

**THE EFFECT OF SERVICE EXPERIENCE AND CUSTOMER INTIMACY ON
CUSTOMER LOYALTY MEDIATED BY CUSTOMER PERCEIVED ENJOYMENT
AND MODERATED BY TECHNOLOGY ADOPTION (STUDY ON MODERN
LOCAL COFFEE SHOP'S CUSTOMERS IN JAKARTA)**

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Abstract

This study aims to develop a new model that in order to increase customer loyalty, it is not enough to be determined by service experience and customer intimacy but also from customer perceived enjoyment and strengthened technology adoption. The novelty of this study is to put the customer perceived enjoyment variable as a mediating variable of the effect of service experience and customer intimacy on customer loyalty. Tests and proofs are carried out empirically: ((1). Do service experience and customer intimacy directly or indirectly affect customer loyalty through customer perceived enjoyment as a mediating variable and technology adoption as a moderating variable? (2). Do service experience and customer intimacy directly affect customer perceived enjoyment? (3). Does customer perceived enjoyment directly affect customer loyalty? The research results are expected to contribute to the service experience, customer intimacy, customer perceived enjoyment and customer loyalty, so that it is helpful for academics and business people in the coffee shop industry or the like. This research is quantitative with an explanatory research approach and a positivist paradigm where the research population is the customers of 5 (five) modern local coffee shops in Jakarta. Sampling used a questionnaire as a research instrument, a non-probability sampling method and a purposive sampling technique. The number of respondents was 240, 202 valid questionnaires using data analysis methods in structural equation modeling with WarpPLS software. The study's results prove: (1) Service experience directly affects customer loyalty and indirectly through customer perceived enjoyment as a mediating variable, but is not strengthened by technology adoption as a moderating variable. (2). Customer intimacy has no effect on customer loyalty, but has an indirect effect through customer perceived enjoyment as a mediating variable, but is not strengthened by technology adoption as a moderating variable. (3). Service experience and customer intimacy directly affect customer perceived enjoyment. (4). Customer perceived enjoyment has a direct effect on customer loyalty.

Keywords: Service Experience, Customer Intimacy, Customer Perceived Enjoyment, Customer Loyalty, Technology Adoption.

A. Introduction

In today's globalization era, companies are always required to pay attention and follow what the market needs. The broader market demand and continuous product innovation encourage companies to pay more attention to their customers. According to Kotler (2016),

companies must pay attention to customers; what customers want is more important than the products they sell.

To keep customers from switching to other brands or competing brands, like it or not, corporate organizations must be able to ensure that service experience competencies must be instilled in every employee and reflected in their every behavior in the workplace. A study by Beatson, Lings and Gudergan (2008) found that service affects customer relationships and trust, affecting customer commitment to the products they consume. Meanwhile, a study conducted by Ali, Hussain, and Ragavan (2014) found that service experience on memory and overall customer loyalty can validate the service experience scale in the context of a resort hotel and increase theoretical advances in the concept of experience in tourism and offer important implications for marketers.

Service experience is a personal event or event that occurs to the customer because it responds to several stimuli resulting from direct and indirect observation, interaction and participation in an event (Schmitt and Zarantonello, 2013). Customer service experience should be applied in every aspect of business and business strategy, and this is because customers who buy the products and services offered will provide benefits for the company. Customers base their purchase decisions and become loyal to the service experience they receive (Shaw, 2007).

Customer intimacy is a form of extraordinary service that the company provides to customers through customer and employee interactions, thus encouraging customer and organizational intimacy. Customer intimacy is a good feeling created by customers from the behavior of organizational employees in providing a service to customers (Ballou, 2006, quoted in IBM Global Services, 2006).

A study conducted by De Waal and Van Der Heijden (2016) shows that eight behavioral factors are essential to creating customer intimacy and customer loyalty: quality of service delivered by employees, ability to achieve the best, empathy to meet customer wants and needs, employee understanding of customer needs, employee responsiveness to customer needs, courtesy to customers, employee behavior and customer trust in the company.

Convenience (enjoyment) is when customers feel their needs and wants have been fulfilled through the products or services that the organization has provided to its customers. Perceived enjoyment is an intrinsic benefit obtained through technology (Davis, Fred D, Richard P. and Paul R, 1992).

Meanwhile, a study conducted by Hart, Farrell, Stachow, Reed and Cadogan (2015) shows that enjoyment of customer experience when shopping affects customers' patronage intentions; men are found to have a stronger relationship with patronage than women. In this study, a more in-depth study will be carried out regarding customer comfort or pleasure through the customer perceived enjoyment variable.

In the last decade, researchers have reported that customer loyalty goes beyond customer convenience because customer loyalty refers to an ongoing relationship between the customer and the organization (Bugel, 2010). Shun and Yunjie (2006) showed that outcome value and process value contributed significantly to enjoyment and customer loyalty.

Technology is essential in meeting human needs, which are increasing and constantly

changing for the better; therefore, many companies adopt or use and apply technology to their companies. Constant technological change simultaneously threatens established businesses, offering opportunities for new service offerings (Lai, 2006; 2007; 2010; 2016).

Technology adoption involves changing the application or use of new ideas and technologies in one's behavior (Roger, 1983). Leading companies often seek evolution and adoption or application of technology to their advantage (Lovelock, 2001; Lai, 2007).

Based on the description above and looking at business phenomena and existing problems, namely in recent years, foreign or foreign coffee shops have sprung up that create and change new lifestyle habits in Indonesian society; this also provokes and encourages growth for modern local coffee shops in Indonesia. This condition certainly creates tight competition in Indonesia's modern local coffee shop business, especially in providing excellent service to create the customer loyalty needed by coffee shops to win the competition. Modern local coffee shop business people carry out various ways to improve service to customers in order to create customer loyalty through the services provided by the modern local coffee shop. Is it still incomplete, or are there still differences in the results between one researcher and another or are there inconsistencies in previous studies? Likewise, research on customer intimacy towards customer loyalty still has different results between one researcher and another, or it can be concluded that there are still inconsistencies in the results of previous studies.

Therefore, researchers are interested in further research on service experience, customer intimacy, customer perceived enjoyment, and customer loyalty from an organization or company.

B. Literature Review

1. The effect of Service Experience on Customer Loyalty

Service experience is a personal event or event that occurs to customers because they respond to several stimuli resulting from direct or indirect observation, interaction and participation in an event (Schmitt and Zarantonello, 2013). Ali, Hussain and Ragavan (2014) found that customer experience in memory and overall customer loyalty can validate the scale of customer experience in the context of a resort hotel, increase theoretical advances in the concept of experience in tourism, and offer important implications for marketers. Another study also found a positive impact of service experience on customer loyalty which states that customers base their purchase decisions and become loyal on the service experience they receive (Shaw, 2007).

Suppose the company focuses on customer service and provides the best possible service so customers can feel the appropriate service experience. In that case, it will be a factor that can effect and encourage customers to be loyal to the company. Based on this description, the following hypotheses can be proposed:

H1: *Service Experience has a significant effect on Customer Loyalty.*

2. The effect of Customer Intimacy on Customer Loyalty

Customer intimacy is a form of extraordinary service that the company provides to customers through customer and employee interactions, thereby encouraging customer and organizational intimacy. Customer intimacy is a good feeling felt by customers from the behavior of organizational employees in providing a service to customers (Ballou, 2006, quoted in IBM Global Services, 2006).

According to De Waal and Van Der Heijden (2016), finding the positive impact of customer intimacy on customer loyalty that eight behavioral factors are essential to create customer intimacy and customer loyalty: quality of service delivered by employees, ability to achieve the best, empathy for meet customer wants and needs, employee understanding of customer needs, employee responsiveness to customer needs, courtesy to customers, employee behavior and customer trust in the company.

From the two variables above, it is suspected that they effect each other, where the intimate interactions between customers and the company will encourage customers to be loyal to the company. Based on this description, the following hypotheses can be proposed :
H2: Customer Intimacy has a significant effect on Customer Loyalty.

3. The effect of Service Experience on Customer Perceived Enjoyment

Service experience is a personal event or event that occurs to customers because they respond to several stimuli resulting from direct or indirect observation, interaction and participation in an event (Schmitt and Zarantonello, 2013). Meanwhile, other studies also found a positive impact of service experience on customer perceived enjoyment as expressed by Hart, Farrell, Stachow, Reed and Cadogan (2015), which showed that enjoyment of customer experience when shopping affects customer patronage intentions, men are found to have enjoyment relationship. which is more substantial with patronage than women.

Customer perceived enjoyment shows the comfort, enjoyment or joy felt by customers on the services provided by the company, both in the form of product services consumed and non-product services received. Several things can affect customer perceived enjoyment, including various types and brands of products, product specifications that make it easier for customers to compare the products offered, and flexibility in choosing products (Irani, N and Hanzaee, K, 2011).

These two variables effect each other, where if the company focuses on customer service and provides the best possible service to customers, customers can feel the appropriate service experience and realize customer perceived enjoyment. Based on this description, the following hypotheses can be proposed:

H3: Service Experience has a significant effect on Customer Perceived Enjoyment.

4. The effect of Customer Intimacy on Customer Perceived Enjoyment

Customer intimacy is a form of extraordinary service that the company provides to customers through customer and employee interactions, thereby encouraging customer and organizational intimacy. Customer intimacy is a good feeling felt by customers from the

behavior of organizational employees in providing a service to customers (Ballou, 2006, quoted in IBM Global Services, 2006). Meanwhile, perceived comfort is also enjoyment or hedonic motivation from various types and brands of products that can provide a pleasant experience for customers and can arouse the desire to shop for the products they want (Irani, N and Hanzaee, K, 2011), while another study also found a positive impact of customer intimacy on customer perceived enjoyment as expressed by Al-Ghaith (2015) which shows the importance of co-presence, intimacy, immediacy, enjoyment in explaining the situation and customer comfort.

From the two variables above, it is suspected that the two variables effect each other, where with the intimate interactions between customers and the company and if the company focuses on providing the best possible service to customers, then the company will be able to realize customer perceived enjoyment. Based on this description, the following hypotheses can be proposed:

H4: Customer Intimacy has a significant effect on Customer Perceived Enjoyment

5. The effect of Customer Perceived Enjoyment on Customer Loyalty

Several things can affect customer perceived enjoyment, including various types and brands of products, product specifications that make it easier for customers to compare the products offered, and flexibility in choosing products (Irani, N and Hanzaee, K, 2011). Meanwhile, loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future, even though the effect of the situation and marketing efforts has the potential to cause customers to switch (Oliver, 1999).

According to Shun and Yunjie (2006), outcome and process value contribute significantly to enjoyment and customer loyalty. Where loyalty is the transformation of repeat buying behavior into a relationship, if the customer does not have love or closeness to a service provider or organization, then the customer and the company do not have the characteristics of a relationship. From the two variables above, it is suspected that the two variables have a relationship with each other, where if the company focuses on providing the best possible service to customers and the company can realize customer perceived enjoyment, it will encourage customers to be loyal to the company. Based on this description, the following hypotheses can be proposed:

H5: Customer Perceived Enjoyment has a significant effect on Customer Loyalty.

6. Customer Perceived Enjoyment mediates the effect of Service Experience on Customer Loyalty

Service experience is a personal event or event that occurs to customers because they respond to several stimuli resulting from direct or indirect observation, interaction and participation in an event (Schmitt and Zarantonello, 2013). Direct contact generally occurs at the time of purchase, use and service. In contrast, indirect contact includes unplanned meetings with representatives of the company's products, services, or brands in the form of recommendations or criticisms, advertisements, news reports, reviews and so on (Schwager,

2007).). Customers base their purchase decisions and become loyal to the service experience they receive (Shaw, 2007).

Loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future, even though the effect of the situation and marketing efforts has the potential to cause customers to switch (Oliver, 1999). Customer loyalty is also a customer's commitment to a brand, store or supplier based on a positive nature in long-term purchases (Tjiptono, 2015). Meanwhile, perceived comfort is also enjoyment or hedonic motivation from various types and brands of products that can provide a pleasant experience for customers and arouse the desire to shop for the products they want (Irani, N and Hanzaee, K, 2011).

From the three variables above, it is suspected that these three variables effect each other if the company focuses on customer service and provides the best possible service to customers so that customers can feel the appropriate service experience and realize customer perceived enjoyment. So that it will encourage customers to be loyal to the company. Based on this description, the following hypotheses can be proposed:

H6: Customer Perceived Enjoyment mediates the effect of Service Experience on Customer Loyalty

7. Customer Perceived Enjoyment mediates the effect of Customer Intimacy on Customer Loyalty

Customer intimacy is a form of extraordinary service that the company provides to customers through customer and employee interactions, thereby encouraging customer and organizational intimacy. The perception of customer convenience or perceived enjoyment shows the comfort, enjoyment, or joy customers feel on the services provided by the company, both in the form of product services consumed and non-product services received.

Customer loyalty is also a customer's commitment to a brand, store or supplier based on a positive nature in long-term purchases (Tjiptono, 2015). Taylor et al. (2004) define loyalty as a willingness to repurchase a preferred product or service consistently in the future, and according to Kotler and Keller (2009), there are 3 (three) characteristics of loyal customers, namely: Repeat Purchases, Referrals and Retention. Customer loyalty gives companies a sustainable competitive advantage over time and is, therefore, the key to success (Seto-Pamies, 2012).

Several things can affect customer perceived enjoyment, including various types and brands of products, product specifications that make it easier for customers to compare the products offered, and flexibility in choosing products (Irani, N and Hanzaee, K, 2011).

These three variables effect each other, where with the intimate interactions between customers and the company and if the company focuses on providing the best possible service to customers, then the company will be able to realize customer perceived enjoyment so that it will encourage customers to be loyal. At the company. Based on this description, the following hypotheses can be proposed:

H7: Customer Perceived Enjoyment mediates the effect of Customer Intimacy on Customer Loyalty

8. *Technology Adoption moderates the effect of Service Experience on Customer Loyalty*

Service experience is a personal event or event that occurs to customers because they respond to several stimuli resulting from direct or indirect observation, interaction and participation in an event (Schmitt and Zarantonello, 2013). Customer loyalty gives companies a sustainable competitive advantage over time and is, therefore, the key to success (Seto-Pamies, 2012).

Meanwhile, technology adoption is changing the application or use of new technological ideas on one's behavior (Roger, 1983). Considine and Cormican (2016) expand the discussion on adopting self-service technologies by focusing on specific businesses that can ultimately help determine whether to use self-service technologies as an alternative to technology adoption for service solutions.

These three variables effect each other, where if the company focuses on customer service and provides the best possible service to customers so that customers can feel the appropriate service experience accompanied by the company using technology adoption which can be a facilitator to facilitate services from the company to customers so that it will encourage customers to be loyal to the company. Based on this description, the following hypotheses can be proposed:

H8: Technology Adoption moderates the effect of Service Experience on Customer Loyalty.

9. *Technology Adoption moderates the effect of Customer Intimacy on Customer Loyalty*

Customer intimacy is a form of extraordinary service that the company provides to customers through customer and employee interactions, thereby encouraging customer and organizational intimacy. Customer loyalty is also a customer's commitment to a brand, store or supplier based on a positive nature in long-term purchases (Tjiptono, 2015). Taylor et al. (2004) define loyalty as a willingness to repurchase a preferred product or service consistently in the future, and according to Kotler and Keller (2009), there are 3 (three) characteristics of loyal customers, namely: Repeat Purchases, Referrals and Retention.

Tomasi (2008) shows that a particular form of intimacy can be experienced through the successful adoption of technology that has the qualities necessary to adapt and work in the context of people's lives; this study interprets the idea of customer intimacy to show that it has a role in the evolution and adoption of technology.

These three variables have an attachment to each other, where intimate interactions occur between customers and the company, accompanied by the company utilizing technology adoption, which can be a facilitator to facilitate services from the company for customers so that it will encourage customers to become loyal to the company. Based on this description, the following hypotheses can be proposed:

H9: Technology Adoption moderates the effect of Customer Intimacy on Customer Loyalty.

C. Research Methods

In this study, the exogenous variables are service experience and customer intimacy. Endogenous variables (endogenous) are customer convenience (customer perceived

enjoyment) and customer loyalty (customer loyalty). The mediating variable (intervening) is customer convenience (customer perceived enjoyment). Furthermore, the moderating variable is technology adoption.

The type of data used in this study is primary data. The research uses an explanatory research approach and a positivist paradigm based on quantitative research on measuring the constructs that make up the conceptual model and analyzing the effect of one construct on another (Creswell, 2013).

The research was conducted on modern local coffee shop customers in the Special Capital Region of Jakarta, namely modern local coffee shops that can compete with foreign coffee shops or from abroad and already have several branches in Jakarta or have a national franchise, namely: Excelso Cafe, Anomali Cafe, Memories Coffee, Promise Soul and Djournal Coffee.

The sampling method in this study is a non-probability sampling method using a purposive sampling technique. The population that is the object of the study is the population that can provide information to researchers so that they can provide an overview of the conclusions in this study. The number of respondents is 240, valid for as many as 202 questionnaires and using data analysis methods like structural equation modeling with WarpPLS software.

D. Research and Discussion

1. The Effect of Service Experience on Customer Loyalty

The study results indicate a significant positive effect of the service experience variable on customer loyalty, as shown in the statistics with a p-value of 0.02. This indicates that the appropriate service experience directly impacts customer loyalty. In addition, it is also known that the effect of the service experience variable on customer loyalty has a positive relationship direction, so it can be said that an increase will also follow the increase in the service experience variable in customer loyalty.

2. The Effect of Customer Intimacy on Customer Loyalty

The study results also show an insignificant effect of the customer intimacy variable on customer loyalty, as shown in the statistics with a p-value of 0.44. This indicates that the absence of appropriate customer intimacy directly impacts customer loyalty because there is sufficient evidence to state that customer intimacy is not significant to customer loyalty. Customer intimacy which includes communication, commitment, comfort and conflict resolution, does not affect customer loyalty, so the above study shows that communication, commitment, comfort and conflict resolution from modern local coffee shop employees do not guarantee the achievement of customer loyalty because it can be seen even though there are conditions intimacy interactions that occur between modern local coffee shop employees and customers will not necessarily encourage customers to be loyal to the modern local coffee shop.

3. The Effect of Service Experience on Customer Perceived Enjoyment

The study results indicate a significant effect of the service experience variable on customer perceived enjoyment, as shown in the statistics with a p-value < 0.01. This indicates

that the appropriate service experience directly impacts customer perceived enjoyment. In addition, it is also known that the effect of the service experience variable on customer perceived enjoyment has a positive relationship direction, so it can be said that an increase will also follow the increase that occurs in the service experience variable in customer perceived enjoyment.

4. The Effect of Customer Intimacy on Customer Perceived Enjoyment

The study results indicate a significant effect of the variable customer intimacy on customer perceived enjoyment, as shown in the statistics with a p-value < 0.01 . This indicates that the presence of appropriate customer intimacy directly impacts customer perceived enjoyment. In addition, it is also known that the effect of the customer intimacy variable on customer perceived enjoyment has a positive effect on the direction of the relationship, so it can be said that an increase will also follow the increase in customer intimacy variable in customer perceived enjoyment.

5. The Effect of Customer Perceived Enjoyment on Customer Loyalty

The study results indicate a significant effect of the variable customer perceived enjoyment on customer loyalty, as shown in the statistics with a p-value < 0.01 . This indicates that the appropriate customer perceived enjoyment directly impacts customer loyalty. In addition, it is also known that the effect of the customer perceived enjoyment variable on customer loyalty has a positive relationship direction, so it can be said that the increase in the customer perceived increase will also follow the enjoyment variable in customer loyalty.

6. The Effect of Customer Perceived Enjoyment mediates Service Experience on Customer Loyalty

The results of this study can prove the role of customer perceived enjoyment in mediating the effect of service experience on customer loyalty. The findings of this study support the statement put forward by Hart, Farrell., Stachow, Reed and Cadogan (2015), which reveal that there is an effect of service experience on customer perceived enjoyment and support the statement put forward by Shun, Yunjie (2006) which reveals that the effect of customer perceived enjoyment of customer loyalty.

These findings are still original and are novelties that have been made by researchers so that later other researchers who are interested in customer loyalty will pay more attention to service experience in determining customer loyalty. In addition, these findings can also illustrate that service experience is a determining factor and driver of customer loyalty to provide recommendations to invite others to consume coffee products at the modern local coffee shop.

After knowing that customer perceived enjoyment mediates the effect of service experience on customer loyalty. These results can be stated that the role of customer perceived enjoyment as a mediation that bridges service experience to customer loyalty, as well as the path coefficient of indirect effect, has a significant effect and the path coefficient of direct effect also gives significant results. So it can be said that customer perceived enjoyment is a partial mediation of the relationship between service experience variables and customer loyalty, meaning that customer perceived enjoyment partially mediates the relationship between service

experience variables and customer loyalty.

7. The Effect of Customer Perceived Enjoyment mediates Customer Intimacy on Customer Loyalty

The results of this study can prove the role of customer perceived enjoyment in mediating the effect of customer intimacy on customer loyalty. The findings of this study support the statement put forward by Al-Ghaith (2015), which reveals that there is an effect of customer intimacy on customer perceived enjoyment and supports the statement put forward by Shun, and Yunjie (2006), which reveals that there is an effect of customer perceived enjoyment on customer loyalty.

These findings are still original and are novelties made by researchers so that later other researchers interested in customer loyalty will pay more attention to customer intimacy in determining customer loyalty. In addition, these findings can also illustrate that customer intimacy is a determining factor and driver of customer loyalty to provide recommendations to invite others to consume coffee products at the modern local coffee shop. The higher the modern local coffee shop provides attractive customer intimacy for customers, the higher the loyalty to provide recommendations to invite others to consume coffee products at the modern local coffee shop. Customer intimacy is a good feeling created by customers from the behavior of organizational employees in providing a service to customers, and customer loyalty is also a customer commitment to a brand, store or supplier based on a very positive nature in long-term purchases, if both interact well then it can to speed up the goal. These new findings can be stated to have a positive effect on increasing customer loyalty. To fill the customer intimacy variable in the customer loyalty gap, the customer perceived enjoyment variable could bridge the gap by mediating the relationship between the two.

8. Technology Adoption as a moderating effect of Service Experience on Customer Loyalty

The study's results above found that technology adoption does not moderate the effect of service experience on customer loyalty. This means that it does not significantly affect the relationship between service experience and customer loyalty. The study above shows that modern local coffee shop customers who take advantage of technology adoption to obtain product information through software applications, get internet facilities connected to a fast and secure internet network, utilize technology in product ordering transactions, use electronic commerce and use technology facilities. A modern local coffee shop does not affect customer loyalty to be able to strengthen the service experience received by customers of the modern local coffee shop.

The study results show that the service experience variable with technology adoption as moderation has an insignificant effect on customer loyalty, as indicated by the p-value of 0.30. This indicates that the presence or absence of the use of technology adoption does not contribute to the effect of the service experience variable on customer loyalty. The test results can also be seen that the effect of the service experience variable on customer loyalty with technology adoption as moderation has a negative or opposite direction of effect as indicated by the estimated path coefficient value of -0.04, so it can be said that the increase that occurs in

technology adoption will be followed by a decrease or reduction of the effect of the service experience variable on customer loyalty.

9. Technology Adoption as a moderating effect of Customer Intimacy on Customer Loyalty

The study results show that the variable customer intimacy with technology adoption as moderation has an insignificant effect on customer loyalty, as indicated by a p-value of 0.40. This indicates that the presence or absence of the use of technology adoption does not contribute to the effect of the customer intimacy variable on customer loyalty. The test results can also be seen that the effect of the customer intimacy variable on customer loyalty with technology adoption as moderation has a negative or opposite direction of effect as indicated by the estimated path coefficient value of -0.02, so it can be said that the increase that occurs in technology adoption will be followed by a decrease or reduction of the effect of the variable customer intimacy on customer loyalty.

These findings can be stated not to affect each other because it can be seen that even though there are intimate interactions that occur between customers and modern local coffee shops, accompanied by modern local coffee shops utilizing technology adoption which can be a facilitator to facilitate services from the modern local coffee shop for customers, does not necessarily encourage customers to be loyal to the modern local coffee shop.

E. CONCLUSION

1. Service Experience affects Customer Loyalty. The results of the study found that there were findings that affected service experience and customer loyalty.
2. Customer Intimacy does not affect Customer Loyalty. The results of the analysis illustrate that customer intimacy is not the main thing that makes someone give recommendations, namely inviting others to consume the product and convincing others, making repeat purchases with a willingness to repurchase and being happy with the brand image and product attributes, making the first choice of product quality and appropriate. With taste and spread good information.
3. Service Experience affects Customer Perceived Enjoyment.
4. Customer Intimacy affects Customer Perceived Enjoyment.
5. Customer Perceived Enjoyment affects Customer Loyalty.
6. Customer Perceived Enjoyment mediates the effect of Service Experience on Customer Loyalty. The findings are still original and are a new finding (novelty) that has been done by researchers so that later other researchers who are interested in customer loyalty will pay more attention to service experience in determining customer loyalty.
7. Customer Perceived Enjoyment mediates the effect of Customer Intimacy on Customer Loyalty. These findings are still original and are novelties that have been made by researchers so that later other researchers who are interested in customer loyalty will pay more attention to customer intimacy in determining customer loyalty.
8. Technology Adoption does not moderate the effect of Service Experience on Customer Loyalty.

9. Technology Adoption does not moderate the effect of Customer Intimacy on Customer Loyalty.

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