

Transforming Customer Experience into Customer Loyalty: The Mediating Role of Customer Satisfaction at Mie Gacoan Banjar Branch

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Keywords	Abstract
<i>Customer Experience, Customer Satisfaction, Customer Loyalty.</i>	This study aims to analyze the effect of customer experience on customer loyalty by considering the mediating role of customer satisfaction. The research was conducted on customers of Mie Gacoan Banjar Branch. This study employed a quantitative approach with an explanatory research design. The sample consisted of 100 respondents selected using purposive sampling, with criteria including customers who were at least 17 years old, had visited Mie Gacoan Banjar Branch directly, had made purchases at least twice, and were willing to complete the research questionnaire. The data were collected through questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results show that customer experience has a positive and significant effect on customer satisfaction. Customer satisfaction also has a positive and significant effect on customer loyalty. In addition, customer experience has a positive and significant direct effect on customer loyalty. The mediation test further indicates that customer satisfaction significantly mediates the effect of customer experience on customer loyalty. These findings suggest that positive customer experiences can strengthen customer loyalty both directly and indirectly through customer satisfaction. Therefore, Mie Gacoan Banjar Branch needs to continuously improve customer experience by maintaining product quality, service responsiveness, restaurant comfort, and overall consumption experience in order to increase customer satisfaction and build stronger customer loyalty.

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I. INTRODUCTION

In the current era of globalization, the Food and Beverage (F&B) industry, particularly the fast-food restaurant sector, has experienced rapid growth. The increasing number of new competitors in the F&B industry, which can now be found in almost every city, has intensified market competition. Many of these competitors offer similar concepts and products, yet provide different customer experiences. This condition has expanded consumer choices in quick-service restaurants and accelerated customer switching behavior. Therefore, customer loyalty has become crucial for fast-food restaurants, as it reflects the sustainability of long-term relationships between companies and their customers.

Mie Gacoan is a trademark of PT Pesta Pora Abadi operating in the F&B industry, offering spicy noodles and dim sum with a modern concept and affordable prices. The dissemination of information supported by electronic Word of Mouth (e-WOM) has contributed to the brand's growing popularity and virality. With an estimated number of more than 280 outlets in 2025 across various cities in Indonesia, PT Pesta Pora Abadi has successfully reached and captured its target market, particularly young consumers.

However, the high number of visitors, which often causes outlets to become crowded at certain times, has led to several customer complaints. These complaints include

inconsistent taste across some menu items, unstable service quality, and restaurant conditions that are frequently overcrowded, thereby reducing customer comfort. This phenomenon is supported by preliminary observations indicating that several respondents had experienced very long queues during certain periods, especially on weekends, as well as inconsistent product quality during one of their visits.

Despite these problems and complaints, customers continue to show a tendency to revisit, indicating behavioral loyalty, even though their experiences are not always positive. This condition suggests the existence of an indirect connecting factor in the form of a psychological aspect, one of which is customer satisfaction, which may mediate the relationship between customer experience and customer loyalty. Customer satisfaction does not merely function as an outcome, but also reflects the extent to which customer experiences fulfill both rational and emotional needs.

Nevertheless, previous studies have shown mixed findings regarding the mediating role of customer satisfaction in the relationship between customer experience and customer loyalty. Puspita Dewi et al., (2022) found that customer satisfaction was unable to mediate or bridge the effect of customer experience on customer loyalty. In contrast, Bagus et al., (2022) showed that customer satisfaction was able to partially mediate this relationship.

Based on the phenomenon described above and the inconsistencies in previous research findings, this study aims to analyze the effect of customer experience on customer loyalty, with customer satisfaction as a mediating variable, in the context of Mie Gacoan Banjar Branch.

II. LITERATURE REVIEW

Customer Experience

Customer experience plays an important conceptual role in marketing, particularly in understanding customer behavior. Customer experience refers to a comprehensive response that emerges from consumers as a result of their involvement with various stimuli provided by a company throughout the consumption process. This experience is formed through sensory activities, emotions, cognitive processes, actions, and consumers' relationships with their social environment. From this perspective, experience

is not only shaped by logical considerations, but also by emotional drives and the pleasure that consumers seek when interacting with a product or service (Schmitt, 1999).

Customer Satisfaction

Customer satisfaction has become an important concern for organizations, both profit-oriented and non-profit organizations. Customer satisfaction can be defined as a comparison between customers' expectations before purchase and their perceptions of performance after purchase. When perceived performance is greater than or at least equal to pre-purchase expectations, customers will feel satisfied. Conversely, when perceived performance falls below expectations, dissatisfaction occurs (Tjiptono, 2015:76).

Customer Loyalty

Day, (1969) dan Oliver, (1980), as cited in (Semuel & Dharmayanti, 2013), explain that there are three conceptual perspectives used to define customer loyalty, namely:

1. Behavioral Perspective
The behavioral perspective views loyalty as purchase loyalty. It examines repeat purchase behavior and is based on customers' purchase history.
2. Attitudinal Perspective
Attitudinal loyalty refers to consumers' psychological tendency toward a particular brand. This form of loyalty includes preference for and commitment to a brand.
3. Composite Perspective
This perspective combines the definitions of attitudinal loyalty and behavioral loyalty.

The Effect of Customer Experience on Customer Satisfaction

Customer experience refers to the actual experience perceived by customers, either directly or indirectly, during the use of a product or service. This experience generates subjective responses based on what customers encounter throughout the purchasing process. Whether these responses are positive or negative influences how customers evaluate the performance of the products or services they receive, which in turn contributes to the formation of customer satisfaction. This relationship has been supported by previous

studies, including those conducted by (Pradhita, 2022; Ningsih & Hurnis, 2023; Bagus et al., 2022), which show that customer experience has a positive effect on customer satisfaction. These findings provide a strong foundation for explaining that optimizing customer experience can directly contribute to the development of customer satisfaction.

Based on the explanation above, the following hypothesis is formulated:

H1: Customer experience has a positive effect on customer satisfaction.

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is positioned not merely as a final outcome, but also as a psychological process or internal evaluation that encourages the formation of customer loyalty. This evaluation arises from a comparison between customers' expectations before purchase and their perceptions of performance after purchase. Satisfaction is achieved when perceived performance at least meets initial expectations (Tjiptono, 2015:76).. The role of customer satisfaction in shaping customer loyalty is also supported by studies conducted by (Mokoagouw et al., 2018; Rinata et al., 2024; Kurniawan & Auva, 2022), which demonstrate a positive effect of customer satisfaction on customer loyalty.

Based on the explanation above, the following hypothesis is formulated:

H2: Customer satisfaction has a positive effect on customer loyalty.

The Effect of Customer Experience on Customer Loyalty

Customer experience represents the overall interaction that occurs during the consumption process and reflects an actual, multidimensional experience. Customers who have positive experiences tend to develop cognitive and affective evaluations of a brand or

company. These evaluations serve as a strong foundation for attitudes and behaviors that lead to loyalty. This is consistent with several previous studies, including those conducted by (Ningsih & Hurnis, 2023; Saskya et al., 2025; Bagus et al., 2022), which show that customer experience has a positive effect on customer loyalty. This means that the better the experience customers receive, the more likely they are to become loyal and continue using the product.

Based on the explanation above, the following hypothesis is formulated:

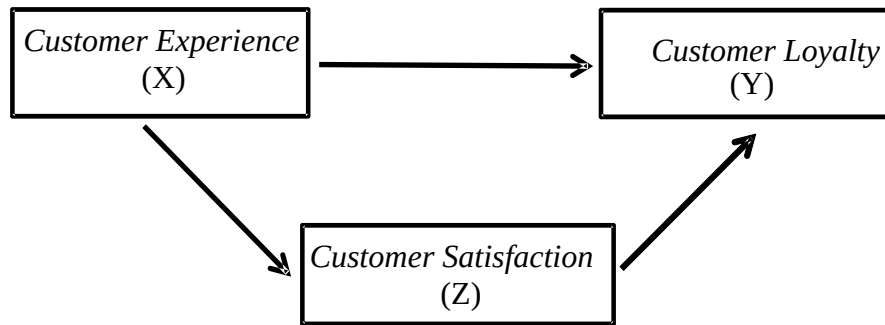
H3: Customer experience has a positive effect on customer loyalty.

The Mediating Role of Customer Satisfaction in the Effect of Customer Experience on Customer Loyalty

The relationship between customer experience and customer loyalty can occur directly or indirectly through customer satisfaction. Customer satisfaction is formed through the evaluation of experiences that are perceived to be at least as good as, or consistent with, what customers expect. Consistent positive responses in the form of satisfaction serve as a psychological bridge that influences post-consumption behavior, reflected in customer loyalty through repeat purchases, recommendations, and the strengthening of long-term relationships. This is in line with previous studies conducted by (Safitri, 2024; Soleman et al., 2025; Putra, 2025), which also confirm the mediating role of customer satisfaction. Therefore, customer satisfaction is assumed to act as a bridge that connects the effect of customer experience to the formation of customer loyalty.

Based on the explanation above, the following hypothesis is formulated:

H4: Customer satisfaction mediates the effect of customer experience on customer loyalty.



Gambar. 1 Research Model

III. METHODE

This study employed a quantitative approach with an explanatory research design, aiming to explain the relationships and effects among the variables examined. The object of this study was customers of Mie Gacoan Banjar Branch. The sampling technique used was purposive sampling, and a total of 100 respondents were obtained based on the following criteria:

1. Respondents were at least 17 years old.
2. Respondents had visited Mie Gacoan Banjar Branch directly.
3. Respondents had made purchases at least twice.
4. Respondents were willing to complete the research questionnaire.

Data were collected through questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The analysis process was carried out through two main evaluation stages. The measurement model, also known as the outer model, explains the relationship between indicators and their latent constructs through loading values. Meanwhile, the structural model, also known as the inner model, explains the relationships between independent and dependent constructs Siswoyo, (2016: 9).

IV. RESULTS AND DISCUSSION

Research Results

The respondents in this study were customers of Mie Gacoan Banjar Branch who met the predetermined research criteria. Based on gender, the respondents consisted of 70% female and 30% male respondents. In terms of

age, the respondents were dominated by the 17–25-year-old age group, accounting for 72%. Based on the highest level of education completed, most respondents were senior high school/vocational high school/equivalent graduates, accounting for 78%. In terms of occupation, the largest proportion of respondents were students or university students, representing 50%. Furthermore, based on the frequency of purchasing Mie Gacoan products, the majority of respondents had made purchases more than three times, accounting for 69%. Based on domicile, most respondents came from Banjar District, representing 43%. Meanwhile, based on the average purchase amount, respondents were dominated by those who spent between IDR 25,000 and IDR 40,000, accounting for 49%.

Based on the descriptive analysis results, the customer experience variable obtained an average score of 389.5, or 77.9%, which falls into the good category (Arikunto, 2001). This indicates that, overall, consumers' experience with Mie Gacoan Banjar Branch is considered good. These results reflect positive evaluations from respondents regarding the experiences they perceived when consuming the products and receiving the services provided.

The customer satisfaction variable obtained an average score of 388.25, or 77.65%, which falls into the good category (Arikunto, 2001). This indicates that, overall, customer satisfaction at Mie Gacoan Banjar Branch is considered good. This condition shows that Mie Gacoan Banjar Branch has been able to meet consumer expectations, thereby creating a positive level of satisfaction.

The customer loyalty variable obtained an average score of 356.33, or 71.26%, which

falls into the fair category (Arikunto, 2001). This indicates that consumers tend to show loyalty toward Mie Gacoan Banjar Branch; however, this level of attachment is not yet fully strong. Therefore, efforts are needed to further improve customer loyalty so that long-term relationships with customers can be continuously maintained.

Outer Model Evaluation

The outer model evaluation was conducted to assess the validity and reliability of the measurement constructs. Construct validity was examined through two approaches, namely convergent validity and discriminant validity. Convergent validity was evaluated based on the outer loading values and the Average Variance Extracted (AVE). Indicators are considered valid

when they have an outer loading value of at least 0.70. However, outer loading values ranging from 0.60 to 0.70 are still considered acceptable, provided that the construct satisfies the AVE criterion of at least 0.50 (Hair et al., 2019)

Discriminant validity was assessed using cross-loadings by ensuring that each indicator exhibits a higher loading on its intended construct than on any other construct. This criterion confirms that the indicators adequately represent their respective latent variables and are empirically distinct from other constructs. Furthermore, construct reliability was evaluated using Composite Reliability and Cronbach's Alpha. A construct is considered reliable when both measures exceed the recommended threshold of 0.70 (Hair et al., 2019).

Table 1. Results of the Convergent Validity Test

Variable	Item	Outer Loading	AVE (Average Variance Extracted)	Description
Customer Experience	X1.1	0.655	0.506	Valid
	X10.1	0.739		
	X2.1	0.795		
	X2.2	0.708		
	X3.1	0.792		
	X3.2	0.665		
	X4.1	0.650		
	X5.1	0.679		
	X6.1	0.706		
	X7.1	0.621		
Customer Loyalty	X8.1	0.762	0.677	Valid
	X9.1	0.736		
	Y1.1	0.795		
	Y2.2	0.805		
	Y3.1	0.830		
	Y3.2	0.830		
Customer Satisfaction	Y4.1	0.868	0.534	Valid
	Y4.2	0.805		
	Z1.1	0.796		
	Z2.1	0.751		
	Z3.1	0.656		
	Z3.2	0.691		
	Z4.1	0.767		
	Z5.1	0.697		
	Z6.1	0.708	0.534	Valid
	Z6.2	0.769		

Source: Output SmartPLS, (Data Processed, 2026)

Based on the results of the convergent validity test presented in Table 1, all indicators in

the customer experience, customer loyalty, and customer satisfaction variables are declared

valid. The customer experience variable has an AVE value of 0.506, customer loyalty has an AVE value of 0.677, and customer satisfaction has an AVE value of 0.534. These values exceed the minimum threshold of 0.50, indicating that each

construct meets the convergent validity criteria. In addition, the outer loading values of all indicators are within the acceptable range, supporting the validity of the indicators in measuring their respective constructs.

Table 2. Cross Loading Test

Item	Customer Experience	Customer Loyalty	Customer Satisfaction
X1.1	0.655	0.446	0.399
X10.1	0.739	0.658	0.474
X2.1	0.795	0.493	0.526
X2.2	0.708	0.371	0.441
X3.1	0.792	0.418	0.470
X3.2	0.665	0.357	0.331
X4.1	0.650	0.354	0.355
X5.1	0.679	0.375	0.602
X6.1	0.706	0.447	0.581
X7.1	0.621	0.520	0.337
X8.1	0.762	0.514	0.478
X9.1	0.736	0.545	0.509
Y1.1	0.600	0.795	0.543
Y2.2	0.511	0.805	0.547
Y3.1	0.483	0.830	0.552
Y3.2	0.557	0.830	0.570
Y4.1	0.595	0.868	0.627
Y4.2	0.475	0.805	0.496
Z1.1	0.670	0.575	0.796
Z2.1	0.733	0.567	0.751
Z3.1	0.410	0.422	0.656
Z3.2	0.342	0.331	0.691
Z4.1	0.383	0.525	0.767
Z5.1	0.335	0.415	0.697
Z6.1	0.328	0.451	0.708
Z6.2	0.407	0.578	0.769

Source: Output SmartPLS, (Data Processed, 2026)

Based on the results of the cross-loading test presented in Table 2, each indicator has the highest loading value on its respective construct compared to the other constructs. The indicators of customer experience show higher loading values on the customer experience construct, the indicators of customer loyalty

show higher loading values on the customer loyalty construct, and the indicators of customer satisfaction show higher loading values on the customer satisfaction construct. Therefore, all indicators meet the discriminant validity criteria and are considered valid in measuring their respective constructs.

Tabel 3 Composite Reliability Test

Cronbach's Alpha	Composite Reliability	Keterangan
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Customer Experience	0.910	0.924	Reliabel
Customer Loyalty	0.904	0.926	Reliabel
Customer Satisfaction	0.878	0.901	Reliabel

Source: Output SmartPLS, (Data Processed, 2026)

The results of the outer model evaluation indicate that all indicators have outer loading and AVE values that meet the criteria for convergent validity. In addition, the discriminant validity test based on cross-loading values shows that each indicator has a higher loading value on its intended construct than on other constructs, indicating that the discriminant validity criteria have been satisfied. Furthermore, the reliability test results show that the Composite Reliability and Cronbach's Alpha values of all constructs are above 0.70; therefore, all constructs are considered reliable.

Inner Model Evaluation

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) measures the proportion of variance in the dependent variable that can be explained by the independent variables. A higher R^2 value indicates that the independent variables have a greater ability to explain the variability of the dependent variable. According to Ghazali, (2021), an R^2 value of 0.75 is categorized as strong, 0.50 as moderate, and 0.25 as weak.

Table 4. Coefficient of Determination Test

	R-square	Category
Customer Loyalty	0.538	Moderate
Customer Satisfaction	0.431	Moderate

Source: SmartPLS 4 version 4.1.1.8 output (processed data, 2026)

Based on the R^2 test results presented in Table 4, the customer loyalty variable has an R-square value of 0.538, which falls into the moderate category. This indicates that customer experience and customer satisfaction are able to explain 53.8% of the variation in customer loyalty, while the remaining 46.2% is explained by other variables outside the research model. Meanwhile, the customer satisfaction variable has an R-square value of 0.431, which also falls into the moderate category. This indicates that customer experience is able to explain 43.1% of

the variation in customer satisfaction, while the remaining 56.9% is explained by other variables not included in this study.

Effect Size Test (f^2)

The f^2 effect size test is used to determine the extent to which an independent variable contributes to explaining a dependent variable. According to (Ghozali, 2021), an f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect.

Table 5. Effect Size Test Results (f^2)

	Customer Loyalty Description	
Customer Experience -> Customer Loyalty	0.169	Medium
Customer Experience ->customer satisfaction	0.756	Large
Customer Satisfaction -> customer loyalty	0.233	Medium

Source: SmartPLS 4 version 4.1.1.8 output (processed data, 2026)

The results of the effect size test show that the effect of customer experience on customer loyalty has an f^2 value of 0.169, which is categorized as a medium effect. The effect of customer experience on customer satisfaction has an f^2 value of 0.756, indicating a large effect.

Meanwhile, the effect of customer satisfaction on customer loyalty has an f^2 value of 0.233, which is categorized as a medium effect. These findings indicate that each variable contributes to explaining the research model, with customer

experience providing the strongest contribution to customer satisfaction.

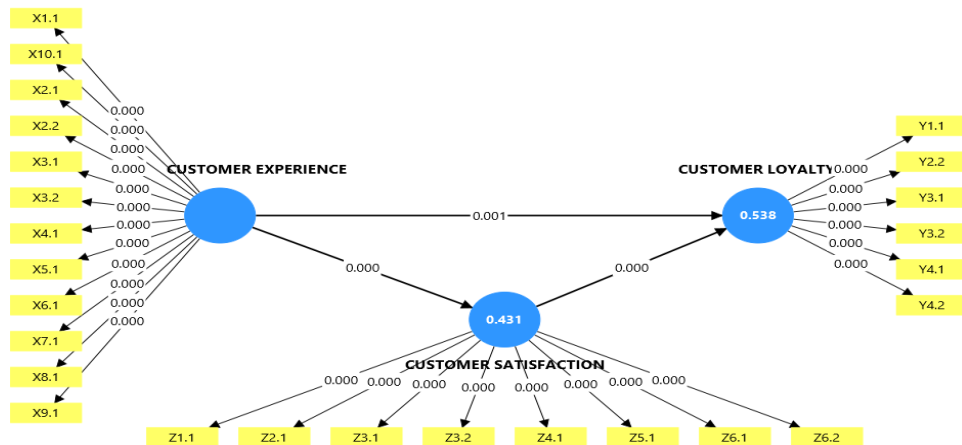


Figure 2. Bootstrapping Results

Hypothesis Testing

Hypothesis testing was conducted by examining the path coefficient, t-statistics, and p-value obtained through the bootstrapping method. This testing included both direct effect and indirect effect analyses with a confidence level of 95%. If the t-statistics value is greater than 1.96 and the p-value is less than 0.05, the

hypothesis is considered significant and accepted. Conversely, if the t-statistics value is less than 1.96 and the p-value is greater than 0.05, the hypothesis is considered insignificant and rejected (Ghozali, 2021).

Table 6. Direct Effect Test Results

Hipotesis	Hubungan	Original sample (O)	T statistics (O /STDEV)	P values	Description
H1	Customer Experience - > Customer Satisfaction	0.656	9.547	0.000	Positive and Significant
H2	Customer Satisfaction - > Customer Loyalty	0.435	3.798	0.000	Positive and Significant
H3	Customer Experience - > Customer Loyalty	0.370	3.172	0.001	Positive and Significant

Source: SmartPLS 4 version 4.1.1.8 output (processed data, 2026)

Based on Table 6, the results of the direct effect test indicate that all hypothesized relationships are positive and significant. The effect of customer experience on customer satisfaction has an original sample value of 0.656, a t-statistic value of 9.547, and a p-value of 0.000. Since the t-statistic value is greater than 1.96 and the p-value is less than 0.05, H1 is accepted. This result indicates that customer experience has a positive and significant effect on customer satisfaction.

Furthermore, the effect of customer satisfaction on customer loyalty has an original sample value of 0.435, a t-statistic value of 3.798, and a p-value of 0.000. Since the t-statistic value is greater than 1.96 and the p-value is less than 0.05, H2 is accepted. This result indicates that customer satisfaction has a positive and significant effect on customer loyalty.

The effect of customer experience on customer loyalty has an original sample value of 0.370, a t-statistic value of 3.172, and a p-value of 0.001. Since the t-statistic value is greater than

1.96 and the p-value is less than 0.05, H3 is accepted. This result indicates that customer

experience has a positive and significant effect on customer loyalty.

Table 7. Mediation Test Results (Indirect Effect)

Hipotesis	Hubungan	Original sample (O)	T statistics (O/STDEV)	P-values
H4	Customer Experience -> Customer Satisfaction -> Customer Loyalty	0.286	4.119	0.000

Sumber: Output SmartPLS 4 versi 4.1.1.8 (data Setelah Diolah),2026

The mediation test results indicate a positive relationship, as shown by the original sample value of 0.286. The significance test also shows a t-statistic value of 4.119, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05. Therefore, it can be concluded that customer satisfaction significantly mediates the relationship between customer experience and customer loyalty. Thus, H4 is accepted.

Discussion

The Effect of Customer Experience on Customer Satisfaction

Customer experience has a positive and significant effect on customer satisfaction at Mie Gacoan Banjar Branch. This finding indicates that the quality of experience perceived by customers during the consumption process plays an important role in shaping their satisfaction. In other words, the more positive the experience received by customers, the higher the level of satisfaction they tend to feel. Customer satisfaction in this context is not only formed from the product itself, but also from the overall experience that customers encounter before, during, and after consuming the product.

Empirically, customer experience at Mie Gacoan Banjar Branch is reflected through several aspects, including the semi-outdoor restaurant concept, the atmosphere of the dining area, the perceived comfort of the place, service quality, the speed and responsiveness of employees, and interactions that occur during the consumption process. These aspects become important stimuli that influence customers' sensory, emotional, and cognitive responses. For example, a comfortable atmosphere, attractive restaurant concept, and pleasant service interactions can create a positive impression, while product quality and consistency can strengthen customers' evaluations of the experience they receive. When these elements are perceived positively, customers are more

likely to feel that their expectations have been fulfilled.

The strong effect of customer experience on customer satisfaction is also supported by the empirical results of this study, which show that this relationship has the most dominant contribution compared to other paths in the research model. This means that, among the relationships tested, customer experience is the strongest predictor of customer satisfaction. In the context of Mie Gacoan Banjar Branch, customer satisfaction is highly dependent on how customers evaluate the actual experience they receive, including the taste of the product, the service process, the atmosphere of the restaurant, and the overall impression during their visit.

This finding can be explained through the framework of Expectation Confirmation Theory. According to this perspective, customer satisfaction is formed through an evaluative process in which customers compare their initial expectations before purchase with the actual experience they receive. When the perceived experience is in line with or exceeds expectations, confirmation occurs and leads to satisfaction. Conversely, when the experience falls below expectations, dissatisfaction may arise. Therefore, customer experience functions as the main input in the satisfaction formation process because it provides the basis for customers to assess whether their expectations have been met.

Thus, the results of this study indicate that improving customer satisfaction at Mie Gacoan Banjar Branch should begin with strengthening the quality of customer experience. Management needs to maintain consistency in product quality, improve service responsiveness, manage restaurant comfort, and create a pleasant consumption atmosphere. These efforts are important because customers do not evaluate satisfaction based solely on the food they consume, but also on the total

experience they perceive during their interaction with the restaurant.

This finding reinforces the results of previous research conducted by Safitri (2024), which showed that customer experience has a strong role in determining customer satisfaction and functions as a key determinant in customer satisfaction models, particularly in the culinary industry context.

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction has a positive and significant effect on customer loyalty at Mie Gacoan Banjar Branch. This finding indicates that satisfaction is an important psychological response that encourages customers to develop loyalty toward a product or service. In this context, customers who feel satisfied after consuming Mie Gacoan products are more likely to show positive behavioral intentions, such as making repeat purchases, recommending the products to others, and maintaining a preference for Mie Gacoan Banjar Branch compared to similar alternatives.

The effect of customer satisfaction on customer loyalty shows that loyalty is not formed merely because customers have purchased the product, but because they perceive that their expectations have been fulfilled. When customers feel that the products, services, prices, and overall consumption experience meet their expectations, they are more likely to develop trust and attachment to the brand. This attachment then encourages customers to continue choosing Mie Gacoan Banjar Branch, even when other restaurants offer similar products.

Empirically, this finding is supported by the characteristics of the respondents in this study, most of whom had purchased products from Mie Gacoan Banjar Branch more than three times. This indicates that customers who have experienced satisfaction tend to repeat their purchases. In addition, the tendency of customers to provide positive recommendations to others shows that satisfaction contributes not only to repeat purchase behavior, but also to attitudinal loyalty. However, the descriptive results show that customer loyalty remains in the fair category, indicating that the loyalty formed is not yet fully strong or stable. Therefore, customer satisfaction needs to be continuously maintained and strengthened so

that it can develop into stronger long-term loyalty.

This condition can be explained through the framework of Expectation Confirmation Theory. Satisfaction is formed when customers compare their initial expectations with the actual performance or experience they receive. When the perceived experience is consistent with or exceeds customer expectations, confirmation occurs and produces satisfaction. This satisfaction then encourages positive post-consumption responses, including repeat purchase intentions, willingness to recommend, and preference for the same product or brand. Thus, customer satisfaction acts as a key mechanism that transforms positive evaluations into loyal behavior.

The findings of this study also indicate that customer satisfaction is essential for maintaining customer relationships in a competitive fast-food market. In the case of Mie Gacoan Banjar Branch, satisfaction can help reduce customers' tendency to switch to competitors by strengthening their emotional and evaluative attachment to the brand. Therefore, management needs to consistently maintain product quality, service performance, price suitability, and customer comfort, as these factors can strengthen satisfaction and ultimately encourage customer loyalty.

The importance of customer satisfaction in building customer loyalty is also reinforced by the findings of Safitri (2024) which revealed that the role of customer satisfaction in forming customer loyalty reflects the extent to which customer expectations regarding the services provided are fulfilled or even exceeded.

The Effect of Customer Experience on Customer Loyalty

Customer experience has a positive and significant effect on customer loyalty at Mie Gacoan Banjar Branch. This finding indicates that the experience perceived by customers during the consumption process can directly encourage loyal attitudes and behaviors. In other words, when customers perceive a positive experience through product quality, service interaction, restaurant atmosphere, comfort, and the overall consumption process, they are more likely to show loyalty toward Mie Gacoan Banjar Branch.

The direct effect of customer experience on customer loyalty shows that customers do not only evaluate a restaurant

based on the product they consume, but also on the overall experience they receive. A pleasant experience can create a positive impression, strengthen customer memory of the brand, and encourage customers to return in the future. In the context of Mie Gacoan Banjar Branch, aspects such as the taste of the product, the uniqueness of the spicy noodle concept, affordable prices, the semi-outdoor dining atmosphere, and interactions with employees can become experiential factors that influence customers' willingness to make repeat purchases and recommend the restaurant to others.

However, the findings of this study also show that the contribution of customer experience to customer loyalty is not as strong as the effect of customer experience on customer satisfaction. This indicates that customer experience functions as an initial stimulus in shaping customer responses, but it does not automatically create strong long-term loyalty. Customers may have a positive experience, yet their decision to remain loyal can still be influenced by other considerations, such as the availability of similar products, price competition, location accessibility, queue length, service consistency, and alternative fast-food restaurants that offer comparable products.

Empirically, this condition is consistent with the descriptive results showing that customer loyalty is still in the fair category. This means that although customers tend to revisit and show loyalty toward Mie Gacoan Banjar Branch, their attachment is not yet fully stable. Customers may continue to purchase Mie Gacoan products because they enjoy the taste, price, or popularity of the brand, but at the same time, they may still be open to switching to competitors if they encounter better experiences elsewhere. Therefore, customer experience needs to be managed consistently so that it can develop into stronger and more sustainable loyalty.

Within the framework of Expectation Confirmation Theory, customer experience represents the actual performance perceived by customers and becomes the initial basis for evaluation. When the experience received is positive, customers may develop a favorable impression and a tendency to remain connected to the brand. However, customer loyalty tends to be stronger when the experience is confirmed as satisfying and consistent with expectations. Thus, customer experience can

directly influence customer loyalty, but its impact becomes more meaningful when customers perceive that the experience meets or exceeds their expectations.

These findings imply that Mie Gacoan Banjar Branch needs to continuously improve and maintain the quality of customer experience. Efforts such as ensuring product taste consistency, improving service speed, managing queue systems, maintaining restaurant comfort, and creating a pleasant dining atmosphere are important to strengthen customer loyalty. By providing a consistently positive experience, customers are more likely to repeat purchases, say positive things, recommend the restaurant to others, and choose Mie Gacoan over competing brands.

The positive relationship between customer experience and customer loyalty is also supported by the study conducted by Aslamayah & Putra, (2024), which revealed that a good customer experience has an impact on customer loyalty.

The Mediating Role of Customer Satisfaction

Customer satisfaction significantly mediates the effect of customer experience on customer loyalty at Mie Gacoan Banjar Branch. This finding indicates that customer satisfaction acts as an important psychological bridge that connects customers' perceived experiences with their loyalty. In other words, a positive customer experience does not only directly encourage loyalty, but also creates satisfaction, which subsequently strengthens customers' tendency to remain loyal to Mie Gacoan Banjar Branch.

The mediating role of customer satisfaction shows that customer loyalty is formed through an evaluative process. Customers first experience various aspects of the restaurant, such as product taste, service quality, restaurant atmosphere, comfort, price suitability, and interactions during the consumption process. These experiences are then evaluated by comparing them with customers' prior expectations. When the perceived experience is considered appropriate, enjoyable, and consistent with what customers expect, satisfaction emerges. This satisfaction then encourages customers to show loyal behavior, such as making repeat purchases, recommending the restaurant to others, saying

positive things, and maintaining preference for Mie Gacoan compared to similar competitors.

This finding is consistent with the framework of Expectation Confirmation Theory. Within this framework, customer experience represents the actual performance perceived by customers, while satisfaction is formed when customers confirm that the experience meets or exceeds their expectations. Satisfaction then becomes the mechanism that transforms perceived experience into loyalty. Therefore, customer loyalty is not only determined by the experience itself, but also by how customers evaluate and interpret that experience after consumption.

The results of this study indicate that the mediating role of customer satisfaction is partial mediation. This is because customer experience has both a direct effect on customer loyalty and an indirect effect through customer satisfaction. Thus, a positive customer experience can directly encourage loyalty, but its influence becomes stronger when the experience successfully creates satisfaction. In this context, customer satisfaction functions as an accelerator that strengthens the relationship between customer experience and customer loyalty.

Empirically, this condition is reflected in the consumption behavior of Mie Gacoan Banjar Branch customers. Although customers may return because of the taste, affordable price, brand popularity, or restaurant concept, stronger loyalty is more likely to occur when these experiences generate satisfaction. This is particularly important because the descriptive results show that customer loyalty remains in the fair category, indicating that customer attachment is not yet fully stable. Therefore, satisfaction needs to be continuously strengthened so that customers are not only willing to revisit, but also develop stronger emotional and behavioral attachment to the brand.

These findings imply that Mie Gacoan Banjar Branch needs to focus not only on creating attractive customer experiences, but also on ensuring that those experiences lead to satisfaction. Management should maintain product taste consistency, improve service responsiveness, manage queues and restaurant capacity, maintain cleanliness and comfort, and ensure that customers perceive the price as appropriate for the value received. When these aspects are consistently managed, customer

experience can be converted into satisfaction and ultimately into stronger customer loyalty.

This finding reinforces the results of research conducted by Safitri (2024), which revealed that customer experience plays an important role in creating customer satisfaction and subsequently influences the formation of customer loyalty.

V. CONCLUSION

Based on the results and discussion presented in the previous section, this study concludes that customer experience has a positive and significant effect on customer satisfaction and represents the strongest relationship in the research model. This finding indicates that customer experience is the main factor in shaping customer satisfaction at Mie Gacoan Banjar Branch. The better the experience perceived by customers during their interaction with the products, services, store atmosphere, and overall consumption process, the higher the level of satisfaction they tend to experience.

Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. This result confirms that customer satisfaction plays an important role in encouraging the formation of loyal attitudes and behaviors. Customers who feel satisfied with their consumption experience are more likely to make repeat purchases, provide positive recommendations, and show a preference for Mie Gacoan Banjar Branch compared to similar alternatives.

Customer experience also has a positive and significant direct effect on customer loyalty. This finding shows that positive experiences can directly encourage customer loyalty, although the effect is not as strong as the effect of customer experience on customer satisfaction. Therefore, customer experience serves as an important initial factor in forming customer responses, while long-term loyalty is more strongly developed when the experience also creates satisfaction.

In addition, customer satisfaction significantly mediates the effect of customer experience on customer loyalty. This

indicates that customer loyalty at Mie Gacoan Banjar Branch is not only formed directly through customer experience, but also indirectly through satisfaction. Positive customer experiences need to be converted into satisfaction in order to strengthen loyalty more effectively. Thus, customer satisfaction acts as an important mechanism that transforms customer experience, particularly sensory experience, into actual loyalty, both in the form of behavioral loyalty, such as consistent repeat purchases, and attitudinal loyalty, reflected in customers' willingness to say positive things, recommend the product to friends, and make Mie Gacoan their preferred choice over competitors offering similar products.

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