

**ANTECEDENT FACTORS AS AN IMPACT ON PASSENGER LOYALTY
THROUGH CUSTOMER VALUE
(CASE STUDY ON PT KERETA INDONESIA DAOP 4 SEMARANG)**

**FAKTOR-FAKTOR ANTESEDEN SEBAGAI IMPAK LOYALITAS
PENUMPANG MELALUI CUSTOMER VALUE
(STUDI KASUS PADA PT KERETA API INDONESIA DAOP 4 SEMARANG)**

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ABSTRACT

This study examines the loyalty of PT Kereta Api Indonesia (Persero) DAOP 4 Semarang passengers through a customer value perspective. As competition in the transportation industry increases, companies need to understand the factors that influence customer satisfaction and loyalty. This research uses a qualitative approach with a case study method, where data is collected through semi-structured interviews and literature studies from various sources. The results show that experiential marketing, service quality, and brand image have various relationships with customer value and customer loyalty. Customer value proved to be an important factor in increasing passenger loyalty, which indicates that improving experiential quality, service quality, and brand image can have a positive impact on customer satisfaction. These findings provide insights for PT Kereta Api Indonesia in designing more effective marketing and service strategies to maintain and increase customer loyalty.

Keywords: Customer value, customer loyalty, experiential marketing, service quality, brand image

ABSTRAK

Penelitian ini mengkaji loyalitas penumpang PT Kereta Api Indonesia (Persero) DAOP 4 Semarang melalui perspektif customer value. Seiring dengan meningkatnya persaingan di industri transportasi, perusahaan perlu memahami faktor-faktor yang memengaruhi kepuasan dan loyalitas pelanggan. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, di mana data dikumpulkan melalui wawancara semi-terstruktur serta studi pustaka dari berbagai sumber. Hasil penelitian menunjukkan bahwa experiential marketing, service quality, dan brand image memiliki hubungan yang beragam terhadap customer value dan loyalitas pelanggan. Customer value terbukti menjadi faktor penting dalam meningkatkan loyalitas penumpang, yang mengindikasikan bahwa peningkatan kualitas pengalaman, layanan, dan citra merek dapat berdampak positif terhadap kepuasan pelanggan. Temuan ini memberikan wawasan bagi PT Kereta Api Indonesia dalam merancang strategi pemasaran dan pelayanan yang lebih efektif guna mempertahankan serta meningkatkan loyalitas pelanggan.

Kata kunci: Customer Value, Loyalitas Pelanggan, Experiential Marketing, Kualitas Layanan, Citra Merek

INTRODUCTION

Progress in the current era of globalization has encouraged the rapid development of human life. This development is marked by increased activity and mobility of the population, which is accompanied by an increasing choice of available means of transportation. Companies in various industrial sectors, especially in the transportation sector, are required to continuously improve performance and competitiveness. This is increasingly

important given rapid technological change, higher customer expectations, and demands to provide better and faster services.

Transportation plays a vital role in the economy and daily life. Economic growth increases mobility needs, encouraging people to choose appropriate transportation. This reflects the high demand for transportation services, which opens up opportunities for service companies to attract and retain customers through effective

strategies. In addition to providing benefits for providers and consumers, transportation also plays an important role in advancing the region through increased accessibility. The number of consumers or passengers in Indonesia by type of transportation mode can be seen in the following table, which shows data from January 2022 to June 2024.

Table 1. Number of Domestic Passengers by Type of Transportation January 2022 - June 2024

Type of Transportation	Year		
	2022	2023	2024
Railway Transportation	16,8 Juta	174,2 Juta	203,8 Juta
Sea Transportation	8,5 Juta	9,6 Juta	12,4 Juta
Air Transport	4,6 Juta	0,4 Juta	0,4 Juta

Source: Official Statistics,
<http://www.bps.go.id/>

Based on Table 1, it shows that in 2022, 2023, 2024 the number of rail transportation passengers is the highest when compared to users of air and sea transportation modes, although every year there is a decrease in the three modes. From this data, it can be concluded that trains are the most popular mode of transportation among the people of Indonesia.

PT Kereta Api (Persero) DAOP IV Semarang is a company engaged in land transportation. Train services are divided into two types, namely passenger trains and freight trains. Passenger trains are further divided into three classes, namely executive, business, and economy. As a public service provider, PT KAI Daop 4 Semarang must be able to meet and exceed customer expectations to maintain customer loyalty. With the increasing number of transportation

options available, both from the public and private sectors, PT KAI must be able to offer something different and value-added to remain relevant and chosen by consumers.

Based on the Annual Report of PT Kereta Api Indonesia (Persero), the growth in the volume of passengers of Indonesian train services is quite significant. according to the first semester report of 2024 PT Kereta Api Indonesia (Persero) DAOP 4 Semarang noted that the total volume of train passengers in 2024 reached 6,258,373 million passengers. This number increased 23 percent from the 2023 period which reached 5,093,688 million passengers. The high public interest in rail transportation services has become a mainstay means of transportation that provides good service quality.

In the railroad transportation industry, Customer Value and Customer Loyalty are two key factors that are interrelated in achieving long-term success. Customer value according to Widodo et al (2023) is an assessment carried out by comparing respondents' perceptions of service outcomes, quality, and benefits obtained, with the sacrifices or costs incurred, while according to Batara & Susilo (2022) Customer loyalty is defined as a strong commitment driven by positive attitudes and consistent repeat buying habits for a particular brand, store, or supplier. Studies conducted by Tiffany et al. (2024) shows that customer value has a positive impact on customer loyalty.

Experiential marketing, according to Setianingsih & Nursaidah (2023) is a method that allows customers to feel experiences through the five senses (sense), build emotional experiences (feel), stimulate creative thinking (think), create physical experiences related to behavior and lifestyle (act), and build experiences that involve

social interactions, lifestyles, and cultures that can be lived. a study conducted by Rusna (2020) shows that experiential marketing has a positive impact on customer value. Octaviananda et al. (2023) shows that experiential marketing does not affect customer value. Research by Santoso et al. (2023) also shows that experiential marketing increases customer loyalty.

Sunarka1 et al. (2021) issued an opinion that service quality is an effort to meet the needs and desires of consumers, as well as to deliver services appropriately to meet consumer expectations. A study conducted by Zakiyah & Ponirin (2021) shows that service quality has a positive impact on customer value. Widyaningrum et al. (2022) shows that service quality does not affect customer value. Research by Bagus Nyoman Udayana et al., (2022) also shows that service quality increases customer loyalty.

According to Kotler and Keller in Rachmad et al, (2023) Defining brand image, is the perception of a brand based on the individual memories of each consumer, to build a positive and strong image. A study by Senbabaoglu Danacı (2024) found that brand image has a positive impact on customer value. Mahardhika et al. (2024) showed that brand image does not affect customer value. Research by Hidayat et al. (2023) also shows that brand image increases customer loyalty.

RESEARCH METHOD

This research is qualitative research with a case study approach. The object of this research is passenger loyalty of PT Kereta Api Indonesia DAOP 4 Semarang, which is analyzed through customer value. This research examines various antecedent factors that influence passenger loyalty and how

customer value plays a role in the relationship.

Type of Data

The type of data to be used in this research consists of primary data and secondary data. Primary data in this study was collected directly by researchers from the main source, namely PT Kereta Api Indonesia (Persero) Daop IV Semarang, as the object of research. Data was obtained through direct observation and survey to ensure more detailed and accurate results. Secondary data is data obtained from existing sources, such as research, reports, publications, and official documents. This data is used to support the analysis, provide additional context, and strengthen the arguments in the research. Sources include literature studies from books and scientific articles as well as documentation in the form of archives, reports, and statistical data.

Data Collection Technique

Primary data collection in this study was conducted through semistructured interviews, which are included in the in-depth interview category. This method was used to obtain in-depth information about the antecedent factors that influence passenger loyalty of PT Kereta Api Indonesia (Persero) Daop IV Semarang through customer value. Meanwhile, secondary data was obtained through literature studies and documentation from sources such as books, journal articles, and reports related to the transportation industry. This literature study aims to support the analysis with relevant references and strengthen the research findings.

Data Management Methods

The processing of interview data in this study uses triangulation techniques to ensure validity and enrich the analysis. This technique allows researchers to gain a deeper understanding of the antecedent factors that influence passenger loyalty through customer value. Meanwhile, secondary data from literature and documentation studies were analyzed using a qualitative approach, comparing various references and previous research to strengthen the findings. We also used categorization and interpretation techniques to identify patterns of relationships between variables in this study.

Results And Discussion

Questionnaire Distribution and Receipt Process

Respondents in this study were customers who used DAOP 4 Semarang train services. For the distribution of 175 questionnaires distributed to customers of DAOP 4 Semarang train services which can be seen from table 2. as follows:

Table 2. Questionnaire Distribution and Receipt Process

Respondents	Total	Percentage
Questionnaires distributed	175	100%
Questionnaires that were not returned	0	0%
Questionnaires that can be processed	175	100%

Source: Primary data processed, 2025

The table above shows that the questionnaires distributed to respondents were 175 questionnaires, with a return rate of 100% that all questionnaires returned and the data could be processed. Based on age can be seen in the following table.

Table 3. Characteristics of respondents based on age

Age	Frequency	Percentage
17-26	105	60%
27-36	32	17,8%
37-46	19	11,1%
47-56	13	7,8%
57 tahun ke atas	6	3,3%
Total	175	100%

Source: Primary data processed, 2025

It is concluded that the majority of respondents or consumers who use train services are in the age group 17-26 years with the largest percentage at 60%. The results of the study, respondents based on work can be seen in the following table:

Table 4. Characteristics of respondents based on occupation

Occupation	Frequency	Percentage
Civil servant / military / police	22	12,2%
Private Employee	41	22,8%
Student	78	45%
Housekeeping	18	10%
Retired	6	4,4%
Not yet/ Not working	10	5,6%
Total	175	100%

Source: Primary data processed, 2025

It is concluded that the majority of respondents or users of train services are customers who work as students with the largest percentage at 45%. Based on the research results, respondents based on train class can be seen in the following table:

Table 5. Characteristics of respondents based on train class

Train Class	Frequency	Percentage
Economy	115	65%
Business	18	10,6%
Executive	36	20%
Luxury	6	4,4%
Total	175	100%

Source: Primary data processed, 2025

It is concluded that the majority of train classes chosen by respondents or users of railroad services are Economy Class with the largest percentage at 65%.

Descriptive Analysis

Table 6. Respondents' Responses to Variable X1

Variabel Experiential Marketing (X1)	STS	TTS	N	S	SS	Total
Sence	1	0	25	83	66	175
Feel	2	3	19	83	68	175
Think	2	1	26	70	76	175
Act	0	5	29	84	57	175
Relate	1	14	46	60	54	175

Source: Primary data processed, 2025

In general, respondents agreed with the experiential marketing variable (X1). In the sense aspect, the majority of respondents felt that the cleanliness in the train was comfortable during the trip. In terms of feel, most respondents agreed that the experience of traveling with PT KAI created positive memories. For the think aspect, the information provided through social media and official applications is considered very helpful in understanding PT KAI services. In the act aspect, respondents agreed that PT KAI is proactive in handling operational constraints such as delays. Meanwhile, in the relate aspect, the majority of respondents felt that PT KAI's services helped them build connections with other people during the trip. This shows that experiential marketing of PT KAI DAOP 4 Semarang is well received by passengers.

Table 7. Respondents' Responses to Variable X2

Variabel Service Quality(X2)	STS	TS	N	S	SS	Total
Tangible	0	3	23	94	55	175
Reliability	0	5	25	60	85	175
Responsiveness	1	2	32	80	60	175
Assurance	0	1	20	84	70	175
Empathy	0	2	28	84	61	175

Source: Primary data processed, 2025

Based on the table above, respondents generally agree with the service quality variable (X2). In the tangible aspect, the majority of respondents feel that PT KAI's physical facilities, such as waiting rooms, trains, and stations, have a modern and clean design, thus providing comfort. In terms of reliability, most respondents considered that the train departure and arrival schedules were always on time. For the responsiveness aspect, respondents agreed that PT KAI is responsive in handling customer complaints, both directly and through digital services. In the assurance aspect, the majority of respondents felt safe during the trip, both in terms of safety and personal comfort. Meanwhile, in the empathy aspect, respondents assessed that PT KAI cares about customer needs, including special services for the elderly, children, and people with disabilities. This shows that the service quality of PT KAI DAOP 4 Semarang is well received by passengers.

Table 8. Respondents' Responses to Variable X3

Variabel Brand Image (X3)	STS	TS	N	S	SS	Total
Strength	1	0	20	88	66	175
Favorable	0	1	27	80	67	175
Uniqueness	1	3	24	76	71	175

Source: Primary data processed, 2025

Based on the table above, respondents generally agreed with the brand image variable (X3). In the strength aspect, the majority of respondents considered PT KAI superior in providing safe and comfortable transportation services. In the favorable aspect, respondents agreed that PT KAI prioritizes passenger satisfaction, both in terms of facilities and staff friendliness. Meanwhile, in the aspect of uniqueness, most respondents consider PT KAI to be unique compared to other transportation providers, such

as a distinctive travel atmosphere and strategic routes. This shows that the brand image of PT KAI DAOP 4 Semarang is well received by passengers.

Table 9. Respondents' Responses to Variable Z

Variabel Customer Value (Z)	STS	TS	N	S	SS	Total
Functional Value	1	3	32	86	54	175
Emotional Value	0	1	24	86	64	175
Social Value	0	3	20	84	68	175
Performance Value	1	1	20	85	68	175
Price Value	1	5	28	81	60	175

Source: Primary data processed, 2025

Based on the table above, respondents generally agreed with the customer value variable (Z). In the functional value aspect, the majority of respondents assessed that the facilities in the train provide optimal comfort during the trip. In the emotional value aspect, respondents agreed that the atmosphere in the train creates a sense of security and comfort. In the social value aspect, many respondents felt that choosing trains supports a modern and environmentally friendly lifestyle. In addition, in the performance value aspect, PT KAI services are considered to have good quality in terms of travel speed and efficiency. Finally, in the price value aspect, respondents agreed that PT KAI offers good value in accordance with the ticket price paid. This shows that PT KAI DAOP 4 Semarang provides satisfactory value for its customers.

Table 10. Respondents' Responses to Variable Y

Variabel Customer Loyalty (Y)	STS	TS	N	S	SS	Total
First Choice	1	3	32	86	54	175
Not Switching to Other Products	0	1	24	86	64	175
Recommend Friend	0	3	20	84	68	175
Say Positif	1	1	20	85	68	175
Continue Purchase	1	5	28	81	60	175

Source: Primary data processed, 2025

Based on the table above, respondents generally agree on the customer loyalty variable (Y). The majority of respondents choose PT KAI as their main mode of transportation (first choice) and feel that PT KAI services are more suitable for their needs than other transportation (no switching). In addition, many respondents are willing to recommend PT KAI to others and proudly share their positive experiences related to PT KAI services (positive word of mouth). Finally, most respondents stated that they would continue to use PT KAI services in the future because of the quality offered (continue purchase). This shows that PT KAI DAOP 4 Semarang has succeeded in building strong customer loyalty.

Reliability Test

Reliability test is used to measure the reliability and consistency of questionnaire data / indicators of a variable. A questionnaire is said to be reliable or reliable if the respondent is consistent in giving statements from time to time. In this test, the variable is said to be reliable or meet the reliability test if it has a Cronbach alpha (α) value > R table.

Table 11. Reliability Test

Variabel	Nilai Cronbach Alpha	Table	Description
Experiential Marketing (X1)	0,726	0,1484	Reliabel
Service Quality (X2)	0,791	0,1484	Reliabel
Brand Image (X3)	0,526	0,1484	Reliabel
Customer Value (Z)	0,788	0,1484	Reliabel
Customer Loyalty (Y)	0,525	0,1484	Reliabel

Source: Primary data processed, 2025

Based on the table above, it can be seen that all variables have an Alpha value > r table, it can be concluded that all variables in this study are declared reliable. The r table value can be obtained from the r table, which is known that the r table for N = 175 is $df = N - 2$ ($175 - 2$) = 173 with a two-way test significance distribution of 5% is 0.1484.

Validity Test

The validity test is carried out by comparing the calculated r value with the r table for degree of freedom (df) = $n - 2$, in this case n is the number of samples. Large (df) = $175 - 2 = 173$, and alpha 0.05 or 5%, it produces an r table value of 0.1484. If $r_{count} > r_{table}$ then the indicator question is valid. The results of the validity test calculation in this study are:

Table 12. Validity test

Indicator	Calculate	Table	Description
Experiential Marketing (X1)			
X1.1	0,669	0,1484	Valid
X1.2	0,713	0,1484	Valid
X1.3	0,632	0,1484	Valid
X1.4	0,723	0,1484	Valid
X1.5	0,725	0,1484	Valid
Service Quality (X2)			
X2.1	0,757	0,1484	Valid
X2.2	0,665	0,1484	Valid
X2.3	0,797	0,1484	Valid
X2.4	0,748	0,1484	Valid
X2.5	0,731	0,1484	Valid
Brand Image (X3)			
X3.1	0,656	0,1484	Valid
X3.2	0,768	0,1484	Valid
X3.3	0,726	0,1484	Valid
Customer Value (Z)			
Z1	0,746	0,1484	Valid
Z2	0,754	0,1484	Valid
Z3	0,728	0,1484	Valid
Z4	0,724	0,1484	Valid
Z5	0,730	0,1484	Valid
Customer Loyalty (Y)			
Y1	0,511	0,1484	Valid
Y2	0,547	0,1484	Valid
Y3	0,437	0,1484	Valid
Y4	0,531	0,1484	Valid
Y5	0,553	0,1484	Valid

Source: Primary data processed, 2025

Normality Test

The normality test tests whether the data in the regression model is normally distributed. The test uses Kolmogorov-Smirnov (KS), with data considered normal if the significance > 0.05.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		175
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	1,75846910
Most Extreme Differences	Absolute	,044
	Positive	,041
	Negative	-,044
Test Statistic		,044
Asymp. Sig. (2-tailed)		,200 ^{c, d}
Monte Carlo Sig. (2-tailed)	Sig.	,882 ^e
	99% Confidence Interval	Lower Bound ,874
		Upper Bound ,891

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 10000 sampled tables with starting seed 2000000.

Figure 1. Normality Test Equation I

Source: Primary data processed, 2025

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		175
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	,54862751
Most Extreme Differences	Absolute	,063
	Positive	,056
	Negative	-,063
Test Statistic		,063
Asymp. Sig. (2-tailed)		,086 ^c
Monte Carlo Sig. (2-tailed)	Sig.	,473 ^d
	99% Confidence Interval	Lower Bound ,460
		Upper Bound ,486

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 926214481.

Figure 2. Normality Test Equation II

Source: Primary data processed, 2025

The results of the Kolmogorov-Smirnov test with Monte Carlo show a significance of 0.882 (equation 1) and 0.473 (equation 2), both > 0.05, so the data is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test tests the difference in residual variance between observations. Heteroscedasticity is met if the significance of the independent variable on the Abs-Residual > 0.05.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,777	,887		2,003
	X1	-,036	,044	-,087	,420
	X2	-,068	,039	-,175	,085
	X3	,133	,072	,159	,068

a. Dependent Variable: ABS_RES1

Figure 3. Heteroscedasticity Test Equation I

Source: Primary data processed, 2025

The results show the sig value of Experiential Marketing (0.420), Service Quality (0.085), and Brand Image (0.068) is more than 0.05, so in equation 1 there is no heteroscedasticity.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	,246	,259		,950
	X1	,009	,014	,073	,603
	X2	,018	,012	,158	,156
	X3	,010	,021	,041	,646
	Z	-,023	,014	-,203	,095

a. Dependent Variable: ABS_RES2

Figure 4. Heteroscedasticity Test Equation I

Source: Primary data processed, 2025

The sig results of Experiential Marketing (0.547), Service Quality (0.156), Brand Image (0.646), and Customer Value (0.095) are more than 0.05, so in equation 2 there is no heteroscedasticity.

Multicollinearity Test

The multicollinearity test measures the correlation between the independent variables in the regression. There is no multicollinearity if Tolerance > 0.10 or VIF < 10.

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			
1	(Constant)	,831	1,441		,577	,565	
	X1	,437	,072	,421	6,079	,000	,480
	X2	,342	,064	,348	5,368	,000	,547
	X3	,282	,117	,134	2,405	,017	,739

a. Dependent Variable: Z

Figure 5. Multicollinearity Test Equation I

Source: Primary data processed, 2025

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			
1	(Constant)	5,909	,451		13,089	,000	
	X1	,099	,025	,147	3,991	,000	,394
	X2	,119	,022	,185	5,498	,000	,468
	X3	,115	,037	,084	3,073	,002	,715
	Z	,426	,024	,655	17,803	,000	,393

a. Dependent Variable: Y

Figure 6 Multicollinearity Test Equation II

Source: Primary data processed, 2025

The test results in equations 1 and 2 show no multicollinearity because all VIF values are ≤ 10 and tolerance ≥ 0.10 .

Simultaneous Test (F Test)

The F test determines the feasibility of the model in measuring the effect of independent variables simultaneously on the dependent variable.

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	830,103	3	276,701	87,940
	Residual	538,045	171	3,146	
	Total	1368,149	174		

a. Dependent Variable: Z

b. Predictors: (Constant), X3, X2, X1

Figure 7. Simultaneous Test Equation I

Source: Primary data processed, 2025

The F test results show that Experiential Marketing, Service Quality, and Brand Image have a significant effect on customer value (F count 87.940 > F table 2.42; sig 0.000 < 0.05).

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	527,147	4	131,787	427,776
	Residual	52,373	170	,308	
	Total	579,520	174		

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X3, X2, X1

Figure 8. Simultaneous Test Equation II

Source: Primary data processed, 2025

The F test results show that Experiential Marketing, Service Quality, Brand Image, and Customer Value have a significant effect on Customer Loyalty (F count 427.776 > F table 2.42; sig 0.000 < 0.05).

Partial Statistical Test (t test)

The partial regression test measures the significant effect of each independent variable on the dependent variable with a significance level of 5% (0.05). If $\text{sig} < 0.05$, then H_0 is rejected and H_a is accepted; if $\text{sig} > 0.05$, then H_0 is accepted, and H_a is rejected.

Coefficients^a

Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,831		,577	,565
	X1	,437	,421	6,079	,000
	X2	,342	,348	5,368	,000
	X3	,282	,134	2,405	,017

a. Dependent Variable: Z

Figure 9. Partial statistical test of equation I

Source: Primary data processed, 2025

Coefficients^a

Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,909		13,089	,000
	X1	,099	,147	3,991	,000
	X2	,119	,185	5,498	,000
	X3	,115	,084	3,073	,002
	Z	,426	,655	17,803	,000

a. Dependent Variable: Y

Figure 10. Partial statistical test of equation II

Source: Primary data processed, 2025

Hypothesis testing results show that all independent variables have a positive and significant effect on the dependent variable ($\text{sig} < 0.05$). Experiential Marketing, Service Quality, and Brand Image have a significant effect on Customer Value, while the four variables (including Customer Value) also have a significant effect on Customer Loyalty.

Coefficient of Determination Test

The coefficient of determination (R^2) measures the extent to which the independent variable explains the variance of the dependent variable. An R^2 value close to zero indicates weak predictive ability, while a value close to one indicates a strong model in explaining the dependent variable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,779 ^a	,607	,600	1,774

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Z

Figure 11. Coefficient of

Determination Test for equation I

Source: Primary data processed, 2025

The coefficient of determination test results show an Adjusted R Square of 0.600 (60.0%), which means that the Experiential Marketing (X1), Service Quality (X2), and Brand Image (X3) variables affect Customer Value by 60.0%, while 40.0% is influenced by other factors outside the model.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,954 ^a	,910	,908	,555

a. Predictors: (Constant), Z, X3, X2, X1

b. Dependent Variable: Y

Figure 12. Coefficient of Determination Test for equation II

Source: Primary data processed, 2025

The coefficient of determination test results show Adjusted R Square of 0.908 (90.8%), which means that the Experiential Marketing (X1), Service Quality (X2), Brand Image (X3), and Customer Value (Z) variables affect Customer Loyalty by 90.8%, while 9.2% is influenced by other factors outside the model.

Regression Model Equation 1

Coefficients^a

Model		Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,831		,577	,565
	X1	,437	,421	6,079	,000
	X2	,342	,348	5,368	,000
	X3	,282	,134	2,405	,017

a. Dependent Variable: Z

Figure 13. Regression Model Equation

Source: Primary data processed, 2025

Multiple linear regression equation 1 is as follows:

$$Z = 0,831 + 0,437 + 0,342 + 0,282 + e_1$$

The regression equation shows that the constant 0.831 means that if the Experiential Marketing, Service Quality, and Brand Image variables increase by one unit, Customer Value

increases by 0.831. The regression coefficient X1 (0.437) indicates that each increase of one unit of Experiential Marketing increases Customer Value by 0.437. The regression coefficient X2 (0.342) shows that each one unit increase in Service Quality increases Customer Value by 0.342. The regression coefficient X3 (0.282) shows that each increase of one unit of Brand Image increases Customer Value by 0.282.

Regression Model Equation 2

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	5,909	,451	13,089	,000
	X1	,099	,147	3,991	,000
	X2	,119	,185	5,498	,000
	X3	,115	,084	3,073	,002
	Z	,426	,655	17,803	,000

a. Dependent Variable: Y

Figure 14. Regression Model Equation II

Source: Primary data processed, 2025
Multiple linear regression equation 2 is as follows:

$$Z = 5,909 + 0,099 + 0,119 + 0,115 + 0,426 + e1$$

The regression equation shows that the constant 5.909 means that if the Experiential Marketing, Service Quality, Brand Image, and Customer Value variables increase by one unit, Customer Loyalty increases by 5.909. The X1 regression coefficient (0.099) shows that each one unit increase in Experiential Marketing increases Customer Loyalty by 0.099. The regression coefficient X2 (0.199) shows that each increase of one unit of Service Quality increases Customer Loyalty by 0.199. The regression coefficient X3 (0.115) shows that each one unit increase in Brand Image increases Customer Loyalty by 0.115. The regression coefficient Z (0.426) shows that each increase of one unit of Customer Value increases Customer Loyalty by 0.426.

Path Diagram

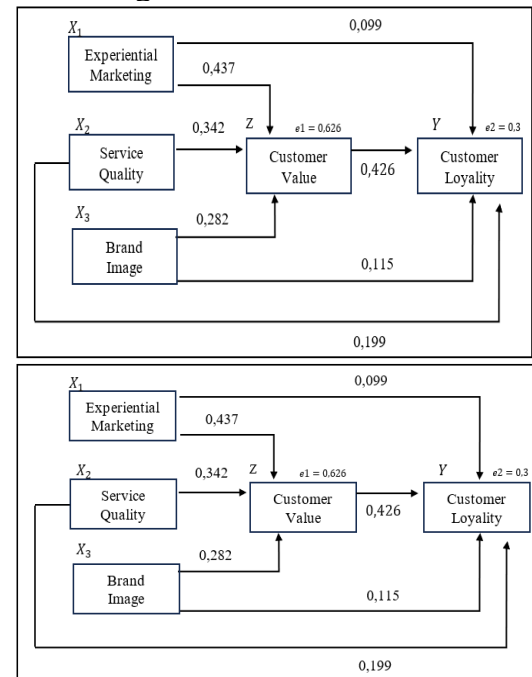


Figure 15. Path Diagram

Source: Primary data processed, 2025

Based on the path diagram, the direct, indirect, and total effects between variables are calculated by multiplying the indirect path coefficients. The following are the calculation results.

Table 13. Direct, Indirect and Total Effect

Influence	Direct Influence	Indirect Influence	Total Effect
X1 → Z	0,437	-	0,437
X2 → Z	0,342	-	0,342
X3 → Z	0,282	-	0,282
X1 → Y	0,099	-	0,099
X2 → Y	0,119	-	0,119
X3 → Y	0,115	-	0,115
Z → Y	0,426	-	0,426
X1 → Z → Y	-	0,147	0,246
X2 → Z → Y	-	0,145	0,264
X3 → Z → Y	-	0,120	0,235

Source: Primary data processed, 2025

Sobel Test

The Sobel test is used to test the strength of the mediating effect by

comparing t count and t table. If $t_{count} > t_{table}$, then there is a mediating influence. The following is the mediation tested in this study.

Table 14. Sobel Test

Variabels	t _{count}	t _{table}	Description
$X1 \rightarrow Z \rightarrow Y$	5,742	1,97	Able to mediate
$X2 \rightarrow Z \rightarrow Y$	5,116	1,97	Able to mediate
$X3 \rightarrow Z \rightarrow Y$	2,388	1,97	Able to mediate

Source: Primary data processed, 2025

Based on table 14, customer value (Z) mediates the relationship between experiential marketing (X1), service quality (X2), and brand image (X3) to customer loyalty (Y). This is evidenced by the calculated T value which is greater than the T table (1.97), namely X1 to Y through Z of 5.742, X2 to Y through Z of 5.116, and X3 to Y through Z of 2.388.

Discussion of Research Results

Experiential marketing has a positive and significant effect on customer value, in accordance with the results of previous research. PT KAI DAOP 4 Semarang succeeded in increasing customer value through five experiential marketing indicators (sense, feel, think, act, relate). Therefore, companies need to continue to innovate, adjust to customer trends, and evaluate this strategy regularly to maintain competitiveness in the transportation industry. Service quality has a positive and significant effect on customer value, in accordance with previous research. PT KAI DAOP 4 Semarang increases customer value through five indicators of service quality (tangible, reliability, responsiveness, assurance, empathy). Improving facilities, staff training, and maintaining reliability and safety are the main strategies to increase customer value, satisfaction, and customer loyalty, as well as expand

market share. Brand image has a positive and significant effect on customer value, in accordance with previous research. PT KAI DAOP 4 Semarang increases customer value through three brand image indicators: strength, favorability, and uniqueness. Customers' positive perception of the brand increases the assessment of the service. Therefore, companies need to strengthen brand image by improving service quality, effective communication, and innovations that suit customer needs. Experiential marketing has a positive and significant effect on customer loyalty, in accordance with previous research. PT KAI DAOP 4 Semarang increases customer loyalty through five indicators: sense, feel, think, act, and relate. To strengthen loyalty, companies need to create customer experiences that have emotional and social value, such as improved facilities, friendly service, and innovation in travel, including entertainment and a comfortable atmosphere. Service quality has a positive and significant effect on customer loyalty, in accordance with previous research. PT KAI DAOP 4 Semarang increases customer loyalty through five indicators: tangible, reliability, responsiveness, assurance, and empathy. High service quality encourages customers to continue to use services and recommend them to others, so companies need to ensure consistent service standards to maintain customer loyalty. Brand image has a positive and significant effect on customer loyalty, in accordance with previous research. PT KAI DAOP 4 Semarang increases customer loyalty through three indicators: strength, favorability, and uniqueness. Efforts such as improving facilities, training human resources, as well as schedule reliability and travel safety are the main strategies. With

consistent service quality that exceeds expectations, companies can strengthen positive images, increase customer loyalty, and create long-term competitive advantages. Customer value has a significant effect on customer loyalty. When customers feel the benefits obtained are higher, they tend to remain loyal. PT KAI DAOP 4 Semarang can increase customer value through quality service, innovation, and effective communication to strengthen customer loyalty. Customer value mediates the effect of experiential marketing on customer loyalty. Positive experiences increase the perception of service value, encourage customers to remain loyal to the brand, and strengthen long-term loyalty. Customer value mediates the effect of service quality on customer loyalty. Good service quality increases customer value, encouraging customers to remain loyal. PT KAI needs to improve facilities, schedule reliability, responsiveness, security, and empathy to strengthen customer loyalty. Customer value mediates the effect of brand image on customer loyalty. A positive brand image increases customers' perceived value, which in turn strengthens their loyalty. By building a strong brand image, companies can create trust and emotional connections, encouraging long-term relationships with customers.

CONCLUSION

Conclusion

This study analyzes the effect of experiential marketing, service quality, and brand image on customer loyalty through customer value at PT KAI DAOP 4 Semarang. The results show that all variables have a positive and significant effect.

1. Experiential marketing, service quality, and brand image have a

significant effect on customer value ($p < 0.05$), which means that improvements in these three aspects increase customer value.

2. Experiential marketing, service quality, brand image, and customer value have a significant effect on customer loyalty ($p < 0.05$), indicating that experience, service quality, brand image, and customer value increase customer loyalty.
3. Customer value mediates the relationship of experiential marketing (Sobel test = 5.742), service quality (Sobel test = 5.116), and brand image (Sobel test = 2.388) to customer loyalty, strengthening the role of customer value in building loyalty.

In conclusion, increasing experiential marketing, service quality, and brand image contribute to customer loyalty, both directly and through customer value.

Suggestion

PT KAI DAOP 4 Semarang needs to continue to improve experiential marketing, service quality, and brand image to strengthen customer value and encourage customer loyalty. Improvements can be made with travel innovation, interactive digital services, cleanliness, comfort, staff professionalism, as well as digital marketing and collaboration with influencers. In addition, future research can add variables such as trust, product quality, and customer satisfaction to provide a broader understanding of the factors that influence customer loyalty.

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