

## **Exploring Customer Value, Trust, Satisfaction, and Loyalty: A Qualitative Study of Heavy Equipment Parts Customers**

**Yayang Ayu Nuraeni**

Politeknik Piksi Ganesha, Bandung, Indonesia

e-mail: [dyank.chilleey53@yahoo.com](mailto:dyank.chilleey53@yahoo.com)

### **Abstract**

This study aims to explore the role of customer value and trust in influencing customer satisfaction and loyalty at CV XYZ, a company engaged in the distribution of heavy equipment spare parts in Bandung, Indonesia. A qualitative descriptive approach was employed to gain an in-depth understanding of customers' experiences and perceptions regarding the products and services provided by the company. The research participants consisted of customers who had purchased heavy equipment spare parts within a specified period. Data were collected through in-depth interviews, field observations, and documentation studies and were analyzed using an interactive analysis technique involving data reduction, data display, and conclusion drawing. The findings reveal that customer value, reflected in product quality, service performance, and ease of product availability, contributes significantly to customer satisfaction and strengthens customer trust. The study also found that customer satisfaction alone does not necessarily lead to loyalty, as customers continue to consider factors such as price and competitive alternatives. Trust emerged as the most influential factor in fostering customer loyalty, encouraging repeat purchases and positive recommendations. The results suggest that customer loyalty is developed through a continuous process in which customer value creates satisfaction, satisfaction strengthens trust, and trust ultimately drives long-term loyalty. Therefore, companies should prioritize delivering superior customer value and maintaining trustworthy relationships to enhance customer retention and achieve sustainable competitive advantages.

**Keywords:** Customer Value, Customer Trust, Customer Satisfaction, Customer Loyalty, Heavy Equipment Spare Parts, Qualitative Research.

### **INTRODUCTION**

The rapid development of Indonesia's industrial sector has intensified competition across various industries, including the heavy equipment spare parts sector. As the number of companies offering similar products and services continues to grow, businesses are increasingly challenged to differentiate themselves and maintain long-term relationships with their customers. In such a competitive environment, companies can no longer rely solely on product availability or competitive pricing to secure customer retention. Instead, they must develop sustainable strategies that focus on creating superior value for customers and fostering strong trust in the company. Customer value and trust have become critical factors in determining whether customers remain loyal or choose to switch to competing providers. Therefore, understanding the determinants of customer loyalty is essential for companies seeking to achieve long-term success and maintain a competitive advantage in the marketplace (Rosmayati & Maulana, 2020).

In the heavy equipment industry, spare parts play a crucial role in ensuring the operational efficiency and reliability of machinery. Customers depend on the timely

availability of high-quality spare parts to minimize downtime and maintain productivity. As a result, purchasing decisions are influenced not only by price considerations but also by several other factors, including product quality, service quality, delivery reliability, technical support, and the warranties offered by suppliers. Customers tend to evaluate the overall value they receive from a company based on both functional and emotional dimensions. Functional value relates to the performance and reliability of products and services, while emotional value reflects customers' feelings, confidence, and positive experiences when interacting with the company. Consequently, organizations must understand how customers perceive these various dimensions of value and how such perceptions contribute to customer satisfaction and future purchasing behaviour (Rosmayati & Maulana, 2023).

CV XYZ is a company engaged in the distribution of heavy equipment spare parts in Bandung, Indonesia. As a participant in a highly competitive industry, the company faces significant challenges in maintaining customer loyalty and strengthening its market position. Preliminary observations indicate that although the company has established relationships with numerous customers, there are concerns regarding the extent to which the value provided by the company meets customer expectations. Several customers have expressed that the emotional value and performance value they receive are not yet fully satisfactory. These perceptions may influence their overall level of trust in the company and their willingness to continue purchasing products and services from CV XYZ. If such issues are not addressed effectively, the company may face difficulties in retaining customers and sustaining long-term business growth (Maulana, 2020).

This study aims to explore in depth the experiences and perceptions of customers regarding the value they receive from CV XYZ, their level of trust in the company, and the ways in which these factors influence customer satisfaction and loyalty. By examining customers' perspectives, the research seeks to provide a comprehensive understanding of the relationship between perceived value, trust, satisfaction, and loyalty within the context of the heavy equipment spare parts industry. The findings are expected to contribute both theoretically and practically by enriching the existing literature on customer relationship management and by providing useful insights for company management in designing strategies to enhance customer value, strengthen trust, improve customer satisfaction, and ultimately foster greater customer loyalty. Through these efforts, the company may be better positioned to compete effectively and achieve sustainable business performance in an increasingly dynamic market environment (Rosmayati & Maulana, 2024).

## **RESEARCH METHODS**

This study employs a qualitative approach using a descriptive method to obtain a deeper understanding of customers' experiences and perceptions regarding the services provided by the company (Sugiyono, 2021). The qualitative approach was selected because it enables the researcher to explore customer perspectives comprehensively and gain detailed insights into the factors influencing their trust, satisfaction, and loyalty toward the company. The research informants consist of customers of CV XYZ who have purchased heavy equipment spare parts within a specified period and are considered capable of providing relevant information related to the research objectives. Data were collected through in-depth interviews, direct field observations, and documentation studies to ensure the richness and credibility of the information obtained. In-depth interviews were conducted to capture customers' experiences, opinions, and perceptions regarding the value and services provided by the company, while observations were carried out to understand the actual conditions and interactions occurring in the business environment. Documentation studies were used to support and validate the information gathered from other data sources. The collected data were then analyzed using an interactive analysis technique consisting of three main stages: data reduction, data display,

and conclusion drawing. Through this process, the researcher systematically organized, interpreted, and synthesized the findings to generate meaningful conclusions regarding the relationship between customer value, trust, satisfaction, and loyalty at CV XYZ.

## **RESULTS AND DISCUSSION**

### **Customer Value as a Determinant of Satisfaction**

The findings of this study indicate that customer value plays a significant role in shaping customer satisfaction at CV XYZ. Based on the interviews conducted, customers perceive value not only in terms of the products they purchase but also through the overall experience they receive during the purchasing process. Product quality, service accuracy, and the ease of obtaining heavy equipment spare parts were consistently identified as the most important factors contributing to customer value. Customers expect the products they purchase to meet operational requirements and perform reliably, particularly because heavy equipment spare parts directly affect the productivity and efficiency of their business activities. When customers perceive that the benefits received are proportional to or exceed the costs incurred, they tend to develop positive evaluations of the company and experience higher levels of satisfaction (Maulana et al., 2021).

Furthermore, the study reveals that customers place considerable importance on the quality of service provided by the company. Most informants emphasized that responsive and professional service contributes significantly to their overall perception of value. Customers appreciate employees who are knowledgeable about products, able to provide accurate information, and willing to assist in identifying suitable spare parts for specific equipment needs. Such interactions create a positive purchasing experience and reduce the uncertainty often associated with sourcing technical products. As a result, customers feel more confident in their purchasing decisions and develop a stronger sense of satisfaction with the company's services. These findings suggest that service quality serves as a critical component of customer value and influences how customers evaluate their relationship with the company.

Another important aspect highlighted by the informants is the company's ability to provide quick and effective solutions when customers encounter problems or urgent requirements. In the heavy equipment industry, delays in obtaining spare parts can lead to equipment downtime, resulting in operational disruptions and financial losses. Therefore, customers highly value suppliers that can respond promptly to their requests and ensure the availability of required products. Several informants stated that they were particularly satisfied when the company demonstrated flexibility and commitment in addressing their needs, especially during urgent situations. The ability to deliver timely support not only enhances the perceived value of the company's offerings but also reinforces customers' confidence that the company understands and prioritizes their business requirements.

The findings further suggest that customer satisfaction emerges when customers experience a combination of functional and emotional benefits from their interactions with the company. Functional benefits are reflected in the quality, reliability, and availability of products, while emotional benefits arise from positive service experiences, trust in employees, and the feeling of being valued as customers. When these dimensions of value are successfully delivered, customers develop favorable perceptions of the company and express greater satisfaction with its products and services. Consequently, customer value can be considered a fundamental driver of satisfaction, as it influences how customers assess the overall quality of their relationship with the company. These results underscore the importance of continuously improving both product performance and service excellence to ensure that customer expectations are met and satisfaction levels remain high.

### **The Role of Trust in Customer Relationships**

The findings of this study demonstrate that trust is a crucial element in establishing and maintaining long-term relationships between customers and CV XYZ. Based on the interviews conducted, trust develops gradually through customers' experiences when interacting with the company over time. Customers do not immediately place their trust in a supplier; instead, trust is built through repeated transactions and consistent positive experiences. In the context of the heavy equipment spare parts industry, where customers depend on the reliability and performance of products to support their operational activities, trust becomes an essential factor influencing purchasing decisions. Customers tend to evaluate whether a company can consistently meet their expectations before developing confidence in the relationship. Therefore, trust serves as a foundation that strengthens the connection between the company and its customers (Maulana, 2022).

One of the primary factors contributing to customer trust is the consistency of product quality provided by the company. Informants emphasized that they expect the spare parts they purchase to perform according to specifications and maintain reliable quality standards over time. Consistency in delivering products that meet customer expectations reduces uncertainty and increases confidence in future transactions. Customers stated that when they repeatedly receive products of satisfactory quality, they become more comfortable relying on the company as a trusted supplier. This consistency not only reinforces the perception that the company is dependable but also encourages customers to continue conducting business with the organization. As a result, maintaining product quality is essential for preserving and strengthening customer trust.

Another significant factor influencing trust is the company's honesty and transparency in providing information to customers. Several informants indicated that they highly value clear and accurate communication regarding product specifications, availability, pricing, and delivery schedules. Customers appreciate companies that provide truthful information and avoid making unrealistic promises merely to secure sales. Honest communication helps customers make informed purchasing decisions and minimizes the risk of dissatisfaction arising from unmet expectations. Furthermore, customers perceive transparency as evidence of the company's integrity and professionalism. When customers believe that the company communicates openly and honestly, they are more likely to develop trust and feel secure in maintaining a long-term business relationship.

The study also found that a company's ability to fulfill its promises plays a vital role in building and sustaining customer trust. Informants revealed that they prefer to make repeat purchases from suppliers that have consistently demonstrated reliability in meeting commitments related to product quality, delivery times, and customer support. Positive experiences accumulated through successful transactions reinforce customers' confidence that the company can be depended upon in the future. Over time, this confidence evolves into a strong sense of trust, which becomes an important determinant of customer retention and loyalty. The findings suggest that trust is not merely the result of a single successful interaction but rather the outcome of continuous positive experiences that demonstrate the company's competence, integrity, and commitment to customer satisfaction. Consequently, companies seeking to strengthen customer relationships must prioritize consistency, honesty, and reliability in all aspects of their operations.

### **Customer Satisfaction and Loyalty**

The findings of this study indicate that customer satisfaction and customer loyalty are closely related but represent two distinct concepts within the customer relationship process. While customer satisfaction reflects customers' positive evaluations of the products and services they receive, loyalty refers to a deeper commitment to maintaining a long-term relationship with a company. Based on the interviews conducted, many customers expressed satisfaction with the products and services provided by CV XYZ, particularly regarding product quality, service responsiveness, and the company's ability to meet their operational needs. Customers generally reported positive experiences and acknowledged that the company had fulfilled many of their expectations. However, the results also reveal that satisfaction alone is not always sufficient to guarantee long-term customer loyalty (Maulana & Rosmayati, 2024).

Several informants stated that despite being satisfied with the company's performance, they still consider various alternative suppliers when making purchasing decisions. Factors such as product pricing, availability of spare parts, delivery speed, and promotional offers from competitors continue

to influence customer behavior. In a highly competitive market, customers often evaluate multiple options before committing to a purchase, even when they have had positive experiences with a particular supplier. This finding suggests that customer satisfaction can create favorable attitudes toward a company, but it does not necessarily eliminate customers' willingness to explore alternatives that may offer greater perceived benefits. Consequently, companies must recognize that maintaining customer satisfaction is only one component of building long-term customer relationships.

The study further reveals that customer loyalty is more strongly associated with the level of trust customers have in the company. Informants who expressed high levels of trust toward CV XYZ were significantly more likely to continue purchasing products from the company despite the presence of competing alternatives. These customers believed that the company consistently delivered quality products, provided honest information, and fulfilled its commitments. As a result, they felt confident that future transactions would also meet their expectations. Trust reduces the uncertainty involved in purchasing decisions and creates a sense of security that encourages customers to maintain ongoing relationships with the company. Therefore, trust serves as an important mechanism that transforms customer satisfaction into long-term loyalty.

Moreover, loyal customers demonstrated behaviors that extended beyond repeat purchasing. Several informants indicated that they actively recommended CV XYZ to colleagues, business partners, and other individuals within their professional networks. Such recommendations were primarily driven by positive experiences and confidence in the company's reliability and integrity. This form of advocacy represents one of the strongest indicators of customer loyalty because customers voluntarily promote the company without direct incentives. The findings suggest that while customer satisfaction contributes to positive perceptions of the company, trust plays a more decisive role in fostering enduring loyalty and customer advocacy. Therefore, organizations seeking to strengthen customer loyalty should focus not only on satisfying customers but also on consistently building trust through reliable performance, transparent communication, and a commitment to meeting customer expectations over time.

### **The Relationship Between Customer Value, Trust, and Loyalty**

The findings of this study reveal that customer value, trust, and loyalty are interconnected elements that collectively influence the strength and sustainability of customer relationships with CV XYZ. Customer value serves as the initial foundation upon which customers evaluate their experiences with the company. When customers perceive that they receive substantial benefits from the products and services offered whether in terms of product quality, service performance, convenience, or overall purchasing experience they tend to develop positive perceptions toward the company. These positive perceptions contribute to higher levels of customer satisfaction and create favorable conditions for the development of trust. Therefore, customer value can be viewed as a critical antecedent that shapes customers' attitudes and influences their willingness to maintain a relationship with the company over time (Maulana & Rosmayati, 2020).

The study further indicates that customer value contributes not only to satisfaction but also to the strengthening of customer trust. Informants consistently reported that when a company delivers products and services that meet or exceed expectations, customers become more confident in the company's ability to fulfill its commitments. High perceived value reduces uncertainty and reinforces the belief that the company is capable of providing consistent benefits in future transactions. In addition, positive experiences derived from reliable products, responsive service, and effective problem-solving encourage customers to view the company as dependable and trustworthy. As these positive experiences accumulate, trust develops gradually and becomes an integral component of the customer-company relationship. This finding suggests that customer value acts as a catalyst that facilitates the growth of trust by demonstrating the company's competence and commitment to customer needs.

Moreover, the results demonstrate that trust is the most influential factor in the formation of customer loyalty. Although customer satisfaction is important in generating positive attitudes toward the company, trust appears to have a more direct and lasting impact on customers' decisions to continue purchasing from the same supplier. Customers who trust the company are more likely to maintain long-term relationships because they believe that the company will consistently deliver quality products, provide honest information, and fulfill its promises. This confidence reduces the

perceived risks associated with future transactions and encourages customers to remain committed even when faced with competing alternatives. Consequently, trust functions as a bridge between positive customer experiences and enduring loyalty, transforming favorable perceptions into long-term behavioral commitment.

The findings therefore suggest that customer loyalty cannot be achieved solely through temporary satisfaction or isolated positive transactions. Instead, loyalty is built through a continuous process in which customer value generates satisfaction, satisfaction contributes to the development of trust, and trust ultimately strengthens long-term commitment to the company. Customers who trust a company are not only more likely to make repeat purchases but are also more inclined to recommend the company to others and maintain the relationship despite competitive pressures. This highlights the strategic importance of delivering superior customer value while consistently nurturing trust through reliability, transparency, and customer-oriented practices. By effectively managing these interconnected factors, CV XYZ can strengthen customer loyalty, enhance customer retention, and achieve sustainable competitive advantages in the increasingly competitive heavy equipment spare parts industry.

## CONCLUSIONS AND SUGGESTIONS

In conclusion, the findings of this study demonstrate that customer value and trust play significant roles in influencing customer satisfaction and loyalty at CV XYZ. Customers perceive value through the quality of products, service performance, and the ease of obtaining heavy equipment spare parts, which contribute to higher levels of satisfaction and help establish trust in the company. However, customer satisfaction alone does not necessarily guarantee loyalty, as customers may still consider factors such as price, product availability, and competing offers. Trust emerged as the most dominant factor in fostering customer loyalty, encouraging repeat purchases and positive word-of-mouth recommendations. Therefore, it is recommended that CV XYZ continuously improve product quality, ensure consistent product availability, enhance service responsiveness, and maintain transparent communication with customers. By focusing on delivering superior customer value and strengthening customer trust through reliable and customer-oriented practices, the company can improve customer satisfaction, reinforce long-term loyalty, and achieve sustainable growth in an increasingly competitive market environment.

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