



Journal Website:  
<https://theusajournals.com/index.php/ajsshr>

Copyright: Original  
content from this work  
may be used under the  
terms of the creative  
commons attributes  
4.0 licence.

## CUSTOMER EXPERIENCE AND ROLE IN BEHAVIORAL INTENTIONS CASE STUDY FOR CUSTOMERS OF TOURISM ORGANIZATIONS

Submission Date: Aug 16, 2024, Accepted Date: Aug 21, 2024,

Published Date: Aug 26, 2024

Crossref doi: <https://doi.org/10.37547/ajsshr/Volume04Issue08-15>

Dr.Hussein Falah Ward

Al- Qadisiyah University – College of Administration and Economics, Iraq

Ahmed Mankhi Gshayyish

Al- Qadisiyah University – College of Administration and Economics, Iraq

### ABSTRACT

The current research aims to study the customer's experience and their role in behavioral intentions in some tourism organizations. This study enriches understanding by providing an overview of the evidence of the customer's experience and its role in the behavioral intentions of a sample of customers. The customer's experience is distinctive at different stages of consumer decision-making, behavioral intentions, and decision-making. The sample amount of the study was (145) samples. The statistical program Spss v.26 and Amos v.26 were used for data analysis. The results showed a correlation between the variable customer experience in its (sensory experience, emotional experience and social experience) dimensions and behavioral intentions and the practical results showed an impact of the variable customer experience in behavioral intentions. The customer experience contributes to the orientation of customers' behavioral intentions, benefiting the Organization and maintaining customer loyalty. Moreover, their non-transfer to competing organizations and the achievement of the competitive advantage.

### KEYWORDS

Experience, customer experience, intention, behavioral intentions.

### INTRODUCTION

Customer experience has gained significance in recent years. The customer experience has the potential to influence customers and organizations alike. This makes it the focus of the attention of researchers, academics and marketing managers. We see this through the significant and profound impact of the customer experience on customers and their behavioral intentions regarding sensory, emotional, and social terms. This makes organizations focused on the organizations achieving a positive customer experience. This study examines the direct impact of distancing the customer experience (sensory, emotional and social experience) on the customer's intentions by increasing customer loyalty, achieving satisfaction, competitive advantage and developing its position and position in the business environment.

## METHODOLOGY

**First: Problem of the Research.** Successful organizations aim to maintain their customers, increase loyalty, sales, and profits, and gain a competitive edge. The success of these goals depends on how well the service organization runs its business and its customers' experiences. The research focuses on the role of customer experience in influencing their behavioral intentions and future engagement with the Organization. Customer experience refers to the interactions between customers and the producer or Organization. The research problem is to clarify and interpret the impact of customer experience on

behavioral intentions. It is essential to identify the following indicators:

1. The extent to which individuals in the Organization understand the concept of customer experience and behavioral intentions.
2. Is there an association between customer experience and customer behavioral intentions?
3. How do customer experience and behavioral intentions impact research research organizations?

## Second: The importance of the research.

1. The research's importance is reflected in the study variables of customer experience and its impact on the behavioral intent of the Organization's clients.
2. The importance of this research derives from demonstrating the role of the customer's experience in shaping customer perceptions and behavioral intentions with the Organization
3. This research can contribute to organizations planning to make the most of the customer's experience in its dimensions in the context of work and the role they play in achieving marketing objectives for the customer and the Organization.

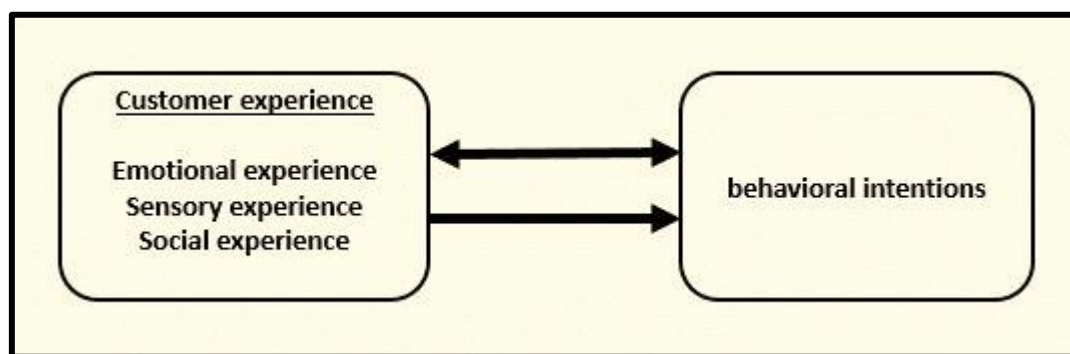
Third: Objectives of the research. The research seeks to achieve the following objectives:

1. Recognize the theoretical framework of research variables of customer experience and behavioral intentions.

2. Detect the primary and critical dimensions of the customer's experience variable in guiding behavioral intentions.

3. Research the correlation and effect relation between the customer's experience and behavioral intentions.

**Fourth: The hypothetical scheme of the Research.**



**Figure (1) the hypothesis of the research**

**Fifth: Hypotheses of the research.** Depending on the bath of the default scheme and testing its variables, the following hypotheses have been formulated:

**1. The correlation hypothesis:** "there is a statistically significant correlation between customer experience and behavioral intentions". The following hypotheses branch from them:

- A. There is a significant correlation between sensory experience and behavioral intentions.
- B. There is a significant correlation between emotional experience and behavioral intentions.

C. There is a significant correlation between social experience and behavioral intentions.

**2. The effect hypothesis:** "there is a statistically significant effect relationship between customer experience and behavioral intentions". The following hypotheses branch from them:

- A. There is a significant effect relationship exists between sensory experience and behavioral intentions.
- B. There is a significant effect relationship exists between emotional experience and behavioral intentions.

C. There is a significant effect relationship exists between social experience and behavioral intentions.

**Sixth: The statistical analysis.** The researchers employed statistical techniques available in the SPSS v.26 and Amos v.26 software to analyze the data and achieve accurate outcomes. These methods included calculating the alpha Cronbach coefficient, descriptive statistics such as the mean and standard deviation, as well as determining the correlation coefficient and simple linear regression coefficient. Additionally, the researchers utilized structural equation modeling (SEM) to establish the relationship between variables.

**Seventh: community and sample research.** The research was applied to a random sample of customers of companies working in the field of tourism in the Middle Al-Forat region, where the sample number reached (215) customers. Its questionnaire was employed for the purpose of data collection and all of them were usable.

### The Second topic: Theoretical framework

**First: Customer experience concept:** The customer experience concept came from the Pine & Gilmore book, published in 1999. The book explained the experience as an opportunity to build a new economy that comes after products, services and goods (Sorooshian et al., 2013: 1695). In recent years, creating and managing a customer experience has become a key area for most organizations, especially those in the

service sector, and the theme of customer experience has attracted considerable interest from academics and marketing practitioners (e.g., Lywood et al., 2009:207; Grønholdt et al, 2015:2; Verhoef et al,2009:31; Bilgihan et al,2016:105; Palmer, 2010:196; Johnston & Kong,2011:2 & Khader & Madhavi, 2017:22 ). This has led business leaders to view customer experience as an essential part of organizations to gain competitive advantages, and a new concept has also led to theoretical confusion and a lack of shared understanding of what a customer's experience is (Kylberg & Carlwe, 2020:17). They stressed the organizations ' need for beyond service delivery, namely to provide unique experiences (Nasution et al., 2014:255).

The current trend in marketing is to create attractive and lasting experiences for customers (Mascarenhas et al., 2006:397).Experiences are the provision of sensory, emotional, cognitive, behavioral, and relational values that replace functional values (Bernd & Schmitt, 1999:26). Understanding the customer's experience and journey over time is crucial for organizations "where customers now interact with organizations through myriad focal points in multiple channels and media, Clients' experiences are more social, and these changes require organizations to integrate various work functions. Even external partners in creating and providing a positive customer experience (Lemon & Verhoef, 2016:69). Since the



customer experience has been the focus of researchers' attention for more than many years, several research projects have been carried out on the analysis of the customer experience (Havíř, 2017:83). The customer's experience is direct or indirect interactions with market actors, which are influenced by cognitive, emotional, material, sensory and social elements in this process (Roy et al., 2020:47). The customer's experience is treated as a process (act) as well as a result (name) by reference to several meanings of dictionaries and definitions, with Palmer (2010) describing the experience as an act where it refers to a learning process leading to an acquired response, while the term experience as a name refers to the accumulation of knowledge, skills, emotions, sensations and attitudes (Bagdare & Jain, 2013:791).

**Second: The importance of customer experience.** the importance of customer experience in marketing literature has become more evident with the emergence of dominant service logic (S-D logic) as a new marketing thinking, as previous literature has demonstrated that customer experience is an essential factor of satisfaction, behavioral intent and relationship quality, creative behavior and attitude, and brand equality (Ramly & Omar, 2017:1). It is, therefore, possible to clarify the importance of the customer's experience to the Organization and the customer:

1. The customer experience provides a new means of competition, as providing a good experience is essential because it affects customer satisfaction (Liljander & Strandvik, 1997:154). It includes customer loyalty to the Organization, as well as expectations, instills confidence and supports the brand and also creates emotional ties with customers, Customer experience is a crucial focus of marketing theory and practice. "the provision of a meaningful customer experience is seen as essential to achieving a competitive advantage and customer satisfaction, Organizations that manage the customer experience are carefully reaping their benefits, including increased revenue and increased customer and individual satisfaction (McCull-Kennedy et al, 2018:8). On the contrary, it may lead to emotional distaste (Johnston & Kong, 2011:3).

2. All organizations work to create loyal customers by providing a customer experience that makes value for customers beyond products or services sold by other organizations (Smith & Wheeler, 2002:3). Thus, developing and delivering a customer experience relevant to the service is no less important than creating products or services (Ceasay, 2020:1).

3. Customers these days do not just buy products or services but also look for a series of unforgettable experiences that are customised and placed in a context that results in a personal consumption journey; customer experience has become a critical

success factor for most organizations irrespective of area, organizations that offer superior customer experience will receive faster revenue than those that do not as there is also potential to attract a greater preference for a brand where organizations can charge more for products and services, Leading to the growth of stock prices and total returns (Sudiyono et al, 2022:628).

4. Customer experience leads to customer loyalty because people tend to be rational and confident in dealing, so they may reduce risk and stay with service providers who already have a good experience with them (Simwanza & Awolusi, 2019:6).

5. Incorporating the customer's experience into the culture of the Organization, as this aspect is linked to the guidance of the customers and the need for the Organization to go beyond the mere promotion of consumer focus in its internal environment; Everyone in the Organization must be invested and committed to providing an attractive user experience, and individuals must also be taken into account and involved in this transformation, Individuals feel empowered in the process of delivering wonderful and memorable customer experiences (Luigi et al, 2012:57). Creating a strong and long-lasting customer experience is a way to stay (Abdul Khader & Madhavi, 2017:22).

**Third: Customer experience dimensions.** Customer experience is a complex concept that encompasses

many aspects of customers' thoughts, feelings, actions, senses, and social interactions in reaction to service delivery procedures (Bawack et al, 2021:3). Management has adopted a focus on comprehending and enhancing customer experience. This goal is seen as a way to improve organizational performance and customer well-being, which has become an area of interest in marketing. However, there is a need for a more thorough examination of the specific elements that contribute to customer experience and how these elements influence customer evaluation of their experience both before and after they receive the service.(Keiningham et al, 2017:150).

**1. Emotional experience:** Emotions in the context of consumption pertain to a variety of emotional reactions that arise during trials involving consumption (Westbrook & Oliver, 1991:85). Therefore, emotions have a substantial impact on how customers perceive their experience (Bigne et al., 2008:304). The system offers accurate forecasts of customer behavior (Allen et al, 1992:494). To clarify, it has been observed that it greatly influences the customer's preferences, evaluations, recommendations, and intentions to make a purchase (Westbrook, 1987:258), as well as their subsequent intents and loyalty (Han & Back, 2007:45). Emotions may also have an impact on each other, either in a good or negative manner (Ou & Verhoef, 2017:106). Emotional experience is a conscious phenomenon that involves the emotional

state of an individual. To fully understand and describe the experience of emotion, it is necessary to move beyond simple feelings of pleasure and resentment. A comprehensive explanation should provide a systematic rationale for the apparent variations between emotions that are considered psychologically distinct, such as anger, sadness, fear, pride, dread, and joy (Barrett et al., 2007:379). The customer's whole emotional experience also has a substantial influence on his behavioral intentions (Tang et al, 2013:52).

**2. Sensory experience:** Schmitt (1999) provided a definition of sensory experience as the aesthetics and sensory perceptions related to the shopping environment, products, and services. According to this definition, all five human senses (smell, sound, sight, taste, and touch) play a role in creating the experience, and they all interact with each other to form the foundation of the sensory experience (Nasermoadeli et al., 2013:129). Based on individuals' sensory perception, their ability to make judgments allows them to form attitudes towards what is being presented. For instance, exterior environmental cues have an impact on various customer outcomes (Ballantine et al., 2015:505), such as the duration of time spent in the shop or the number of sales completed. Sensory stimuli elicit favorable inclinations and enhance client loyalty and satisfaction (Hulten, 2011:259). According to Srivastava and Kaul (2016:278),

sensory experiences may directly influence client loyalty.

**3. Social experience:** The social experience pertains to the manner in which individuals and customers engage in interactions with one another (Yi & Gong, 2008:965). The customer's social experience encompasses not just interactions within their immediate social circle, but also extends to engaging with other individuals and creating both influences and receptors (Handarkho, 2020:48). Engagements with military personnel, their colleagues, and other patrons, together with customer reference groups, may influence one's overall experience (Keiningham et al, 2017:159). The customer's expectations for the service supplied are influenced by the behavior of the person at the service point (Srivastava & Kaul, 2014:1030). There is a direct correlation between the quality of customer experience and the degree of customer happiness. As a result, satisfied consumers are more likely to suggest the product or service to others and actively spread good information about it (Angraini & Bernarto, 2021:114).

**Fourth: Behavioral intentions.** Behavioral intent means customer behavior towards products and services and results from customer satisfaction with products and services provided by product and service providers (atnasari et al, 2020:475). In marketing, behavioral intent is generally considered an alternative indicator of actual behavior as consumers tend to

perform actual behavior s when their intentions to perform such behavior become strong (Kim et al, 2013: Intent is defined as an individual's decision to engage or not to engage in the execution of a particular act. Conversely, a person's intentions are a function of their attitude towards conduct and subjective criteria. Attitude towards behavior is defined as an individual's evaluative effect on conduct performance (Liker & Sindi, 1997:150). Customers' behavioral intentions are among the most essential factors in predicting actual behavior s (Virabhakul & Huang, 2018:1000).

Behavioral intent was defined by Mowen (2002) as consumers' desire to act in specific ways to own, dispose of and use products or services Therefore, consumers can form a desire to find information or tell others about their experience with a product, or buying a particular product or service (Ratnasari et al., 2020:870). Their behavioral intentions towards the product or service and the desire to believe in general and vice versa are increasing (Wulandari & Widodo, 2021:8073). Also, behavioral intent refers to people's beliefs about what they intend to do in a particular situation (Namkung & Jang, 2007:390). They are motivational factors that capture how much effort a person wants to make to perform a behavior (Mamman et al, 2016:51). Behavioral intent is defined as the behavior of the future individual (Pujiastuti et al, 2017:1172). They are also considered indicators of whether customers will stay with the Organization,

often including consumer intentions to buy back products or services and their willingness to recommend (Hossain et al, 2021:8). Building behavioral intentions is therefore very important for service marketing organizations. Construction is generally associated with customer retention and loyalty (Clemes et al, 2011:532). Favourable behavioral intentions enhance the customer's relationship with the Organization (Alexandris et al, 2002:225). When customers realise a sense of fairness in their business relationship with service providers, they will demonstrate positive behavioral intent, including oral positive words, recommendations for non-customers and repeat purchases (Narteh, 2016:93). Positive intentions are often the customer's firm loyalty, and customer loyalty is an important goal in the marketing community because it is an essential element of the sustainability of the Organization. A measure of loyalty can provide a better understanding of customer retention existing customers usually has a much lower associated cost than winning new customers, In addition, loyal customers are likely to advise friends, relatives or other potential customers of a product/service by acting as free oral advertising agents (Ardani et al, 2019:86). Behavioral intent is used as an indicator of the success of the Organization's service system (Udo et al, 2010:485).

### The Third topic: the practical side of research



**First: Variable coding and stability testing.** Table (1) shows the consistency of the research scale because the Alpha Cronbach value for all variables was higher than 0.60, because the research variables consisted of two variables and included the first variable of three

sub-dimensions to facilitate the presentation of data for the research's metrics, preferably coded, and to indicate the number of items for each dimension as presented in table (1) below.

Table (1) variable coding, reliability testing and research scale

No	main variables	code	Alpha Cronbach	sub-dimensions	number of items	code	Alpha Cronbach	Source
1	customer experience	CX	0.869	Sensory experience	6	SEEX	0.788	Roy et al ,2020:10
				emotional experience	3	EMEX	0.759	
				social experiment	4	SOEX	0.773	
2	Behavioral Intentions	BI	0.875	Chang & Lin,2015 : 446				

**Second: The normal distribution of the research variables:** The (2) table presented below displays the outcomes of the natural distribution test carried out on the research variables for the customer's experience. These variables comprise three dimensions, namely Sensory Experience, Emotional Experience, and Social Experience, as well as the Behavioral Intentions Variable. The results indicate that all skewness and

kurtosis in the data fell within the required rate of 1.96 to 1.96 for the critical ratio. Consequently, we can infer that the sample data for the customer's experience and behavioral intentions variables follow a normal distribution. This means that there are no issues of skewness or kurtosis, and it supports the assumption that the variables were derived from a naturally distributed society.

Table (2) normal distribution of research variables

Variable	min	max	skewness	c.r.	kurtosis	c.r.
SEEX	2.167	5.000	-.061	-.209	-.186	-.317
EMEX	2.333	5.000	-.557	-1.903	.469	.801
SOEX	2.750	5.000	-.262	-.894	.062	.105
BI	2.333	5.000	-.475	-1.623	.273	.466

**Third: Validity of the research measure:** The following items include:

1. Face validity of the current scale of research: To recognise the apparent veracity of the scale and the possibility of adopting it, it was presented to a selection of experts. To give their feedback, some necessary adjustments were made to the experts' opinions so that the final form can be found in Appendix (1).
2. The Factor validity current scale of research: Factor analysis of any research is critical in determining

content honesty and is part of the structural equation model, which is widely used in social science research and is one of its main benefits; the client experience variable has been measured through three sub-dimensions: sensory experiment. (6) item, emotional experience (3) item, social experience (4) and through Figure (2), the validity can be judged because its value is greater than (0.40) apparent on the arrows which connect the underlying variables with each item of the scale, which showed that all the conformity quality indicators of the customer experience variable.

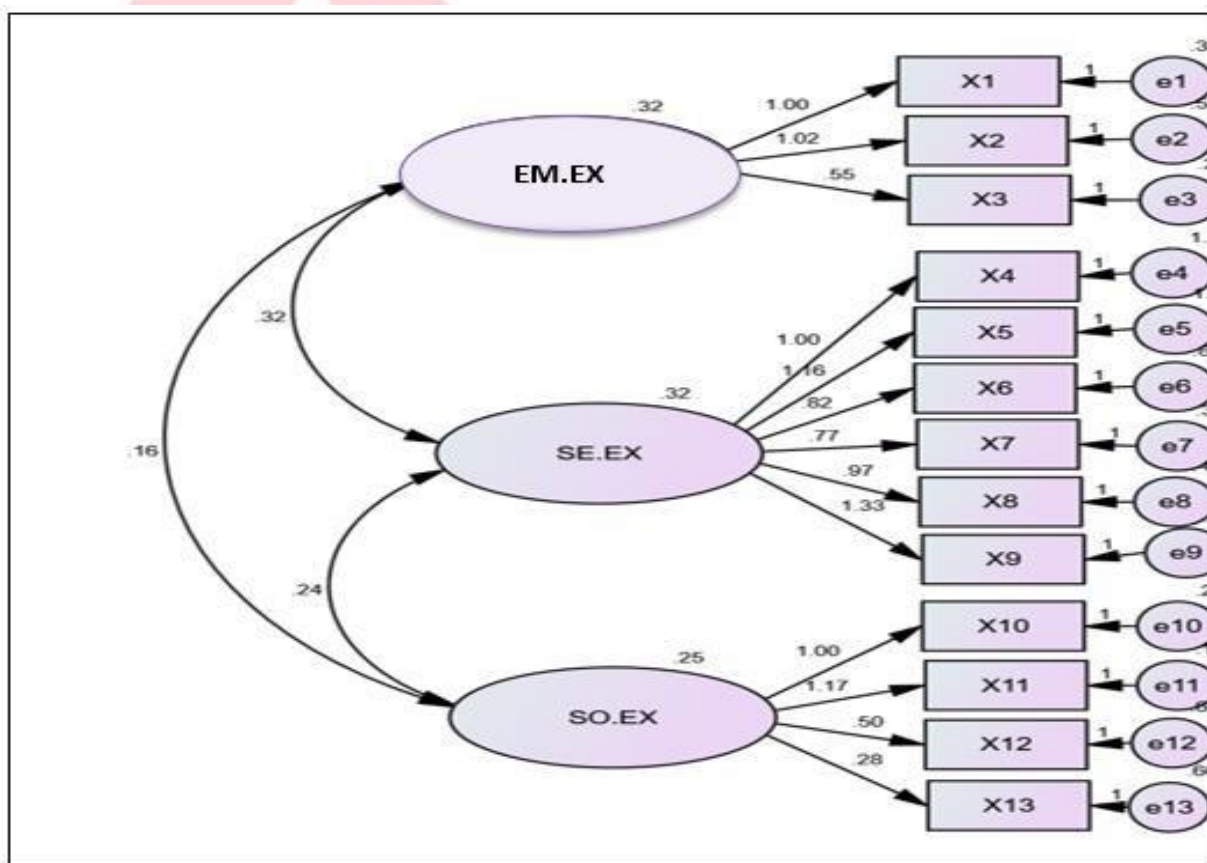


Figure (2) Structural Equation Model of Customer Experience Variable

As measured through three items and figure (2), the validity of the phrase can be judged because its value is greater than (0.40) apparent on the stocks that link the

underlying variables with each paragraph of the scale, which showed that all conformity quality indicators of the behavioral intent variable.

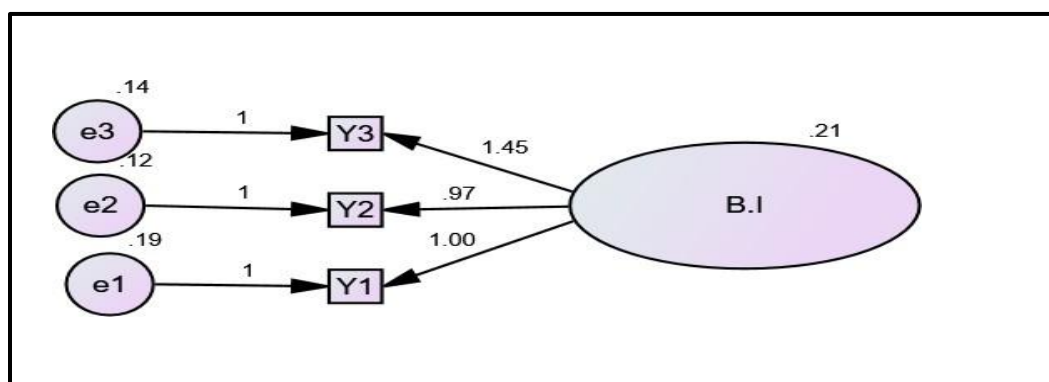


Figure (3) Structural Equation Model of Behavioral Intention Variable

**Fourth: Description of research variables.** Table (3) displays statistical measures such as computational averages, standard deviations, and degree of response. These measures are relevant to research variables, specifically the client's experience variable. The client's experience variable consists of three dimensions, contributing to the overall computational average of this variable. The standard deviation is (3.882) with a precision of (0.5396). This implies a high level of agreement among the persons in the research sample about this characteristic. At the dimension level, the variable represents the first dimension of the sensory experiment. This dimension has six items, with a total computational medium of (3.981) and a standard deviation of (0.6056). This suggests that there was a high level of consensus among the participants included in the research about this

particular aspect. The computational mean of the emotional experience dimension was found to be (3.688) with a standard deviation of (0.6927), this indicates a high level of comprehension among the persons in the research sample for this dimension. The mean of the social experience dimension was (4.1) and the standard deviation of this dimension was (0.4953), which was the highest among all the variable aspects of the customer's experience. This suggests that there was a high level of agreement among the participants in the research sample on this dimension. At the subordinate variable level, the behavioral intentions achieved a mean score of (4.029) and a standard deviation of (0.6875). This indicates that there was a high degree of agreement among the participants in the research group on this variable.

Table (3) Statistical description of search variables

variables	dimensions	Arithmetic mean	standard deviation	Level of response	relative importance	Relative importance
customer experience	Sensory experience	3.981	0.6056	high	0.796	2
	emotional experience	3.688	0.6927	high	0.737	3
	social experiment	4.1	0.4953	high	0.820	1
For all item of the variable customer experience		3.882	0.5396	high	0.776	
Behavioral Intentions		4.029	0.6875	high	0.805	

**Fifth: Correlation Hypothesis Test:**

First main hypothesis: A statistically significant correlation exists between the customer's experience and behavioral intentions.

The first subtheme: There is a statistically significant correlation between sensory experience and behavioral intentions.

Table (4) shows a morally significant correlation between sensory experience and behavioral intentions. Its value (0.745) is high and at a moral level (0.000), with a level of confidence (0.99), which indicates that the Organization's viability needs to be improved by (0.627).

Subtype II: There is a statistically significant correlation between emotional experience and behavioral intentions.

Table (4) shows a morally significant correlation between emotional experience and behavioral intentions.

Its value (0.373) is low and at a moral level (0.001), with a level of confidence (0.99), which indicates that the Organization's viability needs to be improved by (0.627).

Sub-hypothesis III: A statistically significant correlation exists between social experience and behavioral intentions. Table (4) shows a meaningful correlation



between social experience and behavioral intentions. Its value (0.575) is low and at a moral level (0.000), with a level of confidence (0.99), which indicates the need

for the company to improve its susceptibility by (0.627).

Table (4) correlation matrix between the dimensions of the customer experience and the Behavioral Intentions

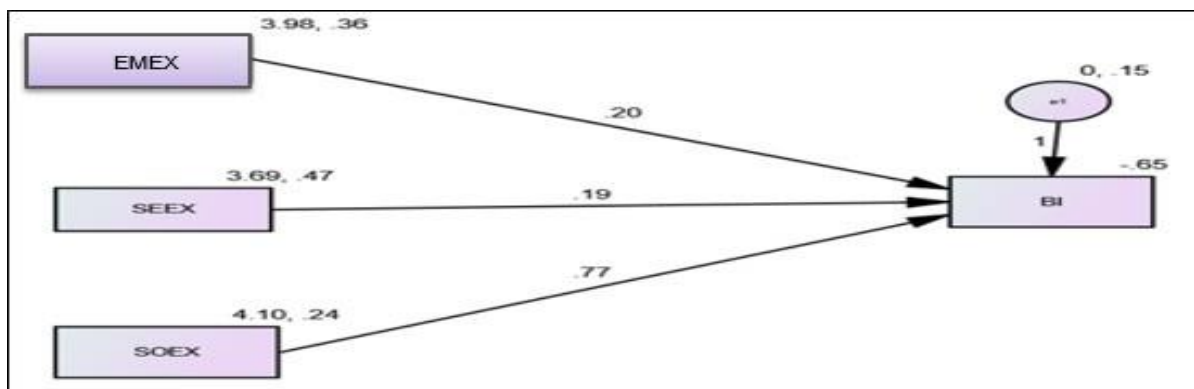
Dimensions of customer experience		Behavioral Intentions
SE.EX	Pearson Correlation	0.745**
	Sig. (2-tailed)	.000
	N	145
EM.EX	Pearson Correlation	0.373**
	Sig. (2-tailed)	.001
	N	145
SO.EX	Pearson Correlation	0.575**
	Sig. (2-tailed)	.000
	N	145

3. 6. Effect Hypothesis Test: Second main hypothesis.

The second main hypothesis states (there is a statistically significant impact relationship between the customer's experience and behavioral intentions).

The following hypotheses: -

- A. There is a statistically significant impact relationship between sensory experience and behavioral intentions.
- B. There is a statistically significant impact relationship between emotional experience and behavioral intentions.
- C. There is a statistically significant impact relationship between social experience and behavioral intentions.



**Figure (4) Structural equation to measure the impact of the customer's experience with its three dimensions in behavioral intentions**

A. There is a statistically significant impact relationship between sensory experience and behavioral intentions. Figure (4) shows a morally significant expulsive effect of the sensory experience variable in behavioral intentions, and the value of the modular effect coefficient has reached 0.189. Table (5) also indicates that the value ( $R^2$ ) has reached (0.53) i.e. the independent variable sensory experience can explain (53%) of changes occurring on the dependent variable behavioral intentions. In the tourism organizations sample and the percentage (47%) belongs to other variables not used in this research. The critical value in the table (3) of (2.763) was more significant than (1.96) and the moral value (P.value.) (0.006), which is less than (0.05), indicates that the level of influence of sensory experiments on the behavioral intentions of the research organizations of the research sample, all that has been increased by sensory experience, is positively reflected in behavioral

intentions. Depending on the previous, the first sub-hypothesis can be accepted.

B. There is a statistically significant impact relationship between emotional experience and behavioral intentions. Figure (4) also shows a statistically significant expulsive effect of the emotional experience variable in behavioral intentions, indicating a standard impact factor value of (0.201). In addition, table (5) shows the value of the interpretation coefficient ( $R^2$ ) has reached (0.53). This indicates that the independent variable emotional experience can explain (53%) of changes in the variable of the subordinate behavioral intentions in the research sample tourist organizations and that (47%) is attributable to other variables not used in this research. The critical value in the table (3) of (2.572) was more significant than (1.96) and the moral value (P.value.) (0.01), less than (0.05), indicating that the level of influence of emotional experience on

behavioral intentions of the research organizations of the research sample, all of which were further identified by emotional experience, was positively reflected in behavioral intentions. Based on the previous, the second sub-hypothesis could be accepted.

C. There is a statistically significant impact relationship between social experience and behavioral intentions. Figure (4) shows a morally significant positive effect of the variable social experience and behavioral intentions, and the value of the modular effect coefficient has been swallowed (0.75). Table (5) also shows that the (R<sup>2</sup>) value has reached (0.53), i.e.

the independent variable social experience, can demonstrate (53%) of changes in the variable of the subordinate behaviora intentions in the research sample tourist organizations, and (47%) is due to other variables not used in this research. The critical value in Table (3) of (8.096) was more significant than (1.96), and the moral value (P.value.) which reached (0.000) less than (0.05), indicating that the level of impact of social experience on the behavioral intentions of the research organizations of the research sample all that was further identified by social experience was positively reflected in the behavioral intentions. Based on the previous, the third subtheme could be accepted.

**Table (5) Standard model estimates of the effect of the customer's experience on behavioral intentions**

A path of direct Regression			Estimate	S.E.	C.R.	P	R2	Result
EMEX	<--	BI	0.201	0.078	2.572	0.01	0.53	Accept the hypothesis
SEEX	<--	BI	0.189	0.068	2.763	0.006		Accept the hypothesis
SOEX	<--	BI	0.775	0.096	8.096	***		Accept the hypothesis

**CONCLUSIONS AND RECOMMENDATIONS**

**First: Conclusions.** The research in the light of the findings reached the most important conclusions of our agencies:

1. The existence of a moral correlation between the customer's experience and behavioral intentions. It follows that tourist organizations have come to pay considerable attention to the customer's experience in their business and management of relationships, which affect the intention of the customer's behavior in

terms of repurchasing or recommending the service to others.

2. Organizations pay explicit attention to clients for their customer experience because of their role in building clear customer perceptions and thus the ability to shape and meet customer predictions and desires.

3. Customers' behavioral intentions are influenced by customer experiences that translate into verbal recommendations and words to attract other new customers.

4. The customer's emotional experience has had a weak positive relationship compared to the customer's sensory and social experience. This shows that customers have paid less attention to the emotional aspect of the experience than to the sensory and social aspect, which focuses on concrete things, comfort and the level of services provided by organizations for the sensory experience and the amount of interaction with other service providers, customers or reference groups that have an impact on the customer's behavior about the social experience.

## Second: Recommendations.

1. The need to enhance the interest of tourist organizations in the customer experience as the customer experience is more important than ever, as

customers who are satisfied with the experience recommend to other customers.

2. Work to provide a customer experience suited to all customers' preferences and needs, collect, and utilize customer data to provide personalized recommendations, offers and contacts. The use of client segmentation to deliver targeted experiences resonates with specific groups.

3. Work to improve continuous creativity through the constant search for customer feedback, leveraging it to improve the products and services provided by the Organization and stay ahead of the competition by making proactive offers to meet the needs of multiple and sophisticated customers.

4. Training and empowerment of workers in the Organization, as individuals play an essential role in providing a unique customer experience, so we recommend focusing on training programs that focus on customers and ways to deal with them and develop problem-solving skills in order to enable individuals to make appropriate decisions to ensure customer satisfaction and influence their behavioral intentions.

5. Customer experience and behavioral intentions are interconnected. Consistently offering outstanding experiences can influence customers' perceptions, build loyalty, stimulate positive behavioral intentions such as repeated purchases, recommendations, and brand advocacy.



## REFERENCES

1. Abdul Khader. D, Dr. C. Madhavi (2017) Customer Experience and Journey: Emerging Aspects, International Journal of Managerial Studies and Research (IJMSR) Volume 5, Issue 10, October 2017, PP 22-29
2. Abdul Khader. D, Dr. C. Madhavi (2017) Customer Experience and Journey: Emerging Aspects, International Journal of Managerial Studies and Research (IJMSR) Volume 5, Issue 10, PP 22-29.
3. Alexandris, K., Dimitriadis, N., & Markata, D. (2002). Can perceptions of service quality predict behavioral intentions? An exploratory study in the hotel sector in Greece. *Managing Service Quality: An International Journal*.
4. Anggraini, t., & bernarto, i. (2021). The influence of customer experience, utilitarian and hedonic benefits on intention to recommend (case study on kopi janji jiwa Belitung).
5. Ardani, W., Rahyuda, K., Giantari, I. G. A. K., & Sukaatmadja, I. P. G. (2019). Customer satisfaction and behavioral intentions in tourism: A literature review. *International Journal of Applied Business and International Management (IJABIM)*, 4(3), 84-93.
6. Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management*.
7. Ballantine, P. W., Parsons, A., & Comeskey, K. (2015). A conceptual model of the holistic effects of atmospheric cues in fashion retailing. *International Journal of Retail & Distribution Management*.
8. Barrett, L. F., Mesquita, B., Ochsner, K. N., & Gross, J. J. (2007). The experience of emotion. *Annual review of psychology*, 58, 373.
9. Bawack, R. E., Wamba, S. F., & Carillo, K. D. A. (2021). Exploring the role of personality, trust, and privacy in customer experience performance during voice shopping: Evidence from SEM and fuzzy set qualitative comparative analysis. *International Journal of Information Management*, 58, 102309.
10. Bilgihan, A., Kandampully, J. and Zhang, T. (C). (2016), "Towards a unified customer experience in online shopping environments: Antecedents and outcomes", *International Journal of Quality and Service Sciences*, Vol. 8 No. 1, pp. 102-119.
11. Ceesay, L. B. (2020). Building a High Customer Experience Management Organization: Toward Customer-Centricity. *Jindal Journal of Business Research*, 9(2), 162–175. <https://doi.org/10.1177/2278682120968983>
12. Clemes, M. D., Gan, C., & Ren, M. (2011). Synthesising the effects of service quality, value, and customer satisfaction on behavioral intentions in the motel industry: An empirical analysis. *Journal of Hospitality & Tourism Research*, 35(4), 530-568.

13. Dumitrescu Luigi., Stanciu, O., Tichindelean, M., & Vinerean, S. (2012). The importance of establishing customer experiences. *Studies in Business and Economics*, 7(1), 56-61.
14. Grønholdt, L., Martensen, A., Jørgensen, S., & Jensen, P. (2015). Customer experience management and business performance. *International journal of quality and service sciences*.
15. Han, H., & Back, K. J. (2007). Assessing customers' emotional experiences influencing their satisfaction in the lodging industry. *Journal of Travel & Tourism Marketing*, 23(1), 43-56.
16. Handarkho, Y. D. (2020). Impact of social experience on customer purchase decision in the social commerce context. *Journal of Systems and Information Technology*.
17. Havíř, D. (2017). A Comparison of the Approaches to Customer Experience Analysis. *Economics & Business*, 31(1).
18. Hossain, M. A., Jahan, N., & Kim, M. (2021). A multidimensional and hierarchical model of banking services and behavioral intentions of customers. *International Journal of Emerging Markets*.
19. Hultén, B. (2011). Sensory marketing: the multi-sensory brand-experience concept. *European business review*, 23(3), 256-273.
20. Johnston, R., & Kong, X. (2011). The customer experience: a road-map for improvement. *Managing Service Quality: An International Journal*, 21(1), 5-24.
21. Johnston, R., & Kong, X. (2011). The customer experience: a road-map for improvement. *Managing Service Quality: An International Journal*, 21(1), 5-24.
22. Keiningham, T., Ball, J., Benoit, S., Bruce, H. L., Buoye, A., Dzenkowska, J. & Zaki, M. (2017). The interplay of customer experience and commitment. *Journal of Services Marketing*, 31(2), 148-160.
23. Keiningham, T., Ball, J., Benoit, S., Bruce, H. L., Buoye, A., Dzenkowska, J. & Zaki, M. (2017). The interplay of customer experience and commitment. *Journal of Services Marketing*, 31(2), 148-160.
24. Kim, E., Ham, S., Yang, I. S., & Choi, J. G. (2013). The roles of attitude, subjective norm, and perceived behavioral control in forming consumers' behavioral intentions to read menu labels in the restaurant industry. *International Journal of Hospitality Management*, 35, 203-213.
25. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
26. Liker, J. K., & Sindi, A. A. (1997). User acceptance of expert systems: a test of the theory of reasoned action. *Journal of Engineering and Technology management*, 14(2), 147-173.

27. Liljander, V., & Strandvik, T. (1997). Emotions in service satisfaction. *International Journal of service industry management*, 8(2), 148-169.
28. Lywood, J., Stone, M., & Ekinci, Y. (2009). Customer experience and profitability: Applying the empathy-rating index (ERIC) in UK call centres. *Journal of Database Marketing & Customer Strategy Management*, 16(3), 207-214.
29. Mamman, M., Ogunbado, A. F., & Abu-Bakr, A. S. (2016). Factors influencing customer's behavioral intention to adopt Islamic banking in Northern Nigeria: a proposed framework. *IOSR Journal of Economics and Finance (IOSR-JEF)*, 7(1), 51-55.
30. Mascarenhas, O. A., Kesavan, R., & Bernacchi, M. (2006). Lasting customer loyalty: a total customer experience approach. *Journal of consumer marketing*.
31. McColl-Kennedy, J. R., Zaki, M., Lemon, K. N., Urmetzer, F., & Neely, A. (2018). Gaining customer experience insights that matter. *Journal of service research*, 22(1), 8-26.
32. Mohd-Ramly, S., & Omar, N. A. (2017). Exploring the influence of store attributes on customer experience and customer engagement. *International Journal of Retail & Distribution Management*.
33. Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387-409.
34. Narteh, B. (2016). Service fairness and customer behavioral intention: Evidence from the Ghanaian banking industry. *African Journal of Economic and Management Studies*.
35. Nasermodeli, A., Ling, K. C., & Maghnati, F. (2013). Evaluating the impacts of customer experience on purchase intention. *International Journal of business and management*, 8(6), 128.
36. Nasution, R. A., Sembada, A. Y., Miliani, L., Resti, N. D., & Prawono, D. A. (2014). The customer experience framework as baseline for strategy and implementation in services marketing. *Procedia-Social and Behavioral Sciences*, 148, 254-261.
37. Oscar Kylberg & Alfred Carlwe (2020) Customer experience in retail banking, Master's Thesis, Karlstad University.
38. Ou, Y. C., & Verhoef, P. C. (2017). The impact of positive and negative emotions on loyalty intentions and their interactions with customer equity drivers. *Journal of Business Research*, 80, 106-115.
39. Palmer, A. (2010). Customer experience management: a critical review of an emerging idea. *Journal of Services marketing*.
40. Pujiastuti, E. E., Nimran, U., Suharyono, S., & Kusumawati, A. (2017). The antecedents of behavioral intention regarding rural tourism

- destination. *Asia Pacific Journal of Tourism Research*, 22(11), 1169-1181.
41. Ratnasari, R. T., Gunawan, S., Septiarini, D. F., Rusmita, S. A., Kirana, K. C., & Pd, S. (2020). Customer satisfaction between perceptions of environment destination brand and behavioral intention. *International Journal of Innovation, Creativity and Change*, 10(12), 472-487.
42. Roy, S. K., Gruner, R. L., & Guo, J. (2020). Exploring customer experience, commitment, and engagement behaviors. *Journal of Strategic Marketing*, 30(1), 45-68.
43. Schmitt, B. (1999), *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act and Relate to Your Company and Brands*, Free Press, New York, NY.
44. Shaun Smith and Joe wheeler (2002) *managing the customer experience turning customers into advocates*, Pearson education limited.
45. Simwanza, M. M., & Awolusi, O. D. (2019). Customer Experience Monitoring a Study of Zambian Banks. *Journal of Education and Vocational Research*, 10(2 (V)), 1-17.
46. Sorooshian, S., Salimi, M., Salehi, M., Nia, N. B., & Asfaranjan, Y. S. (2013). Customer experience about service quality in online environment: A case of Iran. *Procedia-Social and Behavioral Sciences*, 93, 1681-1695.
47. Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of retailing and consumer services*, 21(6), 1028-1037.
48. Srivastava, M., & Kaul, D. (2016). Exploring the link between customer experience–loyalty–consumer spending. *Journal of Retailing and Consumer Services*, 31, 277-286.
49. Sudiyono, K. A., Utomo, P., & Severesia, C. (2022). Effect of Customer Experience and Customer Value towards Customer Loyalty and Satisfaction on B2B Food and Beverage Sector. *Journal of Business and Management Review*, 3(9), 627-640.
50. Tang, C., Seal, C. R., Naumann, S. E., & Miguel, K. (2013). Emotional labor: The role of employee acting strategies on customer emotional experience and subsequent buying decisions. *International Review of Management and Marketing*, 3(2), 50-57.
51. Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customer-service quality perception, satisfaction, and intention. *International Journal of Information Management*, 30(6), 481-492.
52. Virabhakul, V., & Huang, C. H. (2018). Effects of service experience on behavioral intentions: Serial multiple mediation model. *Journal of Hospitality Marketing & Management*, 27(8), 997-1016.
53. Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase



- processes. Journal of marketing research, 24(3), 258-270.
54. Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. Journal of consumer research, 18(1), 84-91.
55. Wulandari, A. R., & Widodo, T. (2021). Pengaruh Service Performance Terhadap Customer Satisfaction Dan Dampaknya Pada Behavioral Intention Pelanggan Pizza Hut Di Bandung. EProceedings of Management, 8(6).
56. Yi, Y., & Gong, T. (2008). If employees "go the extra mile," do customers reciprocate with similar behavior? Psychology & Marketing, 25(10), 961-986.



OSCAR  
PUBLISHING SERVICES