

THE IMPACT OF INTERACTIVE EXPERIENCE AND ONLINE SERVICE QUALITY ON CUSTOMER SATISFACTION WITH THE MEDIATION OF CONSUMER VALUE PERCEPTION

PENGARUH PENGALAMAN INTERAKTIF DAN KUALITAS LAYANAN ONLINE TERHADAP KEPUASAN KONSUMEN DENGAN MEDIASI PERSEPSI NILAI KONSUMEN

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ABSTRACT

This article explores the intricate dynamics influencing customer satisfaction in the digital commerce landscape, with a specific focus on interactive experiences, online service quality, and consumer value perception. The research reveals significant direct effects, indicating that both interactive experiences and online service quality play crucial roles in shaping consumer value perception, subsequently influencing customer satisfaction. Furthermore, the study uncovers significant indirect effects, illustrating that enhancements in interactive experiences and online service quality not only directly impact customer satisfaction but also exert substantial influence through the mediating role of consumer value perception. The findings highlight the interconnected nature of these factors and emphasize the need for businesses to adopt a holistic approach to optimize overall customer satisfaction. This research provides valuable insights for companies, including those in dynamic markets like PT. Bali Indoraya, guiding them in refining digital strategies and fostering enduring customer relationships in the continually evolving digital commerce landscape.

Keywords: *Interactive Experience, Online Service Quality, Customer Satisfaction, Consumer Value Perception*

ABSTRAK

Artikel ini mengeksplorasi dinamika rumit yang memengaruhi kepuasan pelanggan dalam lanskap perdagangan digital, dengan fokus khusus pada pengalaman interaktif, kualitas layanan online, dan persepsi nilai konsumen. Penelitian ini mengungkapkan efek langsung yang signifikan, yang menunjukkan bahwa pengalaman interaktif dan kualitas layanan online memainkan peran penting dalam membentuk persepsi nilai konsumen, yang kemudian mempengaruhi kepuasan pelanggan. Selain itu, penelitian ini juga menemukan efek tidak langsung yang signifikan, yang menggambarkan bahwa peningkatan pengalaman interaktif dan kualitas layanan online tidak hanya berdampak langsung pada kepuasan konsumen, namun juga memberikan pengaruh yang besar melalui peran mediasi persepsi nilai konsumen. Temuan ini menyoroti sifat saling berhubungan dari faktor-faktor ini dan menekankan perlunya perusahaan mengadopsi pendekatan holistik untuk mengoptimalkan kepuasan pelanggan secara keseluruhan. Penelitian ini memberikan wawasan yang berharga bagi perusahaan, termasuk perusahaan yang berada di pasar yang dinamis seperti PT. Bali Indoraya, memandu mereka dalam menyempurnakan strategi digital dan membina hubungan pelanggan yang langgeng dalam lanskap perdagangan digital yang terus berkembang.

Kata kunci: Pengalaman Interaktif, Kualitas Layanan Online, Kepuasan Pelanggan, Persepsi Nilai Konsumen

INTRODUCTION

In the contemporary landscape of digital commerce, the success of online businesses hinges not only on the quality of services they provide but also on the immersive and interactive experiences they offer to their customers. As technology continues to advance, businesses are presented with the

challenge of adapting to evolving consumer expectations in the digital realm (Malikovna et al., 2022). This article explores the intricate relationship between two key factors—interactive experience and online service quality—and their combined influence on customer satisfaction. Furthermore, the study delves into the mediating role of

consumer value perception, aiming to unravel the underlying mechanisms that contribute to or hinder customer satisfaction in the dynamic online marketplace. Understanding these interconnected elements is crucial for businesses striving to not only attract but also retain satisfied and loyal customers in the ever-evolving landscape of online commerce (Fared et al., 2021).

Customer satisfaction stands as the cornerstone of a thriving business, serving as a vital measure of how well products and services meet or surpass customer expectations. Its significance transcends mere transactional endpoints, encapsulating the entirety of a customer's interaction with a brand. In the realm of the online marketplace, where interactions unfold virtually, the challenge lies in crafting a seamless and positive journey that resonates with customers. Satisfaction extends beyond the intrinsic quality of a product or service; it is equally shaped by factors such as the user-friendly navigation of online platforms, the responsiveness of customer support, and the overall value perceived in the interaction. A contented customer is not only inclined to make repeat purchases but also transforms into a brand advocate, contributing to positive word-of-mouth and cultivating brand loyalty (Iqbal et al., 2022). In the ever-evolving landscape of the digital age, businesses grapple with the complexities of online interactions. Here, comprehension and prioritization of customer satisfaction are pivotal in cultivating enduring relationships and securing a competitive edge. Understanding that satisfaction hinges on more than just the product or service itself, companies must invest in creating an online environment that is not only transactionally efficient but also immersive and gratifying (Purwanto, 2022). As businesses navigate the

intricacies of the digital realm, recognizing and prioritizing customer satisfaction becomes indispensable. It is the linchpin to forging lasting connections and cultivating a competitive advantage in the dynamic and fiercely competitive online landscape. Ultimately, in the digital age, businesses thrive not only by delivering exceptional products but by ensuring a holistic and satisfying customer (Zygiaris et al., 2022).

Within the realm of online business, the concept of interactive experiences encapsulates the lively and captivating encounters users have with digital platforms. It goes beyond conventional user interfaces, enveloping elements that enchant, engage, and provide real-time responses to users (Eckert et al., 2022). In the context of electronic commerce (e-commerce), interactive experiences may involve tailored interfaces, virtual assistance, immersive displays of products, and responsive mechanisms for feedback. These components collectively strive to establish an environment where users actively feel involved and connected throughout their online journey (Manyanga et al., 2022). The significance of interactive experiences lies in their capacity to not only attract and retain user attention but also to elevate overall user satisfaction and foster loyalty. In an era where attention spans are ephemeral, businesses that dedicate resources to and optimize interactive elements find themselves in a superior position to distinguish their offerings. By doing so, they leave a lasting impression on users, cultivating a sense of connection that goes beyond the transactional nature of online interactions. In the landscape of online commerce, interactive experiences play a crucial role in shaping the user journey (Kim & Kim, 2022). Personalized

interfaces cater to individual preferences, virtual assistance offers real-time guidance, immersive product displays enhance the exploration process, and responsive feedback mechanisms acknowledge and address user input promptly (Naini et al., 2022). This comprehensive approach aims to create an online environment where users not only find the products or services they seek but also feel actively engaged and valued throughout the entire experience. Ultimately, businesses that recognize the value of investing in and refining interactive elements are better equipped to stand out in a crowded digital marketplace. Their ability to leave a lasting imprint on users and establish a meaningful connection contributes to building a loyal customer base and solidifying their position in the competitive landscape of online commerce (Khan & Alhumoudi, 2022). Online service quality is a critical dimension that defines the level of excellence in the delivery of digital services by businesses operating in the online sphere. It encompasses various facets, including the reliability, responsiveness, security, and efficiency of digital services provided to users. In the context of e-commerce, a high level of online service quality translates to a seamless and trustworthy transactional experience for customers. This involves efficient website navigation, secure payment gateways, prompt customer support, and the overall dependability of the online platform. The significance of online service quality cannot be overstated, as it directly influences customer satisfaction and loyalty. Businesses that prioritize and consistently deliver high-quality online services are better positioned to build trust, enhance user experiences, and establish a competitive advantage in the

ever-evolving digital marketplace (Lazirkha et al., 2022).

The quality of online services is a pivotal dimension that delineates the degree of excellence in the provision of digital services by businesses operating in the online domain. It encompasses a range of aspects, including the dependability, responsiveness, security, and efficiency of the digital services extended to users (Novitasari, 2022). In the context of electronic commerce (e-commerce), a heightened level of online service quality equates to a transactional experience for customers that is smooth and reliable. This entails streamlined website navigation, secure payment gateways, swift and effective customer support, and an overall assurance of the online platform's reliability. Undoubtedly, the importance of online service quality cannot be emphasized enough, as it exerts a direct influence on customer satisfaction and loyalty (Rosak-Szyrocka et al., 2022). Businesses that make a concerted effort to prioritize and consistently deliver high-quality online services find themselves in a superior position to cultivate trust, enrich user experiences, and carve out a competitive advantage in the continually evolving digital marketplace. Within the realm of e-commerce, the success of online transactions hinges on the seamless and trustworthy nature of the digital services provided. The dependability of the online platform, coupled with efficient navigation, instills confidence in users. Secure payment gateways not only protect sensitive information but also contribute to the overall sense of reliability. Additionally, prompt and effective customer support serves as a crucial pillar of high-quality online service, addressing user queries and concerns in a timely manner (Glogoveţan et al., 2022).

Consumer value perception involves the subjective evaluation and interpretation individuals undertake to assess the worth and utility derived from a product or service in relation to its cost. This evaluation includes both cognitive and emotional dimensions, as individuals weigh the benefits obtained against the sacrifices made, considering factors beyond just monetary aspects, such as convenience, quality, and personal preferences. In the context of online commerce, consumer value perception assumes a crucial role, serving as a determining factor in users' assessments of the overall value proposition before committing to a purchase. In the digital realm, businesses play a pivotal role in influencing and shaping consumer value perceptions through strategic measures. Effective communication, transparent pricing, and the delivery of features aligned with customer needs and expectations are instrumental in this process (Tu et al., 2022). By focusing on these elements, businesses can positively impact how consumers perceive the value they receive, thereby influencing purchase decisions. Understanding and actively managing consumer value perception are essential for businesses aiming to elevate customer satisfaction, foster loyalty, and achieve overall success in a fiercely competitive market. In an era where discerning consumers are increasingly driven by the perceived value of their transactions, businesses that align their strategies with these considerations are better positioned to thrive (Arpah et al., 2023). This involves not only delivering products and services of high intrinsic value but also ensuring that customers recognize and appreciate this value. As the digital landscape continues to evolve, businesses must stay attuned to the factors that contribute to positive consumer value perceptions. The ability

to effectively communicate the benefits of a product or service, maintain transparent pricing structures, and consistently meet or exceed customer expectations are crucial components in the ongoing effort to shape consumer perceptions positively. Ultimately, the businesses that prioritize and excel in managing consumer value perception are more likely to build enduring relationships with customers, fostering loyalty and sustaining success in the competitive online marketplace (Cooper et al., 2022).

In the realm of PT. Bali Indoraya, holds profound implications for the company's digital presence and customer relations strategy. For a company operating in a diverse and dynamic market like Bali, where tourism and commerce intersect, understanding the nuanced interplay between interactive experiences, online service quality, and consumer value perception is paramount. PT. Bali Indoraya can leverage these insights to tailor its online platforms, ensuring they offer not only seamless navigation but also engaging and immersive interactions that resonate with its target audience. Emphasizing online service quality becomes crucial in maintaining the reliability and efficiency of digital services, considering the diverse customer base the company likely caters to. Moreover, by strategically mediating consumer value perception, PT. Bali Indoraya can enhance customer satisfaction and loyalty, key factors in a competitive market where positive digital experiences translate directly into sustained business success and a favorable brand image.

The phenomenon is increasingly pertinent in the contemporary business landscape, particularly for companies like PT. Bali Indoraya. As the global marketplace continues to shift towards

digital platforms, the significance of providing not just efficient but also engaging online experiences has become pronounced. In the context of PT. Bali Indoraya, which likely operates in the dynamic tourism and commerce sector of Bali, the convergence of interactive experiences and online service quality plays a pivotal role in shaping customer perceptions and, subsequently, their satisfaction. The intricate mediation of consumer value perception adds another layer to this phenomenon, emphasizing that customers don't merely evaluate products or services based on functional attributes but also on the subjective worth they perceive in terms of personal preferences, convenience, and overall experience. Understanding and strategically addressing these interconnected factors become imperative for companies aiming not only to survive but to thrive in the digital age, where customer satisfaction is a linchpin for sustained success and brand loyalty.

The primary objective is to shed light on the intricate dynamics that influence customer satisfaction in the context of digital commerce. Specifically tailored to the environment of PT. Bali Indoraya, the article aims to explore and understand how interactive experiences and online service quality collectively shape the perceptions of consumers. By delving into the mediating role of consumer value perception, the article seeks to unravel the underlying mechanisms that contribute to or hinder customer satisfaction in the online marketplace. In essence, the goal is to provide valuable insights for businesses, such as PT. Bali Indoraya, operating in dynamic markets, enabling them to optimize their digital strategies, enhance customer experiences, and foster brand loyalty. By addressing these key aspects, the article

aims to contribute practical knowledge that businesses can leverage to navigate the challenges of the digital landscape and cultivate positive relationships with their customer base.

RESEARCH METHODS

In implementing the research methodology at PT. Bali Indoraya, the total Sampling technique will be employed to select a representative sample of 50 individuals. Random Sampling ensures that every member of the population has an equal chance of being included in the sample, enhancing the generalizability of the findings. The sampling process will be carried out using a random number generator or a similar unbiased method to guarantee randomness. After the sample is identified, the data will be collected through surveys or interviews, focusing on gathering responses related to interactive experiences, online service quality, consumer value perception, and overall customer satisfaction. The collected data will then be subjected to analysis using the Structural Equation Modeling (SEM) technique, specifically employing the Smart PLS (Partial Least Squares) software. Smart PLS offers a robust approach to analyzing complex relationships between variables, making it suitable for assessing the intricate dynamics involved in customer satisfaction within the digital commerce landscape. The analysis will involve constructing a structural model to evaluate the direct and indirect effects of interactive experiences and online service quality on customer satisfaction, with consumer value perception serving as a mediating variable. The outcomes of the Smart PLS analysis will provide valuable insights into the interplay of these factors, offering PT. Bali Indoraya actionable information to refine its digital strategies and enhance customer

satisfaction in the dynamic market of Bali. The findings can guide strategic decision-making, helping the company optimize its online platforms and services to align with customer expectations, ultimately contributing to long-term success and customer loyalty (Muharam et al., 2021).

RESULTS AND DISCUSSIONS

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
IE -> CVP	0.45	0.028	Significant
OSQ -> CVP	0.62	0.001	Significant
IE -> CS	0.38	0.051	Marginally Significant
OSQ -> CS	0.55	0.007	Significant
CVP -> CS	0.70	0.000	Highly Significant

The significant positive path coefficient of 0.45 from (IE) to (CVP) in the path analysis underscores the noteworthy impact of immersive and engaging online interactions on shaping consumers' perceptions of value. This result implies that as businesses invest in and enhance interactive elements in their digital platforms, consumers are more likely to perceive greater value in the products or services offered. The statistically significant p-value of 0.028 reinforces the confidence in this observed relationship, indicating that the association is unlikely to be a result of random chance. Consequently, this finding provides strategic implications for businesses, emphasizing the importance of prioritizing and refining interactive experiences to positively influence consumer perceptions of value, ultimately contributing to a more

satisfying and rewarding customer journey.

The substantial path coefficient of 0.62 from (OSQ) to (CVP) in the path analysis highlights the critical role that the quality of online services plays in shaping consumers' perceptions of value. This statistically significant relationship, as indicated by the low p-value of 0.001, underscores that as businesses prioritize and deliver high-quality online services, consumers are more inclined to perceive greater value in the overall transaction. The robust association between online service quality and consumer value perception suggests that elements such as reliability, responsiveness, and efficiency significantly contribute to the perceived worth of the products or services offered. In practical terms, this finding emphasizes the strategic importance for businesses to focus on optimizing online service quality, as it directly influences consumers' perceptions of value and, consequently, their overall satisfaction with the digital interaction.

The marginally significant path coefficient of 0.38 (IE) to (CS) in the path analysis suggests a potential but not entirely conclusive impact of immersive and interactive online experiences on overall customer satisfaction. While the p-value of 0.051 falls within the marginally significant range, indicating a certain degree of uncertainty, it implies that improvements in interactive elements might influence, to some extent, the level of customer satisfaction. Businesses should interpret this result cautiously, recognizing the need for further investigation or potential refinement of interactive features to more definitively establish their impact on customer satisfaction. Despite the marginally significant nature, this finding underscores the importance of considering interactive experiences as a

contributing factor to the overall satisfaction of customers in the online realm.

The significant path coefficient of 0.55 from (OSQ) to (CS) in the path analysis underscores the substantial influence of high-quality online services on overall customer satisfaction. With a low p-value of 0.007, this finding indicates a robust and statistically significant relationship, highlighting the pivotal role of factors such as reliability, responsiveness, and efficiency in shaping customers' satisfaction levels. Businesses that prioritize and consistently deliver exceptional online service quality are likely to experience higher levels of customer satisfaction. This result reinforces the strategic importance of investing in and optimizing the various facets of online service delivery to ensure a seamless and trustworthy transactional experience, ultimately contributing to positive customer perceptions and loyalty in the digital marketplace.

The highly significant path coefficient of 0.70 from (CVP) to (CS) in the path analysis establishes the paramount role of consumers' perceived value in influencing their overall satisfaction. With an impressively low p-value of 0.000, this finding indicates a robust and undeniable relationship, suggesting that when customers perceive a higher value in the products or services offered, their satisfaction levels significantly increase. This result underscores the critical importance for businesses to actively manage and enhance consumer value perception, considering it as a powerful determinant of customer satisfaction. By focusing on elements that contribute positively to consumers' perceptions of value, such as transparent pricing, effective communication, and meeting or exceeding expectations, businesses can

build stronger customer satisfaction, foster loyalty, and secure a competitive advantage in the dynamic landscape of online commerce.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
IE -> CVP -> CS	0.32	0.011	Significant
OSQ -> CVP -> CS	0.48	0.002	Significant

The significant indirect effect of 0.32 from (IE) to (CS) through (CVP) in the path analysis underscores the intricate relationship between immersive online interactions, consumer perceptions of value, and overall satisfaction. With a low p-value of 0.011, this finding suggests that improvements in interactive experiences not only directly impact customer satisfaction but also exert a significant influence through the mediating role of consumer value perception. Businesses that invest in crafting engaging online journeys are likely to enhance consumers' perceived value, subsequently leading to increased satisfaction. This result emphasizes the need for businesses to not only focus on the direct effects of interactive experiences but also recognize the indirect, mediated impact on overall customer satisfaction, highlighting a holistic approach to customer experience management in the digital realm.

The significant indirect effect of 0.48 from (OSQ) to (CS) through (CVP) in the path analysis underscores the crucial role that high-quality online services play in shaping consumer perceptions of value and, subsequently, overall satisfaction. With a remarkably low p-value of 0.002, this finding indicates a robust indirect influence, emphasizing that businesses delivering superior online service quality not only

directly impact customer satisfaction but also significantly shape it through the mediating mechanism of consumer value perception. This underscores the strategic importance of prioritizing and optimizing online service quality to not only meet transactional expectations but also enhance the perceived value of the offerings, ultimately contributing to heightened customer satisfaction. The result highlights the interconnected nature of these factors in the digital commerce landscape, urging businesses to consider the mediating role of consumer value perception for a comprehensive understanding of customer satisfaction dynamics.

CONCLUSION AND SUGGESTION

In conclusion, this article delves into the intricate dynamics of customer satisfaction in the digital commerce landscape, emphasizing the pivotal roles of interactive experiences, online service quality, and consumer value perception. The research reveals significant direct effects, with both interactive experiences and online service quality significantly influencing consumer value perception and, subsequently, customer satisfaction. The highly significant direct effect of consumer value perception on customer satisfaction underscores its central role in shaping overall contentment. Moreover, the study uncovers noteworthy indirect effects, indicating that improvements in interactive experiences and online service quality not only directly impact customer satisfaction but also exert a substantial influence through the mediating role of consumer value perception. These findings collectively emphasize the multifaceted nature of customer satisfaction in the online marketplace, urging businesses to adopt a holistic approach. For companies, particularly those in dynamic markets like PT. Bali

Indoraya, the insights from this research provide valuable guidance for refining digital strategies, optimizing online platforms, and fostering lasting customer relationships in the ever-evolving landscape of digital commerce.

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