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The Role of Artificial Intelligence-Based Service Quality and Digital Customer Experience in Strengthening Customer Loyalty Through Brand Equity in E-Logistics Companies

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Abstract: This study aims to analyze the role of artificial intelligence (AI)-based service quality and digital customer experience in strengthening customer loyalty, both directly and indirectly through brand equity mediation in e-logistics companies in Indonesia. The research employs a descriptive qualitative approach using a Literature Review model based on 50 relevant scientific articles obtained from national SINTA-indexed journals and reputable international databases such as Scopus. The study synthesizes previous research findings to understand consumer behavior dynamics in the rapidly growing digital logistics industry. The findings indicate that service quality has a significant influence on brand equity and customer loyalty in e-logistics companies in Indonesia. Digital customer experience also positively affects both brand equity and customer loyalty. In addition, brand equity is proven to have a strong influence on customer loyalty, indicating that a positive brand image and customer trust contribute to long-term customer commitment. The study further reveals that brand equity mediates the relationship between service quality and customer loyalty, as well as between digital customer experience and customer loyalty. These findings highlight the importance of improving AI-based service quality, optimizing digital platforms, and strengthening brand equity strategies to maintain customer loyalty and competitiveness in Indonesia's e-logistics industry.

Keywords: Customer Loyalty, Brand Equity, Service Quality, Digital Customer Experience

INTRODUCTION

The development of the digital economy in Indonesia has driven a comprehensive transformation in various industrial sectors, including the logistics industry which is now transitioning to e-logistics (electronic logistics) (Rashid & Rasheed, 2024). An e-logistics

company is a company that utilizes digital platforms and information technology to integrate delivery services, supply chain management, and customer experience end-to-end (Basith et al., 2024).

In Indonesia, the rapid growth of e-commerce has made the e-logistics industry the backbone of the digital commerce ecosystem, with major players such as J&T Express, SiCepat, JNE, Ninja Xpress, and Anteraja competing fiercely for market share. However, behind this growth lies a critical challenge facing all industry players: building and maintaining customer loyalty in a highly competitive and low-switching-cost environment (Widjanarko et al., 2023).

Customer loyalty to an e-logistics company doesn't develop automatically simply because customers use the service. Loyalty is a multidimensional construct influenced by various factors, including AI-based service quality, digital customer experience, and brand equity. AI-based service quality encompasses the capabilities of automated systems to provide rapid response, real-time delivery tracking, and personalized service, which are increasingly becoming standard customer expectations (Mangiri & Sasabone, 2023).

Meanwhile, the digital customer experience reflects the overall perception and emotions of customers while interacting with an e-logistics company's digital platform, from the application interface and ease of ordering to online complaint handling. Brand equity acts as an intangible asset that strengthens a company's position in the minds of customers, creates lasting preference, and creates psychological barriers to switching to competitors (Puspita et al., 2023).

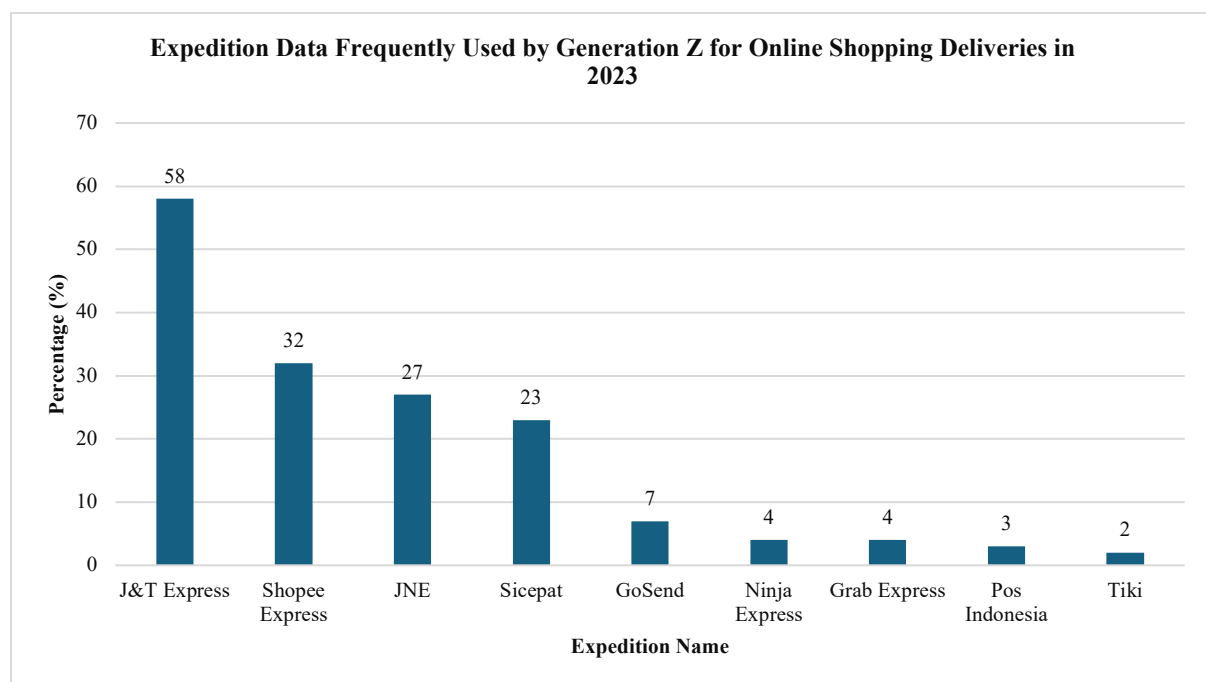


Figure 1. Expedition Data Frequently Used by Generation Z for Online Shopping Deliveries in 2023
Source: (Naurah, 2023)

Figure 1 presents secondary data illustrating the preference distribution or percentage of online shipping service usage among Generation Z consumers in Indonesia during 2023. The visualization highlights the strong dominance of leading e-logistics companies, where J&T Express ranks first, followed by other prominent competitors such as SiCepat, JNE, Ninja Xpress, and Anteraja. From an academic perspective, the inclusion of this figure in the introductory section serves to demonstrate the actual phenomenon of increasingly intense competition within the digital logistics industry. In addition, the data reflects the relatively low

switching costs among young consumers, who can easily choose different courier services through various e-commerce platforms. Consequently, the figure underlines the importance for e-logistics companies to move beyond price-based competition and instead prioritize the enhancement of artificial intelligence (AI)-driven service quality and digital customer experience to sustain customer loyalty.

Although previous studies have investigated these variables independently, research integrating service quality, digital customer experience, brand equity, and customer loyalty simultaneously within the context of Indonesian e-logistics companies remains limited. This condition represents the primary research gap addressed in the present study, namely the lack of a comprehensive synthesis exploring how AI-based service quality and digital customer experience affect customer loyalty through the mediating role of brand equity in Indonesia's e-logistics sector.

The urgency of this study is reinforced by the growing fragmentation of customer loyalty caused by the rapid expansion of e-logistics platforms and the minimal barriers for consumers to switch between service providers. As a result, companies are required to establish sustainable competitive advantages through stronger brand experiences, enhanced trust, and more strategic as well as measurable customer relationship approaches.

Based on the above background, the research question is formulated to generate hypotheses for further research, specifically in e-logistics companies: do service quality and digital customer experience influence customer loyalty, either directly or indirectly through brand equity?.

METHOD

This study employs a qualitative approach using a Systematic Literature Review (SLR) design to identify, evaluate, and synthesize empirical as well as conceptual findings related to the influence of AI-based service quality and digital customer experience on customer loyalty through brand equity in e-logistics companies in Indonesia. The SLR method enables researchers to systematically collect and analyze relevant literature from various academic sources in order to obtain comprehensive insights into the dynamics of customer behavior within the digital logistics industry. A descriptive qualitative approach was selected because it provides a deeper understanding of the phenomenon of customer loyalty by integrating diverse scientific perspectives and previous research findings. Through this approach, the study is able to explain the relationships among service quality, digital customer experience, brand equity, and customer loyalty more comprehensively, while also highlighting the strategic role of artificial intelligence in enhancing competitiveness within Indonesia's e-logistics sector (P. C. Susanto, Arini, et al., 2024).

This study utilizes secondary data collected from various scientific publications, including journal articles, research reports, and academic literature relevant to the research topic, with a total of 50 scientific article references analyzed. The data were obtained from reputable international and national academic databases such as Scopus, Web of Science, Springer, Elsevier (ScienceDirect), Emerald Insight, Sage Publications, EBSCO, Copernicus, and national journals indexed by SINTA. These databases were selected based on their academic credibility, publication quality, and strong relevance to the topic of AI-based service quality, digital customer experience, brand equity, and customer loyalty in e-logistics companies. By using high-quality and reliable literature sources, this study aims to provide comprehensive and trustworthy findings regarding customer loyalty dynamics in Indonesia's rapidly developing digital logistics industry (Zulfikar et al., 2024).

Data collection techniques were conducted through a documentation study of selected scientific articles. This process included collecting, grouping, and organizing literature based

on research variables. Each article was analyzed to identify concepts, indicators, and relationships between variables relevant to the research focus (Renggo & Kom, 2022)

The data analysis process in this study consists of three stages: data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting and filtering information relevant to the research objectives and focus. Furthermore, the data were presented through descriptive narratives and comparative tables to facilitate interpretation and synthesis of findings from various literature sources. The conclusions were drawn by integrating all research findings into a comprehensive conceptual model related to customer loyalty in e-logistics companies. To ensure the validity and reliability of the study, source triangulation was applied by comparing and cross-checking findings from different scientific literature and academic references (Zulfikar et al., 2024).

RESULTS AND DISCUSSION

Results

Based on the problem formulation above, the results obtained from this literature study are as follows:

Customer Loyalty

Customer loyalty is a customer's commitment to consistently use, repurchase, and recommend a product or service over the long term, despite the presence of various competing alternatives in the market. Customer loyalty is reflected not only in repeat purchasing behavior but also in emotional attachment, trust, and high levels of satisfaction with a particular company or brand (P. C. Susanto, Mahaputra, et al., 2024).

Indicators or dimensions contained in the customer loyalty variable include: 1) Repeat Purchase: Repeat purchase is the behavior of customers who continue to use or repurchase products and services from the same company consistently; 2) Recommendations to Others: Loyal customers tend to recommend products or services to family, friends, and colleagues. Positive recommendations indicate that customers have had a good experience and a high level of satisfaction with the company; 3) Brand Commitment: Customer commitment reflects the emotional attachment and willingness of customers to continue choosing a particular brand even though there are many competing alternatives (Novianty et al., 2021).

The customer loyalty variable is relevant to previous research conducted by: (Setiawan et al., 2021), (Rane et al., 2023), (Setiawan et al., 2021).

Brand Equity

Brand equity is the added value a brand possesses that can influence consumer perceptions, attitudes, and behavior toward the products or services a company offers. Brand equity arises from brand awareness, brand associations, perceived quality, and customer loyalty to a particular brand. The stronger a company's brand equity, the greater its ability to attract consumer attention, build trust, and maintain a competitive position in the market (Pandiangan et al., 2021).

Indicators or dimensions contained in the brand equity variable include: 1) Brand Awareness: Brand awareness shows the ability of consumers to recognize and remember a brand when looking at a particular product category. The higher the level of brand awareness, the greater the chance of consumers choosing that brand in the purchasing process; 2) Perceived Quality: Perceived quality is a consumer's assessment of the overall quality of a product or service compared to competing brands; 3) Brand Association: Brand association is everything that appears in consumers' memories related to a brand, such as image, symbol, reputation, or certain characteristics (Perdana, 2022).

The brand equity variable is relevant to previous research conducted by: (Mardikaningsih, 2021), (Wulandari & Rastini, 2022), (A. B. Susanto, Utomo, et al., 2024).

Service Quality

Service quality is the level of service excellence a company provides to consistently meet customer needs, desires, and expectations. Service quality is a key factor in determining customer satisfaction and loyalty, as customers evaluate a company based on their service experience. Quality service is reflected in a company's ability to provide fast, accurate, friendly, and responsive service, as well as effectively resolve customer issues (Jumawan & Susanto, 2022).

Indicators or dimensions contained in the service quality variable include: 1) Reliability: Reliability is the company's ability to provide services appropriately, accurately, and consistently according to promises made to customers; 2) Responsiveness: Responsiveness indicates the willingness and speed of employees or the company in helping customers and handling customer complaints or needs. Fast and responsive service can increase customer comfort and satisfaction with the company; 3) Empathy: Empathy is the company's ability to understand customer needs and provide personal attention (Khaira et al., 2022).

The service quality variable is relevant to previous research conducted by: (Jumawan et al., 2023), (Rumsowek et al., 2021), (Achmad et al., 2024).

Digital Customer Experience

The digital customer experience is the sum of customer perceptions, responses, and impressions formed through interactions with companies using digital technology and platforms. This experience encompasses the entire customer journey, from information search, application or website usage, online transactions, digital communication, and technology-based after-sales service. The digital customer experience is a crucial aspect in the era of digital transformation as consumers increasingly rely on technology to meet their needs and carry out their consumption activities (Trissetianto & Ali, 2025).

Indicators or dimensions contained in the digital customer experience variable include: 1) Digital Ease of Use: How intuitive, smooth, and effortless the digital platform is when used by customers; 2) Personalization: The ability of a digital platform to customize content, product recommendations, and services based on customer behavioral data, preferences, and past transaction history (e.g., shopping recommendation algorithms); 3) Channel Connectivity: A seamless experience when customers move from one digital channel to another (e.g., from a mobile app to a website, then to WhatsApp Customer Service) without having to repeat the process from the beginning (Marniwati & Suryadi, 2025).

Digital customer experience variables are relevant to previous research conducted by: (Fadlila & Mala, 2024), (Samara & Susanti, 2023).

Previous Research

Based on the findings above and previous research, the research discussion is formulated as follows:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Result	Similarities with this study	Differences with this research	Hypothesis
1	(Wulandari & Rastini, 2022)	The Service Quality Variable Influences Brand Equity Mediated by Brand Awareness of JNE Courier Service Customers	The similarity with this research is in the independent variable Service Quality and the dependent variable Brand Equity	The difference with this research is in the mediating variable, namely Brand Awareness	H1

2	(Hawa & Syauqi, 2022)	The Impact of Digital Customer Experience Variables on Brand Equity in m-BCA Digital Services	The similarity with this research is in the independent variable Digital Customer Experience and the dependent variable Brand Equity	There are research objects conducted on m-BCA Digital Service users	H2
3	(Mangiri & Sasabone, 2023)	Corporate Image and Service Quality Variables Influence Customer Loyalty at PT Anugrah Karunia Logistik	The similarity with this research is in the independent variable of Service Quality and the dependent variable of Customer Loyalty	There are research objects carried out at PT Anugrah Karunia Logistik	H3
4	(Puspita et al., 2023)	Price, Service Quality and Customer Experience Variables Influence Customer Loyalty of PT Samudera Express Indonesia Logistik	The similarity with this research is in the independent variable Customer Experience and the dependent variable Customer Loyalty	There are research objects carried out at PT Samudera Express Indonesia Logistik	H4
5	(Fransiska, 2024)	Location, Brand Equity, and Consumer Satisfaction Variables Influence Consumer Loyalty at PT Global Jet Express J&T Palembang	The similarity with this research is in the independent variable Brand Equity and the dependent variable Consumer Loyalty	There are research objects carried out at PT Global Jet Express J&T Palembang	H5
6	(Muchtaris & Irawati, 2025)	Service Quality and Brand Image variables influence Customer Loyalty mediated by Brand Equity	The similarities with this research are in the independent variable of Service Quality, the mediating variable of Brand Equity and the dependent variable of Customer Loyalty	The difference with this research is in the other independent variables, namely Brand Image	H6
7	(Husniah, 2021)	The variables of religiosity, customer experience and satisfaction have an influence on customer loyalty mediated by brand equity	The similarities with this research are in the independent variable Customer Experience, the mediating variable Brand Equity and the dependent variable Customer Loyalty	The difference with this research is in the other independent variables, namely Religiosity and Satisfaction	H7

Discussion

Based on the problem formulation, research objectives and previous research results above, the discussion in the research that focuses on e-logistics companies in Indonesia is as follows:

1. *The Influence of Service Quality on Brand Equity in E-Logistics Companies*

Based on a literature review and relevant previous research, it is known that service quality influences brand equity in e-logistics companies in Indonesia.

To improve brand equity in e-logistics companies, management or leaders must pay attention to three key indicators of service quality: 1) Reliability: Management must ensure the fulfillment of service promises (service level agreements/SLAs), such as timely delivery of goods, ensuring the physical integrity of packages until they reach consumers (zero-damage rate), and ensuring the accuracy of tracking systems (real-time tracking compliance); 2) Responsiveness: Companies focus on speed, agility, and readiness to respond to customer needs and handle customer issues. In the e-logistics ecosystem, responsiveness is demonstrated through the speed of complaint handling; 3) Empathy: Management demonstrates empathy by providing flexible package pickup times, special handling policies for sensitive items, and friendly courier staff as a humanistic representation of the company's brand in the field.

If shipping company management or leaders are able to consistently address these three service quality indicators, this will positively impact the brand equity of e-logistics companies in Indonesia, including: 1) Brand awareness: Reliable and responsive service will automatically increase the frequency of positive word-of-mouth and digital reviews; 2) Perceived quality: When a company consistently demonstrates zero-damage service and high empathy, consumers will perceive the e-logistics company as having superior operational standards, offering premium services, and offering high value compared to competitors, even if the rates offered are slightly higher; 3) Brand association: Superior service quality creates a strong memory bond in the minds of consumers. The e-logistics company's brand will be associated with a positive image. This strong association creates a psychological differentiation that is difficult for other logistics service providers to imitate.

The results of this study align with previous research conducted by (Wulandari & Rastini, 2022), which states that there is an influence between service quality and brand equity in e-logistics companies in Indonesia.

2. The Influence of Digital Customer Experience on Brand Equity in E-Logistics Companies

Based on a literature review and relevant previous research, it is known that digital customer experience influences brand equity in e-logistics companies in Indonesia.

To improve brand equity in e-logistics companies, management and leaders must focus on three key indicators of digital customer experience: 1) Digital ease of use: Providing digital applications and platforms that are simple, responsive, easy to understand, and offer fast and efficient navigation. Companies should implement AI technologies such as AI chatbots, real-time tracking systems, and voice assistants to help customers obtain delivery information quickly and accurately. 2) Personalization: E-logistics companies can provide service recommendations tailored to customer needs, provide personalized delivery notifications, and even offer promotions based on customer transaction history. 3) Channel connectivity: Companies can consistently integrate all digital service channels, such as mobile applications, websites, social media, customer service, marketplaces, and logistics tracking systems, into a single, connected digital ecosystem.

If shipping company management or leaders consistently address these three digital customer experience indicators, this will positively impact the brand equity of e-logistics companies in Indonesia, including: 1) Brand awareness: Digital platforms offering ease of use and high connectivity will trigger a positive viral effect and strong brand recognition in cyberspace; 2) Perceived quality: A well-personalized digital experience signals that the e-logistics company is professionally managed, modern, and sophisticated. Customers will assess the overall quality of the company's logistics services, from warehouse security to courier punctuality, as superior and reliable, simply by assessing the reliability of its application performance (a surrogate indicator); 3) Brand association: A seamless digital experience creates a distinctive memory in the minds of consumers. The e-logistics company's brand will be closely associated with an image of innovation and solution-oriented delivery.

The results of this study align with previous research conducted by (Hawa & Syauqi, 2022), which states that there is an influence between digital customer experience and brand equity in e-logistics companies in Indonesia.

3. The Influence of Service Quality on Customer Loyalty in E-Logistics Companies

Based on a literature review and relevant previous research, it is known that service quality influences customer loyalty in e-logistics companies in Indonesia.

To increase customer loyalty in e-logistics companies, management or leaders must pay attention to three key indicators of service quality: 1) Reliability: E-logistics companies need

to utilize AI technology to improve the accuracy of operational systems, such as predicting delivery times, optimizing delivery routes, and monitoring goods through real-time tracking; 2) Responsiveness: Companies can implement AI chatbots and 24/7 automated customer service systems to provide information on delivery, item status, estimated arrival times, and handle complaints quickly and efficiently; 3) Empathy: E-logistics companies can utilize AI technology and customer analytics to identify customer behavior, the types of services frequently used, and specific customer needs.

If shipping company management or leaders are able to consistently address these three service quality indicators, it will positively impact customer loyalty for e-logistics companies in Indonesia, including: 1) Repeat Purchases: Customers who perceive delivery services to be consistently timely and responsive to issues will engage in repeat transactions. For business partners (MSMEs/merchants), consistent fulfillment of SLAs leads them to consider the company a primary courier option in their digital storefronts; 2) Recommendations to others: Customers who experience good service tend to provide positive reviews and become indirect promotional vehicles for the company through word of mouth and digital social media; 3) Brand Commitment: When customers perceive a company consistently provides quality service and understands their needs, they will have a long-term commitment to the company's brand, despite the presence of numerous competing alternatives in the market.

The results of this study align with previous research conducted by (Mangiri & Sasabone, 2023), which states that there is an influence between service quality and customer loyalty in e-logistics companies in Indonesia.

4. The Influence of Digital Customer Experience on Customer Loyalty in E-Logistics Companies

Based on a literature review and relevant previous research, it is known that digital customer experience influences customer loyalty in e-logistics companies in Indonesia.

To improve customer loyalty in e-logistics companies, management or leaders must pay attention to three key indicators of digital customer experience: 1) Digital ease of use: AI can also be used to optimize interface design and user experience based on customer behavior, making digital platforms more user-friendly; 2) Personalization: Personalization is implemented through the creation of a dedicated dashboard that automatically displays partners' regular shipping volumes, automatically recommends transportation modes/fleets appropriate for frequently shipped items, and automatically adjusts commercial rate offers based on their package volume loyalty scale; 3) Channel connectivity: The application of AI enables automatic customer data synchronization, allowing customers to receive a consistent service experience across multiple platforms.

If management or leaders of shipping companies consistently address these three indicators of digital customer experience, it will positively impact customer loyalty in e-logistics companies in Indonesia. These include: 1) Repeat purchases: Customers who experience the convenience of instant, seamless digital operations will develop repeat purchase habits; 2) Recommendations to others: A satisfying and responsive digital experience encourages consumers to become brand advocates. They will voluntarily recommend e-logistics services to their business networks and share positive reviews organically on social media, effectively lowering the company's new customer acquisition costs. 3) Brand Commitment: When digital channel personalization and connectivity are seamless, customers feel a strong sense of emotional closeness and structural dependence. Consequently, customers develop absolute trust and become highly resistant to the onslaught of promotional rates, aggressive discounts, or price wars launched by competitors.

The results of this study align with previous research conducted by (Puspita et al., 2023), which states that there is an influence between digital customer experience and customer loyalty in e-logistics companies in Indonesia.

5. *The Influence of Brand Equity on Customer Loyalty in E-Logistics Companies*

Based on a literature review and relevant previous research, it is known that brand equity influences customer loyalty in e-logistics companies in Indonesia.

To increase customer loyalty in e-logistics companies, management or leaders must pay attention to three key indicators of brand equity: 1) Brand awareness: Companies need to strengthen their brand identity through consistent digital marketing strategies, active social media presence, digital application optimization, and technology-based promotional campaigns; 2) Perceived quality: Companies can leverage AI to improve operational efficiency, such as through delivery delay prediction systems, real-time tracking, distribution route optimization, and automated customer service based on AI chatbots; 3) Brand association: E-logistics companies must be able to create a brand association as a modern, innovative, fast, safe, reliable, and digitally driven company.

If management or leaders of shipping companies consistently pay attention to these three brand equity indicators, it will positively impact customer loyalty in e-logistics companies in Indonesia, including: 1) Repeat purchases: An increased tendency for customers to continue using the company's services repeatedly due to their trust in the brand and service quality; 2) Recommendations to others: Increased customer willingness to recommend the company to family, friends, and business associates. Customers who have a positive perception of the company's brand are more likely to provide positive reviews and help promote the company through direct communication and digital social media; 3) Brand commitment: Increased emotional attachment and customer loyalty to the e-logistics company.

The results of this study align with previous research conducted by (Fransiska, 2024), which states that there is an influence between brand equity and customer loyalty in e-logistics companies in Indonesia.

6. *The Influence of Service Quality on Customer Loyalty through Brand Equity in E-Logistics Companies*

Based on a literature review and relevant previous research, it is known that service quality influences customer loyalty through brand equity in e-logistics companies in Indonesia.

To increase customer loyalty in e-logistics companies, management or leaders must pay attention to six key indicators of service quality and brand equity, including: 1) Reliability: Companies need to utilize AI to improve operational accuracy through delivery prediction systems, distribution route optimization, and real-time delivery monitoring; 2) Responsiveness: Increase the company's speed in responding to customer inquiries, needs, and complaints; 3) Empathy: Involves providing genuine and personalized attention to understand the specific needs of customers, particularly in the B2B segment. This manifestation includes providing flexible package pickup schedules, special treatment for sensitive commodities, and courteous communication from last-line couriers; 4) Brand awareness: Reliable and responsive service triggers a positive contagion effect; 5) Perceived quality: Companies need to ensure that customers receive a fast, secure, transparent, and easily accessible service experience through digital platforms. 6) Brand association: Companies can leverage AI to create a more interactive, personalized, and responsive customer experience so that customers associate the company's brand with convenience, speed, and security of service.

If shipping company management or leadership consistently addresses these six indicators of service quality and brand equity, it will positively impact customer loyalty at e-logistics companies in Indonesia, including: 1) Repeat purchases: A form of behavioral loyalty

where business partners and end consumers automatically reuse shipping services repeatedly and frequently for their logistics distribution needs; 2) Recommendations to others: Loyal consumers voluntarily act as brand advocates. They recommend e-logistics services to their business networks, provide five-star ratings on online app stores, and defend the brand's reputation against negative reviews on social media; 3) Brand commitment: When customers perceive a company to offer superior service quality and a trusted brand, they will form long-term relationships with the company and will be less likely to switch to competitors.

The results of this study align with previous research conducted by (Muchtaris & Irawati, 2025), which states that there is an influence between service quality and customer loyalty through brand equity in e-logistics companies in Indonesia.

7. The Influence of Digital Customer Experience on Customer Loyalty through Brand Equity in E-Logistics Companies

Based on a literature review and relevant previous research, it is known that digital customer experience influences customer loyalty through brand equity in e-logistics companies in Indonesia.

To improve customer loyalty in e-logistics companies, management or leaders of e-logistics companies must pay attention to six key indicators of digital customer experience and brand equity, including: 1) Digital ease of use: Measuring how intuitive, smooth, and free from technical constraints the company's digital platform (mobile app, web dashboard, API integration) is. This is realized through an instant pickup request process with minimal clicks and a clean interface (UI/UX); 2) Personalization: Providing a digital platform to recognize each user's unique profile, shopping habits, and transaction history; 3) Channel connectivity: Demanding seamless, seamless integration as customers move between the company's digital touchpoints; 4) Brand awareness: Companies need to leverage AI-based digital marketing to create more targeted, interactive, and relevant promotions tailored to customer needs; 5) Perceived quality: Companies need to provide a fast, secure, transparent, and efficient digital experience through the application of AI technology. 6) Brand Association: This is achieved by building the company's image as an innovative, modern, trustworthy, and digitally-driven e-logistics company.

If shipping company management or leadership consistently addresses these six indicators of digital customer experience and brand equity, it will positively impact customer loyalty at e-logistics companies in Indonesia, including: 1) Repeat Purchases: A form of behavioral loyalty where business partners and end consumers automatically choose the company's shipping services repeatedly and with high intensity due to their reliance on a convenient digital ecosystem; 2) Recommendations to Others: An increased willingness of customers to recommend the company to family, friends, and business associates. Customers who have a positive digital experience and have a favorable perception of the company's brand are more likely to provide positive reviews through direct communication and digital social media; 3) Brand Commitment: An increased emotional attachment and loyalty to the e-logistics company. When customers perceive that a company is capable of providing a superior digital experience and has a trustworthy brand image, they will form long-term relationships with the company and will be less likely to switch to competitors.

The results of this study are in line with previous research conducted by (Husniah, 2021), which states that there is an influence between digital customer experience and customer loyalty through brand equity in e-logistics companies in Indonesia.

Conceptual Framework

The conceptual framework is determined based on the formulation of the problem, research objectives and previous research that is relevant to the discussion of this literature research:

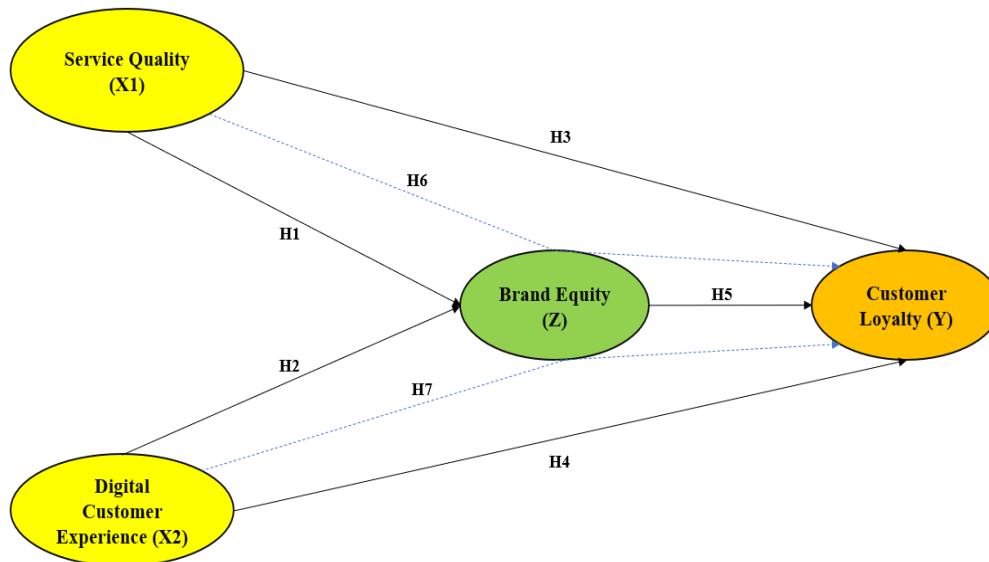


Figure 2. Conceptual Framework

Based on Figure 2 above, service quality, digital customer experience, and brand equity influence customer loyalty in e-logistics companies in Indonesia. However, in addition to variables b (service quality, digital customer experience, and brand equity) that influence customer loyalty, there are other variables that influence it, including:

- 1) Customer Trust: (Asy'ari & Karsudjono, 2021), (Natali et al., 2025), (Mulyono et al., 2023).
- 2) Customer satisfaction: (Gustiwinarah, 2022), (Candra et al., 2023), (Sakti et al., 2021).
- 3) Price Perception: (Prastiwi & Rivai, 2022), (Fauziah et al., 2023), (Yandi et al., 2023).

CONCLUSION

Based on the problem formulation, results, and discussion, this literature review with a case study of e-logistics companies in Indonesia concludes that service quality and digital customer experience play significant roles in strengthening brand equity and customer loyalty. First, service quality positively influences brand equity in e-logistics companies in Indonesia. High-quality services, including delivery accuracy, responsiveness, reliability, and customer support, contribute to building a positive brand image and increasing customer trust toward e-logistics companies. Second, digital customer experience also has a positive influence on brand equity. Customers who experience convenient, efficient, and user-friendly digital interactions through mobile applications and web platforms tend to perceive the company more positively and develop stronger emotional attachment to the brand.

Third, service quality directly influences customer loyalty. Customers who consistently receive reliable and satisfactory services are more likely to continue using the same e-logistics provider and recommend it to others. Fourth, digital customer experience positively affects customer loyalty. Seamless digital interactions, transparent tracking systems, and easy-to-use interfaces enhance customer satisfaction and encourage repeated usage. Fifth, brand equity itself significantly influences customer loyalty. Strong brand recognition, positive reputation,

and customer trust encourage long-term customer commitment and reduce the likelihood of switching to competitors.

Furthermore, this study also concludes that brand equity mediates the relationship between service quality and customer loyalty, as well as between digital customer experience and customer loyalty. This means that improvements in service quality and digital customer experience not only directly affect loyalty but also strengthen loyalty indirectly through enhanced brand equity. Therefore, brand equity serves as an important strategic mechanism for e-logistics companies in maintaining sustainable customer relationships in the increasingly competitive digital market environment.

Based on these findings, e-logistics companies in Indonesia are advised to continue investing in AI-based service quality improvements to enhance operational efficiency and customer satisfaction. Companies should also optimize user interface (UI) and user experience (UX) designs on both mobile and web platforms to provide smoother digital interactions. In addition, companies are encouraged to strengthen brand equity through consistent brand communication strategies, engaging loyalty programs, and effective online reputation management across review platforms and social media. The implementation of AI-based Customer Relationship Management (CRM) systems is also recommended to identify customers at risk of churn and provide timely personalized retention strategies.

This study has several limitations. The research employed a Systematic Literature Review (SLR) approach using secondary data, meaning the findings remain conceptual and require empirical validation through quantitative or mixed-methods studies. Moreover, the study focused generally on e-logistics companies in Indonesia without distinguishing customer segments or specific logistics services. Therefore, future studies are recommended to conduct field-based quantitative research and explore additional variables such as customer trust, price perception, and data security to better understand customer loyalty in the Indonesian e-logistics industry.

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