



## Building Customer Engagement through Customer Experience, Customer Trust, and Customer Satisfaction in Kaligung Train Customers

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### Abstract

Customers are getting smarter in determining transportation services that will be used to help all activities. This study aims to examine the effect of customer experience, customer trust and customer satisfaction on customer engagement. The population of this research is all the passengers of the Semarang-Brebes Kaligung Train. A sample of 160 respondents using incidental and purposive sampling techniques. Methods of data collection using questionnaires and documentation. Data analysis using Structural Equation Modeling (SEM) with IBM SPSS AMOS version 23. The results showed that customer experience affects customer trust, customer experience influences customer satisfaction, customer experience influences customer engagement, customer trust influences customer satisfaction, customer trust affect customer engagement, customer satisfaction does not significant affect customer engagement. Suggestion from this research is Kaligung Train must continue to maintain and improve services and facilities so that the experience is better. Suggestions for further research are adding other variables or other factors related to this study and using different research objects.

## INTRODUCTION

The business model is something that continues to develop and become a topic that can be continuously explored (Wahyono, 2018). Currently, service companies try to improve the quality of their services in building close relationships with customers so that they can be loyal (Tanisah & Maftuhah, 2015). Quality service will certainly make consumers who use these services feel happy, so the presence of experience becomes an important thing that must be conceptualized properly.

Presenting a customer experience must be able to make customers feel happy, with a feeling of pleasure and comfort of course the customer will feel satisfied. Therefore, according to Dirbawanto and Sutrasnawati (2016) the customer

experience in a company is not only about customers who just want to buy a product but also relates to the atmosphere inside and outside the company.

Each company aims to provide good and maximum services in accordance with customer expectations in order to build customer satisfaction (Khikmah & Prihandono, 2017). Because giving satisfaction to customers is tantamount to maintaining and even increasing the business of the company itself (Permana, 2013). Satisfaction is the level of feeling that someone declare the results of the comparison (Fatona, 2010) and ratings (Azkiyah, 2017) on the performance of the products or services received with the expected. Customer satisfaction must continue to be created (Wahyono, 2017). Because customers are the lifeblood of every organization where customers

will survive with a product or service if they are satisfied with the product or service (Hartono & Wahyono, 2015).

Products or services with better quality than others will make customers have their own trust in the product or service. Mawey, Tumbel and Ogi (2018) said that a customer who believes in a company means he already has high confidence in the company and ultimately the customer will maintain his relationship with the company and continue to establish strong emotional ties.

The concept of customer emotional ties is known as customer engagement or is expected to be a competitive strategy concept. Customer engagement is understood not only as a communication process that helps long-term relationships between companies and brands (Pratomo & Magetsari, 2018) but also starts from a customer's need for information about a company's products or services that requires interactive experiential relationships (Andi & Darmayanti, 2016).

Based on the results of research conducted by Hijjah and Ardiansari (2015) and Mulyono and Djatmiko (2018) customer experience has a significant effect on customer satisfaction. Dewi, Nur and Nugroho (2018) also explained that customer satisfaction can be formed through customer experience, where someone who has good experience of a service or product that has been used, then that person will feel satisfied. In other studies about the effect of customer experience on customer satisfaction, produce evidence that customer experience has no effect on customer satisfaction (Ernawati & Prihandono, 2017). The study also explained that the higher level of customer experience may not necessarily be able to increase a customer's satisfaction in mind.

Customer trust has a positive and significant effect on customer satisfaction, such as research conducted by Soleh, Hariani and Djmaludin (2018). The research also explains that service provider companies can take various strategic steps that are expected to build customer trust, which in turn can create customer satisfaction. However, Sumadi and Soliha (2015) in his research stated that trust does not affect customer satisfaction and has a negative and insignificant relationship (Haq, 2012).

Not only does it affect customer satisfaction, customer experience also influences customer trust as a result of research conducted by Felita and Japariato (2015) which explains that customer experience is a predictor for the crea-

tion of customer trust. Customers who trust are customers who are not only satisfied with a product or service, but they also have an emotional attachment to the product or service.

The success or failure of a customer engagement strategy is influenced by customer experience factors (Felita & Japariato, 2015). The experience that the customer feels can be a pleasant experience or an unpleasant experience. A pleasant experience will make the customer to return to use the services provided by the company, while a less pleasant experience will cause the customer to move to another company.

Customer engagement is also influenced by customer satisfaction (Petzer & Van Tonder, 2018). The establishment of customer engagement through customer satisfaction was also confirmed in Dovaliene, Masiulyte and Pili-grimienė (2015) but it was explained that there was a weak relationship between the dimensions of customer engagement with customer satisfaction in a behavioral engagement relationship. The results of other studies also do not prove that there is a significant relationship between customer engagement with customer satisfaction (Ibrahim, Razali, Nor, Mansor & Muslim 2017). Trust becomes important in a customer engagement (Kosiba, Boateng, Okoe & Hison, 2018) and in the study of Petzer and Van Tonder (2019) trust has a positive influence on customer engagement. Customer trust that forms customer engagement must be supported both in terms of the experience presented and the satisfaction generated by the customer after using a product or service.

The object of this research is Kaligung Train which is a local train in Central Java majoring in Semarang - Brebes. This train has had very rapid progress in the quality of its services. In 2017, the Kaligung Train was re-launched with a different look than before. These train passengers who use economy class will feel almost the same comfort as train passengers in business and executive classes. Changes in the appearance of the Kaligung Train can be seen from the improved interior design, split air conditioners that are transformed into centralized air conditioners, luggage cabins that are similar to executive class luggage cabins, and other changes that increasingly make Kaligung Train passengers feel comfortable.

Based on data obtained from PT Kereta Api (Persero) DAOP IV Semarang, it shows that the number of passengers over the past year has fluctuated. This can be seen in the table below:

**Table 1.** Number of Kaligung Train Passengers in 2018

Month	Number of Passengers (people)	Changes	Percentage (%)
January	127.389	0	0
February	121.136	-6.253	-4.91%
March	130.736	9.600	7.92%
April	131.044	308	0.24%
May	127.277	-3.767	-1.77%
June	138.664	11.387	8.95%
July	147.975	9.311	6.71%
August	146.124	-1.851	-1.25%
September	144.444	-1.680	-1.55%
October	145.722	1.278	0.88%
November	145.612	-110	-0.08%
December	163.718	18.106	12.43%

From Table 1 above, it can be seen that the number of passengers of the Semarang-Tegal Kaligung Train has increased and decreased over the past year. The increase in passengers occurred in March, April, June, July, October, and December. While the decline in passengers occurred in February, May, August, September and November. During 2018 the number of passengers of the Kaligung Train experienced a significant increase in December of 12.43% while a very significant decrease occurred in February of -4.91%.

The results of field observations show that Kaligung Train facilities and services are already good. Evidenced by the changing appearance of the Kaligung Train that is getting better, different from before until the Kaligung Train is now dubbed the "New Image Economy". Facilities and service quality are experiential marketing strategies that aim to create a customer experience. A good customer experience is certainly able to meet customer expectations and cause a satisfaction in the minds of customers so that they appear trust in the minds of customers, causing feelings of pleasure, attachment and other strong emotional feelings towards the company. However, the data from the field shows that there is still a decrease in the number of passengers so it needs to be further investigated about customer engagement on this transportation object.

Based on the description above which shows that there are some differences in the results of previous studies and supported by the data obtained, the researcher is interested in

studying the research more deeply about these variables and is aimed at the chosen research object. This study is entitled: "Building Customer Engagement through Customer Experience, Customer Trust and Customer Satisfaction in Kaligung Train Customers".

### Hypothesis Development

Experience gives its own memories or memories for consumers. From this memory, trust will arise in the customer that the product or service is good or bad. Positive memories will benefit the company, besides that consumers will share the experience with others so that it is interesting to consume the product or service (Pras-tyaningsih, Suyadi, & Yulianto, 2014). Research conducted by Felita and Japariato (2015) explains that customer experience is a predictor for the creation of customer trust.

H1: Customer Experience has a significant effect on Customer Trust.

According Fajarsunarimo and Sumarsono (2014) experience is a private event that occurs on response to some stimuli. Combining more than just purchasing and consumption, and influencing deeper users (Fisk, 2007). Beyond the transaction process of buying and selling in general, the customer will usually hope for another experience that he will get at a company or brand. As explained also by Dewi et al. (2018) that someone who has good experience of a service or product that has been used, then that person will feel satisfied.

H2: Customer Experience has a significant effect on Customer Satisfaction.

Creating customer engagement that involves emotional as well as a customer action into the company can be driven through an experience with the customer or also called customer experience. The experience that the customer feels can be a pleasant experience or an unpleasant experience. A pleasant experience will make customers feel loyal and engaged in the company and encourage customers to return to use the services provided by the company, while a less pleasant experience will cause customers to move to another company. Previous research conducted by Felita and Japariato (2015) states that the success of the customer engagement strategy is influenced by customer experience factors.

H3: Customer Experience has a significant effect on Customer Engagement.

The feeling of satisfaction that is in the customer can not be separated from a trust that is in the minds of the customers themselves. Trust in service or company quality will encourage customers to make good expectations of the value they will receive. If the good wishes are realized then it will form customer satisfaction, and otherwise if the good expectations of customer trust are not realized, then the customer will feel dissatisfied. This has been explained in the research conducted by Soleh et al. (2018) which says that there is a positive influence of trust on customer satisfaction.

H4: Customer Trust has a significant effect on Customer Satisfaction

Trust becomes important in a customer attachment, so increasing customer trust in the services offered by the company will increase a customer attachment (Kosiba et al., 2018). This is in line with research by Petzer and van Tonder (2019) which explains that trust has a positive influence on customer engagement. Customer trust that forms customer engagement must be supported both in terms of the experience presented and the satisfaction generated by the customer after using a product or service.

H5: Customer Trust has a significant effect on Customer Engagement

Sashi (2012) describes the process of building customer engagement described in a customer engagement cycle where there are elements such as connections, interactions, satisfaction, storage, commitment, advocacy and engagement. At the time of the process, if the interaction between the seller and the customer results in a customer satisfaction, then this stage becomes an important step towards an engagement. In the study conducted by Petzer and Van Tonder (2019) also explains that the customer engagement is affected by customer satisfaction.

H6: Customer Satisfaction has a significant effect on Customer Engagement

Based on the above then theory frameworks developed from this research can be seen in the following figure:

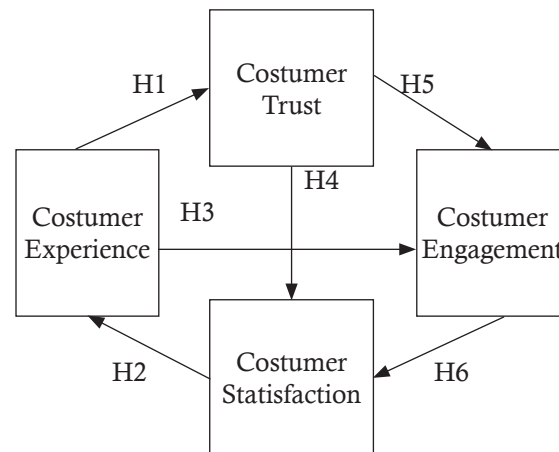


Figure 1. Research Model

## METHOD

The population in this study were all passengers of the Semarang - Brebes Kaligung Railroad. The population is very large so it needs to be taken a portion of the population to be representative of the population itself called the sample. The guideline, the number of samples is to multiply the number of indicators in the research as much as 5 to 10 times. Whereas in the chi-square test SEM model that is sensitive to the number of samples, it takes a good sample ranging from 100-200 samples for the Maximum Likelihood technique Estimation (Ferdinand, 2014).

If calculated using the sample calculation formula in SEM analysis, the number of samples is the number of indicators multiplied by 5-10 parameters and the minimum sample size of 100 respondents. This study uses 16 indicators, therefore 16 of these indicators are multiplied by 10 so it can be seen that the study sample numbered 160 respondents.

The sampling technique in this study is to use the incidental sampling technique. According to Sugiyono (2015) Incidental Sampling is a sampling technique based on coincidence, anyone who accidentally or incidentally meets a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a source of data. This study also uses a purposive sampling technique because there are criteria or considerations in drawing and selecting samples. Consideration of the sample in this study is the passengers of the Semarang-Brebes Kaligung Train, willing to fill out the questionnaire, and in 12 months at least twice using the Kaligung Train. This study uses data collection methods consisting of questionnaire methods, and also documentation, and data sources used are primary data and secondary data.



The variables used in this study are customer experience with indicators according to Felita and Japariato (2015) namely sense, feel, think, act, and relate. Customer trust with indicator according Felita and Japariato (2015) that is in good faith, integrity, and ability. Customer satisfaction with indicator according Tjiptono (2006) that the suitability of expectations, interest re-use, and willingness to recommend. Customer engagement with the indicator by So, King, Sparks, and Wang (2014) namely identification, attention, enthusiasm, absorption, and interaction .

The feasibility test of the instrument used was the validity test and the reliability test. Methods of data analysis in this study using SEM (Structural Equation Modeling). According to Ferdinand (2014) SEM is a collection of statistical techniques that allow testing a series of relatively complex relationships simultaneously. Analyzing the SEM model can identify the dimensions of a construct and at the same time measure the influence and degree of relationship between the factors that the dimensions have identified.

## RESULTS AND DISCUSSIONS

Some 160 samples were willing to become respondents in this study consisted of 45% men some 72 people and 55% of women some 88 people. Most respondents aged between 19-21 years were dominated by students.

### Validity of Test Results

Measuring validity is done by comparing sig alpha counts with sig alpha tables, for degree of freedom (df) = n-2, in this case n is the number of samples. This study uses 20 samples, then obtained value (df) = 20-2 = 18. Based on the value of alpha = 0.05 obtained sig alpha table = 0.050.

Based on the calculation results of 48 questions on the research questionnaire, there were 2 questions that were declared invalid. Where both (2) questions indicate the value of sig alpha count > sig alpha table. The way to overcome this is to remove invalid question items. So there are 46 question items that can be used to continue the research.

### Reliability Test Results

Data processing was carried out using the SPSS 22 program. According to Ghazali (2011) the reliability test is actually a tool to measure a

questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to the question is consistent or stable from time to time.

Based on the data, variable customer experience has a Cronbach Alpha value 0.849. Variable customer has a Cronbach Alpha value 0,937. Variable customer satisfaction has a Cronbach Alpha value 0.877. Variable customer engagement has a Cronbach Alpha value 0,953. Thus, all of the items proposed in the questionnaire statements are reliable to be used as a research instrument.

### SEM Analysis

Full SEM model analysis is performed after analysis of the level of unidimensionality of the indicators forming latent variables. Analysis of the results of data processing at the full SEM model stage is the result of the SEM model feasibility test, following the full SEM model image:

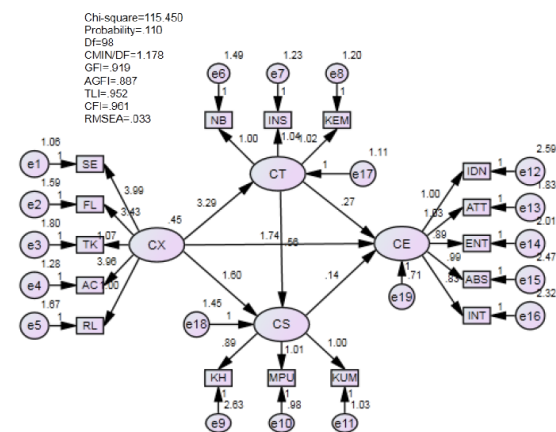


Figure 2. Full Model SEM Test Results

Table 2. Goodness of Fit Index

Goodness-of-Fit Index	Cut-off value	Result
X <sup>2</sup> Chi square	Expected small	115.450
Probability	≥ 0.05	0.110
CMIN/DF	≤ 2.00 or ≤ 3.00	1.178
GFI	≥ 0.90 ≤ 1	0.919
AGFI	≥ 0.90 ≤ 1	0.887
TLI	≥ 0.90 ≤ 1	0.952
CFI	≥ 0.90 ≤ 1	0.961
RMSEA	Between 0.03 – 0.08	0.033

In the goodness-off-fit index table shows that the index value for one measurement is close to the cut-off value is fairly marginal and seven measurements are good and meets the criteria for goodness-off-fit, it can be concluded that the model can be accepted well or fit.

The structural equation model and the full SEM model used in this study are as follows:

**Table 3.** Structural Equation Model

CT	:3.29 CX + 1.11
CS	:1.60 CX + 0.56 CT + 1.45
CE	:1.74 CX + 0.27 CT + 0.14 CS + 0.71

Based on table 3, the structural equation can be described as follows:

$$CT: 0.73 SA + 0.54$$

It can be explained that the customer trust has increased by 1 unit will be followed by an increase in customer experience by 3.29 with an error of 1.11.

$$CS: 1.60 CX + 0.56 CT + 1.45$$

It can be explained that customer satisfaction has increased by 1 unit will be followed by an increase in customer experience by 1.60 plus customer trust by 0.56 and an error of 1.45.

$$CE: 1.74 CX + 0.27 CT + 0.14 CS + 0.71$$

It can be explained that customer engagement increased by 1 unit will be followed by an increase in customer experience by 1.74 plus customer trust by 0.27 and customer satisfaction by 0.14 with error 0.71.

Following is the measurement model table:

**Table 4.** Measurement Model

Customer Experience	Customer Trust
CX = 3.99 SE + 1.06	CT = 1.00 NB + 1.49
CX = 3.43 FL + 1.59	CT = 1.04 INS + 1.23
CX = 1.07 TK + 1.80	CT = 1.02 KEM + 1.20
CX = 3.96 AC + 1.28	
CX = 1.00 RL + 1.67	
Customer Engagement	Customer Satisfaction
CE = 1.00 IDN + 2.59	CS = 0.89 KH + 2.63
CE = 1.03 ATT + 1.83	CS = 1.01 MPU + 0.98
CE = 0.89 ENT + 2.01	CS = 1.00 KUM + 1.03
CE = 0.99 ABS + 2.47	
CE = 0.83 INT + 2.33	

Source: Primary data processed (2019)

## Evaluation of SEM Assumption Testing

### Univariate Outliers

Outliers are observations or data that have unique characteristics that look very different from other data and appear in the form of extreme values, both for single variables and combinations (Ferdinand, 2014). Testing the presence or absence of univariate outliers is done by analyzing the Z score of the research data used. If there is a Z score in the range of -3 to 3, based on the results of the calculation it can be said that the data examined there are no outliers.

### Multivariate Outliers

Evaluation of Multivariate Outliers needs to be done even though the data analyzed shows there are no outliers at the univariate level, but observations can become outliers when combined, the Mahalanobis Distance for each observation can be calculated and will show the distance of an observation and average of all variables in a multidimensional space. The Mahalanobis Distance test was calculated using the chi-square value at a free degree of 16 (number of indicators) at the level of  $p < 0.001$  by using the formula  $X^2 (0.001.16) = 39.25$ . The analysis shows that Mahalanobis Distance is  $< 39.25$ , so there is no multivariate outlier.

### Multicollinearity and Singularity Test

To see whether there is multicollinearity or singularity in a combination of variables, researchers need to observe the determinant of the covariance matrix. From the results of testing the data in this study, the determinant value of the sample covariance matrix is 187586,672. These results indicate that the determinant value of the sample covariance matrix is far from zero. So, it can be said that the research data used does not have multicollinearity and singularity, so the data is feasible to use.

### Hypothesis testing

Hypothesis testing is performed to determine the effect of exogenous variables on endogenous variables. The hypothesis is accepted if  $CR > 1.96$  and the value of prob (P)  $< 0.05$ . The results of the hypothesis test can be seen in the table below:

**Table 5.** Regression Weight

			Estimate	S.E.	C.R.	P	Label
CT	<---	CX	3.286	0.547	6.005	***	par_9
CS	<---	CX	1.599	0.570	2.804	.005	par_11
CS	<---	CT	0.563	0.144	3.920	***	par_18
CE	<---	CT	0.272	0.128	2.126	0.033	par_10
CE	<---	CS	0.142	0.093	1.525	0.127	par_12
CE	<---	CX	1.736	0.519	3.348	***	par_13

Source: Primary data processed (2019)

Based on the table above obtained the results of testing the hypothesis as follows:

#### **Impact Customer Experience on Customer Trust**

The results showed that customer experience has a significant effect on customer trust. The estimated parameter for testing the effect of Customer Experience (CX) on Customer Trust (CT) shows a CR of  $3.286 > 1.96$  and a probability value of  $0.000 < 0.05$  so that it can be concluded that Hypothesis 1 is accepted. This means that the better customer experience available on the Kaligung Train, the more trust passengers will use to use the Kaligung Train service. Based on the results of instruments and observations in the field, the experience which includes facilities and service quality on the Kaligung Train is good so that the experience is able to build a customer's trust.

The results of this study are supported by the results of research that has been done previously by Felita and Japariato (2015) that the customer experience has an influence on customer trust directly. The research explains that customer experience is a predictor for the creation of customer trust that is built based on experience. The more positive the experience felt by the customer, the more positive the level of trust will be customers have for the company.

#### **Impact Customer Experience on Customer Satisfaction**

The results showed that customer experience has a significant effect on customer satisfaction. The estimated parameter for testing the effect of Customer Experience (CX) on Customer Satisfaction (CS) shows a CR of  $2.804 > 1.96$  and a probability value of  $0.005 < 0.05$  so that it can be concluded that Hypothesis 2 is accepted.

This means that the better customer experience on the Kaligung Train will make passengers feel more satisfied. Based on field observations on Kaligung Train, amenities such as seating and air conditioning have been able to make passengers feel comfortable during the trip so that experience that exist in the Kaligung Train able to improve customer satisfaction.

The results of this study are supported by the results of research that has been done previously by Dewi et al. (2018) that customer experience has an influence on customer satisfaction directly in a positive direction. Someone who has experience both of a service or product that has been used, then that person will feel satisfied. However, research conducted by Ernawati and Prihandono (2017) results in findings that customer experience does not significantly influence satisfaction and explains that a higher level of customer experience may not necessarily be able to increase customer satisfaction.

#### **Impact Customer Experience on Customer Engagement**

The results showed that customer experience has a significant effect on customer engagement. The estimated parameters for testing the effect of Customer Experience (CX) on Customer Engagement (CE) show a CR of  $3.384 > 1.96$  and a probability value of  $0.000 < 0.05$  so that it can be concluded that Hypothesis 3 is accepted. This means that the better customer experience available on the Kaligung Train, the more passengers will be bound to the Kaligung Train. The customer attachment arises because the available experience can make them feel comfortable and focus on the Kaligung Train. Based on the results of instruments and observations in the field, many customers explained that they loved the Kaligung Train. This is because the Kaligung Train provides good service, including experiences such as the fragrance of the room, the cool air, and

comfortable seats to use so passengers feel happy while traveling so that sometimes they can sleep peacefully.

The results of this study are supported by the results of research that has been done previously by Felita and Japariato (2015) that the customer experience positive effect on customer engagement. Creating customer engagement that involves emotional as well as a customer action into the company can be driven through an experience with the customer or also called customer experience. A pleasant experience will make customers feel comfortable resulting in an emotional bond with the company and triggers to return to use the services provided by the company.

#### **Impact Customer Trust on Customer Satisfaction**

The results showed that customer trust affects customer satisfaction. The estimated parameter for testing the influence of Customer Trust (CT) on Customer Satisfaction (CS) shows a CR of  $3,920 > 1.96$  and a probability value of  $0.000 < 0.05$  so that it can be concluded that Hypothesis 4 is accepted. This means that the higher the customer trust, the higher the customer satisfaction on the Kaligung Train. Based on the results of instruments and observations in the field, Kaligung Train has good services such as friendly train officers and the timeliness of departure and arrival time at the destination station according to the schedule on the ticket makes customers feel that Kaligung Train really emphasizes customer satisfaction. The trust that has arisen makes customers feel satisfied with the overall services that exist on the Kaligung Train.

The results of this study are supported by the results of research that has been done previously by Soleh et al. (2018) that the customer trusts affect positively and significantly to customer satisfaction. Trust is an important factor for customers in choosing transportation services that can provide a feeling of security and comfort. Being aware of this, Kaligung Train must foster a sense of confidence in customers that the Kaligung Train is a transportation that prioritizes customer satisfaction so that if the trust is true, the customer will feel satisfied. But the results of the study are slightly different from Laura (2016) which states that customer trust has an influence but not significantly on customer satisfaction.

#### **Impact Customer Trust on Customer Engagement**

The results showed that customer trust affects customer engagement. The estimated parameter for testing the influence of Customer Trust (CT) on Customer Engagement (CE) shows a CR of  $2.126 > 1.96$  and a probability value of  $0.033 < 0.05$ . So that Customer Trust has an influence on Customer Engagement and it can be concluded that Hypothesis 5 is accepted. This means that the higher the customer trust, the higher the customer attachment to the Kaligung Train. The emergence of customer trust is caused by Kaligung Train having good experience and service quality so that from this trust comes an emotional bond that makes customers feel bound and focused on Kaligung Train.

The results of this study are supported by the results of previous studies conducted by Kosi-ba, Boateng, Okoe and Hison (2018) that customer trust positively influences customer engagement. Another study that states that customer trust influences customer engagement is a study conducted by Ibrahim, Razali, Nor, Mansor and Muslim (2017). When a customer and company trust relationship has been established, the customer will be bound to the company.

#### **Customer Satisfaction influence on Customer Engagement**

The results showed that customer satisfaction does not impact significantly on customer engagement. The estimation parameter for testing the effect of Customer Satisfaction (CS) on Customer Engagement (CE) shows a CR of  $1.525 < 1.96$  and a probability value of  $0.127 > 0.05$  so that it can be concluded that Hypothesis 6 is rejected. This means that customer satisfaction in the Kaligung Train has not been able to form a customer engagement. Based on field observations, researchers found that there were still problems with the Kaligung Train such as smelly toilets and even dirty. This is also triggered by the lack of water available in the train toilet so that when passengers finish using the toilet, it is not flushed properly. Dirty toilets make passengers feel dissatisfied with all train services so they have not felt a strong emotional bond to the Kaligung Train.

The results of this study are supported by the results of research that has been done previously by Ibrahim et al. (2017) that customer satisfaction does not affect customer engagement. The formation of customer engagement is not entirely dominated by satisfaction, but trust and commitment. Dovaliene et al. (2015) also explained that



there was a weak relationship between the dimensions of customer engagement with customer satisfaction in a behavioral engagement relationship. On the other hand, research conducted by Petzer & Van Tonder (2019) found that customer satisfaction influences customer engagement. When customers are satisfied with a service, then the customer will be confident in the value received, they will become more bound loyal to the service provider.

## CONCLUSIONS AND RECOMMENDATIONS

Customer experience has a significant effect on customer trust. This shows that if the customer experience implemented is getting better, it will increase customer satisfaction. Customer experience has a significant effect on customer satisfaction. This shows that if the customer experience implemented is getting better, it will increase customer trust. Customer experience has a significant effect on customer engagement. This shows that if the customer experience implemented is getting better, it will increase customer engagement. Customer trust has a significant effect on customer satisfaction. This shows that if customer satisfaction is implemented the better, it will increase customer trust. Customer trust has a significant effect on customer engagement. This shows that if the customer trust implemented is getting better, it will increase customer engagement. Customer satisfaction does not significantly influence customer engagement. This shows that existing customer satisfaction has not been able to increase customer engagement.

Based on the results of research conducted, the suggestions for the management of Railways Kaligung is customer engagement has been able to be achieved by the Railways Kaligung in terms of experience and trust, but customer satisfaction is still not able to improve the customer engagement. The management of Kaligung Railroad must continue to improve the quality of its services so that the satisfaction of Kaligung Train passengers can be better and be able to increase the attachment to the Kaligung Train. There are still a number of complaints such as dirty toilets and lack of water availability in them. KAI DAOP IV Semarang can place a special workforce to always check the state of the toilet both when the train has not departed or when the train has departed so Kaligung Train customers can feel happy and comfortable while on the trip.

For further research, it is expected to expand other variables that can increase customer engagement, as well as the selection of other objects that are different not only in the scope of transportation.

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