

The Influence of Customer Experience Through Product Publication on Alfagift Service Quality

Anggi Deafita Junisha¹, Resman Muharul Tambunan¹

¹ Faculty of Social and Political Sciences, Al Azhar University Indonesia

e-mail: anggideafita@gmail.com^{1*}; resman.muharul@uai.ac.id¹

*Corresponding author

ABSTRACT

Retail companies in the digital era must continue to innovate to improve customer experience and service quality. This study aims to analyze the effect of customer experience on service quality through product publications on the Alfagift application. Employing a quantitative approach, this study uses Structural Equation Modeling - Partial Least Squares (SEM-PLS) to analyze data from 150 Alfagift users in Limo District, Depok City. The results showed that customer experience significantly affected service quality ($\beta = 0.565$, $p < 0.05$), indicating that positive experiences increase customer perceptions of service quality. In addition, customer experience also significantly impacted product publications ($\beta = 0.818$, $p < 0.05$), stating that well-managed experiences result in more effective product communication. Product publications act as a mediating variable that strengthens the relationship between customer experience and service quality ($\beta = 0.251$, $p < 0.05$). These findings support the Customer Experience and Service Quality Theory (SERVQUAL) and enrich digital marketing studies. The practical implication of this study is that Alfamart needs to optimize its product publication strategy to increase customer engagement and strengthen service quality.

ARTICLE HISTORY

Submitted: 9 August 2024

Revised: 20 January 2025

Accepted: 30 September 2025

KEYWORDS

customer experience, digital retail, product publication, service quality

INTRODUCTION

In the increasingly advanced digital era, retail companies face the challenge of continuing to innovate to provide satisfactory customer service. One way to use this is through the development of online technology-based applications that can provide services to customers to shop quickly, including in the payment system (Harahap & Yuliana, 2022; Safitri et al., 2022). Companies must develop reliable electronic services to provide maximum convenience for customers (Susiloadi & Nirmala, 2022).

Based on the service quality theory (SERVQUAL) proposed by Parasuraman et al. (1991), service quality is measured based on five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. This theory emphasizes that customer satisfaction is determined by product quality and how customers perceive the service. In this context, the development of e-commerce applications such as Alfagift aims to improve service quality by offering features that make it easier for customers to shop, obtain product information, and access customer service more quickly and responsively (Parasuraman et al., 1988; Chatterjee et al., 2023).

According to Statistics Indonesia (BPS), the development of the technology-based sector in Indonesia shows a positive trend along with the increasing adoption of digital platforms by business actors. Data from BPS in 2022/2023 also indicates that the growth of e-commerce businesses reached 4.46%, driven by digital infrastructure and regulatory ease. Most business actors rely on mobile devices with prepaid data services and utilize instant messaging applications as their primary sales media (BPS, 2023).

In the context of the retail industry, Alfamart is one of the companies that strives to innovate by following the latest technological developments. One of the strategic steps taken is to launch its latest application, Alfagift. With Alfagift, customers can enjoy fast and easy access to exclusive products and promotions, make purchases online, and take advantage of various loyalty programs. This innovation shows Alfamart's commitment to continue to adapt to changing customer needs and preferences while strengthening its position as a leader in the modern retail industry (Efendi et al., 2024). Alfamart, one of Indonesia's leading players in the retail industry, has launched the Alfagift application to increase customer satisfaction through various features and services offered (Octaviani et al., 2022).

A key factor that determines the success of an application in attracting and retaining users is the customer experience (Patty & Kairupan, 2022). With the account feature, customers can easily track orders, view transactions, manage deliveries to nearby locations, and have customer service that can help or advise customers (Wiryana & Erdiansyah, 2020). Positive experiences can increase customer loyalty, while negative experiences can cause customers to switch to competitors (Ou & Verhoef, 2017). Therefore, understanding the influence of product publication on customer experience and its impact on Alfagift's service quality is essential.

Practical product publications provide the information customers need quickly and accurately and play an important role in building trust and loyalty. Customers feel more confident in making purchases when the information is accurate, clear, and readily accessible. In addition, engaging and informative publications can influence customers' perceptions of product and service quality. This makes purchases more manageable and increases customer satisfaction, as they feel they are getting more value from a personalized and guided shopping experience. Thus, effective product publication is one of the keys to creating an optimal shopping experience and increasing overall sales (Patty & Kairupan, 2022).

According to SERVQUAL, effective product publication can improve the dimensions of assurance and guarantee in e-commerce services. Its reliability includes the accuracy of product information, while the guarantee reflects customer confidence in the services

provided. Therefore, good product publication can help customers feel more confident in the purchasing process and improve their perception of Alfagift's service quality.

Alfagift offers an exciting online shopping experience with various offers and discounts. To succeed in retail, companies must prioritize customer experience to build a strong brand image, which is assessed based on customer satisfaction. A good customer experience increases loyalty and encourages repeat purchase intentions. The purpose of this study is to analyze the influence of customer experience through product publications on Alfagift's service quality in more depth, particularly regarding the factors that influence service quality. In addition, this study provides recommendations that Alfamart can implement to increase customer satisfaction through the Alfagift application.

Customer experience refers to customers' internal and subjective responses due to their interactions with a company, either directly or indirectly (Becker & Jaakkola, 2020). These direct interactions generally occur on the customer's initiative, such as when they purchase or receive a service (Sampson & Chase, 2022). In addition to product and service quality, customer experience is also related to how customers feel and perceive the brand, from brand awareness to purchasing and after-sales service (Gahler et al., 2023). This is important because a good experience can increase customer loyalty, encourage repeat purchases, and strengthen brand image in the market (Patil & Rane, 2023). Customer experience is a marketing model that focuses on the customer experience when interacting with a seller or service provider (Lemon & Verhoef, 2016; Peppers & Rogers, 2016). This experience involves every aspect of life and influences satisfaction, loyalty, sales, and profits. As a marketer, understanding and fulfilling customer needs through customer recognition, quality products and services, good customer service, increased satisfaction, and customer loyalty are the keys to creating an environment based on customer desires (Elina Jaakkola, 2022).

In this fast-paced digital era, where customers have many choices and unlimited access to information, customer experience has become a determining element in business success (Alkitbi et al., 2021). Customers no longer seek quality products or services but want enjoyable, Personalized and frictionless interactions. This makes customer experience a key factor differentiating one brand from another in a competitive market (Nasir, 2017; Rane et al., 2023). Companies can build long-term relationships with customers and strengthen customer loyalty by paying attention to customer experiences with products and services (Tavşan, 2018). Satisfied customers tend to return to buy again and even become brand advocates, actively recommending the product or service to others.

Publication refers to all forms of material printed, published, and distributed to the general public, including the delivery of ideas through product packaging and sales promotions (Sharma, 2023). Product publicity is one of the crucial strategies in marketing that involves delivering targeted and strategic information about a product to consumers. Not only does it function as a means of providing information, but product publicity also plays a vital role in building a positive perception in the minds of consumers. This perception can influence how consumers view the product, increasing their trust and purchasing interest (Durhan, 2020). Thus, product publicity is one of the practical marketing tools to create an emotional

connection between consumers and brands. Furthermore, consistent product publicity is key in maintaining customer interest, especially amid increasingly competitive market competition. Well-planned publicity can help a product remain relevant in the eyes of consumers while providing added value that supports customer loyalty (Cantone et al., 2022; Vrtana & Krizanova, 2023)

Previous studies have generally focused on developing technology-based services to support ease of shopping and analyzing the influence of customer experience on loyalty (Harahap & Yuliana, 2022; Susiloadi & Nirmala, 2022). On the other hand, several other studies highlight the importance of product publication in increasing brand trust and customer satisfaction by coordinating interesting promotions and information (Durhan, 2020; Cantone et al., 2022; Vrtana & Krizanova, 2023).

However, only a few studies have specifically examined how technology-based product publications contribute to the perception of service quality. In response, this study seeks to address the question: How does product publication mediate the influence of customer experience on service quality in the Alfagift application?

Accordingly, this research aims to analyze how customer experience, through product publications in the Alfagift application, shapes customers' perceptions of service quality. The study contributes to enriching insights into digital marketing strategies by emphasizing the role of product publications as a mediating variable that strengthens the relationship between customer experience and service quality.

Furthermore, it provides practical recommendations for digital retail companies to enhance customer engagement, optimize product publications, and develop technology-driven marketing strategies that foster customer satisfaction and loyalty. Thus, the Customer Experience Theory and SERVQUAL Theory serve as the relevant conceptual foundations of this study to explain how customer experience and product publications improve service quality on the Alfagift e-commerce platform.

RESEARCH METHOD

This study uses a positivistic paradigm and quantitative methods to collect and analyze numerical data. These methods includes surveys and experiments, including measurements and observations, to obtain empirical data that can be tested statistically to ensure the validity of the research results (Creswell, 2018). The type of research used is explanatory content analysis, which aims to systematically explain the relationship between variables in a message (Imbeau et al., 2021).

Purposive sampling was employed by distributing questionnaires by distributing questionnaires to 150 respondents who were Alfagift application users aged 21-35 years, domiciled in Jalan Tiga Putra, Limo District, Depok City. The selection of sample locations was based on the characteristics of people accustomed to using the Alfagift application. In the research measurement variables, the Likert Scale was used, which allows respondents to assess their level of agreement with the statements given, ranging from strongly disagree to Strongly agree. his scale was chosen because it can objectively measure customer perceptions, attitudes,

and experiences, and allows data to be converted into numerical form for statistical analysis (Wu & Leung, 2017).

To determine the representative sample size, the Slovin Formula was used, which is helpful in quantitative research with a known population. This method ensures a controlled margin of error so the research results accurately describe customer perceptions of the Alfagift application usage experience (Tejada et al., 2012; Anugraheni et al., 2023). Data analysis used Structural Equation Modeling - Partial Least Squares (SEM-PLS) to analyze the relationship between latent variables in a research model. The use of SEM-PLS in research has many advantages, especially for exploratory, predictive, and complex model research with small sample sizes. This method is flexible because it does not require the assumption of normality, can handle formative and reflective indicators, and is more resistant to multicollinearity. In addition, SEM-PLS provides a bootstrapping mechanism for significance testing and is easy to use in mediation and moderation analysis (Setiabudhi et al., 2024).

Validity and reliability are two essential aspects in quantitative research used to assess the quality of measuring instruments (research instruments). Validity and reliability ensure that research instruments can provide correct and consistent results. Validity ensures that the measuring instrument measures what is intended, while reliability ensures that the measurement results do not change if repeated (Sugiarta et al., 2023). In SEM-PLS, validity is tested with Convergent Validity, while reliability is tested with Composite Reliability.

In this study, there are three variables consisting of two independent variables (X) and (Z) and one dependent variable (Y). The relationship between variables in this study explains the relationship between product publication, customer experience, and service quality. The independent variable (X) is Customer Experience, and (Z) is Product Publication, while the dependent variable (Y) is Quality (see figure 1).

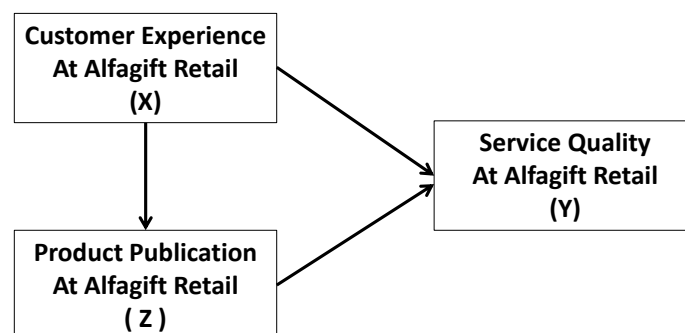


Figure 1 Relationship Between Variables

A research hypothesis is a temporary statement or assumption designed as an initial guide in the research process. Because the hypothesis is temporary, testing using scientific methods is needed to ensure validity. This research hypothesis is based on the Customer Experience Theory, which states that customer interactions with a service affect their perceptions of the brand and the quality of service received directly (Becker & Jaakkola, 2020). In addition, this study is also based on the SERVQUAL Theory, which emphasizes that service

quality is influenced by various factors, including reliability, responsiveness, assurance, empathy, and physical evidence (Parasuraman et al., 1988; Chatterjee et al., 2023). By referring to these two theories, this study examines how customer experience and product publications contribute to the perception of service quality in the context of the Alfagift application. By establishing a hypothesis, researchers can direct research systematically, focus on relevant variables, and support research objectives to reveal the relationship or influence between variables. The following are the proposed research hypotheses:

H1: Customer experience affects service quality

This hypothesis assumes that customer experience using Alfagift Retail services will affect service quality.

H2: Customer Experience Affects Product Publication

This hypothesis assumes that customer experience affects product publication.

H3: Product Publication Affects Service Quality

This hypothesis assumes that good product publication at Alfagift Retail can improve customer perceptions of service quality.

H4: Customer Experience Through Product Publication Affects Service Quality

This hypothesis assumes that customer experience through product publication affects service quality.

The operationalization of the research concept aims to transform abstract concepts into empirically measurable variables. This process allows concepts to be translated into concrete indicators to make research more focused and systematic. In this study, indicator adjustments were made based on the results of data analysis to ensure measurement accuracy. Several indicators with loading factor values below 0.6 have been removed to increase the validity and reliability of the research model. For example, the indicators "customer trust in Alfagift products" in the customer experience variable and "Alfagift empathy towards customers" in the service quality variable were not retained due to their low contribution to the related variables.

This adjustment was made by retaining indicators that significantly influenced the research variables. The aspects still used in the customer experience variable included cognitive, affective (see table 1). and behavioral elements because these factors play an essential role in determining customer interaction with the Alfagift application (see table 2). Meanwhile, in the service quality variable (see table 3), the sustainable indicators were brightness and responsiveness, which align with the Service Quality Theory (SERVQUAL) because both are the main factors in shaping customer perceptions of the services provided. This study can provide a more accurate picture of how customer experience and product publications contribute to perceived service quality by retaining more relevant indicators.

This adjusted operationalization of the concept provides several significant benefits. First, it increases the validity and reliability of the data by ensuring that only indicators with a considerable contribution are used in the study. Second, clear operationalization facilitates the

replication of the study, allowing similar studies to be conducted in the future with more accurate and comparable results. Third, this process helps connect theory with empirical data using indicators from the Customer Experience and SERVQUAL theories. Thus, the results of this study have a strong scientific basis and can be used as a reference for developing digital marketing strategies and improving service quality in the e-commerce industry.

Table 1 Customer Experience Variables (Customer Experience - X)

Dimension	Indicators
Cognitive	Consumers are fascinated by the design of the Alfagift application
Affective	Consumers are happy with the services provided
Behavior	Consumers use the Alfagift application for their daily needs

Table 2 Product Publication Variable (Product Publication - Z)

Dimension	Indicators
Attention	Consumers see product promotions on the Alfagift application
Interest	Consumers look for more information about Alfagift features

Table 3 Service Quality Variable (Service Quality - Y)

Dimension	Indicator
Reliability	Consumers get services that meet expectations
Responsiveness	Alfagift employees provide fast responses to customers

RESULTS AND DISCUSSION

Respondents in this study were determined to be in the age range between 21-35 years. The first age group, namely 21-24 years, comprised 85 respondents (57%). The second age group, 25-28 years, comprised 34 respondents (23%). The third age group, 29-32 years, comprised 11 respondents (7%). The last group, 33-35 years, comprised 20 respondents (13%). The majority of respondents in this study were in the age range of 21-24 years. The criteria for the gender of the respondents are male and female. The data obtained shows that the order of the first category of respondents is male, with a total of 69 people (46%). The second category of respondents is female, with 81 people (54%). The respondents in this study were primarily female. Respondents in the last education criteria showed some variations. In the first category of education criteria, respondents with a previous high school/equivalent education were 93 people (62%). The second category of respondents with a last education of S1/D4 were 50 people (33%). The third category with the last education with a diploma, was seven people or 5%. The previous education criteria of the respondents were mostly high school/equivalent. Most of the values have a high school/equivalent education level.

This study's target is the Limo Depok sub-district domicile, with 150 respondents, or 100%. Data on the domicile of the respondents states that this study only focuses on the Limo Depok community. Overall, the domicile data of the population in Limo, Depok provides a clear

understanding of the study's target population. Respondents in the criteria have expenses in 1 month, with the first category of respondents with expenses below 3,000,000 in a month having a total of 97 people, or 65%. The second category of respondents with expenditures below 3,000,000 – 5,000,000 monthly has 49 people, or 32%. The third category of respondents with expenditures above 5,000,000 in a month has a total of 4 people, or 3%. The majority of respondents' expenditures in 1 month in this study were below 3,000,000.

Structural Equation Model Analysis – Partial Least Square (SEM-PLS)

The Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis technique is used in multivariate research to test the relationship between several variables in a research model. Based on the variable indicators, Customer Experience (X), Product Publication (Z), and Service Quality (Y), it was found that most of the Loading Factor values were above 0.6, while some were below the threshold.

In this study, the minimum Loading Factor limit was set at 0.6, where if the Loading Factor value is less than 0.6 (<0.6), then the indicator needs to be removed from the analysis because it does not meet the requirements for convergent validity (convergent validity). Conversely, if the loading factor value is more than 0.6 (>0.6), the indicator meets the requirements for convergent validity. Based on the loading factor values (see Figure 2), it can be concluded that most of the indicators have met convergent validity, with values above 0.6. However, if there is an indicator with a factor loading below 0.6, further evaluation is needed to determine whether the indicator can be maintained.

Model modification was conducted three times during data processing by deleting indicators with values below 0.6. Nine indicators in the Customer Experience variable (X) had loading factor values below 0.6. For example, in the service dimension, indicator X4 (Alfagift service) had a value of 0.613. In the product dimension, indicator X5 (Alfagift's product quality) had a value of 0.540, while indicator X7 (trust in Alfagift's products) had a value of 0.640. In addition, the application dimension included indicator X8 (Alfagift as a creative application) with a value of 0.587 and indicator X9 (Alfagift's ability to attract attention) with a value of 0.610.

In the application dimension, indicator X10 (encouragement to use Alfagift) had a value of 0.623, while indicator X11 (using Alfagift for daily needs) had a value of 0.607. Indicator X12 (Alfagift as an interactive application) recorded a value of 0.536, and indicator X13 (Alfagift as part of a lifestyle) had the lowest value at 0.487. Meanwhile, in the Product Publication variable (Z), four indicators showed loading factor values below 0.6, and in the Service Quality variable (Y), five indicators also fell below the threshold. All indicators with loading factor values under 0.6 were excluded from the analysis.

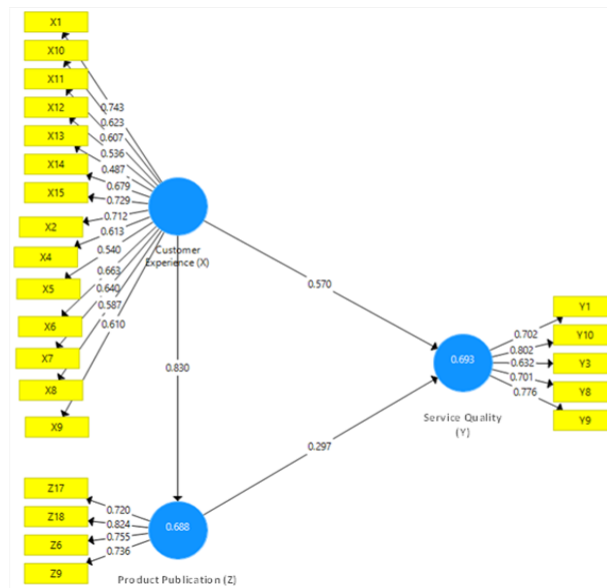


Figure 2 Output test graph loading factor 1

Structural Model Evaluation (Inner Model)

The inner model testing in this study was processed by looking at the bootstrapping output in the Smart PLS application (see figure 3).

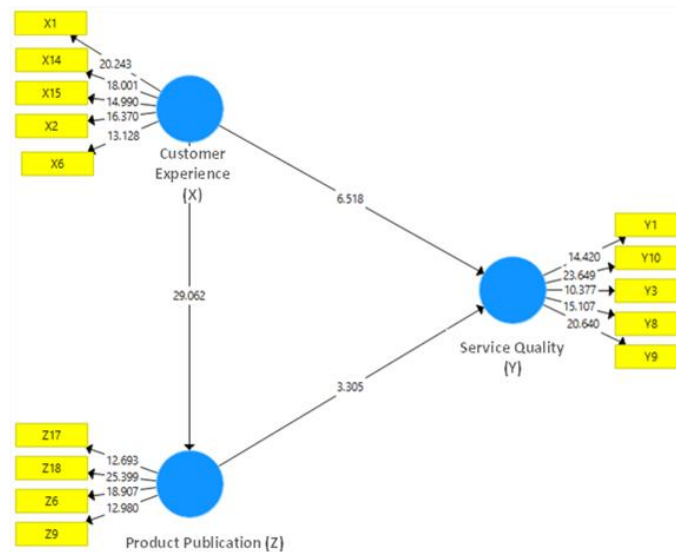


Figure 3 Bootstrapping Test Output Graph

The bootstrapping test involves several critical indicators, including R Square, Adjusted R Square, Path Coefficient, Specific Indirect Effects, and Total Effects, each used to broadcast the research model comprehensively. These indicators help assess the strength and validity of the relationship between variables in the model. The results of this bootstrapping analysis are presented in more detail through the following table to provide a clear and in-depth picture of the data obtained (see table 4).

Table 4 Inner Model Evaluation

	R Square	Adjusted R Square	Description
Service quality (Y)	0.699	0.695	Good
Product Publication (Z)	0.668	0.666	Good
Estimate for Path Coefficients - Path Coefficients			
	Original Sample	T-Statistic	P Values
Customer Experience (X) → Service quality (Y)	0.565	6.518	0.000
Customer Experience (X) → Product Publication (Z)	0.818	29.062	0.000
Product Publication (Z) → Service quality (Y)	0.308	3.305	0.001
Estimate for Path Coefficients – Specific Indirect Effects			
	Original Sample	T-Statistic	P Values
Customer Experience (X) → Product Publication (Z) → Service Quality (Y)	0.251	3.235	0.001
Estimate for path Coefficients – Total Effect			
	Original Sample	T-Statistic	P Values
Customer Experience (X) → Service quality (Y)	0.817	28.554	0.000
Customer Experience (X) → Product Publication (Z)	0.818	29.062	0.000
Product Publication (Z) → Service quality (Y)	0.308	3.305	0.001

The R-square value for the Service Quality variable is 0.699, indicating that Service Quality accounts for 69.9% of the explained variance. Factors outside the research model influence the remaining 30.1%. Meanwhile, the R-square value for the Product Publication variable is 0.668, indicating that the Customer Experience and Product Publication variables together explain 66.8% of the variance in Service Quality. In comparison, the remaining 33.2% is due to factors not included in this model.

The path coefficient test on the Customer Experience variable towards Service Quality shows positive and significant results, with an estimated coefficient value (original sample) of 0.565. The t-statistic was 6.518, which is greater than the t-table (1.96), and the p-value was 0.000, which is smaller than 0.05 at a 5% significance level. This indicates that Customer Experience has a significant influence on Service Quality. Based on these results, it can be concluded that hypothesis H1, namely, Customer Experience has a considerable influence on Service Quality, is accepted.

The path coefficient test for the Customer Experience variable on Product Publication shows positive and significant results. This is indicated by the estimated coefficient value (original sample) of 0.818, t-statistic 29.062 (greater than t-table 1.96), and p-value 0.000 (less than 0.05) at a significance level of 5%. Thus, it can be concluded that Customer Experience significantly influences Product Publication, so hypothesis H2 is accepted.

The path coefficient test on the Product Publication variable on Service Quality shows positive and significant results. This can be seen from the estimated coefficient value (original sample) of 0.308, t-statistic of 3.305, more critical than the t-table (1.96), and p-value of 0.001, more diminutive than 0.05 at a significance level of 5%. Thus, hypothesis H3, namely the influence of Customer Experience through Product Publication on Service Quality, can be accepted.

Testing the indirect influence of customer experience variables on product service quality through product publications shows positive and significant results. This is indicated by the estimated coefficient value (original sample) of 0.251, the t-statistic value of 3.235 (more critical than the t-table of 1.96), and the p-value of 0.001 (less than 0.05) at a significance level of 5%. Thus, customer experience significantly influences service quality through product publications. Based on these results, the H4 hypothesis, which states that customer experience significantly affects service quality through product publications, is accepted.

The total effect test on the customer experience variable on service quality shows positive and significant results with an estimated coefficient value (original sample) of 0.817, a t-statistic value of 28.554 (more critical than the t-table of 1.96), and a p-value of 0.000 (less than 0.05) at a significance level of 5%. This indicates that customer experience has a significant influence on service quality. The total effect test on the customer experience variable on product publication also shows positive and significant results with an estimated coefficient value (original sample) of 0.818, a t-statistic value of 29.062 (more critical than the t-table of 1.96), and a p-value of 0.000 (less than 0.05) at a significance level of 5%. This means that customer experience has a significant influence on product publication.

Next, a total effect test was conducted on the product publication variable on the quality of service delivery with positive and significant results with an estimated coefficient value (original sample) of 0.308, a t-statistic value of 3.305 (more critical than the t-table of 1.96), and a p-value of 0.001 (less than 0.05) at a significance level of 5%. This shows that the product publication has a significant influence on service quality. After the model has successfully passed the measurement and structural models' evaluation, the next step is interpreting the research hypothesis. The graph of the relationship between variables is presented as follows (see Figure 4):

H1: Customer Experience Affects Alfagift Service Quality. The study results show that customer experience significantly affects Alfagift service quality, with an influence level of 56.5%. This confirms that customer experience can improve Alfagift's service quality. Therefore, article the hypothesis H1 is accepted.

H2: Customer Experience Affects Product Publication. This study also found that customer experience has a significant influence on product publication, with an influence level

reaching 81.8%. This study concluded that customer experience disseminated through various media can increase awareness of information that arouses public curiosity about the brand. Thus, article the hypothesis H2 is accepted.

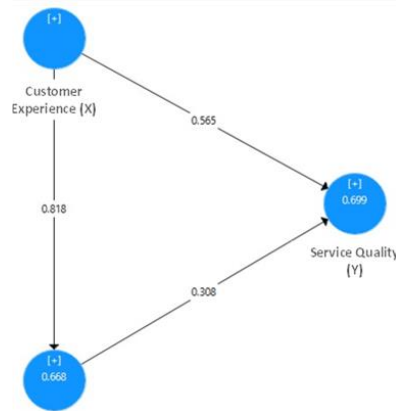


Figure 4 Graph of Influence Between Variables

H3: Product Publication Affects Service Quality. The results of the study show that product publication has a significant influence on service quality, with a contribution of 30.8%. This finding shows the importance of product publication in determining service quality. Therefore, article the hypothesis H3 is accepted.

H4: The Influence of Customer Experience Through Product Publication on Service Quality. This study shows that customer experience channeled through product publication significantly influences service quality. This is evidenced by the Bootstrapping Output data on the unique, indirect effect, where customer experience through product publication affects service quality with an estimated coefficient value of 0.251 (25.1%), t-statistic of 3.235, and p-value of 0.001. Based on these results, article the hypothesis H4 is accepted.

H0: Customer Experience Through Product Publication Does Not Affect Service Quality. Based on the study's results, the line coefficient on the variable customer experience through product publication on service quality shows positive and significant results. Therefore, article the hypothesis H0 is rejected.

Based on the research results, it was found that customer experience significantly influences service quality in the Alfagift application, with an influence coefficient of 0.565 (56.5%). This finding strengthens previous studies, which state that customer experience plays a key role in increasing customer satisfaction and loyalty (Becker & Jaakkola, 2020). These results also align with research by Ou & Verhoef (2017), which shows that positive customer experiences when using digital services can increase trust and repurchase intentions.

Thus, the results of this study strengthen the relevance of the Customer Experience Theory, which emphasizes that customer interactions with a service can shape their perceptions of the quality of the service provided. In addition, this study proves that product publication acts as a mediating variable that strengthens the relationship between customer experience and service quality. The results of the survey indicate that product publication has a direct

effect on service quality ($\beta = 0.308$, $p < 0.05$) and also mediates the relationship between customer experience and service quality ($\beta = 0.251$, $p < 0.05$).

This finding is consistent with the research of Durhan (2020), Cantone et al. (2022), and Vrtana & Krizanova (2023), which highlights that effective product publication can increase brand trust and customer perceptions of service quality. This is also relevant to the Service Quality Theory (SERVQUAL) (Parasuraman, et al., 1988), which states that delivering clear and attractive information can increase customer perceptions of service reliability and assurance.

This study broadens insights into digital marketing strategies and measures service quality in technology-based applications. Compared to previous studies that focus more on customer experience towards loyalty or the role of product publication in building brand trust, this study provides a new perspective by emphasizing how product publication is an intermediary factor that connects customer experience with perceptions of service quality. The practical implication of this finding is that digital retail companies, such as Alfamart, need to optimize their product publication strategies by displaying accurate and attractive information to improve customer experience and strengthen the perception of service quality .

CONCLUSION

This study contributes by establishing product publication as an intermediary factor connecting customer experience with service quality perceptions, offering a new perspective on digital marketing strategies and service quality measurement in technology-based platforms. The practical implication is that digital retail companies, such as Alfamart, must optimize their product publication strategies by displaying accurate and appealing information to simultaneously improve customer experience and reinforce the perception of their service quality.

REFERENCES

- Alkitbi, S. S., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2021). Factors Affect Customer Retention: A Systematic Review. *In Springer Nature Switzerland AG*, 1261 AISC (Issue September). Springer International Publishing. https://doi.org/10.1007/978-3-030-58669-0_59
- Anugraheni, T. D., Izzah, L., & Hadi, M. S. (2023). Increasing the Students' Speaking Ability through Role-Playing with Slovin's Formula Sample Size. *Jurnal Studi Guru dan Pembelajaran*, 6(3), 262–272. <https://doi.org/10.30605/jsdp.6.3.2023.2825>
- Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648. <https://doi.org/10.1007/s11747-019-00718-x>
- BPS. (2023). *Statistik eCommerce 2022/2023*. Badan Statistiks Nasional (BPS), 27. <https://www.bps.go.id/>
- Cantone, L., Testa, P., & Marrone, T. (2022). Issues in defining and placing consumer brand engagement. *In Italian Journal of Marketing*, 2. Springer International Publishing. <https://doi.org/10.1007/s43039-022-00054-z>

- Chatterjee, S., Ghatak, A., Nikte, R., Gupta, S., & Kumar, A. (2023). Measuring SERVQUAL dimensions and their importance for customer-satisfaction using online reviews: a text mining approach. *Journal of Enterprise Information Management*, 36(1), 22–44. <https://doi.org/10.1108/JEIM-06-2021-0252>
- Creswell, J. W. (2018). *Research and Design Qualitative, Quantitative and Mixed Methods Approaches*. In Thousand Oaks California.
- Durhan, B., & Aydin, D. (2020). The Role of Product Communication in Consumer Trust. *Intermedia International E-Journal*, 7(12), 70–83. <https://doi.org/10.21645/intermedia.2020.67>
- Fendi, D. V. S., Aziz, M. H., & Setyarahajoe, R. (2024). Strategi Komunikasi Pemasaran Alfamart Dalam Meningkatkan Penjualan Melalui Aplikasi Alfagift. *Journal Administrasi Publik dan Ilmu Komunikasi*, 11 (1), 83–92. <https://doi.org/10.55499/intelektual.v11i1.1157>
- Gahler, M., Klein, J. F., & Paul, M. (2023). Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments. *Journal of Service Research*, 26(2), 191–211. <https://doi.org/10.1177/10946705221126590>
- Harahap, A. R. A., & Yuliana, Y. (2022). Pengaruh Layanan Alfagift Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Alfamart Garu li a Medan. *Akrab Juara : Jurnal Ilmu-Ilmu Sosial*, 7(4), 28. <https://doi.org/10.58487/akrabjuara.v7i4.1931>
- Imbeau, L. M., Tomkinson, S., & Malki, Y. (2021). Descriptive, Explanatory, and Interpretive Approaches. *Research Methods in the Social Sciences: An A-Z of Key Concepts*, May, 81–85. <https://doi.org/10.1093/hepl/9780198850298.003.0020>
- Jaakkola, E., Bowen, L., & Payne, E. (2022). Understanding and Managing Customer Experiences. *The Palgrave Handbook of Service Management*, June, 1–1012. https://doi.org/https://doi.org/10.1007/978-3-030-91828-6_33
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Nasir, S. (2017). Customer Relationship Management Strategies in the Digital Era. *IGI Global Book Series Advances in Marketing, Customer Relationship Management, and E- Services (AMCRMES)*, January, 1177–1201. <https://doi.org/10.4018/978-1-4666-8231-3.ch009>
Copyright
- Octaviani, K., Andayani Komara, M., & Kurniawan, I. (2022). Analisis Kesuksesan Aplikasi Alfagift Menggunakan Model Delon Dan Mclean Studi Kasus Alfa Express Rest Area Km 72B. *Jurnal Informatika, Teknologi dan Sains*, 4(3), 173–178. <https://doi.org/10.51401/jinteks.v4i3.1946>
- Ou, Y. C., & Verhoef, P. C. (2017). The impact of positive and negative emotions on loyalty intentions and their interactions with customer equity drivers. *Journal of Business Research*, 80(July), 106–115. <https://doi.org/10.1016/j.jbusres.2017.07.011>
- Parasuraman, A., Zaithaml, V. A., & L., A. B. L. (1988). SERVQUAL : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Jurnal Of Retailing*, 64(1), 12–35.

- Patil, D. R., & Rane, N. L. (2023). Customer experience and satisfaction: Importance of customer reviews and customer value on buying preference. *International Research Journal of Modernization in Engineering Technology and Science*, 03, 3437–3447. <https://doi.org/10.56726/irjmets36460>
- Patty, A. D. K., & Kairupan, D. J. I. (2022). Pengaruh Promosi Melalui Aplikasi Online, Pengalaman Konsumen, Variasi Produk, Dan Kualitas Pelayanan Terhadap Minat Beli Kembali Produk Mixue Yogyakarta. *Jurnal Akuntansi dan Manajemen*, 35(3), 187–198. <https://doi.org/DOL:10.53916/jam.v35i3.71>
- Peppers, D., & Rogers, M. (2016). *Managing Customer Experience and Relationships: A Strategic Framework*. Third Edition. Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
- Rane, N., Choudhary, S., & Rane, J. (2023). Metaverse for Enhancing Customer Loyalty: Effective Strategies to Improve Customer Relationship, Service, Engagement, Satisfaction, and Experience. *International Research Journal of Modernization in Engineering Technology and Science*, 05, 427–452. <https://doi.org/https://www.doi.org/10.56726/IRJMETS38104>
- Safitri, A., Zahroh, F., Naufaliadi, R., Nugroho, R. T., Sofyan, M., Rahmawati, N. F., & Maulina, A. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Customer Experience Terhadap Kepuasan Pelanggan Sofyan Frozen. *Bussman Journal: Indonesian Journal of Business and Management*, 2(2), 470–478. <https://doi.org/10.53363/buss.v2i2.99>
- Sampson, S. E., & Chase, R. B. (2022). Optimizing Customer Involvement: How Close Should You Be to Your Customers? *California Management Review*, 65(1), 119–146. <https://doi.org/10.1177/00081256221118117>
- Setiabudhi, H., Suwono, & Setiawan, Y. A. S.H. (2024). *Analisis Data Kuantitatif dengan SmartPLS 4*. Borneo Novelty Publishing.
- Sharma, D. D. and N. A. (2023). Impact of Product Packaging on Consumer Buying Behaviour: A Review and Research Agenda. *Research Review International Journal of Multidisciplinary*, 8(7), 65–71. <https://doi.org/10.31305/rrijm.2023.v08.n07.009>
- Sugiarta, R. D., Arofiati, F., & Rosa, E. M. (2023). Validity and Reliability of Research Instruments on the Effect of Motivation on Nurse Performance in Moderation with Nurse Credentials. *Jurnal Medicoeticolegal dan Manajemen Rumah Sakit (JMMR)*, 12(1), 46–55. <https://doi.org/10.18196/jmmr.v12i1.6>
- Susiloadi, P., & Nirmala, V. S. I. (2022). Pengaruh Kualitas Pelayanan dan Customer Experience Terhadap Kepuasan Pelanggan Kereta Rel Listrik (KRL) Jogja-Solo. *Spirit Publik: Jurnal Administrasi Publik*, 17(2), 204. <https://doi.org/10.20961/sp.v17i2.66883>
- Tavsan, A. N., & Erdem, C. (2018). Customer experience management. *Tasora Books*, July, 19–30. <https://doi.org/10.4324/9781351032940-5>
- Tejada, J. J., Raymond, J., & Punzalan, B. (2012). On the Misuse of Slovin's Formula. *The Philippine Statistician*, 61(1), 129–136.
- Vrtana, D., & Krizanova, A. (2023). The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. *Sustainability (Switzerland)*, 15(18). <https://doi.org/10.3390/su151813337>

- Wiryana, N. Y., & Erdiansyah, R. (2020). Pengaruh E-Service Quality dan Perceived Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Mediasi Pada Bisnis E-Commerce. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 4(5), 217. <https://doi.org/10.24912/jmbk.v4i5.9231>
- Wu, H., & Leung, S. O. (2017). Can Likert Scales be Treated as Interval Scales?—A Simulation Study. *Journal of Social Service Research*, 43(4), 527–532. <https://doi.org/10.1080/01488376.2017.1329775>