO CITE

Amran, Y., & Nisa. (2021). CSR in the Covid-19 situation in Indonesia. *Journal of International Conference Proceedings*, 9(1), 23-31.

DOI:

<https://doi.org/10.32535/jicp.v4i2.1226>

Copyright@ year owned by Author(s).
Published by JICP



This is an open-access article.

License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: 2 September 2021

Accepted: 10 October 2021

Published: 15 November 2021

This research aims to analyze service quality and price on customer experience and switching intention in hotel services in Bali. The study is an explanatory research about the influence of two independent variables service quality and price to the intervening variable customer experience, and its affect to switching intention as a dependent variable. Population and sampling using purposive sampling technique on 204 hotel customers in Bali. The primary data was taken from the questionnaire distribution and processed using the path analysis method. The results showed that the variables of service quality and price affect the customer experience of hotel service customers in Bali; service quality and customer experience variables affect switching intention in a negative direction, but the price variable can not influence the switching intention of hotel service users in Bali.

Keywords: Customer Experience, Price, Service Quality, Switching Intention

JEL Classification: L80, L84, L89

INTRODUCTION

Tourism in Bali has become a world-famous destination all over the world and has won many awards in the tourism field as the best and most facilitating destination for travel as it is known internationally. It causes the economic sector in the tourism and other accommodation services to improve, one of which is lodging industries and services such as villas and hotels in Bali itself (<https://disparda.baliprov.go.id>). There are 11.497 hotels available lately on the famous booking application in Bali, Traveloka, and there are still various inns that manage their own bookings and marketing. Hotel is a type of accommodation that provides part or all of the building to provide lodging, food and beverage services and other services for the public, which is managed commercially (Decree of the Minister of Tourism and Post No. KM/37/PW/304/MPPT-86). Hotels in the form of buildings, symbols, companies an accommodation business entity providing lodging services, food and beverage providers providing other service facilities, these services apply to the general public (Hayes et al., 2017).

Along with the rapid development of tourism, the competition for hotel services in Bali is becoming increasingly fierce. Each hotel offers various attractive offers and experiences to win the increasingly intense competition during the pandemic. Each hotelier strives to attract the attention of tourists visiting Bali, make the stayers feel comfortable and satisfied, and keep those who visit Bali in the long term. Fierce competition is usually associated with the service facilities of individual hotels. Starting from comfortable rooms, availability of sports facilities, playgrounds, parks and open space gardens, swimming pools, parking, cafes and restaurants well as instagramable corners are considerations in choosing a hotel (Knutson et al., 2009).

One thing that can involve emotion in the customer experience is service quality (Gracia et al., 2011; Jang & Namkung, 2009; Palmer, 2010). Experience on services can be different to everyone's acceptance, even for the same quality of service and price because of different basic perceptions and preferences, coupled with other external factors such as inappropriate, unreliable services and certain conditions that result in poor delivery of services (Johnston & Kong, 2011).

Affordable and competitive prices and good hotel services can provide a pleasant experience for customers because the costs they incur match or even exceed their expectations. The more complete the facilities and the more elegant the view of the hotel, the higher the price offered (Harkison, 2016; Johnston & Kong, 2011). However, during the pandemic in early 2020 until now in Indonesia, along with the quiet of the tourism sector, restrictions and restrictions on activities made hotels lower the price of their services to increase room sales. This delightful experience can make customers feel comfortable and satisfied in the end, even to their loyalty (Hussein et al., 2018; Khan et al., 2015; Sánchez-Casado et al., 2019b).

In addition, there is a temptation to offer other hotels that promise better experience on service quality at lower prices. This will eventually make people interested in trying and switching intentions to other hotels. Apart from having an experience that is not as expected, it could be that customers change to another hotel because of the desire to try new things, with a different atmosphere to prevent boredom while staying in Bali. This switching intention is a prevalent consumer behaviour but needs special attention for hoteliers and other hotel service providers.

LITERATURE REVIEW

Along with the rapid development of tourism, the competition for hotel services in Bali is becoming increasingly fierce. Various attractive offers as dimensions of service quality and thus conformity of expectations with the price offered from each hotel are given to customers can ultimately lead to different acceptance of customer experience and ultimately affect switching intention because visitors want to try other hotel services and facilities at different prices.

Switching Intention

Consumers can switch to other services because they are influenced by low service quality, so they will no longer use them. In addition, satisfaction and the many choices available encourage consumers to switch their options to other services (Jabeen et al., 2015). Meanwhile, according to (Han 2015; Han & Hwang, 2015), switching intention is the desire of a company's customers to use products and services from other companies. In hotels, services and product retail, switching intention usually occurs because of an unpleasant experience when trying products and services (Liang et al., 2018; Sözer & Civelek, 2018). But dissatisfaction is not the only reason. According to (Khan et al., 2015; Raheel et al., 2014), switching intention is a condition that occurs after performance is lower than expected. (Keaveney, 1995) identifies several important reasons that can lead customers to switch from their original service provider.

Service quality can also influence switching intentions positively (Rachmawati, 2020) and negatively (Nelloh & Liem, 2011). Switching priorities are often due to poor quality of service (Antón et al., 2007). In the same study, price is a factor that can influence the intent of switching. Inappropriate prices may switch consumers (Antón et al., 2007; Chiang & Chen, 2014; Yulisetiari, 2013).

Consumers will switch with attractive offers from other service providers. (Bansal & Taylor, 1999) measurement of switching intention as follows: a) Push variables which include satisfaction, quality, value, trust and price perception; b) Attractive variable, namely the attractiveness of competitors; c) Mooring Variables that include this factor include moving costs, social influences, past behaviour and search tendencies variables.

Customer Experience

According to (Klaus & Maklan, 2013), Experience measurement conveys emotions and emotions that go beyond quality of service. Customer experience is the customer's subjective response to all direct and indirect encounters with the company, the purchasing behavior or the overall direct and indirect meeting with the company, and the quality of the customer experience. Is to evaluate as superiority or perception (Lemke et al., 2011). There are five types of customer experience as the basis for experiential marketing analysis overall, namely: sense, feel, think, act, and relate (Schmitt, 2010). Customer experience influences the switching intention (Liang et al., 2018; Sözer & Civelek, 2018). Customer experience is affected by price (Kamaladevi, 2010; Wang et al., 2018) and service quality (Gracia et al., 2011; Jang & Namkung, 2009; Palmer, 2010).

Price

Price is one of the variables that must be controlled properly because the price will significantly affect several aspects of the company's activities, both regarding sales activities and aspects of profits to be achieved by the company (Kotler & Armstrong, 2018). They use price measuring indicators: affordability, price feasibility with product quality, price competitiveness, price adjustment with benefits. Price can affect customer experience (Kamaladevi, 2010; Puccinelli et al., 2009) and Switching intention (Antón et

al., 2007; Chiang & Chen, 2014; Yulisetiari, 2013) There are gaps in Yulisetiari's research which mentions price does not affect switching intention (2013).

Service Quality

According to (Richard et al., 1994), service quality is a willingness to provide fast, precise and necessary services to consumers. Service quality is a form of behaviour that is related to the value of satisfaction but is not equivalent to performance. It will result in a balance between prospects and performance (Parasuraman et al., 1993). Service Quality can affect customer experience (Gracia et al., 2011; Jang & Namkung, 2009; Palmer, 2010; Richard et al., 1994). Service quality can also affect the switching intention (Antón et al., 2007; Bonn et al., 2016; Lee & Kim, 2011; Nelloh & Liem, 2011; Zakiy, 2019). The service quality measurement in this study is based on five service dimensions (Parasuraman et al., 1993) that customers use to assess quality of service: tangible, reliability, responsiveness, assurance, and empathy.

From the previously mentioned background and based on empirical studies of previous research, The hypothesis in this study is formulated as follows:

H₁: Service Quality affects Customer Experience

H₂: Price affects Customer Experience

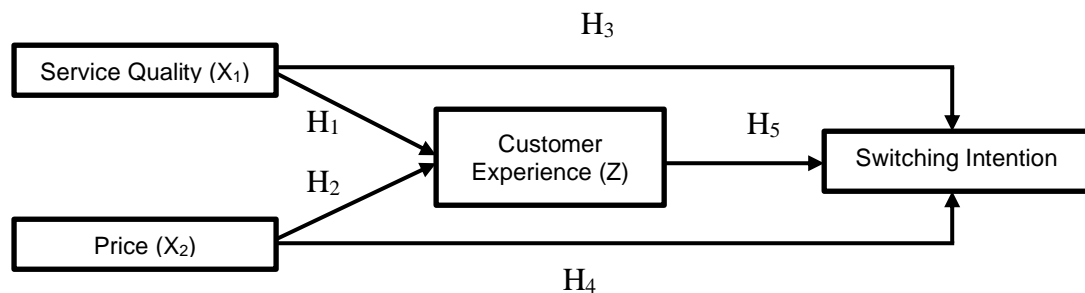
H₃: Service Quality affects Switching Intention

H₄: Price affects Switching Intention

H₅: Customer Experience affects Switching Intention

The conceptual framework of these hypotheses in the study is shown in the figure below.

Figure 1. Conceptual Framework



RESEARCH METHOD

The population of this survey is foreign and domestic tourists coming to Bali in 2020. With a purposive sampling technique, respondents must fulfill the following requirements: have visited Bali for at least three days and have the desire to make a temporary resting place or have changed places to stay at various hotels in Bali. Researchers distributed online questionnaires at the end of 2020 with multiple choices using a Likert interval scale which was considered appropriate to measure a person's attitudes, opinions, and perceptions about social phenomena (Suliyanto, 2006). The larger the number of samples, the more describing the state of the population (Sukardi, 2004: 55). A tabular list of respondents' primary data was analyzed by path analysis that performed to estimate the causal effect between variables and the position of each variable in the path, either directly or indirectly.

RESULTS

Of the key data from 204 respondents, 33% were male and 67% were female. Women prefer to try new things and are noisier and more computational than men. Depending on the type of tourist, 58% are domestic tourists and 42% are foreign tourists. Most foreign tourists stay longer so they can move places during spending time in Bali, while local tourists have a shorter time, but they want to have a more diverse experience in enjoying a rest at a hotel. Both have a logical reason to move every time they want.

Validity

The validity of the data was tested using the Pearson's Product Moment technique by correlating each question with a total score. The results of the correlation were compared with a significant level of 5%. Each statement item contained in the research questionnaire has a significant value of less than 5%, meaning that all statement items used for each variable of service quality (X_1), price (X_2), customer experience (Z) and switching intention (Y) are declared valid for use.

Reliability

Ghozali (2005:42) states that an instrument is reliable if the alpha value is greater than 0,60. The value of Cronbach's Alpha statement items in each service quality variable (X_1) is 0.771; price (X_2) is 0.865; customer experience (Z) is 0.876. And switching intention (Y) is 0.901. All Cronbach's alpha values greater than 0.60 can be said to be reliable.

Normality

The normality test on the sample was carried out using the Kolmogorov-Smirnov test by setting the degree of confidence (α) of 5%. If significant > 0.05 , then the data is normally distributed. Based on the results of data processing, the Asymp. Sig. Value is obtained. Sig. 0.436 > 0.05 (first equation) and 0.909 > 0.05 (second equation), it can be concluded that the data in this study are normally distributed and meet the assumption of normality.

Path Analysis

Details of the results of the data analysis are shown in the table below.

Table 1. Results of Hypothesis Testing

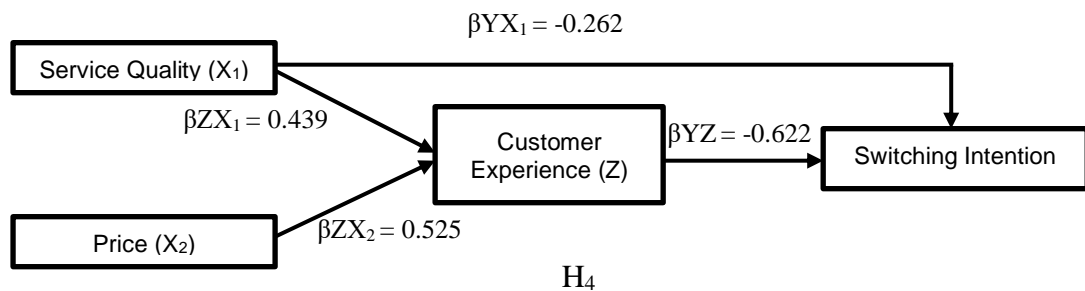
Independent Var.	Dependent Var.	Beta	Sign.		Description
X1	Z	0.439	0.000	Significant	Ho accepted
X2	Z	0.525	0.000	Significant	Ho accepted
X1	Y	- 0.257	0.003	Significant	Ho accepted
X2	Y	- 0.152	0.095	Not Significant	Ho rejected
Z	Y	- 0.504	0.000	Significant	Ho accepted

Source: Data analysis, 2020

Trimming Theory

The trimming model occurred when the overall path coefficient tested turns out to be an insignificant variable. Based on the table above, the path analysis diagram model and its coefficients can be shown in the following figure.

Figure 2. Path Analysis Model



Based on the results of the path test, it can be stated that the model equation is as follows.

$$Z = 0.439X_1 + 0.525X_2 + \varepsilon_1 \dots \dots \dots \text{(equation 1)}$$

$$Y = -0.262X_1 - 0.622Y + \varepsilon_2 \dots \dots \dots \text{(equation 2)}$$

Since all paths are important, direct, indirect, and overall impacts are calculated. The effect of service quality variable (X₁) on switching intention (Y) through customer experience (Z) = (0.439) (-0.622) = -0.27 or 27%. The effect of the price variable (X₂) on switching intention (Y) through customer satisfaction (Z) = (0.525) (-0.622) = -0.37 or 37%. Meanwhile, the total effect for Service Quality on Switching Intention through Customer Experience is = 0.439 + (- 0.273) = 0.166. The total effect for Price on Switching Intention through Customer Experience is = 0.525 + (- 0.327) = 0.198.

Classic Assumption Test

Multicollinearity can be confirmed by examining the magnitude of VIF (Variance Inflation Factor). If VIF < 5 or Tolerance > 0.10: there is no multicollinearity. The results of the Multicollinearity Test on the Service Quality (X₁) and Price (X₂) regression models on Customer Experience (Z) show the VIF value for the service quality and price variables, each of which is equal to 1.654 with a tolerance value of 0.605. The results on the Service Quality (X₁), Price (X₂) and Customer Experience (Z) regression models for Switching Intention (Y) show a VIF value of 2.448 with a tolerance value of 0.408 on the service quality variable, VIF value of 2.792 with a tolerant value of 0.358 on the variable. Price and the value of VIF are 4.128 with a tolerance value of 0.242 on the Customer Experience variable.

In this study, we used the Glejser test for the non-uniform variance test. If the significance value is > 0.05, there is a heterogeneous variance. The Glejser Test results on the Service Quality (X₁) regression model, Price (X₂) on Customer Experience (Z) provide significance values of 0.351 and 0.549. While the results of the Glejser Test on Switching Intention (Y) show a significance value of 0.846 on the service quality variable, a value of 0.114 on the Price variable, and a value of 0.264 on the Customer Experience variable. The t-test was performed to determine the effect of the independent variable on the dependent variable. However, if the significance is greater than 0.05, it will be rejected.

DISCUSSION

Service Quality Affect Customer Experience

Based on the results of the path analysis on the accepted hypothesis test, the relationship shown by the path coefficient is positive, meaning that the better the quality of hotel services, the level of customer experience of hotel visitors will increase. Respondents said that the quality of the main service in hotel rooms is an indicator of

the hotel's tangible or physical appearance (such as rooms, parking area, hotel, wifi, playgrounds, swimming pool, café lounge and other interesting spots), and friendly and professional hotel employee performance. This provides a unique and different experience for each visitor in each hotel. These results are in line with previous research conducted by (Nelloh & Liem, 2011) which proved that service quality affects customer emotions, leading them to experience assessment. The role of emotions has been identified as a differentiator in the customer experience. This is a stimulus that has positive emotional consequences for one consumer and can have negative consequences for another consumer with different emotional tendencies or become highly involved for some or low involvement toward the same product or service (Palmer, 2010). Service quality on tangible indicators does have a substantial effect on emotions (Jang & Namkung, 2009). After all, quality of service leads to satisfaction (Machmud & Wolok, 2020; Nazri et al., 2020; Tendur et al., 2021) that indirectly either pleasant or unpleasant experience (Gracia et al., 2011), where the quality component significantly impacts positive emotions in a pleasant experience.

Price Affect Customer Experience

Respondents' answers were dominant in their agreement about competitive prices and the quality and benefits obtained. The relationship shown by the path coefficient is positive, meaning that the price offered follows the benefits received by hotel service users to improve the customer experience of hotel service users. Affordable prices and following the quality and the benefits we receive can ultimately affect our satisfaction (Tendur et al., 2021) and emotions about the experience. This is in line with previous reference research (Kamaladevi, 2010; Puccinelli et al., 2009).

Service Quality Affect Switching Intention

The relationship shown by the path coefficient is negative, meaning that good service quality and by the needs and desires of hotel service users will reduce switching intention or the tendency to switch hotel service users with the comfort of a hotel room that can provide peace when users want to rest, complete facilities and sufficient parking space for all hotel residents. Hotel employees who are responsive and can find solutions when problems occur related to facilities are a form of the hotel's responsibility to maintain and provide good service quality so that visitors can feel at home and not change hotels where they stay, in line with previous research (Antón et al., 2007; Knutson et al., 2009; Lee & Kim, 2011; Nelloh & Liem, 2011; Zakiy, 2019).

Price Does Not Affect Switching Intention

The effect given by the price on switching intention is small or unable to provide a significant effect. The results of this study indicate that affordable prices, prices that match the benefits and prices that are cheaper than other places, can't affect the tendency of customers to switch hotel services. Hotel visitors in Bali have a tendency to switch intentions, mainly not influenced by the price but because they want to change the atmosphere. Compared to other cities, hotel prices in Bali with the same class are offered at lower prices than similar classes in other cities. This is due to the high level of competition so that each hotel has a competitive price offer. There are differences and gaps between research and the literature used to formulate hypotheses (Antón et al., 2007; Chiang & Chen, 2014; Yulisetiari, 2013).

Effect of Customer Experience on Switching Intention

The effect shown by the path coefficient is negative, meaning that the higher the experience felt by hotel visitors, the lower the level of switching intention or the tendency to move. Positive emotions will create a pleasant experience while staying at the hotel for visitors because the pleasant experience can minimize the transfer of customers to other hotels while staying in Bali. Customer experience influences the switching intention

(Liang et al., 2018; Sözer & Civelek, 2018). Hotel service providers will provide a satisfying experience in order to retain customers. As previously mentioned, a pleasant experience can make customers feel comfortable and satisfied in the end, even to their loyalty (Hussein et al., 2018; Khan et al., 2015; Sánchez-Casado et al., 2019a). When customers are loyal, they will be reluctant to move to another hotel.

CONCLUSION

From the research results, it can be seen that customer experience has an essential role in determining the life of a company. With a positive customer experience, customers will remain loyal and not want to switch to other products or services. In this way, the company can continue to maintain its own in the face of fierce competition. Customer experience can be built through excellent or superior service quality accompanied by relatively affordable and competitive prices for products and services even if price isn't the only reason to change the mindset of customers. In other words, if the quality of service provided is good enough and can provide a pleasant customer experience even though the price can be said to be higher, this can prevent customers from switching. Based on the results of the research above, we can recommend the following basic implementations.

1. Hotel must improve their service quality better because most of the factors that can affect satisfaction, loyalty and revisit intention and reduce the occurrence of switching intentions are the quality of the service itself.
2. Hotels should maintain quality by setting prices that are quite competitive in order to provide a satisfactory customer experience. Pricing must be adjusted to competitive conditions, the quality provided and especially the operating costs of the hotel itself
3. In addition to price and service quality, hotel managers should also explore other variables that can improve their marketing performance, provide satisfying customer experiences, increase loyalty and reduce the occurrence of customers switching intentions in other hotels.

LIMITATION

This study has several limitations. First, this research was conducted with limited time and cost, so it could not optimally represent the perception of measurement variables from tourists in Bali. Second, the research was also carried out during the pandemic so that some of the variables in this study were not the same as usual conditions, such as price variables. Third, restrictions on PPKM regulation to avoid the spread of the Corona virus also make visitor determine their activities during the pandemic. Therefore, due to these restrictions, they may hesitate to move to another location. Last, this research examination is based on data that occurs at one point in time (cross-sectional), so that the model is not designed to capture changes that occur due to time shifts.

ACKNOWLEDGMENT

The author would like to thank all respondents and hotel owners for helping researchers distribute surveys to their customers.

DECLARATION OF CONFLICTING INTERESTS

Researchers design research concepts with empirical studies and other written literature to get discourse and play a role in scientific development itself. This study was not

prepared due to conflicts of interest, or other interests with related institutions, because primary data are objective from hotel customers without intimidation or pressure.

REFERENCES

- Antón, C., Camarero, C., & Carrero, M. (2007). The mediating effect of satisfaction on consumers' switching intention. *Psychology & Marketing*, 24(6), 511–538.
- Bansal, H. S., & Taylor, S. F. (1999). The service provider switching model (spsm) a model of consumer switching behavior in the services industry. *Journal of Service Research*, 2(2), 200–218.
- Bonn, M. A., Cho, M., Lee, J. J., & Kim, J. H. (2016). A multilevel analysis of the effects of wine destination attributes on travel constraints and revisit intention. *International Journal of Contemporary Hospitality Management*.
- Chiang, H.-S., & Chen, C.-C. (2014). Exploring switch intention of users' reading behaviour: An e-book reader case study. *The Electronic Library*.
- Gracia, E., Bakker, A. B., & Grau, R. M. (2011). Positive emotions: The connection between customer quality evaluations and loyalty. *Cornell Hospitality Quarterly*, 52(4), 458–465.
- Han, H. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, 47, 164–177.
- Han, H., & Hwang, J. (2015). Quality of physical surroundings and service encounters, airfare, trust and intention during the flight: Age-group difference (young, middle-aged, and mature). *International Journal of Contemporary Hospitality Management*.
- Harkison, T. (2016). *How is the luxury accommodation experience created? Case studies from New Zealand*. Auckland University of Technology.
- Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2017). *Hotel operations management*. Pearson Upper Saddle River, NJ.
- Hussein, A. S., Hapsari, R. D. V., & Yulianti, I. (2018). Experience quality and hotel boutique customer loyalty: Mediating role of hotel image and perceived value. *Journal of Quality Assurance in Hospitality & Tourism*, 19(4), 442–459.
- Jabeen, S., Hamid, A. B. A., & Rehman, S. U. (2015). Switching intentions: A case of saudi arabian hypermarkets. *International Journal of Economics and Financial Issues*, 5(1S).
- Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62(4), 451–460.
- Johnston, R., & Kong, X. (2011). The customer experience: a road-map for improvement. *Managing Service Quality: An International Journal*.
- Kamaladevi, B. (2010). Customer experience management in retailing. *Business Intelligence Journal*, 3(1), 37–54.
- Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *Journal of Marketing*, 59(2), 71–82.
- Khan, I., Garg, R. J., & Rahman, Z. (2015). Customer Service Experience in Hotel Operations: An Empirical Analysis. *Procedia - Social and Behavioral Sciences*, 189, 266–274. <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.03.222>
- Klaus, P. 'Phil,' & Maklan, S. (2013). Towards a Better Measure of Customer Experience. *International Journal of Market Research*, 55(2), 227–246. <https://doi.org/10.2501/IJMR-2013-021>
- Knutson, B. J., Beck, J. A., Kim, S., & Cha, J. (2009). Identifying the dimensions of the guest's hotel experience. *Cornell Hospitality Quarterly*, 50(1), 44–55.
- Kotler, P., & Amstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson. <https://doi.org/10.2307/1245199>

- Lee, E.-J., & Kim, J.-O. (2011). The service quality perception, purchase satisfaction, recommendation intention, and switching intention of fashion consumers according to the types of internet shopping malls. *Journal of the Korean Society of Clothing and Textiles*, 35(8), 890–905.
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: an exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846–869.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41–48.
- Machmud, R., & Wolok, T. (2020). Model design of influence of service quality on customer satisfaction in regional general hospitals in Gorontalo Province. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 3(3), 63–78.
- Nazri, M. H. B. M., Kee, D. M. H., Abd Wahab, M. A. Bin, Subli, A. Bin, bin Mohd Azmi, M. A., Varghese, S., & Sinha, T. (2020). Customer Satisfaction with the Goods and Services Offered By MYDIN. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 3(1), 31–45.
- Nelloh, L. A. M., & Liem, C. C. P. (2011). Analisis Switching Intention Pengguna Jasa Layanan Rumah Kos di Siwalankerto: Perspektif Kualitas Layanan dan Kepuasan Pelanggan. *Jurnal Manajemen Pemasaran*, 6(1), 22–31.
- Palmer, A. (2010). Customer experience management: a critical review of an emerging idea. *Journal of Services Marketing*.
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1993). More on improving service quality measurement. *Journal of Retailing*, 69(1), 140–147.
- Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghubir, P., & Stewart, D. (2009). Customer experience management in retailing: understanding the buying process. *Journal of Retailing*, 85(1), 15–30.
- Rachmawati, W. A. (2020). *Analisis Pengaruh Service Quality, Word of Mouth Communication dan Variety Seeking Terhadap Intention to Switch Pada Naabah Bank BRI Syariah Kantor Cabang Semarang Dengan Dissatisfaction Sebagai Variabel Mediasi*. IAIN SALATIGA.
- Raheel, M., Chughtai, M. S., Raza, S., & Rizwan, M. (2014). Attitude of people towards retention and switching: A study based on Nestle brand in Pakistan. *Behaviour*, 4(2).
- Richard, M. D., Sundaram, D. S., & Allaway, A. W. (1994). Service quality and choice behavior: an empirical investigation. *Journal of Restaurant & Foodservice Marketing*, 1(2), 93–109.
- Sánchez-Casado, N., Artal-Tur, A., & Tomaseti-Solano, E. (2019a). Social media, customers' experience, and hotel loyalty programs. *Tourism Analysis*, 24(1), 27–41. <https://doi.org/10.3727/108354219X15458295631918>
- Sánchez-Casado, N., Artal-Tur, A., & Tomaseti-Solano, E. (2019b). Social Media, Customers' Experience, and Hotel Loyalty Programs. *Tourism Analysis*, 24(1), 27–41.
- Schmitt, B. H. (2010). *Customer experience management: A revolutionary approach to connecting with your customers*. John Wiley & Sons.
- Sözer, E. G., & Civelek, M. E. (2018). How Does Customer Experience Shape the Attitude Towards and Intention to Brand Switching. *Journal of Business Research-Turk*, 10(1), 856–875.
- Tendur, S. T. E. T., Hutabarat, V. V., & Tumbelaka, S. S. X. (2021). Price Perception, Service Quality and Customer Satisfaction (Empirical Study on Cafes at Tondano City). *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 4(3), 19–31.
- Wang, J.-N., Du, J., Chiu, Y.-L., & Li, J. (2018). Dynamic effects of customer experience

levels on durable product satisfaction: Price and popularity moderation. *Electronic Commerce Research and Applications*, 28, 16–29.

Yulisetiari, D. (2013). *The role of service, price, promotion, place, and comfort on customer satisfaction and switching intention in minimarket at Jember Regency*.

Zakiy, M. (2019). The Moderating Effect Of Switching Cost On The Influence Of Price And Service Quality Towards Switching Intention. *Third International Conference on Sustainable Innovation*.