

# Analysis of the Influence of Experiential Value and Relationship Quality on Customer Loyalty (Case Study on RDM Tourism Bus)

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## ABSTRACT

This study aims to determine the effect of aesthetics, escapism, service excellence, and customer ROI on **behavioral and attitudinal loyalty**, with relationship quality as an intervening variable. The approach used in this study is quantitative. Data were collected by distributing online questionnaires using Google Forms to 300 respondents who use RDM Tour Buses in Indonesia. The sampling technique employed was non-probability sampling using the purposive sampling method, and the data were analyzed using Structural Equation Modeling (SEM) with the assistance of the PLS program. All hypotheses in this study were accepted. The four elements of experiential value—**aesthetics, escapism, service excellence, and customer ROI**—significantly enhance relationship quality in the RDM Tour Bus business. It **improves** relationship quality effectively fosters both behavioral and attitudinal customer loyalty. This research helps companies understand the key factors that drive customer loyalty, leading to more effective marketing strategies. Enhancing customer service, strengthening relationships, and continuously improving app features, innovations, promotions, and service systems are essential for maintaining customer satisfaction and loyalty in the tourist bus industry. **Theoretically, the study identifies factors influencing customer loyalty in transportation services, providing insights into experiential value, relationship quality, and customer loyalty.** It also serves as a literature foundation for future studies about the tourism industry. Based on this study's findings, marketing managers in the tourist bus industry should prioritize experiential value factors, such as vehicle aesthetics and excellent service. By doing so, they can foster relationship quality, which in turn can cultivate both behavioral and attitudinal loyalty among users.

*Keywords: aesthetics, escapism, service excellence, customer ROI, relationship quality, behavioral loyalty and attitudinal loyalty, tourist bus*

## 1. INTRODUCTION

Companies must excel and compete effectively in today's rapidly growing business environment (Nurwahyuni, 2019). They must work harder to market their products to become more profitable (Lamey et al., 2018). Companies need to understand their products and target customers to create executable marketing strategies. Understanding customer needs and providing a good experience is challenging (Datta et al., 2017). Companies must adapt to the constantly changing industry to survive and grow, requiring innovation to meet evolving consumer tastes. Thus, businesses must continuously improve their capabilities to stay competitive (Najib et al., 2011).

Transportation companies are essential providers of services, moving people and goods from place to place. Buses are a reliable means of land transport, which is crucial for regions in Indonesia. Bus services meet consumer needs by offering quality transport, with many operational buses, including tourism buses, currently in Indonesia. Tourism is a massive global industry, driving economic growth through traveler movements. Tourism is crucial for nations, generating revenue for local governments from tourist attractions. Nowadays, tourism is seen as a secondary need for refreshment. **The demand for tourism leads to many businesses, with RDM tourism buses being popular among the public.**

According to BPS data No. 42/06/Th. XXVII regarding Tourism Developments in April 2024, international tourist visits to Indonesia reached 1.07 million in April 2024, a rise of 2.41% from March 2024 and 23.23% from April last year. From January to April 2024, visits increased by 24.85% compared to the same period in 2023, notably at Ngurah Rai-Bali and Soekarno Hatta-Banten airports (BPS, 2024). According to the Indonesian Minister of Transportation Regulation No. 117 of 2018 concerning the Implementation of Passenger Transportation on Routes, Chapter 1 Article 1 Paragraph 19 states: "*Transportation for Tourism Purposes is transportation using Public Passenger Vehicles and Public Buses equipped with special signs for tourism purposes and having tourist destination purposes*". Companies must comply with these regulations and focus on service quality (Supriadi & Roedjinandari, 2017). Quality service is crucial for customer satisfaction (Kasmir, 2018) and competitive advantage (Pritandhari, 2015). Companies must consistently provide high-quality services that surpass competitors (Sondakh, 2015). A service can be considered quality if it meets or exceeds consumer expectations (Alfajar et al., 2021).

RDM Tourism Bus, established by Mr. Mariyanto on **5 February** 2015 in Pringsewu, Lampung, was inspired by a business opportunity identified during a visit to Yogyakarta. The brand name "RDM" is derived from the founder's son, Ridam. Initially, the company committed to prioritizing customer comfort and safety, focusing on high-quality service through professional drivers and comprehensive service offerings. RDM quickly gained a **solid** customer base due to its competitive pricing, including cashback offers and long-term rental discounts, making it an attractive choice for consumers. The company's flexibility in pricing ensures that quality transportation services are accessible without excessive costs. Furthermore, RDM holds a nationwide operational license, distinguishing it from regular bus services by catering to tourism needs such as study tours, religious trips, and corporate gatherings. This specialization has become a **critical** competitive advantage, positioning RDM as the preferred provider for many institutions and organizations requiring transport for **significant** events.

The RDM buses, featuring the latest MHD model with double glass, are designed for passenger comfort and are equipped with audio/video karaoke systems and ample luggage space. The company's continuous efforts to meet and exceed consumer expectations ensure **high customer** satisfaction and loyalty, leading to repeat business. RDM's vision for growth is aligned with the positive trends in Indonesia's tourism sector, driven by the country's rich natural, cultural, and historical attractions. As Indonesia becomes a top destination for both domestic and international tourists, RDM Tourism Bus is well-positioned to expand and contribute significantly to the support and development of the tourism industry.

One method to maintain customer satisfaction involves enhancing the experiential value reflected through the aesthetic appeal of the bus, escapism, service excellence, and customer value. Aesthetic value refers to the harmony and unity of physical objects in overall performance (Jin et al., 2013). Park & Cha (2011) define aesthetics in the context of restaurant services as the perception of the compatibility and unity of visual elements presented in the restaurant, such as those reflected in interior design and **ambiance**. Sekarrini & Rahayu (2018) state that aesthetics can enhance customer loyalty and

satisfaction. Each bus has **its visual** appeal to consumers, making it crucial to maintain aesthetic value in RDM Tourism Bus. This includes facilities, seating comfort, and interior design.

In addition to aesthetics, it is **essential** to consider the aspect of escapism. Escapism is the experience that allows customers to break free from their daily routines through interaction with a product or service (Hapsari, 2024). This includes feelings of being in another place and forgetting reality (Maryanah, 2013). Escapism provides opportunities for customers to engage in different worlds through activities that are entertaining, calming, or engaging (Jin et al., 2013). Many passengers use buses to travel to destinations far from their routine lives, like beaches or mountains, which are seen as a form of escape from stress. A satisfying escapism experience enhances customer satisfaction and loyalty, making it crucial to enhance this aspect.

Additionally, it is crucial to consider the excellence of service provided. Service excellence is defined as the quality and effectiveness of the interactions delivered by the service provider, enriching the overall customer experience (Jayadih et al., 2024). Service plays a vital role in customer satisfaction in tourism bus services. Properly executed service creates loyal customers (Aryandi & Onsardi, 2020). **When the service exceeds customer expectations, it results in a satisfying and memorable experience, enhancing their experiential value (Felix et al., 2024).** Service excellence can be observed through the interactions between employees and customers, leading to customer satisfaction through their perceived experiences.

Moreover, to foster customer loyalty, the customer experience should be enhanced by **considering customer** value or ROI. Customer ROI refers to the value customers gain from using a product or service compared to what they spend to obtain it (Jin et al., 2013). Tjiptono & Diana (2022) define customer value as the overall assessment of the utility of a product based on consumers' perceptions of what is received versus what is given. In this context, the time and money customers invest in a company will lead them to evaluate the benefits provided by the company, determining whether they are worth more or less than what was invested (Gallarza-Granizo et al., 2020).

The five aspects are closely linked to relationship quality, **encompassing** customers' perceptions and desires to maintain relationships with the company, fulfilling their expectations and goals (Putri & Rahayu, 2023). Relationship quality is vital for long-term company sustainability (Safitri & Elistia, 2023). According to Kumar et al. (1995), it includes conflict, trust, commitment, and future continuity. Relationship quality, influenced by trust, satisfaction, and commitment (Virabhakul & Huang, 2018), is crucial for service providers as it impacts the company's lifecycle.

Relationship quality determines customer loyalty, **defined** as the customer's commitment to consistently continue subscribing or making repeat purchases despite potential influences (Putri & Rahayu, 2023). Customer loyalty is categorized into attitudinal loyalty and behavioral loyalty. Meanwhile, Attitudinal loyalty refers to customers' psychological attachment to a brand, influencing their intention to continue purchasing or engaging with it (Ledikwe et al., 2019). Izogo (2015) defines it as a process-based construct that starts with **service assurance and leads to service reliability, customer commitment, and loyalty.** This loyalty is reflected in buyers' tendency to maintain ongoing relationships (Ramaswami & Arunachalam, 2016). Conversely, behavioral loyalty is defined by the frequency of repeat purchases (Aprisia & Mayliza, 2017). **Hwang et al. (2015) note that attitudinal loyalty can predict behavioral loyalty.** It consists of tangible elements that can be observed and measured in purchasing behavior (Bellini et al., 2011), with purchase intention being a key measure (Kandampully et al., 2015).

**As previously outlined, this research aims to understand customer experiences, service value and excellence, and the quality of relationships provided, as well as to analyze their**

impact on customer loyalty. This study can provide valuable insights for management practitioners in making policies, significantly enhancing experiential value. Companies can maintain strong relationships with their customers by focusing on experiential value. These insights aim to improve customer-company interactions and ensure long-term relationship quality.

## 2. LITERATURE REVIEW

### 2.1 Experiential Value

Experiential value results from sensory, emotional, and cognitive stimuli that satisfy consumer curiosity about product orientation or brand information, ultimately aiding purchase decisions (Jeong et al., 2009). It arises from the interaction between consumers and products or services and is subjective, varying among consumers and cultures (Wu et al., 2018; Yuliviona et al., 2019). Mathwick et al. (2002) highlight that the perception of experiential value is linked to direct usage and distant evaluation. This value is critical in the service industry, as providers must create environments that offer entertainment and pleasure (Keng & Ting, 2009; Mathwick et al., 2001). Mathwick et al. (2001) identify four indicators of experiential value: aesthetics, escapism, service excellence, and customer value/ROI.

### 2.2 Aesthetics and Relationship Quality

Aesthetic value refers to the harmony and unity of physical objects within the overall performance (Jin et al., 2013). Aesthetics in an experience can reduce the gap between expectations and performance, enhancing customer satisfaction and loyalty (Sekarrini & Rahayu, 2018). Park & Cha (2011) define aesthetics in the context of restaurant services as the impression of the compatibility and unity of visual elements presented in a restaurant, such as reflected in interior design and ambiance. Thus, aesthetics are understood as the harmony and unity of prominent visual elements in an environment, including visual appeal and entertainment value, which can enhance customer satisfaction and loyalty. Aesthetics indicators include visual appeal and entertainment value (Jin et al., 2013). Visual appeal refers to eye-catching elements in an environment (Haryani et al., 2023). Meanwhile, entertainment value includes parts of the service environment or the service that entertains customers (Ramadhan, 2022).

Previous research by Jin et al. (2013) indicates that experiential value positively affects relationship quality. This value significantly impacts the relationship quality between customers and service or product providers (Safitri & Elistia, 2023). Positive experiential value from product or service interactions enhances customer-provider relationships (Puspitasari & Kustiawan, 2023). Satisfying experiences create strong emotional bonds, increase trust, and strengthen customer loyalty (Mere et al., 2024). Consequently, experiential value impacts long-term relationship quality.

Aesthetic experiential value positively influences relationship quality by offering visually and sensorily satisfying experiences (Utami & Wahyuni, 2022). Attractive and pleasant aesthetics in products or services, such as appealing design or enjoyable ambiance, enhance customer satisfaction (Maharani et al., 2024). Positive aesthetic experiences strengthen the emotional connection between customers and brands, as customers feel valued and connected to the brand's values (Rahman, 2023). Thus, aesthetic experiences foster more robust and positive relationships between customers and service providers.

### 2.3 Escapism and Relationship Quality

Escapism is when customers seek a break from daily routines and reality through products or services (Hapsari, 2024). It allows them to enter different worlds through enjoyable activities (Jin et al., 2013). The experience is subjective and varies, involving deep emotional engagement and a temporary escape from reality. Examples include visiting amusement parks, watching movies, or playing video games.

Escapism significantly influences relationship quality. Jin et al. (2013) demonstrated that escapism within experiential value positively and significantly impacts relationship quality. Escapism positively affects relationship quality by providing experiences where customers can escape daily routines and pressures (Hapsari, 2024). When customers feel that a product or service offers them the opportunity to escape and enjoy something pleasant or entertaining, it can create memorable and emotional experiences (Gobe, 2005). Thus, the experiential value of escapism not only provides momentary pleasure but also builds more robust and positive relationships between customers and brands, enhancing overall relationship quality.

## 2.4 Service Excellence and Relationship Quality

Service excellence enhances customer experiences through high-quality and effective interactions (Jayadiah et al., 2024). Exceeding customer expectations leads to satisfying and memorable experiences, thereby increasing experiential value (Felix et al., 2024). Service excellence focuses on both functional and emotional aspects, ensuring customers feel valued and cared for and strengthening customer-provider relationships (Kurnianingsih, 2021). In essence, Keng & Ting (2009) describe service excellence as the extent to which services meet or exceed customer expectations. This quality enriches customer experience and creates emotional satisfaction, fostering stronger relationships between customers and service providers.

Service excellence positively impacts relationship quality. Jin et al. (2013) demonstrated that experiential value related to service excellence positively influences the relationship between customers and service providers. When customers experience exceptional service—characterized by friendliness, speed, expertise, and attention to their needs and desires (Rachmad et al., 2024)—creates satisfying and memorable experiences for them (Pramezwarly et al., 2023).

This service excellence fosters the perception that customers are valued and well-cared for by the service provider, which deepens the emotional connection between the two (Mukhra et al., 2024). When customers feel they are treated well and their service expectations are exceeded, satisfaction is enhanced (Fikri et al., 2016), and trust is built (Meidita et al., 2018). Relationships based on satisfaction and trust tend to be stronger and more sustainable, providing long-term benefits for both parties.

## 2.5 Customer ROI and Relationship Quality

Customer Return on Investment (ROI) refers to the value customers get from using a product or service compared to their expenditure of money, time, effort, or other resources (Jin et al., 2013). Tjiptono & Diana (2022) describe customer value as the overall assessment of a product's utility based on what customers receive versus what they give. Pramudita (2013) indicates that higher perceived quality compared to competitors enhances customer loyalty. Customer ROI is the value gained from using a product or service versus the resources spent. It includes assessments of utility and perceived quality, influencing customer loyalty.

Customer ROI, as part of experiential value, significantly influences relationship quality. Jin et al. (2013) found that customer ROI positively affects relationship quality. Hendarta (2019) also demonstrated a positive and significant impact of customer ROI on relationship quality.

through digital platforms. This positive influence refers to customers' perceptions of the benefits they receive from products or services compared to their expenditures, whether in money, time, or effort (Purnama, 2020). When customers feel that a product or service provides significant value and adequately meets their needs or desires, it **increases** their satisfaction (Abadi et al., 2020). Customers who perceive that the value of products or services meets their expectations are more likely to feel valued and cared for by the company, which deepens emotional connections and enhances trust levels (Siregar, 2024).

## 2.6 Customer Loyalty

Customer loyalty is the commitment of customers to continue subscribing or making repeat purchases consistently in the future, despite situational influences and marketing efforts that might cause behavioral changes (Putri & Rahayu, 2023). **Loyalty can manifest as a strong commitment to a brand, store, or supplier based on a highly positive attitude, reflected in consistent repeat purchases (Madhuri, 2020).** Customers voluntarily decide to stay loyal to a particular brand over a long period (Priansa & Cahyani, 2015; Sangadji & Sopiah, 2013). **Therefore, customer loyalty is defined as the commitment of customers to remain subscribed or consistently make repeat purchases in the future, even when situational influences and marketing efforts could affect their behavior. This loyalty is based on a positive attitude towards the brand, store, or supplier, reflected in voluntary, repeated actions over a long period.**

## 2.7 Relationship Quality and Attitudinal Loyalty

Relationship quality refers to how customers evaluate the strength of their relationship with service providers (Crosby et al., 1990). It involves customers' perception and desire to maintain the relationship through satisfaction, trust, and commitment. This concept also includes measuring relationship quality, handling conflicts, and ensuring long-term continuity. Ultimately, relationship quality aims to meet customers' expectations, goals, and desires.

Previous research by Jin et al. (2013) found that relationship quality positively affects customer attitudinal loyalty. Attitudinal loyalty is the positive feelings and emotional attachment customers have toward a company. This includes customers' perceptions, beliefs, and attitudes towards the company or brand. Customers with high attitudinal loyalty tend to have very positive views or perceptions of the company (Sinulingga et al., 2023) and desire to maintain long-term relationships, even if there are better alternatives in the market. Dirnaeni et al. (2021) found that good relationships between companies and customers positively affect customer satisfaction and improve the company's perception in the eyes of consumers. Puspitasari & Kustiawan (2023) also found that relationship quality mediates the relationship between customer experience and loyalty and retention.

## 2.8 Relationship Quality and Behavioral Loyalty

**Relationship quality refers to customers' perception and desire to maintain their relationship with a company, ensuring their expectations and goals are met (Putri & Rahayu, 2023).** This encompasses satisfaction, trust, and commitment, which are crucial for the long-term sustainability of the relationship (Safitri & Elistia, 2023). Lages et al. (2005) describe relationship quality as measuring the relationship between an organization and its customers. Kumar et al. (1995) note that it includes conflict resolution, trust, commitment, and future continuity.

Previous research by Jin et al. (2013) found that relationship quality positively affects customer behavioral loyalty. Behavioral loyalty refers to the tangible actions customers take, such as consistent repeat purchases, recommending to others (word of mouth), or continuously using products/services (loyalty). Agnetasia (2012) found that relationship

quality significantly impacts customer loyalty for Rosalia Indah bus services, as seen in the intent to repurchase. Similarly, Woro & Naili (2013) demonstrated that customers satisfied with PO Efisiensi services tend to seek long-term relationships through repeated use of its transport services. More recently, Wahyuningsih & Setiawan (2020) showed that relationship quality positively affects customer loyalty and even mediates the relationship between marketing efforts and customer loyalty.

## 2.9 Attitudinal Loyalty and Behavioral Loyalty

Previous research by Jin et al. (2013) found that attitudinal loyalty significantly affects behavioral loyalty. Attitudinal loyalty positively impacts behavioral loyalty because customers' positive feelings, beliefs, and attitudes toward a brand or company motivate them to consistently support it (Sondakh, 2015). When customers are satisfied, trust the company, and emotionally commit, they are likelier to make repeat purchases and recommend the brand to others (Arifi, 2016). This trust and emotional attachment ensure that customers remain loyal even when competitors offer alternatives, increasing retention and active participation in brand-related activities (Felix & Rembulan, 2023). High attitudinal loyalty is reflected in consistent and beneficial customer behavior, leading to long-term repeat purchases (Maulyan et al., 2022).

## 3. METHODOLOGY

### 3.1 Measurement

This study employs a quantitative approach. According to Hair et al. (2017), quantitative research is a method based on concrete or positivistic data from a specific sample or population. The data is in numerical form and is measured using statistical tools to draw conclusions related to the researched problem. The research covers all of Indonesia, targeting citizens familiar with RDM Tour Buses. Primary data, obtained directly from first-hand sources, is collected through questionnaires. These questionnaires are completed by Indonesians using RDM Tour Buses for travel, with responses measured on a 5-point Likert scale. A 5-point Likert scale, including options such as strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). All variable measurement items, such as aesthetics, escapism, service excellence, customer ROI, relationship quality, behavioral loyalty, and attitudinal loyalty, are derived from Jin et al. (2013).

### 3.2 Sampling and Data Collection

The population for this study includes Indonesians familiar with tour buses, with specific quantities and characteristics defined by the researchers (Hair et al., 2017). The sample is a representative subset of this population, consisting of Indonesians who use RDM Tour Buses for travel. This ensures the sample accurately reflects the population's characteristics (Hair et al., 2017). To calculate the sample size, the researchers used Hair et al.'s (2017) method, which depends on the number of parameters in the study. With 25 indicators, the sample size is:

Minimum Sample = [(Number of Indicators x 5)] = [(25 x 5)] = 125 samples

Maximum Sample = [(Number of Indicators x 10)] = [(25 x 10)] = 250 samples

Therefore, the sample size for this study was rounded up to 300 respondents.

This study uses non-probability sampling, selecting sample units based on specific characteristics set by the researcher (Hair et al., 2017). The method applied is purposive sampling. According to Hair et al. (2017), purposive sampling involves selecting samples

with particular considerations, useful for targeting specific criteria relevant to the research. The criteria for this study are defined by the following filter questions:

- Have you ever used bus services for tourism?
- Are you familiar with RDM Tour Buses?
- How many times have you traveled using RDM Tour Buses?

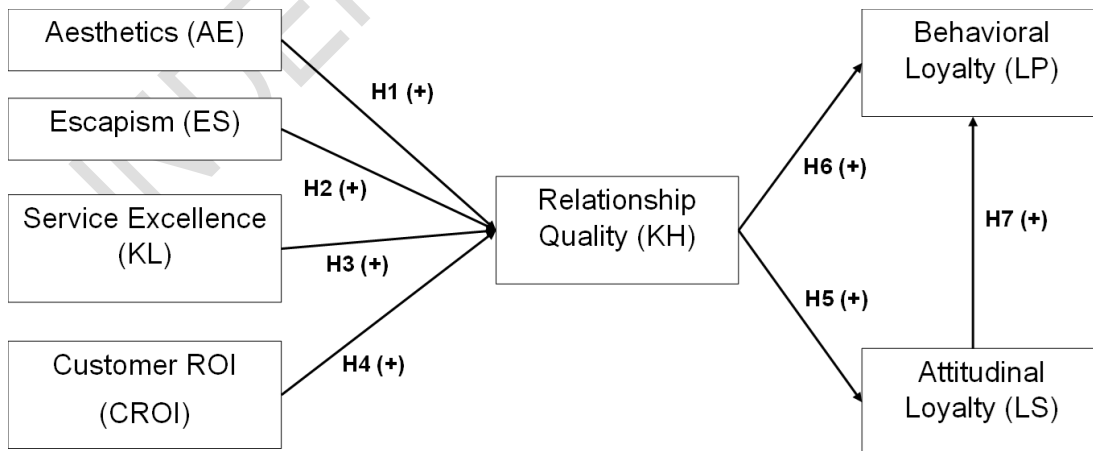
This study collects data through an online questionnaire survey via Google Forms. This method is chosen for its ability to generalize data and measure relationships between variables in different contexts. The online questionnaires are distributed through social media platforms like Instagram, WhatsApp, and Line, ensuring broad reach and accessibility.

### 3.3 Data Analysis Techniques

A pilot test was conducted with a sample of 50 respondents to evaluate the questionnaire's validity and reliability. This testing utilized IBM SPSS Statistics software. The pilot test results indicate that respondents' answers are valid and aligned with the study (Al Hakim et al., 2021). Additionally, all indicators consistently measure the research variables (Babin & Zikmund, 2016).

This research's data analysis method involves descriptive and inferential statistical analysis using Structural Equation Modeling (SEM). Descriptive analysis uses statistical techniques to explain and summarize data, making it easy to understand (Hair et al., 2017). This study involves analyzing respondent profiles and questionnaire data to transform raw data into clear, concise information such as gender, age, occupation, etc. Meanwhile, the descriptive analysis of research variables provides an overview based on respondents' answers to the questionnaire. This analysis identifies trends in responses for all research variables, helping to understand overall tendencies and patterns.

This study uses Structural Equation Modeling (SEM) with Smart-PLS (Partial Least Squares) version 3.0 for data analysis. SEM is a robust method for estimating, representing, and testing theoretical models, providing comprehensive analysis through optimal least square fit calculations and inter-construct relationship analysis (Ramlall, 2016; Hair, Hult, et al., 2021). It is effective for non-normally distributed data and includes moderation testing to understand variable interactions. The analysis involves both measurement (Outer Model) and structural (Inner Model) models (Hair et al., 2017). The research hypotheses, summarized in the adopted research model from Jin et al. (2013), are presented in Figure 1.



**Fig. 1. Framework Model**

*The research framework is adopted by Jin et al., (2013).*

Based on Figure 1, this study posits four hypotheses as follows:

Hypothesis 1 (H1): Experiential value in terms of aesthetics positively influences relationship quality.

Hypothesis 2 (H2): The experiential value of escapism positively influences relationship quality.

Hypothesis 3 (H3): The value of service excellence experience positively affects relationship quality.

Hypothesis 4 (H4): The value of customer ROI experience positively affects relationship quality.

Hypothesis 5 (H5): Relationship quality positively affects behavioral loyalty.

Hypothesis 6 (H6): Relationship quality positively affects attitudinal loyalty.

Hypothesis 7 (H7): Attitudinal loyalty positively affects behavioral loyalty.

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Profile

The analysis of respondent profiles is based on characteristics obtained from the questionnaire distribution, covering aspects such as gender, age, educational level, occupation, monthly income, and the frequency of purchasing Charles & Keith products. The results of the respondent profile analysis are presented in the following table (Table 1).

**Table 1. Respondents' Profile**

<b>Category</b>	<b>Frequency</b>	<b>%</b>
<b>Gender</b>		
Male	139	46.3
Female	161	53.7
<b>Age</b>		
< 20 years	151	50.3
21- 30 years	147	49.0
31- 40 years	2	0.7
<b>Region</b>		
Banten	8	2.7
DI Yogyakarta	50	16.7
DKI Jakarta	39	13.0
West Java	61	20.3
East Java	15	5.0
Kalimantan	14	4.7
Nusa Tenggara	14	4.7
Sulawesi	11	3.7
Sumatra	86	28.7
Others	2	0.7
<b>Occupation</b>		
Student	189	63.0
Private Sector Employee	70	23.3
Civil Servant/Military/Police	41	13.7
<b>Salary per Month</b>		
Less than 5 Million	235	78.3
5 - 10 Million	56	18.7
More than 10 Million	9	3.0
<b>Education</b>		
Diploma (D1-D4)	35	11.7

Master's Degree (S2)	3	1.0
Bachelor's Degree (S1)	62	20.7
High School/Vocational School or Equivalent	153	51.0
Junior High School	47	15.7
<b>Frequency of Travel Using RDM Tour Buses</b>		
1-3 times	114	38.0
4-7 times	178	59.3
7-10 times	8	2.7
<b>Respondent Activity Purpose</b>		
Family Event	6	2.0
Gathering	14	4.7
Lampung Tour	13	4.3
Study Tour	255	85.0
Religious Tour	12	4.0

Source: Primary data (2024)

Based on Table 1, it can be determined that the majority of respondents who use RDM Bus Tour are female (53.7%) and under 20 years old (50.3%), with a significant portion coming from Sumatra (28.7%). Most respondents are students (63.0%) with a high school education or equivalent (51.0%) and an income of less than 5 million rupiahs (78.3%). They generally travel with RDM travel for 4-7 times a year (59.3%), mainly for study tours (85.0%).

#### 4.2 Measurement Model Evaluation (Outer Model)

The outer model represents the correlation between an indicator and its latent variable. Specifically, it correlates the variable with each of its indicators (Hair, Hult, et al., 2021). The objective is to ensure valid and reliable research, which necessitates the use of valid and reliable research instruments. The outer model is evaluated using tests for convergent validity, discriminant validity, and composite reliability.

First, convergent validity is assessed using loading factor (outer loading) values and AVE (Average Variance Extracted) values. High outer loading values indicate strong similarity among indicators within a construct. This test is valid if the outer loading exceeds 0.7. However, Hair et al. (2017) state that a loading factor above 0.50 is acceptable, as it explains over 50% of the variance. Therefore, an indicator is valid if its loading factor is positive and greater than 0.7, and the AVE value is above 0.5 (Hair et al., 2021). The loading factor signifies the weight of each indicator/item, with higher values indicating stronger (dominant) measures of the variable.

Next, Reliability in PLS is assessed using Cronbach's alpha and composite reliability. Composite reliability measures the true reliability of a construct. Data with composite reliability or Cronbach's alpha values greater than 0.7 is considered highly reliable (Hair et al., 2021; Sekaran & Bougie, 2018). The results of convergent validity and reliability measurements are summarized as follows (Table 2).

**Table 2. Convergent Validity and Data Reliability**

Variable	Item	Loadings	CA	CR	AVE
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<b>Aesthetics</b>	AE1	0.849	0.855	0.902	0.697
	AE2	0.835			
	AE3	0.831			
	AE4	0.822			
<b>Escapism</b>	ES1	0.887	0.856	0.912	0.776
	ES2	0.897			
	ES3	0.859			
<b>Service Excellence</b>	KL1	0.834	0.788	0.876	0.702
	KL2	0.842			
	KL3	0.838			
<b>Customer ROI</b>	CROI1	0.855	0.815	0.934	0.703
	CROI2	0.835			
	CROI3	0.840			
	CROI4	0.829			
	CROI5	0.835			
	CROI6	0.834			
<b>Relationship Quality</b>	KH1	0.818	0.788	0.876	0.681
	KH2	0.838			
	KH3	0.791			
	KH4	0.834			
	KH5	0.844			
<b>Attitudinal Loyalty</b>	LS1	0.867	0.709	0.873	0.774
	LS2	0.892			
<b>Behavioral Loyalty</b>	LP1	0.888	0.727	0.880	0.786
	LP2	0.885			

Source: Primary data (2024)

Based on Table 2, each indicator has a loading factor above 0.7 and an AVE value exceeding 0.5, confirming their validity in measuring latent variables. The composite reliability and Cronbach's Alpha for all variables are greater than 0.7, demonstrating high reliability. Therefore, the measurement model is considered valid in terms of convergent validity and reliable. Furthermore, subsequent analysis can be conducted by evaluating the goodness of fit model through the inner model assessment.

Second, discriminant validity assesses a model's validity through cross loading values and Fornell-Larcker criteria, which measure the correlation strength between constructs and their indicators, as well as indicators from other constructs. According to Sekaran & Bougie (2018), discriminant validity is evaluated by ensuring that the cross loading value for each construct is greater than that of other constructs, ideally exceeding 0.70. Meanwhile, the Fornell-Larcker criteria involve comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations between the constructs within the model. Good discriminant validity is indicated when the AVE's square root is higher than the correlations with other constructs. The Fornell-Larcker estimation results are observed in the following table (Table 3).

**Table 3. Discriminant Validity: Fornell-Larcker**

Variable	ES	AE	KL	KH	LP	LS	CROI
<b>ES</b>	<b>0.881</b>						
<b>AE</b>	0.671	<b>0.835</b>					
<b>KL</b>	0.704	0.794	<b>0.838</b>				
<b>KH</b>	0.817	0.792	0.822	<b>0.825</b>			

<b>LP</b>	0.804	0.703	0.758	0.757	0.886		
<b>LS</b>	0.701	0.798	0.753	0.758	0.683	<b>0.880</b>	
<b>CROI</b>	0.638	0.696	0.777	0.754	0.699	0.699	<b>0.838</b>

Source: Primary data (2024)

\*Notes: Escapism (ES), Aesthetics (AE), Service Excellence (KL), Relationship Quality (KH), Attitudinal Loyalty (LS), Behavioral Loyalty (LP), Customer ROI (CROI).

Table 3 shows that the Fornell-Larcker criterion is met. It is clear because the square root of the Average Variance Extracted (SQRT AVE) for each variable on the diagonal is greater than the values below it. For example, for the LS variable, the value of 0.880 exceeds the 0.699 value beneath it. Thus, based on the Fornell-Larcker test, all variables exhibit good discriminant validity.

Subsequently, the Cross-Loading test was conducted by evaluating whether each construct's value for the same construct should be greater than that for others. The table below presents the results of the Cross-Loading estimation (Table 4).

**Table 4. Discriminant Validity: Cross-Loading**

Item	ES	AE	KL	KH	LP	LS	CROI
<b>AE1</b>	0.585	<b>0.849</b>	0.674	0.675	0.615	0.672	0.580
<b>AE2</b>	0.593	<b>0.835</b>	0.704	0.695	0.594	0.614	0.627
<b>AE3</b>	0.579	<b>0.831</b>	0.688	0.652	0.623	0.606	0.593
<b>AE4</b>	0.475	<b>0.822</b>	0.580	0.619	0.512	0.782	0.518
<b>CROI1</b>	0.533	0.579	0.651	0.655	0.572	0.590	<b>0.855</b>
<b>CROI2</b>	0.549	0.588	0.613	0.643	0.578	0.589	<b>0.835</b>
<b>CROI3</b>	0.529	0.580	0.630	0.601	0.612	0.589	<b>0.840</b>
<b>CROI4</b>	0.540	0.624	0.716	0.650	0.606	0.581	<b>0.829</b>
<b>CROI5</b>	0.512	0.572	0.653	0.628	0.568	0.599	<b>0.835</b>
<b>CROI6</b>	0.547	0.555	0.643	0.613	0.583	0.567	<b>0.834</b>
<b>ES1</b>	<b>0.887</b>	0.641	0.659	0.739	0.591	0.764	0.576
<b>ES2</b>	<b>0.897</b>	0.559	0.607	0.707	0.739	0.518	0.538
<b>ES3</b>	<b>0.859</b>	0.570	0.592	0.712	0.798	0.566	0.571
<b>KH1</b>	0.693	0.664	0.673	<b>0.818</b>	0.644	0.642	0.610
<b>KH2</b>	0.658	0.650	0.683	<b>0.838</b>	0.596	0.626	0.679
<b>KH3</b>	0.645	0.626	0.687	<b>0.791</b>	0.631	0.587	0.602
<b>KH4</b>	0.699	0.649	0.665	<b>0.834</b>	0.638	0.608	0.581
<b>KH5</b>	0.674	0.679	0.683	<b>0.844</b>	0.614	0.662	0.640
<b>KL1</b>	0.607	0.677	<b>0.834</b>	0.678	0.612	0.659	0.671
<b>KL2</b>	0.595	0.645	<b>0.842</b>	0.674	0.669	0.621	0.628
<b>KL3</b>	0.569	0.674	<b>0.838</b>	0.713	0.627	0.615	0.653
<b>LP1</b>	0.710	0.642	0.716	0.676	<b>0.888</b>	0.608	0.652
<b>LP2</b>	0.715	0.604	0.628	0.666	<b>0.885</b>	0.603	0.587
<b>LS1</b>	0.510	0.730	0.592	0.648	0.555	<b>0.867</b>	0.562
<b>LS2</b>	0.715	0.678	0.728	0.685	0.643	<b>0.892</b>	0.663

Source: Primary data (2024)

\*Notes: Escapism (ES), Aesthetics (AE), Service Excellence (KL), Relationship Quality (KH), Attitudinal Loyalty (LS), Behavioral Loyalty (LP), Customer ROI (CROI).

Table 4 shows that each item's cross loading value is greater than 0.70. Additionally, each item shows the highest value when connected to its latent variable compared to other latent variables. This indicates that each variable in the study has accurately explained its latent variable, proving the discriminant validity of all items.

### 4.3 Structural Model Evaluation (Inner Model)

After testing the outer model, the next step involves evaluating the inner model. The inner or structural model is assessed to determine the relationships between constructs, the significance values, and the R-square of the research model. This evaluation helps ensure the overall validity and reliability of the research model.

The inner model testing was conducted to evaluate the structural model. First, the determination and Predictive Relevance coefficients were tested by examining the R-square and Q-square of the dependent latent variables. The coefficient of determination analysis measures how well a model explains the variation in the dependent variable (Ghozali, 2017). It illustrates the relationship between independent and dependent variables. A value between 0 and 1 is desirable, with low values indicating limited explanatory power and values close to 1 showing that independent variables effectively explain and predict the dependent variable's variation.

Meanwhile, predictive relevance is a test used to show how well observational values are produced, utilizing the blindfolding procedure and examining the Q-square value. A Q-square value greater than 0 indicates good observational values, whereas a Q-square value less than 0 indicates poor observational values. Q-square predictive relevance for structural models measures the accuracy of observational values generated by the model and its parameter estimates. The results of R-square and Q-square test are shown in the following table (Table 5).

**Table 5. R-Square dan Q-Square**

Variable	R-Square	R-Square Adjusted	Q-Square (=1-SSE/SSO)
Relationship Quality	0.819	0.816	0.551
Behavioral Loyalty	0.601	0.598	0.465
Attitudinal Loyalty	0.574	0.573	0.439

Souce: Primary data (2024)

Table 5 reveals that the R-Square and Q-Square values are well-explained. The R-Squared value for Attitudinal Loyalty is 0.574, indicating that 57.4% of the variation can be explained by its independent variables, while 42.6% is due to other factors not included in the study. Additionally, a Q-Square value greater than zero signifies good predictive relevance (Hair et al., 2021). These results confirm that the R-Square value meets the criteria and demonstrates predictive relevance.

Next, the effect size ( $F^2$ ) test is conducted to assess the model's goodness. The  $F^2$  testing evaluates the strength of the influence of each explanatory variable on the dependent variable within the structural model. According to Hair et al. (2017), the interpretation of f-square values is as follows: 0.02 indicates a weak effect, 0.15 indicates a moderate effect, and 0.35 indicates a strong effect at the structural level. The effect size ( $F^2$ ) test results are presented in the following table (Table 6).

**Table 6. Effect size**

Relationship		$F^2$	Description	Effect
AE → KH	H1	0.194	$0.15 < F^2 < 0.35$	Moderate
ES → KH	H2	0.393	$F^2 > 0.35$	Strong
KL → KH	H3	0.183	$0.15 < F^2 < 0.35$	Moderate
CROI → KH	H4	0.158	$0.15 < F^2 < 0.35$	Moderate
KH → LS	H5	1.349	$F^2 > 0.35$	Strong
KH → LP	H6	0.338	$F^2 > 0.35$	Strong
LS → LP	H7	0.070	$0.02 < F^2 < 0.15$	Weak

Souce: Primary data (2024)

\*Notes: Escapism (ES), Aesthetics (AE), Service Excellence (KL), Relationship Quality (KH), Attitudinal Loyalty (LS), Behavioral Loyalty (LP), Customer ROI (CROI).

Table 6 reveals the model's goodness-of-fit test results based on  $F^2$  values, indicating one weak relationship, three moderate relationships, and three strong influences. Consequently, the model is deemed fit according to the  $F^2$  test results, despite the absence of any influences categorized as strong. This demonstrates that the constructed model is robust and reliable.

Finally, hypothesis testing was conducted to explain the relationships between exogenous and endogenous variables in the study. Hypotheses are tested directly if the T-statistic value exceeds 1.960 and the p-value is below 0.05 (significance level = 5%). Detailed results of the hypothesis testing are provided in Table 7.

**Table 7. Effect size**

Relationship		Original samples ( $\beta$ )	T Statistik (  O/STDEV  )	P values	Conclusion
AE → KH	H1	0.226	3.545	0.000	Supported
ES → KH	H2	0.394	4.000	0.000	Supported
KL → KH	H3	0.244	3.666	0.000	Supported
CROI → KH	H4	0.157	2.370	0.018	Supported
KH → LS	H5	0.758	12.348	0.000	Supported
KH → LP	H6	0.563	5.799	0.000	Supported
LS → LP	H7	0.257	2.899	0.004	Supported

Source: Primary data (2024)

\*Notes: Escapism (ES), Aesthetics (AE), Service Excellence (KL), Relationship Quality (KH), Attitudinal Loyalty (LS), Behavioral Loyalty (LP), Customer ROI (CROI).

Table 7 displays the results of the path coefficient test, which includes hypothesis testing and their directions. The original sample table shows that all hypotheses have positive relationships, as indicated by the positive  $\beta$  values. Furthermore, the hypothesis tests demonstrate that all hypotheses meet the criteria and are accepted. The subsequent section provides a more detailed explanation of the hypothesis testing results:

#### **4.3.1 Influence of Aesthetics on Relationship Quality**

The first hypothesis test reveals a coefficient value of 0.226, a p-value of 0.000 (less than 0.05), and a t-statistic of 3.545 (greater than 1.960). These findings indicate that aesthetics significantly and positively influence relationship quality, supporting the hypothesis that "Aesthetics Positively and Significantly Influence Relationship Quality."

In the context of a bus company, aesthetics play a critical role in enhancing passenger experience and improving the company's image. Effective aesthetics positively impact the quality of the relationship between the bus company and its customers. This is corroborated by Kholili (2007), who found that aesthetics in tourist buses attract customers and affect the quality of relationships between customers and service providers. Appealing bus designs, both exterior and interior, improve the company's image and create a favorable first impression. Passengers are more comfortable and satisfied when using clean, modern, and well-designed bus services. This is consistent with Angraini (2018), who found that public transport passengers prefer fleets that are clean, fast, and easy to use. Similarly, Ramadhani (2020) discovered that passengers prefer public transportation with good physical facilities, enhancing customer comfort and positively affecting the relationship between the bus company and its passengers.

Additionally, aesthetics can reflect the company's attention to detail, thereby building customer trust and loyalty. An aesthetically pleasing environment provides a more enjoyable travel experience, encouraging customers to repeatedly use the company's services and

recommend them to others. Puspasari & Santosa (2013) support this finding, showing that physical facilities, price, and service quality positively impact customer satisfaction, leading to strong relationships between the bus company and its passengers. Thus, applying aesthetics properly not only enhances the bus's appearance but also strengthens long-term customer relationships.

#### **4.3.2 Influence of Escapism on Relationship Quality**

The second hypothesis test reveals a coefficient value of 0.394, a p-value of 0.000 (less than 0.05), and a t-statistic of 4.000 (greater than 1.960). These results demonstrate that escapism significantly and positively influences relationship quality, thus confirming the hypothesis that "*Escapism Positively and Significantly Influences Relationship Quality.*"

Escapism plays a vital role in enhancing the quality of relationships between a bus company and its customers by providing experiences that allow passengers to momentarily escape their daily routines (Hapsari, 2024; Jin et al., 2013). Comfortable bus journeys, captivating scenery, and enjoyable atmospheres contribute to passenger relaxation and freedom. Tourism buses that offer comfort, entertainment, and memorable experiences create valuable positive moments. This leads to greater customer satisfaction, happiness, and emotional connection with the service provided (Aji, 2021). Providing a memorable escapism experience can enhance customer loyalty and strengthen long-term relationships, as passengers perceive the journey as a memorable experience rather than mere transportation (Pramana & Sukresna, 2016).

#### **4.3.3 Influence of Service Excellence on Relationship Quality**

The third hypothesis test reveals a coefficient value of 0.244, a p-value of 0.000 (less than 0.05), and a t-statistic of 3.666 (greater than 1.960). These results indicate that service excellence significantly and positively influences relationship quality, confirming the hypothesis that "*Service Excellence Positively and Significantly Influences Relationship Quality.*"

Superior services, such as punctuality, comfort, staff friendliness, and comprehensive, modern facilities, significantly enhance passenger satisfaction. When customers feel that their needs are well accommodated through responsive and professional services, they tend to be more satisfied and trust the company's quality. This finding is supported by Depi & Subkhan (2019), who discovered that superior service elements like responsiveness, empathy, friendliness, and punctuality significantly impact customer satisfaction, which in turn influences the quality of the relationship between service providers and users.

Services that exceed customer expectations also create positive experiences, enhancing trust and loyalty (Gultom et al., 2020). Long-term relationships are formed as customers feel valued and cared for (Atsatalada & Mudiantono, 2012). By providing excellent service, tourist bus companies can build a positive image and establish strong bonds with customers, ultimately increasing retention and word-of-mouth recommendations.

#### **4.3.4 Influence of Customer ROI on Relationship Quality**

The fourth hypothesis test reveals a coefficient value of 0.157, a p-value of 0.018 (less than 0.05), and a t-statistic of 2.370 (greater than 1.960). These findings demonstrate that customer ROI significantly and positively influences relationship quality, confirming the hypothesis that "*Customer ROI Positively and Significantly Influences Relationship Quality.*"

In the context of a bus company, customer ROI (Return on Investment) refers to the perceived value or benefits customers receive relative to the costs they incur for the service. When customers feel that the price they pay matches or exceeds the value they receive—such as comfort, safety, and an enjoyable travel experience—their relationship with the company becomes more positive. Conversely, if customers perceive that the price does not

correspond to the quality of facilities, they are likely to feel dissatisfied and refrain from using the service again (Hasanah & Iriani, 2024). High customer ROI enhances satisfaction because customers perceive that they receive valuable experiences at a reasonable price (Haq, 2017). This fosters trust and loyalty towards the company as customers feel they are receiving good value (Pramudita, 2013). Over time, satisfied customers are more likely to continue using the company's services and recommend them to others, thereby strengthening long-term relationships and enhancing the company's reputation in the tourism market.

#### **4.3.5 Influence of Relationship Quality on Attitudinal Loyalty**

The fifth hypothesis test reveals a coefficient value of 0.758, a p-value of 0.000 (less than 0.05), and a t-statistic of 12.348 (greater than 1.960). These findings indicate that relationship quality significantly and positively influences attitudinal loyalty, thus confirming the hypothesis that *"Relationship Quality Positively and Significantly Influences Attitudinal Loyalty."*

A strong relationship between a bus company and its customers directly impacts customers' attitudinal loyalty. When a company consistently delivers excellent service, attends to customers' needs, and provides satisfying experiences, customers feel valued and prioritized. This positive relationship fosters trust and satisfaction, leading to attitudinal loyalty, where customers develop an emotional commitment to the company. Putri & Rahayu (2023) support this finding, demonstrating that a good relationship between customers and companies enhances loyalty. Loyal customers are more likely to continue using the service and recommend it to others, even when faced with competitor offers (Priansa & Cahyani, 2015). Attitudinal loyalty is essential for business sustainability, as loyal customers tend to overlook minor mistakes and focus on the long-term relationship they have established (Sangadji & Sopiah, 2013).

#### **4.3.6 Influence of Relationship Quality on Behavioral Loyalty**

The sixth hypothesis test reveals a coefficient value of 0.563, a p-value of 0.000 (less than 0.05), and a t-statistic of 5.799 (greater than 1.960). These findings demonstrate that relationship quality significantly and positively influences behavioral loyalty, confirming the hypothesis that *"Relationship Quality Positively and Significantly Influences Behavioral Loyalty."*

A strong relationship with customers positively affects behavioral loyalty in a bus company. Pramana & Sukresna (2016) support this finding, showing that the quality of service impacts customer loyalty. When customers experience a strong relationship, characterized by open communication, satisfying service, and attention to their needs, they are more likely to repeatedly use the service (Rangkuti, 2017). Behavioral loyalty is reflected in customers consistently choosing the same bus company whenever they need transportation (Hamzah, 2017). Furthermore, customers who are emotionally attached to the company are more likely to recommend the service to others, acting as brand ambassadors and helping to expand market share (Widodo, 2021). With a high-quality relationship, customers are not only satisfied but also consistent in their actions, demonstrating real commitment to the company over the long term. This behavioral loyalty forms a strong foundation for the company's growth and sustainability.

#### **4.3.7 Influence of Attitudinal Loyalty on Behavioral Loyalty**

The seventh hypothesis test reveals a coefficient value of 0.257, a p-value of 0.004 (less than 0.05), and a t-statistic of 2.899 (greater than 1.960). These findings demonstrate that attitudinal loyalty significantly and positively influences behavioral loyalty, confirming the

hypothesis that *"Attitudinal Loyalty Positively and Significantly Influences Behavioral Loyalty."*

Attitudinal loyalty positively impacts behavioral loyalty in a bus company because customers' positive attitudes towards the company drive consistent use of its services (Hwang et al., 2015). Attitudinal loyalty forms when customers have strong feelings of trust, satisfaction, and emotional attachment to the company (Sondakh, 2015). These feelings influence customer behavior, leading them to repeatedly choose the same bus service despite the availability of competitors. A loyal attitude also makes customers more likely to recommend the service to others and remain with the company in the long term (Semuel & Wibisono, 2019). In other words, strong attitudinal loyalty translates into real behavioral loyalty, where customers actively support the company through repeat purchases, recommendations, and loyalty despite market changes. This behavioral loyalty forms the foundation of sustainable business growth.

## **5. CONCLUSION**

This study aims to investigate the influence of aesthetics, escapism, service excellence, and customer ROI on behavioral and attitudinal loyalty, with relationship quality serving as an intervening variable on RDM Tour Buses in Indonesia. The research results show that all hypotheses are accepted. This research highlights the impacts of relationship quality on attitudinal loyalty which conclude that Relationship quality is crucial for service providers, as it impacts the company's lifecycle through strong customer relationships. It is shaped by trust, satisfaction, and commitment, which influence customer attitudes. Building these dimensions ensures positive customer engagement and loyalty. It is align with Jin et al. (2013) which found that relationship quality positively influences customer attitudinal loyalty, encompassing customers' positive feelings and emotional attachment to the company. This loyalty reflects customers' perceptions, beliefs, and attitudes toward the company or brand.

The research results provide benefits both theoretically and practically. Theoretically, this study aims to identify the factors influencing customer loyalty in transportation services. It is expected to serve as a reference, particularly in understanding experiential value, relationship quality, and customer loyalty. Additionally, this research can be used as a literature foundation for future studies to advance theoretical knowledge related to these variables. From a managerial perspective, this research can assist management practitioners in policy-making, particularly regarding experiential value, to maintain the quality of relationships between companies and customers. Additionally, it offers practical benefits for policymakers by contributing to the development of customer loyalty, especially in the context of land transportation for tourist buses.

This research aids companies or organizations in better understanding factors that influence customer loyalty, enabling more effective marketing strategies. Implementing policies to enhance customer service and build strong relationships is crucial, as these aspects significantly impact loyalty. Tourist bus services should maintain current customer value and positive experiences related to aesthetics, escapism, service excellence, and customer ROI. Additionally, improving app features for bus bookings, fostering innovation, offering attractive promotions, and refining service systems are essential to boost customer satisfaction and retain them from switching to competitors.

This study has several areas for improvement in future research. The sample size of 300 respondents may not comprehensively represent the broader population. Moreover, this study only considered aesthetics, escapism, service excellence, and customer ROI as independent variables, with relationship quality as the intervening variable. Other variables could potentially enhance customer loyalty in tourist bus transportation. Additionally, data

collection relied solely on questionnaires, which may not fully capture respondents' true conditions. The absence of interviews limits the validity of the conclusions drawn, which might otherwise be more robust with qualitative data.

Future research should expand on this study by utilizing a larger sample size, beyond the scope of 300 respondents. Additionally, future studies could introduce other variables to provide more detailed, extensive, and specific results. Reassessing the factors influencing customer loyalty with different indicators is also essential for a more accurate and comprehensive understanding. Lastly, enhancing service management is crucial for reaching a broader market and increasing customer satisfaction, which in turn will positively impact customer loyalty.

#### **Disclaimer (Artificial intelligence)**

Author(s) hereby declare that this is a original paper that written by author. AI technologies is used to correct the citation writing.

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## APPENDIX

The measurement items used in the questionnaire were adapted from Jin et al. (2013) (Table 8).

**Table 8. Item Scale of the Measurement**

<b>Variables</b>	<b>Item</b>	<b>Scale</b>
Aesthetics	AE1	I find the interior design of the RDM tourist bus aesthetically appealing.
	AE2	The atmosphere inside the RDM bus is extraordinary.
	AE3	Using the RDM bus is very entertaining.
	AE4	The enthusiasm I feel while on the RDM bus makes me more excited.
Escapism	ES1	I feel that using the RDM bus is like being on an exclusive bus.
	ES2	The RDM bus helps me escape reality (boredom) and enjoy myself.
	ES3	The atmosphere on the RDM bus prioritizes passenger well-being by engaging passengers, making me forget about other buses.
Service excellence	KL1	I feel that the services provided by the RDM bus are consistent and reliable.
	KL2	The employees on the RDM bus are friendly and always willing to help their customers.
	KL3	The service on the RDM bus offers special treatment and added value to its customers.
Customer ROI	CROI1	I find using the RDM bus helps me manage my time more efficiently.
	CROI2	The facilities on the RDM bus make my life easier.
	CROI3	The departure times of the RDM bus are punctual.
	CROI4	The RDM bus service is valuable.
	CROI5	The RDM bus offers excellent prices and service, making it worth trying.
	CROI6	The prices offered by the RDM bus are affordable and reasonable.
Relationship Quality	KH1	I am pleased with my decision to use the RDM bus service.
	KH2	Overall, I am satisfied with the RDM bus service.
	KH3	Using the RDM bus service is a wise choice, and I will remember all the positive experiences it provided.
	KH4	I find the service quality on the RDM bus consistently high.
	KH5	The entertainment provided on the RDM bus meets my needs and expectations.
Attitudinal Loyalty	LS1	I have a very good relationship with the RDM bus, and it holds personal significance for me.
	LS2	I will continue to favor the RDM bus service even if there are alternative bus services available.

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Behavioral	LP1	I am eager to use the RDM bus service again in the future.
Loyalty	LP2	I intend to continue using the RDM bus service.

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UNDER PEER REVIEW