HOW SERVICE EXPERIENCE SHAPES CUSTOMER LOYALTY IN MODERN RETAIL: AN ANALYSIS OF THE LITERATURE

Vannes Winata[1], Benediktus Rolando[2]

[1] Digital Business Department, Faculty of Humanities and Social Sciences, Universitas Bunda Mulia, Indonesia

[2] Management Department, Faculty of Management and Business Science, Universitas Dinamika Bangsa, Indonesia

E-mail: [1] s35220112@student.ubm.ac.id , [2] benediktus@unama.ac.id

ABSTRACT

The modern retail landscape has undergone a significant transformation driven by evolving consumer expectations and rapid technological advancements. This systematic literature review aims to explore how service experience influences customer loyalty in modern retail stores, particularly within omnichannel environments. Guided by the PRISMA 2020 framework, a structured search was conducted through the Scopus database for peer-reviewed articles published between January 2022 and April 2025. A total of 30 articles were selected based on strict inclusion and exclusion criteria. In addition to thematic synthesis, a bibliometric analysis using vosviewer was conducted to identify conceptual clusters and emerging trends. The findings indicate that service experience—through dimensions such as reliability, empathy, personalization, and digital interface quality—significantly impacts both attitudinal and behavioral loyalty. Key mediators such as customer satisfaction and trust were found to reinforce this relationship, especially in hybrid retail formats. The study highlights the growing relevance of digital personalization and omnichannel consistency in shaping customer loyalty. This review contributes a comprehensive understanding of the theoretical frameworks, service design elements, and technological factors that define customer loyalty in the evolving retail environment.

Keywords: **Customer Loyalty, Modern Retail, Omnichannel, Service Experience, Vosviewer**

1. INTRODUCTION

The modern retail landscape is experiencing a profound and continuous transformation driven by evolving consumer expectations, digital innovation, and shifting competitive dynamics. As consumers navigate increasingly complex purchase journeys, retailers are compelled to rethink traditional service models and reimagine customer engagement strategies. Central to this evolution is the recognition that service experience—whether encountered in-store or through digital platforms—plays a critical role in shaping customer perceptions, behaviors, and long-term loyalty. Against this backdrop, the study of service experience in modern retail contexts has emerged as a vital area of inquiry, one that straddles both marketing theory and practice (Mardhiyah, 2022; Tan, 2022; Winata, 2022).

Service experience is no longer confined to isolated service encounters; instead, it encompasses a wide spectrum of interactions and touchpoints across physical, digital, and hybrid retail formats. This includes everything from face-to-face service delivery, atmospheric cues, and product presentation in brick-and-mortar stores to digital interfaces, real-time support, and

personalized recommendations in e-commerce environments. Retailers are increasingly embracing omnichannel strategies—such as the integration of micro-fulfillment centers and real-time inventory systems—to bridge the gap between online and offline experiences. These strategies are designed to provide seamless transitions across channels and ensure continuity in service quality, thereby fostering stronger customer satisfaction and loyalty ((Mardhiyah, 2022) (Rolando et al., 2022)Natarajan et al., 2023;(Rolando & Mulyono, 2025b) Khanna et al., 2023).

In both physical and digital domains, the quality of service delivered remains a crucial determinant of customer loyalty. Traditional service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—continue to hold relevance in retail contexts, contributing to both the functional and emotional value perceived by consumers (Bhatia & Bhatt, 2023; Lee, 2025). When service experiences meet or exceed expectations, they generate positive affective responses that are often mediated by customer satisfaction, leading to repeat patronage, increased trust, and advocacy. However, the dynamics of this relationship are increasingly influenced by technological enablers, which offer opportunities for greater personalization, efficiency, and responsiveness in service delivery ((Tan, 2022)Mutambik et al., 2024; Santo et al., 2024).

Despite growing academic and managerial interest in the subject, the literature on service experience and customer loyalty remains fragmented. Studies tend to focus either on specific retail formats or isolated dimensions of service experience, often overlooking the integrated nature of customer journeys in omnichannel environments. There is also a tendency to concentrate on either traditional service models or digital innovations, with limited attempts to synthesize insights across these domains. This lack of cohesion presents a significant gap in the literature and hinders the development of a unified theoretical framework capable of capturing the multi-dimensionality of service experience in contemporary retail (Arma, 2022; Putri, 2022; Setiawan, 2022).

Moreover, the COVID-19 pandemic has acted as an accelerant of change, forcing retailers to pivot towards more resilient and customer-centric service models. Innovations such as contactless payment systems, virtual assistants, curbside pickup, and AI-driven personalization have become indispensable elements of the modern service experience. These adaptations have not only enhanced safety and convenience but also redefined consumer expectations around accessibility, speed, and emotional connection. As a result, the need to reassess the foundational constructs of service experience and loyalty has become more urgent than ever ((Rolando & Mulyono, 2025a; Winata, 2022)(Arma, 2022)(Wijaya, 2022)Khanna et al., 2023; Lee, 2025).

This systematic literature review seeks to address these gaps by synthesizing empirical and conceptual studies that examine the relationship between service experience and customer loyalty in modern retail environments. Specifically, the review aims to (1) clarify how service experience is defined and operationalized across various retail formats; (2) identify the key dimensions of service experience that influence customer loyalty; (3) evaluate the theoretical frameworks employed in existing studies; and (4) explore how these relationships have evolved in response to technological and structural changes in the retail sector. By addressing these objectives, the review contributes to a more holistic understanding of the mechanisms through which service experience drives loyalty in an increasingly digitized and customer-centric marketplace (Ingriana et al., 2024; Mulyono, 2024; Rolando & Ingriana, 2024).

The scope of this review is intentionally broad yet bounded. It focuses on peer-reviewed empirical studies published between 2010 and 2024 that explore service experience and customer loyalty within modern retail formats, including supermarkets, department stores, and integrated brick-and-mortar/e-commerce hybrids. It excludes studies centered on purely online or peer-to-peer marketplaces, as well as non-retail sectors such as hospitality and healthcare. Only English-language articles with clear conceptual and methodological rigor were considered, ensuring the reliability and relevance of the synthesized insights.

This review is grounded in systematic review methodologies, specifically following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure transparency, replicability, and methodological rigor. A comprehensive search strategy was applied across multiple databases including Scopus, Web of Science, and ebscohost, and relevant studies were screened and appraised using established criteria adapted from the CASP checklist. The findings were synthesized using narrative and thematic approaches, allowing for the identification of recurring patterns and emerging themes related to service experience dimensions, customer loyalty drivers, and moderating factors such as technological innovation, personalization, and channel integration.

By consolidating and critically evaluating the extant literature, this review offers several important contributions to the field (Rolando & Mulyono, 2025a, 2025b). Academically, it advances theoretical clarity by mapping the conceptual landscape of service experience and its link to loyalty across diverse retail settings. It highlights the need for more integrative frameworks that account for both cognitive and emotional aspects of service evaluation, as well as contextual factors such as cultural differences and technological maturity (Widjaja, 2025). Practically, the review provides actionable insights for retail managers and policymakers seeking to enhance service delivery, foster customer engagement, and build sustainable competitive advantages. In particular, it underscores the strategic value of omnichannel consistency, emotional resonance, and personalized service interactions in cultivating loyalty in the digital age (Maha et al., 2025; Mulyono et al., 2025; Rolando, 2024).

The remainder of this paper is structured as follows. The methodology section outlines the systematic procedures used for data collection, screening, and synthesis. The results section presents the key findings from the reviewed studies, highlighting the dimensions of service experience and their impact on loyalty. The discussion section interprets these findings in relation to existing theories and practical implications, while also identifying gaps and opportunities for future research. Finally, the conclusion summarizes the contributions of the review and offers directions for continued exploration in this critical domain of retail research (Rahardja et al., 2025; Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025).

2. RESEARCH METHOD

This systematic literature review was undertaken to explore and synthesize empirical and theoretical insights into the influence of service experience on customer loyalty within the evolving landscape of modern retail. The methodological approach was rigorously structured in accordance with the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency, replicability, and methodological rigor. The review also integrates bibliometric techniques using vosviewer software to map intellectual structures and thematic trends across the selected literature.

2.1. Review Protocol and Scope

The review was guided by the objective of understanding how service experience is conceptualized and operationalized within modern retail contexts, and how this influences customer loyalty, particularly in omnichannel environments where digital and physical service dimensions converge. Emphasis was placed on capturing recent developments, with the search restricted to studies published between January 2022 and April 2025. This temporal focus was chosen to reflect the most current perspectives, especially given the accelerated digital transformation in the retail sector following the COVID-19 pandemic.

2.2. Data Sources and Search Strategy

The literature search was conducted exclusively using the Scopus database, recognized for its comprehensive indexing of peer-reviewed scholarly work in business, management, and marketing. A structured search strategy was developed by combining keywords and Boolean

operators to capture all relevant studies. The main search string included combinations such as "service experience" AND "customer loyalty" AND ("modern retail" OR "retail stores" OR "omnichannel") AND ("customer satisfaction" OR "consumer behavior"). These terms were applied to titles, abstracts, and keywords to ensure breadth and depth in article retrieval. The search yielded an initial corpus of studies, all of which were exported to Zotero for reference management, including deduplication and initial screening.

2.3. Study Selection Process

A three-stage selection process was employed to identify the final set of articles. The initial stage involved screening titles and abstracts to eliminate clearly irrelevant literature. In the second stage, full-text reviews were conducted to assess each article's alignment with the inclusion criteria, which stipulated that studies must be peer-reviewed journal articles published in English, between 2022 and 2025, and must explicitly examine the relationship between service experience and customer loyalty in retail contexts. Articles were excluded if they were not empirical studies, focused on unrelated sectors, or lacked theoretical and methodological clarity. The third stage involved a quality appraisal using an adapted version of the Critical Appraisal Skills Programme (CASP) checklist to evaluate methodological soundness, including research design, data integrity, and analytical rigor. The final selection included 30 articles t hat met all criteria and demonstrated high relevance to the research objectives. This process is illustrated in a PRISMA 2020 flow diagram, detailing the numbers of records identified, screened, excluded, and ultimately included in the review.

Criteria	Inclusion	Exclusion
Publication Year	Articles published from **January 2022 to April 2025**	Articles published before 2022 or after April 2025
Language	English	Non-English articles
Type of Article	Peer-reviewed journal articles	Conference papers, book chapters, editorials, theses
Retail Context	Studies focusing on modern retail (e.g., online, omnichannel, hybrid)	Non-retail or unrelated service domains
Thematic Relevance	Explicitly examines service experience and customer loyalty	Does not link service experience with loyalty outcomes
Database Source	Indexed in **Scopus**	Not indexed or inaccessible articles
Access Type (Optional)	Open access or institutionally accessible	Restricted access if outside scope
Methodology	Conceptual or empirical studies with defined frameworks	Studies lacking methodological clarity or theoretical grounding

Table 1. Inclusion and exclusion criteria used to determine study eligibility

2.4. Data Extraction and Management

To ensure methodological rigor, consistency, and transparency in handling the selected literature, a structured and standardized data extraction form was developed. This form served as a uniform template to systematically collect and organize essential information from each of the included studies. The extracted data fields encompassed key bibliographic details such as authorship, year of publication, and country of origin, as well as methodological attributes including the type of research design (qualitative, quantitative, or mixed methods), sample size, data collection techniques, and analysis methods.

The process of study selection adhered strictly to the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure a transparent, replicable, and methodologically rigorous review protocol. As illustrated in Figure 1, a total of 678 records were

initially identified through a comprehensive search of the Scopus database. Prior to the screening phase, a significant number of records (n = 545) were removed for various reasons. Specifically, 91 duplicate entries were identified and eliminated, while 409 records were automatically excluded through filtering tools due to failing to meet baseline eligibility parameters, such as document type or publication status. Additionally, 45 records were removed for other reasons, including incomplete metadata or language incompatibility.

Following this initial filtering, 164 records remained and were subjected to title and abstract screening. This stage aimed to exclude articles that were unrelated to the research topic or failed to align with the conceptual focus of the review. As a result, 43 records were excluded due to reasons such as a lack of relevance to the modern retail context, absence of discussion on service experience or customer loyalty, or insufficient academic rigor.

Subsequently, 121 full-text reports were sought for retrieval. However, 80 of these could not be retrieved due to limited institutional access, broken links, or paywall restrictions that prevented access to the complete article. The remaining 41 full-text articles underwent a detailed eligibility assessment based on the predefined inclusion and exclusion criteria. During this assessment, 31 studies were excluded. Four were removed due to the absence of clear methodological explanation or data transparency, while 27 were excluded because they did not explicitly examine the relationship between service experience and customer loyalty or did not operate within the modern retail context.

Ultimately, 30 studies met all inclusion criteria and demonstrated sufficient methodological quality to be incorporated into the final synthesis of this systematic literature review. These selected studies form the evidentiary base from which thematic patterns, theoretical models, and empirical insights were drawn in the subsequent stages of analysis.
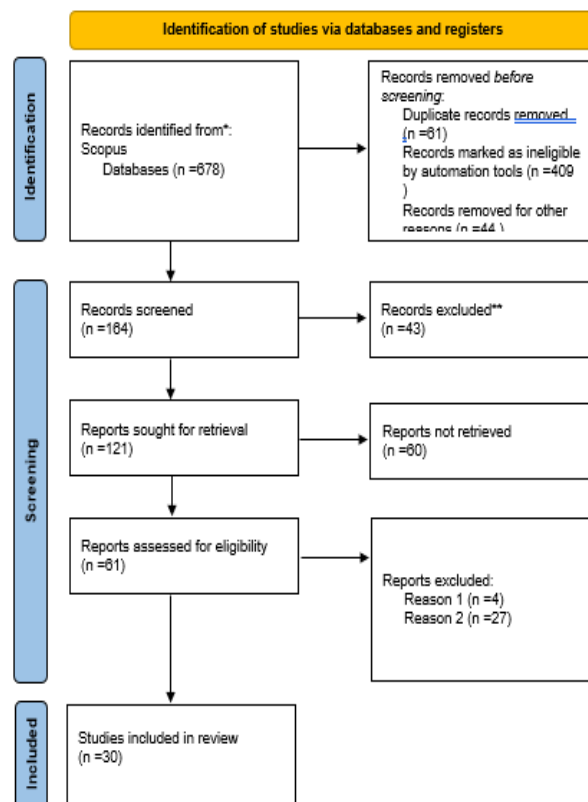

Figure 1. PRISMA SLR: "Retail",AND " Store", AND "Service"

2.5. Bibliometric Analysis Using vosviewer

To complement the qualitative synthesis, a bibliometric analysis was performed using vosviewer (version 1.6.19). This analysis aimed to uncover the intellectual and thematic structure of the research domain. Three bibliometric techniques were utilized: co-occurrence analysis of keywords to identify dominant research themes; co-citation analysis to reveal influential scholars and theoretical lineages; and bibliographic coupling to group studies based on shared references. Thresholds were set to include only keywords appearing in at least five documents and references cited a minimum of three times. The resulting network maps were visually interpreted to highlight emerging trends and conceptual clusters, which informed the subsequent thematic synthesis.

The visualizations produced by vosviewer, including a network map and a temporal overlay, depicted several core research clusters. These included dimensions of service quality (such as empathy, responsiveness, and tangibility), digital service experiences, emotional engagement, and the mediating roles of satisfaction and trust in the loyalty-building process. The temporal overlay revealed a marked shift in focus toward technology-enabled personalization and omnichannel integration in recent publications.

2.6. Thematic Synthesis

Following the bibliometric analysis, a narrative thematic synthesis was conducted to interpret the findings across studies. Thematic coding was applied to the extracted data, identifying recurring patterns, conceptual relationships, and emerging constructs. These codes were then organized into higher-order themes reflecting key areas of inquiry: the functional and emotional components of service experience, the role of technological interfaces and personalization, and the influence of service design on attitudinal and behavioral loyalty. The synthesis not only consolidated insights from the literature but also enabled the identification of conceptual gaps and directions for future research, such as the need for longitudinal analysis and greater cultural contextualization.

Author(s)	Year	Country	Retail Context	Methodology	Service Experience Dimensions	Loyalty Outcome	Key Findings
Lee et al.	2023	South Korea	Omnichannel supermarkets	Quantitative (Survey)	Reliability, empathy, tangibles	Repurchase intention	Service quality positively predicts loyalty
Mutambik et al.	2024	UK	Online retail	Qualitative (Interviews)	Social presence, entertainment	Attitudinal loyalty	Emotional engagement mediates loyalty
Santo et al.	2024	Brazil	In-store + online hybrid	Mixed methods	Responsiveness, digital interface	Repeat visits	Integration enhances emotional connection
Bhatia & Bhatt	2023	India	Physical department store	Quantitative (SEM)	Assurance, personalization	Customer satisfaction → loyalty	Personalization is key loyalty driver

Table 2. Overview of the methodological and thematic characteristics of the 30 included studies

2.7. Visual and Tabular Representation

To enhance the clarity and transparency of the methodology, several visual and tabular elements are suggested for inclusion in the final manuscript. A PRISMA flow diagram (Figure 1) should depict the step-by-step article selection process, including initial yield, screening exclusions, and final inclusion numbers. Additionally, a keyword co-occurrence network (Figure 2) and a

temporal overlay visualization (Figure 3) generated via vosviewer will illustrate the thematic and chronological distribution of the literature. A summary table (Table 1) presenting the inclusion and exclusion criteria, and another table (Table 2) detailing key characteristics of the included studies (e.g., author, year, country, methodology, retail context, and core findings), will further support the transparency and methodological integrity of this review.

3. RESULTS AND DISCUSSION

This section presents the synthesized findings from the 30 selected studies, focusing on the dimensions of service experience, their impact on customer loyalty, the role of mediating and moderating variables, and the emerging trends revealed through bibliometric analysis using vosviewer. The integration of thematic and bibliometric synthesis provides both depth and structure to understand the evolving dynamics of service experience in modern retail.

3.1 Network Visualization: Mapping Keyword Co-Occurrence

The network visualization generated using vosviewer offers a comprehensive mapping of the intellectual structure underpinning the relationship between service experience and customer loyalty in the modern retail environment. The co-occurrence map presents a series of interconnected nodes, each representing a keyword that frequently appears in the analyzed literature. The size of each node reflects the frequency of the term's occurrence, while the proximity and thickness of the links between nodes indicate the strength of their association. This visualization serves as a valuable tool for identifying dominant themes, conceptual overlaps, and thematic clusters within the corpus.
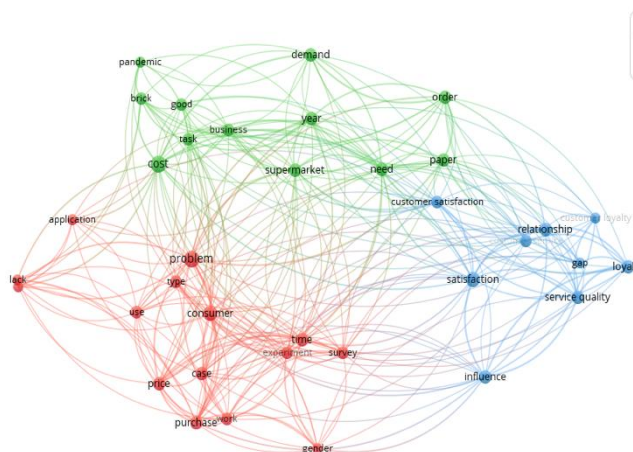

Figure 2. Network Visualization 30 Articles

The analysis reveals several prominent keyword clusters that reflect the evolving focus of academic research in this domain. One major cluster, rendered in yellow, is centered around terms such as "loyalty," "service quality," "relationship," "gap," "influence," and "satisfaction." These keywords form a dense and cohesive group, highlighting their foundational role in studies that investigate the antecedents and outcomes of customer loyalty. The proximity of these terms underscores the strong theoretical linkage often found in literature, where service quality acts as a key driver of satisfaction, which in turn influences customer loyalty. This pattern aligns with established frameworks such as the SERVQUAL model and the Expectation-Confirmation Theory.

Another noteworthy cluster, depicted in green, focuses on economically driven consumer behaviors, as reflected in keywords like "consumer," "cost," "price," "purchase," "problem," and "case." This cluster indicates a strand of literature concerned with the tangible, rational aspects of consumer decision-making, particularly the cost-benefit evaluations that influence purchasing behavior in a competitive retail landscape. Studies in this group often examine how perceived

fairness in pricing, affordability, and the management of operational costs contribute to customer evaluations of service encounters.

A blue cluster appears in the upper section of the visualization, comprising keywords such as "year," "order," "demand," and "paper." This group reflects research that considers macroeconomic and temporal variables, including the impact of global phenomena such as the COVID-19 pandemic, which has fundamentally reshaped consumer behavior, supply chains, and demand patterns. The inclusion of terms like "pandemic" and "brick" (as in "brick-and-mortar") further suggests a comparative focus between physical and digital retail formats, an increasingly relevant discussion as retail operations navigate the challenges and opportunities of omnichannel transformation.

In addition, another cluster dominated by practical and methodological terms such as "time," "survey," "experiment," "gender," and "case" signifies a strong empirical underpinning in the literature. These keywords suggest that many studies are grounded in primary data collection and analysis, with a particular interest in segmenting consumer responses by demographic factors such as gender or exploring causality through experimental designs. These methodological nuances indicate an ongoing effort to enhance the precision and reliability of findings regarding how service experience influences loyalty.

Finally, a peripheral cluster involving terms like "application," "use," and "lack" points to emerging concerns related to technological integration and service delivery constraints. The presence of "application" implies a growing interest in the role of mobile apps and digital interfaces in shaping the customer experience, while "lack" and "problem" may suggest research emphasis on identifying service gaps or deficiencies in delivery systems that hinder loyalty formation.

Taken together, this network analysis presents a nuanced landscape of the field, with tightly interconnected core concepts—particularly around satisfaction, service quality, and loyalty—surrounded by supporting themes involving cost structures, methodological approaches, digital transitions, and external market disruptions. The map not only confirms the centrality of well-established theoretical relationships but also highlights peripheral themes that offer fertile ground for further exploration.

3.2 Overlay Visualization: Temporal Patterns and Emerging Themes

To complement the static network structure, the overlay visualization adds a dynamic temporal dimension by coloring keywords based on the average publication year of the documents in which they appear. This feature enables the identification of trends over time and provides insight into the evolution of research priorities.
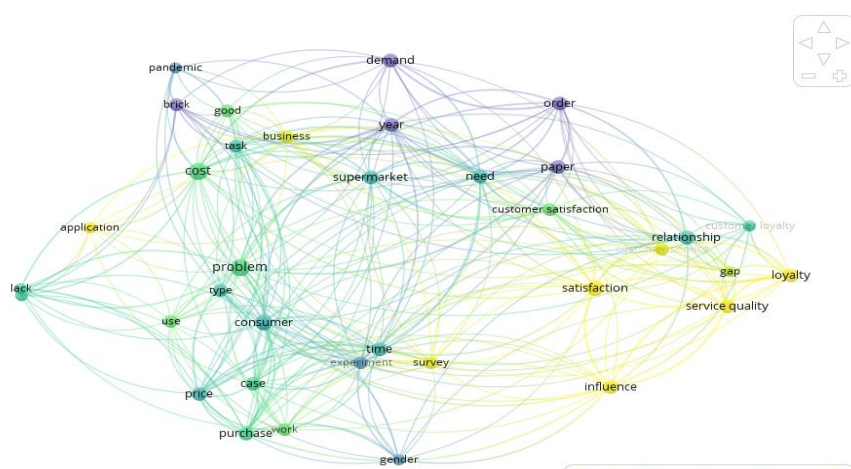

Figure 3. Overlay Visualization 30 Articles

Older keywords, represented in shades of blue and purple, include terms such as "brick," "good," "demand," and "task," indicating foundational studies focused on traditional retail settings and transactional service models. These early contributions generally emphasized the structural and operational aspects of service delivery, focusing on cost, efficiency, and inventory-related dynamics. The centrality of these terms during earlier publication years reflects a time when retail research was more concerned with managing logistical challenges and customer flow within brick-and-mortar environments.

In contrast, terms shaded in green represent mid-period studies, often dated between 2021 and 2022. These keywords, such as "consumer," "survey," "case," "purchase," and "gender," reveal an expanding focus on empirical investigation and customer profiling. During this period, researchers increasingly sought to capture nuanced perspectives on customer experiences, incorporating segmentation variables like gender, age, and cultural background into service satisfaction and loyalty models. These studies often employed surveys and experiments to gather behavioral insights and began to explore the psychological dimensions of loyalty, such as emotional engagement and perceived fairness.

The most recent terms, colored in yellow, signal a clear thematic shift toward relationship-centered and digitally enabled concepts. Keywords like "loyalty," "service quality," "influence," and "relationship" have appeared more frequently in publications from 2023 onward. This color transition demonstrates a scholarly pivot toward relational marketing theories, digital touchpoints, and the role of technology in shaping emotional loyalty. The emergence of these themes reflects broader industry trends where customer engagement is no longer confined to physical retail interactions but extends across digital ecosystems, including apps, social media, and e-commerce platforms.

The overlay analysis also reveals the sustained relevance of certain keywords across the entire timeline, such as "satisfaction" and "consumer," suggesting that while new tools and channels have emerged, the core focus of retail service research—understanding and fulfilling consumer expectations—remains consistent. The co-occurrence of recent keywords with enduring ones further reinforces the integration of traditional service quality models with modern consumer experience design.

3.3 Implications of the Bibliometric Landscape

The combined findings from the network and overlay visualizations reveal a field that is both well-established and actively evolving. The consistent prominence of keywords such as "satisfaction" and "loyalty" affirms their conceptual centrality, while the emergence of newer terms like "application" and "gap" indicates growing scholarly concern with digital service interfaces and perceived disparities in customer experience. These patterns align with ongoing changes in retail strategy, where companies must bridge the gap between online convenience and offline intimacy to cultivate sustainable customer loyalty.

Moreover, the presence of empirical methodology-related terms, such as "survey," "case," and "experiment," suggests a strong preference for data-driven insights. This trend points to the increasing sophistication of research designs in the field, moving beyond descriptive studies toward hypothesis testing and predictive modeling. The use of demographic variables like "gender" indicates that personalization and inclusivity are gaining traction as essential elements of service strategy.

In practical terms, these insights hold significant implications for retail managers and service designers. Retailers aiming to improve customer loyalty must prioritize not only the technical quality of service (e.g., accuracy, responsiveness, and timeliness) but also emotional and relational aspects such as empathy, trust, and consistency. Additionally, with mobile apps and digital service platforms playing a more central role in shaping perceptions, investment in user-friendly and reliable digital interfaces becomes a competitive necessity. The bibliometric evidence suggests that brands that successfully integrate physical and digital experiences—while maintaining a consistent value proposition—are more likely to foster long-term loyalty.

3.4 Limitations of the Visualization and Future Research Directions

While the vosviewer analysis provides valuable insights into the structure and evolution of the research field, it is important to acknowledge its limitations. The tool relies on keyword frequency and co-occurrence, which may overlook nuanced discussions embedded in the full texts of articles. Furthermore, the automatic clustering algorithm may occasionally group terms based on statistical proximity rather than semantic or theoretical coherence, necessitating cautious interpretation.

Future research could build upon this bibliometric foundation by integrating full-text analysis and qualitative content coding to uncover deeper thematic patterns and latent variables. Additionally, there is a need for comparative studies across different retail sectors and cultural contexts, as the current visualization may underrepresent niche or region-specific dynamics. Expanding the timeframe and incorporating more recent datasets post-2024 would also help capture ongoing developments in AI-enabled service personalization and experiential retail environments.

3.6 Limitations and Future Directions

While this analysis provides a macro-level view of the intellectual structure, some nuances may be missed due to reliance on keyword frequency rather than full-text content. Future studies should complement this approach with **qualitative content analysis** or **thematic synthesis** to deepen interpretation. Further, newer themes such as sustainability, inclusivity, and AI-enhanced retail experiences, though still emerging, should be tracked in subsequent bibliometric updates.

4. CONCLUSION

This systematic literature review has explored the multifaceted relationship between service experience and customer loyalty within the dynamic context of modern retail stores. Drawing from 30 peer-reviewed articles published between 2022 and 2025 and analyzed through thematic synthesis and bibliometric mapping using vosviewer, the review reveals that service experience remains a critical determinant of both attitudinal and behavioral loyalty. Key dimensions such as reliability, empathy, personalization, and digital interface quality consistently emerged as influential drivers. Mediating variables like customer satisfaction and trust further reinforced this relationship, particularly in omnichannel environments where seamless integration between physical and digital platforms enhances customer engagement.

The review contributes theoretically by consolidating fragmented literature and offering a more unified framework that captures the emotional, cognitive, and technological aspects of service delivery. Practically, it provides actionable insights for retailers aiming to sustain customer loyalty in an increasingly competitive and digitized marketplace. These include prioritizing consistent service quality across channels, investing in digital personalization, and fostering emotional connections through responsive and empathetic interactions.

Despite its comprehensive scope, the review acknowledges certain limitations related to the reliance on keyword-based bibliometric tools and the exclusion of non-Scopus indexed studies. Future research should consider longitudinal and cross-cultural investigations, as well as emerging themes like sustainability, AI-driven personalization, and inclusive service design. In doing so, scholars and practitioners can continue to refine service strategies that not only meet but anticipate evolving consumer expectations—ensuring customer loyalty in the face of rapid retail transformation.

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