

Research Article

The Influence of Customer Interface Quality (CIQ) on Consumer Satisfaction and its Impact on Consumer Loyalty

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Abstract: In today's increasingly competitive retail environment, Customer Interface Quality (CIQ) plays a vital role in shaping consumer satisfaction and fostering loyalty. This study focuses on the retail setting of Basmalah Store in Pamekasan Regency, aiming to investigate the influence of CIQ on consumer satisfaction and its subsequent impact on consumer loyalty. The research addresses the problem of how digital and physical interface elements affect consumer perceptions and behavior in retail service encounters. The objective is to identify whether enhancing CIQ can significantly improve customer satisfaction and lead to stronger loyalty. A quantitative research design was employed using a survey method, targeting a sample of 100 consumers selected through purposive sampling. Data were collected from individuals who had shopping experiences at Basmalah Store during a defined period. The analysis reveals that CIQ has a significant positive effect on consumer satisfaction, which in turn significantly contributes to consumer loyalty. The synthesis of findings suggests that improving customer interface elements—such as ease of use, responsiveness, and visual appeal—can foster higher levels of satisfaction, encouraging consumers to remain loyal to the brand. This study concludes that retail businesses should strategically invest in optimizing customer interface features to strengthen customer relationships and sustain long-term business performance.

Keywords: Customer Interface Quality (CIQ); Consumer Satisfaction; Consumer Loyalty; Retail Service; Basmalah Store; Customer Experience; Quantitative Research; Service Quality

1. Introduction

The retail sector remains one of the most dynamic and competitive industries in the global economy, driven by rapid technological advancement and evolving consumer expectations. At the core of this transformation is Customer Interface Quality (CIQ), a multidimensional construct that refers to the quality of interactions between consumers and retail platforms—both physical and digital. As retail operations shift toward omnichannel strategies, ensuring high CIQ becomes critical to achieving superior customer satisfaction and sustaining consumer loyalty [1],[2].

Previous research has employed various methodological approaches to examine the effects of CIQ on consumer behavior. Quantitative methods using survey-based models are most prevalent [3],[4], [5], focusing on measurable aspects of service quality, interface usability, and consumer response. While such methods provide robust statistical insights, they often generalize findings across broader populations, limiting context-specific conclusions. On the other hand, qualitative approaches offer rich contextual understanding but lack generalizability. There remains a methodological gap in integrating context-specific case studies using quantitative analysis within localized markets—especially in rural and semi-urban areas.

This research addresses the gap by analyzing the impact of CIQ on customer satisfaction and its subsequent effect on consumer loyalty in a localized retail context—Basmalah

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Store in Pamekasan Regency. Despite its moderate business scale, Basmalah Store exhibits consistent service quality and a stable customer base, making it a compelling subject for investigating customer experience strategies in non-metropolitan retail environments.

The core research problem centers on how different elements of CIQ—such as interface responsiveness, service accessibility, transaction convenience, and information availability—affect satisfaction and ultimately influence loyalty. To address this, the study proposes a quantitative approach involving 100 purposively sampled customers to evaluate the causal relationships between CIQ, satisfaction, and loyalty.

The contribution of this research is threefold: (1) providing empirical evidence from a local retail setting in Indonesia, where such studies are still limited; (2) validating the structural linkage between CIQ and loyalty mediated by satisfaction; and (3) offering strategic insights for retail managers to improve customer retention through interface quality optimization.

The remainder of this paper is structured as follows: Section 2 presents the literature review and hypotheses development; Section 3 describes the methodology and data analysis techniques; Section 4 discusses the results and interpretation; Section 5 outlines theoretical and managerial implications; and Section 6 concludes the study with limitations and directions for future research.

2. Literature Review

2.1 Customer Interface Quality (CIQ)

Customer Interface Quality (CIQ) is an important concept in the field of service management that focuses on the quality of interaction between customers and companies through various communication channels and services. CIQ includes various elements including service quality, ease of access to information, speed of response, and convenience in transactions. According to [6], customer interface quality includes all customer contact points with the company, both direct and indirect, which shape customer perceptions of the company. CIQ can also be measured through several aspects, such as the level of satisfaction with staff service, the quality of information systems, and the reliability and efficiency of the transaction process [7].

In the retail context, the quality of customer interfaces greatly influences consumer satisfaction, as quality interactions can create a positive shopping experience for customers. Conversely, poor interaction quality can decrease customer satisfaction and reduce customer loyalty to the company [8].

2.2 Customer Satisfaction

Consumer satisfaction is the level of a person's feelings after comparing perceived performance with their expectations [9]. According to [10], consumer satisfaction is achieved when customer expectations of a product or service can be met or even exceeded. In the retail sector, consumer satisfaction is influenced by various factors, such as product quality, service quality, and the overall shopping experience. High consumer satisfaction will result in better retention rates and can increase customer loyalty.

In the context of this research, consumer satisfaction is measured based on customer perceptions of the quality of service provided by Basmalah Store, which includes various aspects of service quality and interactions that occur during shopping.

2.3 Customer Loyalty

Consumer loyalty is an attitude that shows the tendency of customers to continue to choose the same product or service in the long term, even though there are other better or cheaper alternatives. According to [11], consumer loyalty is not only related to repeat purchasing actions, but also includes a positive attitude towards the brand or company. Research shows that consumer loyalty can increase if the company succeeds in providing satisfactory service and maintaining good customer interface quality [12].

Consumer loyalty is also influenced by consumer satisfaction, where consumers who are satisfied with the company's services tend to have higher loyalty. In this study, consumer

loyalty will be measured based on the frequency of repeat purchases and the level of customer desire to recommend Toko Basmalah to others.

2.4 Relationship between Customer Interface Quality (CIQ) and Customer Satisfaction

According to the Service Quality theory, good service quality can increase customer satisfaction. In the context of this study, CIQ is closely related to customer satisfaction. The quality of interaction between customers and companies, both through direct and indirect services, affects how customers assess their shopping experience [13]. Thus, the higher the perceived CIQ, the more likely customers are to feel satisfied. Therefore, the first hypothesis developed is:

H1: There is a positive influence between Customer Interface Quality (CIQ) and consumer satisfaction at Basmalah Store.

2.5 Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction theory suggests that customers who are satisfied with a product or service tend to have higher loyalty to the company [14]. In this study, consumer satisfaction is expected to influence their loyalty to Basmalah Store. Consumers who are satisfied with their shopping experience tend to make repeat purchases and recommend the store to others. Therefore, the second hypothesis proposed is:

H2: There is a positive influence between consumer satisfaction and consumer loyalty at Basmalah Store.

2.6 The Role of Customer Interface Quality (CIQ) in Enhancing Customer Loyalty

In addition to the direct relationship between satisfaction and loyalty, CIQ can also act as a factor that increases consumer loyalty. By providing adequate interaction and meeting consumer expectations, CIQ can strengthen the relationship between satisfaction and loyalty. This is in accordance with research conducted by [15], which found that high service quality can strengthen consumer loyalty through higher satisfaction. Based on this, the third hypothesis developed is:

H3: There is an indirect influence between Customer Interface Quality (CIQ) and consumer loyalty through consumer satisfaction at Basmalah Store.

3. Metode

3.1 Types of research

This study uses a quantitative approach with descriptive and causal research types [16],[17], [18], [19], [20], [21], [22], [23]. Descriptive research aims to describe and analyze the influence of Customer Interface Quality (CIQ) on consumer satisfaction and consumer loyalty at Basmalah Store, Pamekasan Regency. Causal research is conducted to see the cause and effect relationship between existing variables.

3.2 Research Instruments

The instrument used in this study was a questionnaire compiled based on the variables that had been identified. The questionnaire consisted of closed questions that measured Customer Interface Quality (CIQ), consumer satisfaction, and consumer loyalty. Measurements were made using a 5-point Likert scale that measures the level of respondent agreement with the statements submitted, ranging from strongly disagree (1) to strongly agree (5).

3.3 Data Sources and Research Locations

The data used in this study are primary data obtained directly from respondents who shop at the Basmalah Store. The study was conducted in Pamekasan Regency, precisely at the Basmalah Store which is one of the large retail stores in the area. The study was conducted for 2 months, starting from 1-29 January 2024.

3.4 Population and Sampling Techniques

The population in this study were all consumers who shopped at Basmalah Store. Based on data from the management, the number of consumers who shop at Basmalah Store per day is around 200 people. Sampling used purposive sampling technique, with the respondent criteria being consumers who have shopped at least 2 times at Basmalah Store. The number of samples taken in this study was 100 consumers, which is considered representative to represent the population with a confidence level of 95% and a margin of error of 10%.

3.5 Data Analysis Techniques

The data obtained from the questionnaire will be analyzed using Structural Equation Modeling (SEM) with AMOS software. SEM technique is used to test the causal relationship between CIQ, consumer satisfaction, and consumer loyalty. Before conducting SEM analysis, validity and reliability tests are conducted to ensure the quality of the collected data.

3.6 Operational Definition of Variables

The following is an operational definition of each variable used in this study:

Table 1. Operational Definition of Variables

Variables	Operational Definition
Customer Interface Quality (CIQ)	CIQ refers to the quality of interaction between consumers and companies, both in the form of direct service (customer service) and indirect (information systems, ease of transaction access). Measured by 5 indicators: service, response speed, ease of transaction, shopping convenience, and system reliability.[24]
Customer Satisfaction	Consumer satisfaction is the consumer's perception after comparing the shopping experience with their expectations. Measured by 5 indicators: service quality, product quality, ease of transaction, store comfort, and overall shopping experience.[25]
Consumer Loyalty	Consumer loyalty is the level of consumer attachment to Basmalah Store and their tendency to make repeat purchases. Measured by 4 indicators: frequency of repeat purchases, brand preference, recommendations to others, and emotional attachment to the store.[26]

4. Results and Discussion

4.1 Respondent Characteristics

In this study, data were obtained from 100 consumers of Basmalah Store in Pamekasan Regency who were respondents in this study. The following are the demographic characteristics of the respondents described in the following table:

Table 2. Respondent Characteristics

Characteristics	Frequency (n)	Percentage (%)
Gender		
Man	40	40%
Woman	60	60%
Age		
18 – 25 years	25	25%
26 – 35 years	40	40%

36 – 45 years	20	20%
46 – 55 years	10	10%
56 years and above	5	5%
Education		
High School/Vocational School	40	40%
Diploma (D3)	30	30%
Bachelor’s Degree (S1)	20	20%
Master’s Degree (S2)	10	10%
Shopping Frequency		
1 – 3 times/month	60	60%
4 – 6 times/month	30	30%
More than 6 times/month	10	10%

Source: Data Processed (2024)

Table 1 shows the distribution of demographic characteristics of respondents who participated in this study. The majority of respondents were female (60%), with the largest age group being in the range of 26 to 35 years (40%). Most respondents had a high school/vocational high school education (40%), and most of them made purchases at Basmalah Store 1 to 3 times a month (60%).

4.2 Data Analysis Results

The results of data analysis using Structural Equation Modeling (SEM) with AMOS software show that the proposed model has a good fit, with the Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA) values within the recommended limits.

The following are the results of the analysis of the relationship between variables:

- **The Influence of Customer Interface Quality (CIQ) on Consumer Satisfaction:**
The results of the analysis show that Customer Interface Quality (CIQ) has a significant positive effect on consumer satisfaction. The path coefficient between CIQ and consumer satisfaction is 0.68 with a p value <0.01, which indicates that the better the quality of the customer interface, the higher the level of satisfaction felt by consumers.
- **The Influence of Consumer Satisfaction on Consumer Loyalty:**
Customer satisfaction also proven to have a significant positive influence on consumer loyalty. The path coefficient between consumer satisfaction and consumer loyalty is 0.74 with a p value < 0.01, which means that consumers who are satisfied with their shopping experience tend to have a higher level of loyalty to Basmalah Store.
- **The Influence of Customer Interface Quality (CIQ) on Consumer Loyalty through Consumer Satisfaction:**
Furthermore, the analysis also shows that Customer Interface Quality (CIQ) has an indirect effect on consumer loyalty through consumer satisfaction. The indirect path coefficient between CIQ and consumer loyalty is 0.51 with a p value <0.05. This indicates that better CIQ can increase consumer loyalty through increased consumer satisfaction.

Table 3. SEM Path Test Results

Connection	Path Coefficient	p-value
CIQ → Consumer Satisfaction	0.68	< 0.01
Consumer Satisfaction → Consumer Loyalty	0.74	< 0.01
CIQ → Consumer Loyalty (direct)	0.35	0.02
CIQ → Consumer Loyalty (indirect)	0.51	< 0.05

Source: Data Processed (2024)

Table 2 shows the results of the path test that describes the relationship between Customer Interface Quality (CIQ), customer satisfaction, and customer loyalty. The significant path coefficients indicate that CIQ plays an important role in increasing customer satisfaction and their loyalty.

These results strengthen the hypothesis proposed in this study, which states that good quality customer interactions can increase consumer satisfaction, which in turn will contribute to increased consumer loyalty.

4.3 The Influence of Customer Interface Quality (CIQ) on Consumer Satisfaction

The results of the study indicate that Customer Interface Quality (CIQ) has a significant positive effect on customer satisfaction at the Basmalah Store. This result is in line with previous research conducted by [27], which revealed that good service quality and interaction between the company and customers greatly affect the level of customer satisfaction. The quality of this interaction includes various aspects, such as fast and friendly customer service, ease of transactions, and the reliability of the system used by the company.

This study also supports the findings of [28], which states that good Customer Interface Quality (CIQ) contributes to increased customer satisfaction in various sectors, including the retail sector. This happens because consumers feel valued and facilitated in the shopping process, which creates a positive experience during the transaction. The difference found in this study is that the focus on service quality at the Basmalah Store directly affects consumer perceptions of the company, while previous studies have focused more on the physical and indirect aspects of CIQ, such as the reliability of the website or automated service system.

4.4 The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction has been proven to have a significant positive influence on consumer loyalty at Basmalah Store. This result is in line with the theory put forward by [14], [29], which states that satisfied consumers tend to be more loyal to the company. This study supports the findings produced by [30], which show that high satisfaction can strengthen consumers' emotional ties to the brand, which in turn increases their likelihood of repurchasing products from that brand.

However, in this study, the relationship between customer satisfaction and customer loyalty showed stronger results compared to the study by [11], which stated that customer loyalty was more influenced by external factors such as price and product offerings than satisfaction itself. This can be explained by the context of the study conducted at Basmalah Store, where good service quality, as part of CIQ, plays a greater role in shaping customer satisfaction and loyalty.

4.5 The Influence of Customer Interface Quality (CIQ) on Consumer Loyalty through Consumer Satisfaction

This study also found that Customer Interface Quality (CIQ) has an indirect effect on consumer loyalty through consumer satisfaction. This finding is in accordance with research by [31], which states that high customer interface quality can strengthen consumer loyalty through increased satisfaction. In the context of Toko Basmalah, positive customer interactions, both through direct service and easy transaction systems, strengthen satisfaction which ultimately increases consumer loyalty.

However, there is a difference with the study by [32], which did not find a significant relationship between CIQ and consumer loyalty through satisfaction. This difference may be due to differences in the research context, where [33] studied companies with more limited or online-based customer interactions, while this study was conducted in a physical store with more intense direct interactions.

5. Differences with Previous Research

This study has several significant differences compared to previous studies. One of them is the focus on Customer Interface Quality (CIQ) in the context of physical stores in Pamekasan Regency, while previous studies have examined more aspects of CIQ in the context of large companies or digital platforms [34]. In addition, this study highlights the influence of CIQ on consumer loyalty through consumer satisfaction, which is not widely studied in the existing literature, especially in the context of traditional retail.

Another difference lies in the measurement of CIQ, which in this study emphasizes more on direct service and transaction quality perceived by consumers in physical stores. Unlike the study by [35], which focuses more on the reliability dimension of information and communication systems used by companies, this study integrates various physical and non-physical aspects in a more holistic CIQ measurement.

6. Conclusions

This study has examined the influence of Customer Interface Quality (CIQ) on consumer satisfaction and its subsequent impact on consumer loyalty at Basmalah Store in Pamekasan Regency. The findings confirm that CIQ significantly affects consumer satisfaction, and this satisfaction positively influences consumer loyalty. Moreover, CIQ also exerts an indirect effect on loyalty through satisfaction, highlighting the mediating role of consumer satisfaction in the relationship between interface quality and long-term customer engagement. These results support the hypothesis that improved customer interaction—whether through direct service, transaction ease, or responsiveness—plays a critical role in enhancing customer experiences and fostering loyalty.

The synthesis of these findings reinforces the theoretical argument that interface quality is not only a functional aspect of service delivery but a strategic factor in building emotional connections with customers. This research contributes to the expanding literature on service quality in the retail context, particularly by offering evidence from a non-metropolitan retail environment, which remains underexplored in current studies. The implications are significant for retail managers, especially in similar store settings, as it emphasizes the need to continuously invest in customer experience strategies to retain loyal consumers.

However, several limitations are acknowledged, including the narrow research scope limited to one store, a relatively small sample size of 100 respondents, and a reliance on self-reported survey data which may introduce subjective bias. Future research should consider expanding the sample population, incorporating longitudinal designs, and including additional variables such as pricing, product quality, or emotional factors. Comparative studies between physical and online CIQ could also yield deeper insights, especially in the digital transformation era of retail.

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