THE IMPACT OF CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION: A BIBLIOMETRIC APPROACH

Prabowo Tejo Susetyo[1], Siti Dyah Handayani[2], Retno Widowati[3]
[1]Department of Management, yoyokprabowots@gmail.com, Universitas Muhammadiyah Yogyakarta
[2]Department of Management, siti_dyah@umy.ac.id, Universitas Muhammadiyah Yogyakarta
[3]Department of Management, retno.widowati@umy.ac.id, Universitas Muhammadiyah Yogyakarta

ABSTRACT

Consumer experience refers to a series of events that consumers go through while shopping or conducting transactions. A positive consumer experience can lead to customer satisfaction, while a negative experience can result in dissatisfaction. This study aims to examine the impact of customer experience on customer satisfaction. The research method employs a bibliometric approach, involving nationally and internationally reputable articles published on Google Schooler. The conclusion from the research results analysis shows that citation analysis is a valuable tool for evaluating the influence of academic works, particularly in the context of customer experience. The data indicates that 2020 was a peak year for productivity, with two key studies receiving significant attention from the academic community, emphasizing their relevance in the fields of customer experience and satisfaction. This research also highlights that the theme of customer experience has rapidly developed across various domains, including tourism and hospitality management, with numerous publications in leading journals. Furthermore, the trend analysis reveals a strong connection between customer experience and factors such as satisfaction and loyalty, as well as a growing interest in technological aspects that influence customer interactions. Therefore, there are ample opportunities for further exploration of key themes and emerging trends in customer experience research.
Keywords: customer experience; customer satisfaction; bibliometric.

1. INTRODUCTION

The current era of technological development, known as the digital age, has made it very easy for both producers and consumers to conduct transactions. In an instant, producers can easily market their products to thousands, even millions of consumers, from local areas to all over the world. Likewise, consumers can search for products and services without taking much time. Consumers no longer need to leave their homes to visit nearby stores. They find it convenient to search for products and services (Ayesha et al., 2022; Salim & Putranto, 2020; Setyowati & Tutiasri, 2021).

The development of digital transactions has increased significantly. According to the global e-commerce report, the use of digital platforms for transactions by producers and consumers has grown rapidly year by year. In Indonesia, the value of e-commerce transactions is projected to continue growing in line with increased internet access and the use of mobile devices. The Ministry of Trade of the Republic of Indonesia (2024) notes that the value of digital trade or e-commerce transactions is expected to reach IDR 533 trillion in 2023, up from IDR 476 trillion the previous year (Kementerian Perdagangan Republik Indonesia, 2024). Many consumers now prefer shopping online due to the convenience, wider product variety, and more competitive prices compared to physical stores (Hidajat & Damayanti, 2022; Salim & Putranto, 2020).

The advancement of digital technology has brought significant changes to the consumer experience (Lynch & Barnes, 2020; Nurlaila et al., 2024; Pasaribu & Pasaribu, 2021; Rochadiani et al., 2020; Rochmawati et al., 2023; Sugesti et al., 2019; Taufik & Ayuningtyas, 2020). Consumers can enjoy the convenience of shopping without time and location constraints. They can explore thousands of products across various categories simply through their mobile phones or computers. No longer do consumers have to visit physical stores that may limit their product choices, operational hours, and product availability (Grewal et al., 2018; Rahman et al., 2022; Tarnanidis, 2024; Yang et al., 2020).

The phenomenon described above reflects consumers' experiences while conducting transactions to obtain products. Although consumers appreciate the ease brought by technological advancements, not all of them have positive experiences. Some consumers face negative experiences when utilizing digital technology, leading to dissatisfaction. These include: (1) Online Fraud. One of the biggest risks of digital shopping is online fraud. Data indicates that cases of e-commerce fraud in Indonesia continue to rise. Some consumers fall victim to fraudulent

websites or sellers offering products at attractive prices, only to find that the products are never delivered or do not match the promised description; (2) Products Not Meeting Expectations. Since consumers cannot see or inspect products in person while shopping online, many feel disappointed when the items received do not match the images or descriptions on e-commerce platforms. Research shows that the largest complaints from e-commerce consumers relate to products that do not meet expectations in terms of quality, size, or color; (3) Shipping Issues. Problems with shipping also rank among common complaints among consumers. Many experience shipping delays, and some even lose packages. Slow deliveries, particularly to remote areas, force consumers to wait longer than promised by sellers; and (4) Personal Data Security. The security of personal data has become a crucial issue in this digital age. With more transactions being conducted online, the risk of personal data breaches, including addresses, phone numbers, and payment information, is rising. Several major data breaches in e-commerce platforms have raised concerns about the misuse of consumer information.

Consumer experience is vital in today's digital business world. A positive consumer experience leads to customer satisfaction, often referred to as consumer satisfaction. Research findings indicate that consumers who have positive experiences tend to be satisfied. Conversely, those with negative experiences do not achieve satisfaction and may feel disappointment. Consumer experience significantly influences customer satisfaction. However, some studies have also suggested that consumer experience does not impact customer satisfaction. Based on the introduction, issues in the phenomenon and gaps in research can be identified. The author intends to analyze the impact of customer experience on customer satisfaction using a bibliometric approach.

2. RESEARCH METHODS

This study is a bibliometric analysis. Bibliometrics is a method of analyzing scientific publications to measure and understand various aspects of research activities and scientific publishing. Generally, bibliometrics is used to analyze scientific literature by measuring citation frequencies, the number of publications, and research trends in a specific field. Bibliometric analysis is a popular method for exploring and analyzing a range of scientific data. The bibliometric analysis technique consists of four steps: the search phase, the filtering phase, the examination of bibliometric attributes, and the bibliometric analysis phase (Herawati et al., 2022; Sidiq, 2019).

3. RESEARCH RESULTS AND DISCUSSION
3.1 Citation Analysis

Citation analysis is a critical aspect of academic research, focusing on the relationships among cited scholarly works. This method employs various approaches, including mathematics, statistics, comparison, induction, abstraction, generalization, and logical reasoning, to analyze scientific journals, papers, cited objects, and the phenomena being referenced. The aim is to identify the inherent characteristics associated with bibliometric analysis.

Citation analysis was first introduced in the 1920s, with Gross et al. conducting the first historical citation analysis in 1927. They examined references from articles in several chemical engineering journals and core journals in chemistry education. Over time, an increasing number of papers discussing citation analysis have been presented within the field of bibliometrics. This method has proven effective across various disciplines and continues to play an increasingly significant role (Qiu et al., 2017). One way to assess the quality of academic publications is by counting how often a work is cited by other researchers. The frequency of citations reflects the importance of a work within a specific field (Benjamin, 2012; Rohanda et al., 2010). The citation frequency indicates how often a particular work serves as a topic of discussion among scientists (Benjamin, 2012).

In this study, the citation analysis results show that the total number of citations per year from 2019 to 2024 reached 4,926. Citation patterns varied, with 2020 recording the highest number of citations at a total of 1,023. This indicates a significant interest in the topic during that year, reflecting its relevance and impact within the academic community. Citation analysis serves as a valuable tool in evaluating the influence of scholarly works, highlighting the dynamic nature of academic discourse and the continuous evolution of knowledge within various fields.

3.2 Publication Productivity Trend Analysis

The study on the publish of perish titled "Customer Experience: Fundamentals..." by L. Becker and E. Jaakkola, published in 2020 (Becker & Jaakkola, 2020) in the Journal of the Academy of Marketing Science (Springer), received the highest number of citations, totaling 1,023, with an average of 255.75 citations per year. This indicates that the topic has been highly relevant and has captured the attention of the academic community since its publication in 2020. Another notable study, "Customer Satisfaction and Firm Performance..." by (Otto et al., 2020), also published in Springer in the same year, garnered 410 citations, averaging 102.50 citations per year.

Data suggests that publications from 2020 received a significantly higher number of citations, with these two papers ranking at the top. This underscores that 2020 marked a peak in productivity and had a substantial impact on research related to Customer Experience and Customer Satisfaction.

Moreover, a more recent publication by (Kim & So, 2022). So in the International Journal of Hospitality Management in 2022 received 209 citations, averaging 104.50 citations per year. This still reflects a considerable level of relevance despite being a newer study.

In summary, the analysis of publication productivity trends reveals that the year 2020 was a pivotal year for research in customer experience and satisfaction, with a notable concentration of impactful studies emerging during that period. The ongoing citations of more recent publications further indicate the sustained interest and importance of these topics in academic discussions.

3.3   Subject Area Analysis

The topics and focus of research indicate that Customer Experience has emerged as a central theme, with applications across various fields such as tourism ("Customer Experience in Tourism..." by M. Godovykh) (Godovykh & Tasci, 2020), hospitality management ("Two Decades of Customer Experience..." by (Kim & So, 2022), and its relationship with firm performance through customer satisfaction ("Customer Satisfaction and Firm Performance..." by A.S. Otto) (Otto et al., 2020). This underscores that Customer Experience is not only relevant in the marketing sector but also plays a crucial role in tourism and hospitality management.

These studies are frequently published in influential journals such as the Journal of the Academy of Marketing Science and Tourism Management Perspectives, published by major publishers like Springer and Elsevier. This indicates that Customer Experience is a highly popular topic that receives widespread attention in the context of management and marketing, with numerous studies appearing in reputable journals.

Prominent authors in the field of Customer Experience include Becker & Jaakkola (2020); Godovykh & Tasci (2020); Kim, (2014). Their consistent productivity is reflected in their contributions to widely cited research, indicating that they are significant figures in the development of this topic. The body of work produced by these authors not only highlights their expertise but also helps advance the understanding of Customer Experience across various domains.

3.4   Title Terms Trend Analysis
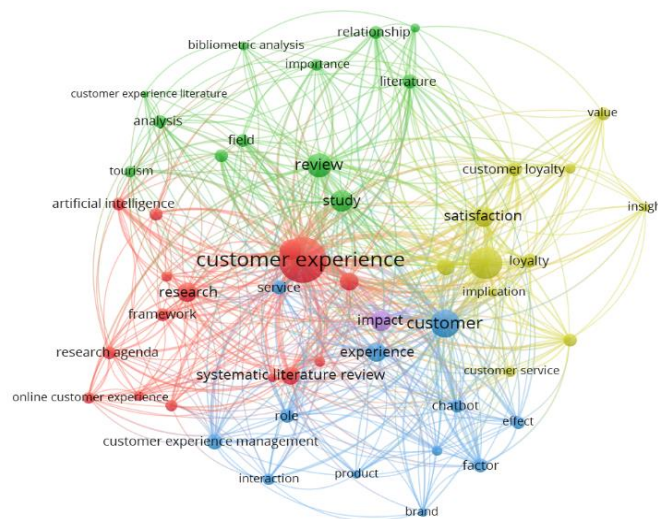
The visual representation of the network related to "Customer Experience" reveals significant insights into the trends and interconnections among various terms in the literature. Central to the analysis is the term "customer experience," which is prominently positioned at the center, underscoring its importance as the primary focus of research. Surrounding this term are closely related concepts such as "impact," "satisfaction," "loyalty," "service," and "review," indicating strong relationships between customer experience and factors influencing customer satisfaction and loyalty. This interconnectedness highlights the multifaceted nature of customer experience as a driver of various business outcomes. Additionally, the presence of terms like "systematic literature review," "bibliometric analysis," and "framework" points to the diversity of research methodologies and theoretical approaches employed in the field. Emerging topics such as "artificial intelligence," "chatbot," and "interaction"

suggest a growing interest in the technological aspects of customer experience, reflecting the increasing role of technology in shaping customer interactions. Overall, this analysis emphasizes a robust and evolving research landscape surrounding customer experience, with significant opportunities for further exploration of key themes and potential gaps in understanding.

3.5 Yearly Trend Terms Analysis
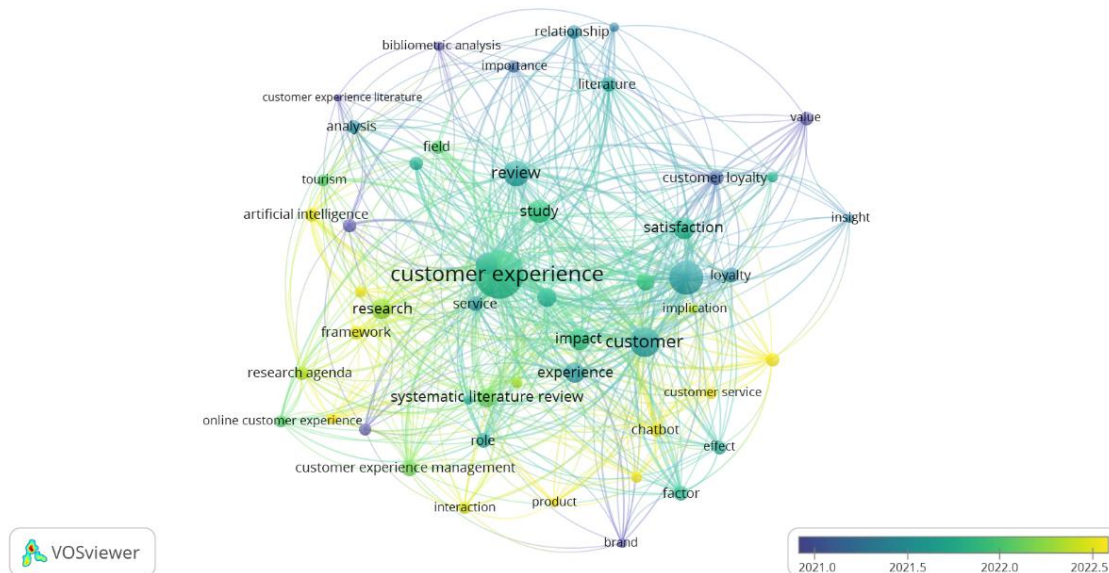
The network visualization of terms related to "Customer Experience" illustrates the dynamic evolution of research in this field between 2021 and 2022. Central to this analysis is the dominant term "customer experience," which underscores its critical role in scholarly discussions. The varying colors in the visualization represent trends over the specified years, highlighting an increased focus on key concepts such as "impact," "satisfaction," "loyalty," and "review," indicating that researchers are delving deeper into the implications of customer experience on overall satisfaction and loyalty. Additionally, the emergence of terms like "artificial intelligence," "chatbot," and "customer experience management" reflects a growing interest in the technological influences shaping customer interactions, particularly in industries reliant on digital tools. The presence of methodological terms such as "systematic literature review" and "bibliometric analysis" suggests a trend towards more structured research approaches, emphasizing the need for comprehensive understanding in this area. The gradual color transition from blue to green signifies a temporal shift in research focus, showcasing how the discourse surrounding customer experience adapts to new challenges and innovations. Overall, this analysis reveals a complex and evolving research landscape, with significant opportunities for further exploration of interconnected themes and emerging trends in customer experience.

4. CONCLUSION

The conclusion from the research results analysis shows that citation analysis is a valuable tool for evaluating the influence of academic works, particularly in the context of customer experience. The data indicates that 2020 was a peak year for productivity, with two key studies receiving significant attention from the academic community, emphasizing their relevance in the fields of customer experience and satisfaction. This research also highlights that the theme of customer experience has rapidly developed across various domains, including tourism and hospitality management, with numerous publications in leading journals. Furthermore, the trend analysis reveals a strong connection between customer experience and factors such as satisfaction and loyalty, as well as a growing interest in technological aspects that influence customer interactions. Therefore, there are ample opportunities for further exploration of key themes and emerging trends in customer experience research.

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