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Exploring Customer Experience Drivers in Night Markets: Examining the Roles of Product Preference, Service Quality, and Facility Accessibility

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Abstract: This study investigates the critical factors shaping customer experiences in night markets, emphasizing product preferences, quality of services provided, and accessibility of facilities. As integral hubs of cultural exchange, community engagement, and tourism, night markets contribute significantly to local economies and cultural heritage preservation. However, research on customer experience in these dynamic environments remains limited. Using a structured questionnaire, data were collected from 201 night market visitors through a purposive sampling. The study utilized structural equation modeling (SEM) to assess the interconnections between the primary variables. The findings reveal that product preference has a substantial positive impact on customer experience ($\beta = 0.465$, $p < 0.001$) along with service quality ($\beta = 0.209$, $p < 0.01$) and facility accessibility ($\beta = 0.585$, $p < 0.001$). Both service quality and facilities play pivotal roles in shaping customer satisfaction and experiences, either directly or indirectly. The results underscore the importance of tailored product offerings, consistent service quality, and well-maintained facilities for fostering satisfaction and loyalty. This study provides practical insights for vendors by emphasizing the value of understanding customer preferences, ensuring operational efficiency, and enhancing facility provisions. These findings contribute to theoretical frameworks on customer experience, enrich the knowledge base for night market operations, and offer actionable strategies for sustainable market development and customer engagement.

Keywords: customer experience; facility; night market; product preference; service quality

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1. Introduction

Night markets promote local economic development in a variety of ways, such as commodity trading, entrepreneurial development, and the commodity manufacturing sector [1]. Night markets are places where people meet and socialize and are also a tourist attraction for each locality. Night markets bring together the diverse cultures of each locality and promote sustainable local development [2]. The night market is a favorite place for many people because it is a source of cheap products. Each night market has different characteristics according to its location and consumer popularity. A night market is a night market that has a cool atmosphere because there is no sunlight or heat from the sun, thereby causing consumers to buy products in the market. In addition, there is a difference between daytime and nighttime markets. This depends on the atmosphere at night and the number of consumers.

The bustle of consumers who come out to buy a variety of products from vendors and come out for a walk is enjoyed by the music of the band that performs with the opening of their hats, playing beautifully and comfortably in the midst. Night markets in Taiwan are characterized by a variety of cultures and food menus that attract customers. Research on the development of night markets as tourist attractions is limited [3]. The night market atmosphere is pleasing for customers who prefer buying products. Many diverse products are sold in night markets. There are also products that have their own unique characteristics,

whether they are products that focus on vintage styles or handicrafts that use the concept of thinking creatively in producing products.

In addition to products that must meet the needs of customers, the products sold must not be similar to or the same as other products in the market. Therefore, selling products in the night market is not an easy matter for market sellers. In the various stalls in the night market, in addition to vendors setting up tables to sell their products, some vendors spread cloth on the floor to sell the products, which is a simple-looking sale but can attract more customers who also choose and buy products. Another distinctive feature of the night market is that sellers modify or use cars to sell their products. These cars are often classic cars with their own uniqueness. Vendors sell old items, clothes, knickknacks, or even food or drinks, which makes ordinary shops look more interesting to customers.

The main customers of the night market are teenagers, who have their own styles and tastes, especially on weekends. In addition, the night market can be considered a meeting point for teenagers. In addition to teenagers, they will meet each other and shop and walk to capture a comfortable atmosphere in the night market. Night markets have emerged as favored destinations where customers frequently engage in various services. The night market does not only includes food from which consumers can choose. Nowadays, the night market also has a wider variety of products for sale, such as food, drinks, general items, clothes, apparel, and even pets, and the night market has developed increasingly in the present era to meet the needs of customers who come to the night market and can find all types of products.

There is limited research on the customer experience of night markets, especially on product preference, service quality, and facilities that influence customer experience. Therefore, this study focuses on the research gap in studying the relationship between product preference, service quality, and facilities that affect customer experience. This study explores the primary factors influencing customer experiences in night markets, emphasizing the relationships between product preferences, service quality, and accessibility of facilities. By exploring these dimensions, this study provides insights into how these elements influence customer satisfaction and engagement in night market environments. By examining the interactions among these variables, this study aims to address the research gap in understanding customer behavior in night markets and provide actionable insights to improve customer experience.

2. Literature Review and Hypothesis

This research used customer service theory, which involves attracting customers to use services and keeping customers with the business, with the important objective of building customer loyalty. A systematic literature review is divided and hypotheses formulated according to the relationship between each variables.

2.1. From Product Preference to Customer Experience, Service Quality and Facility

The customer experience is influenced by product preferences [4]. When entrepreneurs go and review customer needs online, they learn about customers' product needs and are able to consider those needs and create products to create a good experience for customers [5]. The use of technology to analyze customer data helps to create a structure of customer product preferences, which can make it possible to know the product preferences of customers [6]. Customer preferences in marketing communications or promotions, such as lowering product prices or increasing the range of products available to customers, influence the customer experience. Product preferences influence the customer experience and can be analyzed in various ways, such as personal characteristics, online reviews, and promotional preferences [7].

Product preferences influence service quality [8]. Customer-perceived quality of products or services is a factor that drives entrepreneurs to sell products or services and is an impetus for research to identify customer needs [9]. Consumers' perceptions of the service quality of electronic services will affect consumer behavior towards service

provision, which in turn will affect the consumer acceptance of services [10]. Consumer behavior in accepting a product or service is influenced by various factors, including the functionality and efficiency of the product or system as well as the accountability demonstrated by the service provider. Collectively, these elements contribute to the overall QoS [11]. In addition, quality of service is also a factor in consumers deciding whether to become a member of a financial institution. Therefore, it can be concluded that consumer product preferences are an important factor in service quality and affect consumer behavior.

Consumer preferences for products or services influence amenities and facilities [12]. Consumers have confidence or affection towards products or services that arise from their use, which shows that consumer psychology arises from the use of products or services [13]. Consumer awareness of products arises from receiving discounts on purchases, which affects consumer preferences in online payment systems [14]. The perception that distributors offer cash returns to consumers results in consumer preferences for products in online payment systems. However, the distributor's reduction in product prices influences consumers' preference for products over cash payments [15]. Drawing on a review of the literature exploring the connections between product preferences, customer experience, service quality, and facilities, three research hypotheses are developed as outlined below.

Hypothesis 1. *Product preference has a positive influence on customer experience.*

Hypothesis 2. *Product preference has a positive influence on service quality.*

Hypothesis 3. *Product preference has a positive influence on facility.*

2.2. From Service Quality to Facility

Facilities influence service quality. The availability and completeness of facilities such as parking, restrooms, and customer waiting seats affect customer satisfaction because they are convenient and make customers feel comfortable [16]. Service providers need to have good physical facilities to make customers comfortable using the service [17]. A study on Trans's services in Jogja revealed that the availability and quality of facilities positively and significantly impact customers' purchase intentions, which in turn affect their purchasing decisions [18]. Furthermore, maintaining facilities in a good condition and being ready to use will increase the quality of service. The banking sector has shown a keen interest in customer loyalty owing to its direct association with profitability. Factors such as profit margin, brand equity, and service quality play a significant role in shaping customer engagement [19]. Organizations should focus on delivering exceptional services to enhance the customer experience. Incorporating modern facility designs and ensuring user-friendly features can significantly improve perceptions of quality [20]. Drawing on a comprehensive review of the literature examining the interplay between service quality and facilities, the following research hypothesis was developed.

Hypothesis 4. *Service quality has a positive influence on facility.*

2.3. From Facility and Service Quality to Customer Experience

The quality and availability of facilities significantly contribute to enhancing customer satisfaction [21]. In the restaurant industry, amenities, such as service quality and location, greatly influence customer satisfaction. Hotel management, in terms of room management, affects customers' decisions to stay. Rooms are considered the main factor in the hotel business that affects the customer's decision to stay. In addition to rooms, customers also consider the quality of service and facilities when deciding to stay [22]. There are many factors that make Airbnb and hotels different in creating experiences and satisfaction for their customers. For example, Airbnb customers want tourist at-tractions and staff recommendations, but hotel customers value the facilities, convenience, and professionalism of their staff [23]. Customer experience is influenced by various factors, including the quality of service provided, demand and approach of the service provider, and accessibility

of necessary facilities [24]. Therefore, the complete-ness and availability of facilities will enhance the customer experience and satisfaction.

The quality of business service influences customer experience [25]. The tourism industry contributes to economic development, and there is a need for development in offering new products and services to create customer experiences. Tourism industry organizations must develop innovations to create efficient operating processes and service differentiation [26]. Businesses that consider providing friendly and excellent services by understanding customer needs, effective communication, and complete service will create a good experience for customers. Customers return to use the service again and are loyal to the business. Customer experience is derived from customer satisfaction. The quality of the customer experience comes from the quality of customer service. The quality of the interaction between employees and customers leads to customer loyalty. Trust and commitment are the cornerstones of the strong relationships between financial service providers and their customers. The image of the organization and the quality of the insurance company's services create customer satisfaction [27]. Therefore, businesses that focus on service quality can create a better experience for customers and increase customer satisfaction, leading to customer loyalty. Drawing from the literature review of the interplay between service quality and facilities, this study formulated the following research hypotheses:

Hypothesis 5. *Facility has a positive influence on customer experience.*

Hypothesis 6. *Service quality has a positive influence on customer experience.*

2.4. From Product Preference to Customer Experience with Facility as a Mediating Variable

Product preferences influence customer experience, with facilities as the mediating variable. The quality of hotel amenities positively impacts customer satisfaction, which is shaped by a combination of personal and business preferences [28]. Creating a good experience for customers comes from customer satisfaction when budget hotel services are used. Good physical services affect memories, customer satisfaction, and loyalty. Therefore, the budget hotel service business requires improving the physical service environment, such as rooms to be in good condition [29]. Product design and usability relate to the point of view that creates customer satisfaction from having mediating variables as a result of use [30]. Providing appropriate facilities and good customer service in the hotel industry has become increasingly necessary as the number of customers unable to help themselves increases because it will increase the competitive advantage [31]. Drawing from a review of the literature on the connection between product preferences and customer experiences, with facilities serving as a mediating factor, the following research hypothesis was developed:

Hypothesis 7. *Product preference influences customer experience with facility as a mediating variable.*

2.5. From Product Preference to Customer Experience with Service Quality as a Mediate Variable

Product preferences influence customer experience, with service quality serving as a mediating variable. Numerous studies have demonstrated that product quality plays a significant role in enhancing customer satisfaction and fostering loyalty, both of which are integral components of the overall customer experience [32]. Furthermore, customer satisfaction serves as a mediating factor in the relationship between product quality and customer loyalty [33]. Traditional stores are fundamental distribution channels that are essential to multiformat distribution, creating experiences, and meeting evolving customer needs. Providing accurate product information creates a good experience for customers and leads to loyalty [34]. In another study, even though the customers from both countries are ethnically Chinese, with similarities in language and appearance, their food and service tastes are different. Entrepreneurs must design food and services to suit the needs of each

group of customers to create experiences and satisfaction [35]. Therefore, when customers prefer a product, the experience of service quality is a factor that creates satisfaction and loyalty. Service quality is an intermediary variable that affects customer experience, which comes from product and service quality. Drawing on a review of the literature examining the relationship between product preferences and customer experiences, with service quality serving as a mediating factor, the following research hypothesis was developed:

Hypothesis 8. *Product preference influences customer experience with service quality as a mediating variable.*

3. Research Methodology

This research uses a sampling method for customers who come to use night market services. A questionnaire was used as a research tool. The questions were formulated based on the variables outlined in the conceptual framework to examine the relation-ships among these variables and to establish a structural equation model.

3.1. Research Design

Night markets are a local part of Thailand's culture, serving both as a nighttime attraction and gathering place for food culture. The purpose of this study is to examine the associations among the factors that impact the experiences of customers who utilize night market services. Variables were obtained from a literature review of research on night markets and from observing the behavior of customers who come to use night market services. The researcher used quantitative and qualitative research methods and systematic analyses performed by experts.

This research employed a mixed-methods design, combining qualitative and quantitative approaches, to thoroughly investigate the factors shaping customer experiences in night markets. By leveraging theoretical frameworks on customer service and consumer behavior, this study investigates the interconnected roles of product preferences, service quality, and facility accessibility. A structured questionnaire, designed to align with the conceptual framework and hypotheses of the study, was utilized as the main instrument for data collection.

3.2. Data Collection

Sampling planning: Select a sample of people who have experience in night markets. In the initial stages of data collection, the researcher found that there were still differences in the sample groups, according to the literature review. The researcher used purposive sampling during the final data collection phase after confirming the relevant variables. A total of 201 samples were collected using personal contact.

Data were gathered using a structured questionnaire designed based on the theoretical constructs identified in the literature review. The instrument includes items measuring key latent variables: product preferences, service quality, facility accessibility, and customer experiences. Each item was subjected to expert validation to ensure its content reliability and construct validity.

3.3. Data Analysis Method

Structural equation modeling (SEM) was employed to evaluate the validity and suitability of the model. It is essential to clearly define each variable, focusing exclusively on latent variables and their interconnections. Model classification is important for evaluating the uniqueness of a model. Assessing model fit is important for deter-mining the degree of relationship between variables and data. Factor loading and path analysis were used for the model measurement and validity.

Structural equation modeling (SEM) was used to examine and validate relation-ships among variables, offering a robust statistical approach to model latent constructs and their interactions. To evaluate convergent and discriminant validity, a Confirmatory Factor Analysis (CFA) was conducted to ensure that each construct effectively represented its intended theoretical dimensions. Additionally, the composite reliability (CR) and average variance extracted (AVE) were computed, with all values satisfying the recommended thresholds (CR > 0.7, AVE > 0.5).

Figure 1 illustrates the interconnected variables that impact the customer experience in the night market. The proposed equation framework includes three endogenous latent variables (facility, service quality, and customer experience) and one exogenous latent variable (product preference).

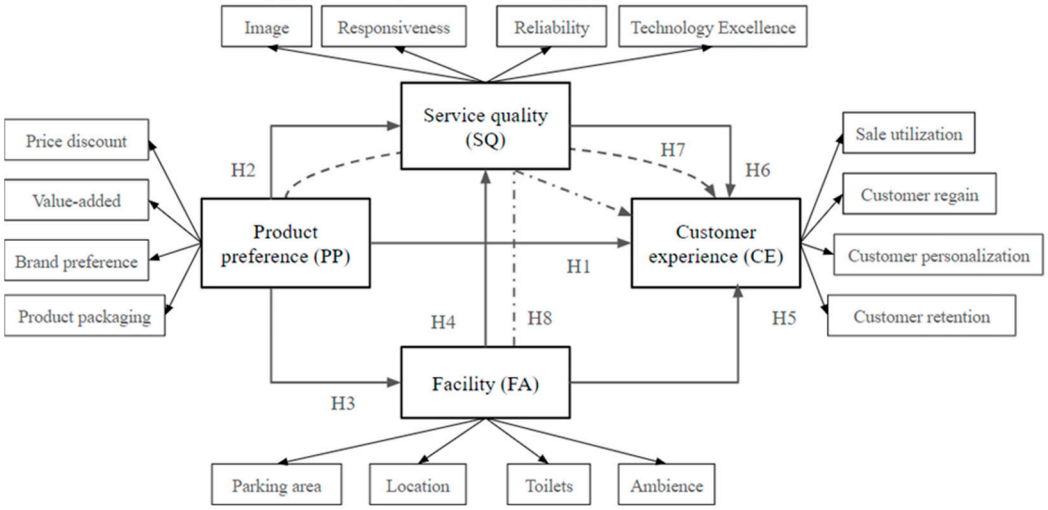

Figure 1. Proposed structural equation model for customer experience in a night market.

The fundamental structure of the mathematical equations for the latent variables is outlined in Equations (1) and (2).

Structural Equation for Path Coefficient

$$\eta = \beta\eta + \Gamma\xi + \zeta \tag{1}$$

$$\begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} = \begin{bmatrix} 0 & \beta_1 & 0 \\ 0 & 0 & 0 \\ \beta_2 & \beta_3 & 0 \end{bmatrix} \begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} + \begin{bmatrix} \gamma_1 \\ \gamma_2 \\ \gamma_3 \end{bmatrix} \begin{bmatrix} \xi_{PP} \end{bmatrix} + \begin{bmatrix} \zeta_1 \\ \zeta_2 \\ \zeta_3 \end{bmatrix} \tag{2}$$

The relationships between the latent variables in the structural equation model can be evaluated using different sets of equations. Specifically, Equations (3) and (4) are used to assess the relationships between endogenous variables, while Equations (5) and (6) are employed to evaluate the relationships between exogenous variables.

Structural Equation for Endogenous Variables

$$y = \Lambda_y\eta + \varepsilon \tag{3}$$

$$\begin{bmatrix} y_{SQ1} \\ y_{SQ2} \\ y_{SQ3} \\ y_{SQ4} \\ y_{FA1} \\ y_{FA2} \\ y_{FA3} \\ y_{FA4} \\ y_{CE1} \\ y_{CE2} \\ y_{CE3} \\ y_{CE4} \end{bmatrix} = \begin{bmatrix} \lambda^{y}_{SQ1} & 0 & 0 \\ \lambda^{y}_{SQ2} & 0 & 0 \\ \lambda^{y}_{SQ3} & 0 & 0 \\ \lambda^{y}_{SQ4} & 0 & 0 \\ 0 & \lambda^{y}_{FA1} & 0 \\ 0 & \lambda^{y}_{FA2} & 0 \\ 0 & \lambda^{y}_{FA3} & 0 \\ 0 & \lambda^{y}_{FA4} & 0 \\ 0 & 0 & \lambda^{y}_{CE1} \\ 0 & 0 & \lambda^{y}_{CE2} \\ 0 & 0 & \lambda^{y}_{CE3} \\ 0 & 0 & \lambda^{y}_{CE4} \end{bmatrix} \begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} + \begin{bmatrix} \varepsilon_{SQ1} \\ \varepsilon_{SQ2} \\ \varepsilon_{SQ3} \\ \varepsilon_{SQ4} \\ \varepsilon_{FA1} \\ \varepsilon_{FA2} \\ \varepsilon_{FA3} \\ \varepsilon_{FA4} \\ \varepsilon_{CE1} \\ \varepsilon_{CE2} \\ \varepsilon_{CE3} \\ \varepsilon_{CE4} \end{bmatrix} \quad (4)$$

Structural Equation for Exogenous Variables

$$x = \Lambda_x \xi + \delta \quad (5)$$

$$\begin{bmatrix} x_{PP1} \\ x_{PP2} \\ x_{PP3} \\ x_{PP4} \end{bmatrix} = \begin{bmatrix} \lambda^{x}_{PP1} \\ \lambda^{x}_{PP2} \\ \lambda^{x}_{PP3} \\ \lambda^{x}_{PP4} \end{bmatrix} \begin{bmatrix} \xi_{PP} \end{bmatrix} + \begin{bmatrix} \delta_{PP1} \\ \delta_{PP2} \\ \delta_{PP3} \\ \delta_{PP4} \end{bmatrix} \quad (6)$$

4. Results

4.1. Demographic of Night Market Participants

Table 1 shows the demographics of the night market participants who responded to the questionnaires. The night market customers were 62.2% female (f = 123) and 37.8% male (f = 78). Approximately 69.65% of the customers were 20–29 years old, 16.41% were 40–49 years old, 7.96% were 30–39 years old, and 5.97% were above 49 years old. Regarding monthly income, 50.74% earned USD 214–514, 17.91% earned more than USD 1143, 16.41% earned USD 829–1142, and 14.92% earned USD 515–828. Regarding educational level, 72.63% had a bachelor's degree, 21.89% had a bachelor's degree, 4.97% had a master's degree, and 0.49% had a master's degree. Regarding the frequency of night market visits, 60.19% visited 1–3 times/month, 17.41% were uncertain, 15.92% visited 4–6 times/month, and 6.48% visited more than 7 times/month.

Table 1. Participants' demographics.

Participants	Frequency (LSPS)	Percentage (%)
Gender		
Male	78	37.8
Female	123	62.2
Age		
20–29 years	140	69.65
30–39 years	16	7.96
40–49 years	33	16.41
>49 years	12	5.97
Income (Monthly)		
USD 214–514	102	50.74
USD 515–828	30	14.92
USD 829–1142	33	16.41
USD > 1143	36	17.91
Education level		
Lower than bachelor degree	44	21.89
Bachelor degree	146	72.63
Master's degree	10	4.97

Table 1. *Cont.*

Participants	Frequency (LSPS)	Percentage (%)
Higher than master's degree	1	0.49
Night market visit (monthly)		
Uncertainty	35	17.41
1–3 times	121	60.19
4–6 times	32	15.92
More than 7 times	13	6.48

Source: Author.

4.2. A Test of the Consistency of the Equations Demonstrates That the Latent Variables Are Interrelated

The measurement model, commonly known as Confirmatory Factor Analysis (CFA), serves as a method for assessing the validity and reliability of different con-structs. This analysis evaluates whether the constructs are quantifiable, facilitating the calculation of related metrics, such as composite reliability (CR), average variance extracted (AVE), and discriminant validity.

Table 2 demonstrates the measurement model used in this study, which includes variables such as product preference, service quality, facility, and customer experience. The test results were within the acceptable ranges. The results indicated that the factor loadings for the relationships among all four latent variables ranged from 0.707 to 0.925. These values exceed the standard threshold of 0.6, as specified by Hair's requirements (Hair, Ringle & Sarstedt, 2011). Confirmatory Factor Analysis (CFA) values were employed to assess convergent and discriminant validity. The analysis revealed that the composite reliability (CR) values ranged between 0.847 and 0.890, whereas the average variance extracted (AVE) values fell within the range of 0.582–0.671. For composite re-liability (CR) and AVE, the obtained values surpassed the conventional benchmarks of 0.7 for composite reliability (CR) and 0.5 for average variance extracted (AVE). The findings of this study clearly demonstrate that the criteria for convergent and discriminant validity were satisfied. Consequently, presenting the descriptive statistics and correlation coefficients of the model was deemed appropriate.

Table 2. Convergent validity and discriminant validity.

Constructs	Items	Factor Loading	S.E.	CR	Cronbach's Alpha	AVE	r^2	MSV	ASV
Customer experience	Sale utilization	0.707	0.045	0.856	0.837	0.601	0.500	0.513	0.411
	Customer regain	0.724	0.080				0.524		
	Customer personalization	0.925	-				0.856		
	Customer retention	0.724	0.064				0.525		
Product preference	Price discount	0.720	0.084	0.847	0.857	0.582	0.518		
	Value-added	0.811	-				0.657		
	Brand preference	0.725	0.084				0.525		
	Product packaging	0.791	0.086				0.626		
	Parking area	0.902	0.079				0.813		
Facility	Location	0.801	-	0.886	0.867	0.662	0.642		
	Toilets	0.802	0.085				0.643		
	Ambience	0.741	0.074				0.550		
Service quality	Image	0.710	0.076	0.890	0.871	0.671	0.505		
	Responsiveness	0.917	0.069				0.841		
	Reliability	0.870	-				0.757		
	Technology excellence	0.762	0.070				0.580		

Source: Author.

4.3. Structural Equation Model Analysis Results

This section focuses on research path analysis and hypothesis testing to predict customer experience-influenced variables, as shown in Figure 2.

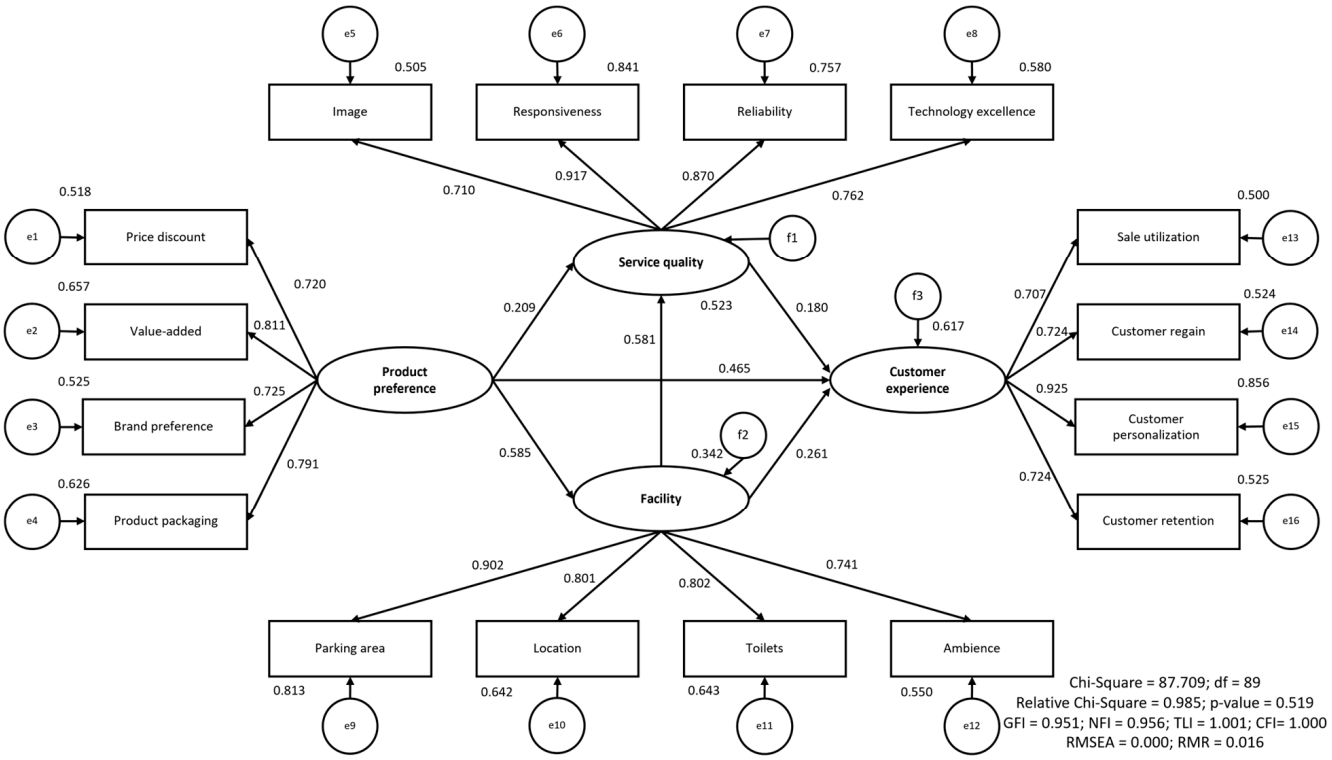

Figure 2. Path analysis and R^2 value.

Structural equation modeling (SEM) was utilized for hypothesis testing, particularly to explore the structure of customer experiences. Despite the complexities associated with indirectly measuring relationships, SEM remains a widely applied method. Quantitative research plays a pivotal role in supporting the application of SEM. As shown in Figure 2, the model examines the relationships among product preference (PP), service quality (SQ), facility (FT), and customer experience (CX). The results revealed R^2 values of 0.412 for PP, 0.09 SQ, 0.007, and 0.041 for SQ, FT, and CX, respectively, with an overall model R^2 value of 0.617, indicating a strong explanatory power (Hair et al., 2014).

The results of the path coefficient analysis can be articulated using mathematical structural equations, as demonstrated by Equations (7)–(10). Furthermore, the structural equation corresponding to endogenous variables is outlined in Equation (11), and Equation (12) presents the structural equation for the exogenous variables.

Structural Equation for Path Coefficient

$$\begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} = \begin{bmatrix} 0 & 0.581 & 0 \\ 0 & 0 & 0 \\ 0.180 & 0.261 & 0 \end{bmatrix} \begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} + \begin{bmatrix} 0.209 \\ 0.585 \\ 0.465 \end{bmatrix} \begin{bmatrix} \xi_{PP} \end{bmatrix} + \begin{bmatrix} 0.477 \\ 0.658 \\ 0.383 \end{bmatrix} \quad (7)$$

$$\eta_{SQ} = 0.581\eta_{FA} + 0.209\xi_{PP} + 0.477 \quad (8)$$

$$\eta_{FA} = 0.585\xi_{PP} + 0.658 \quad (9)$$

$$\eta_{CE} = 0.180\eta_{SQ} + 0.261\eta_{FA} + 0.465\xi_{PP} + 0.383 \quad (10)$$

Structural Equation for Endogenous Variables

$$y\begin{bmatrix} y_{SQ1} \\ y_{SQ2} \\ y_{SQ3} \\ y_{SQ4} \\ y_{FA1} \\ y_{FA2} \\ y_{FA3} \\ y_{FA4} \\ y_{CE1} \\ y_{CE2} \\ y_{CE3} \\ y_{CE4} \end{bmatrix} = \begin{bmatrix} 0.710 & 0 & 0 \\ 0.917 & 0 & 0 \\ 0.870 & 0 & 0 \\ 0.762 & 0 & 0 \\ 0 & 0.902 & 0 \\ 0 & 0.801 & 0 \\ 0 & 0.802 & 0 \\ 0 & 0.741 & 0 \\ 0 & 0 & 0.707 \\ 0 & 0 & 0.724 \\ 0 & 0 & 0.925 \\ 0 & 0 & 0.724 \end{bmatrix} \begin{bmatrix} \eta_{SQ} \\ \eta_{FA} \\ \eta_{CE} \end{bmatrix} + \begin{bmatrix} 0.495 \\ 0.159 \\ 0.243 \\ 0.420 \\ 0.187 \\ 0.358 \\ 0.357 \\ 0.450 \\ 0.500 \\ 0.476 \\ 0.144 \\ 0.475 \end{bmatrix} \quad (11)$$

Structural Equation for Exogenous Variables

$$\begin{bmatrix} x_{PP1} \\ x_{PP2} \\ x_{PP3} \\ x_{PP4} \end{bmatrix} = \begin{bmatrix} 0.720 \\ 0.811 \\ 0.725 \\ 0.791 \end{bmatrix} \begin{bmatrix} \xi_{PP} \end{bmatrix} + \begin{bmatrix} 0.482 \\ 0.343 \\ 0.475 \\ 0.374 \end{bmatrix} \quad (12)$$

Table 3 presents the path coefficients and hypothesis testing outcomes. Product preference (PP) is shown to be positively and significantly related to customer experience (CX) (H1) ($\beta = 0.465$, $p < 0.001$), thus supporting H1. Additionally, PP has a positive and significant relationship with service quality (SQ) (H2) ($\beta = 0.29$, $p < 0.01$), supporting H2. Furthermore, PP exhibits a positive and significant relationship with facility (FT) (H3) ($\beta = 0.585$, $p < 0.001$), supporting H3. Facility (FT) has a positive and significant relationship with service quality (SQ) (H4) ($\beta = 0.581$, $p < 0.001$), supporting H4. FT also shows a positive and significant relationship with customer experience (CX) (H5) ($\beta = 0.261$, $p < 0.01$), supporting H5. Lastly, service quality (SQ) has a positive and significant relationship with customer experience (CX) (H6) ($\beta = -0.108$, $p < 0.05$), supporting H6, as shown in Table 3.

Table 3. Path analysis and hypothesis testing.

Hypothesis	Paths	Path Coefficient	*p*-Value	Relationship
H1	Product preference → Customer experience	0.465 ***	<0.001	Supported
H2	Product preference → Service quality	0	0.008	Supported
H3	Product preference -> Facility	0.585 ***	<0.001	Supported
H4	Facility → Service quality	0.581 ***	<0.001	Supported
H5	Facility → Customer experience	0.261 **	0.002	Supported
H6	Service quality → Customer experience	0.180 *	0.029	Supported

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Source: Author.

Figure 2 shows the path analysis and R^2 value. The figure illustrates a structural equation model that examines the relationships among various variables influencing customer experience at a night market. The model includes three endogenous latent variables, namely, facility, service quality, and customer experience, along with one exogenous latent variable, product preference.

The results indicate that the hypotheses were statistically significant at the $p < 0.05$ level (Table 2). Based on Cohen's (1988) guidelines, R^2 values suggested a meaningful effect size. The research model demonstrated a strong alignment with the data, as evidenced by the following fit indices: chi-square = 87.709; degrees of freedom (df) = 89; relative chi-square = 0.985; $p = 0.519$; RMSEA = 0.000; RMR = 0.016; GFI = 0.951; NFI = 0.956; TLI = 1.001; and CFI = 1.000. Consequently, hypotheses H1, H2, H3, H4, H5, and H6 are all

supported, confirming that product preference (PP), service quality (SQ), and facility (FT) positively and significantly influence customer experience (CX).

4.4. Mediations Analysis

Table 4 presents the mediation analysis, a key aspect of structural equation modeling, which evaluates the indirect effects of two causal variables by including an intermediary variable. In this study, service quality and facilities function as mediators to explore the connection between product preferences and customer experience. This study first explored the relationship between product preference and customer experience by incorporating service quality as a mediating variable (H7). Subsequently, it examines the connection between product preference and customer experience, with facility serving as the mediating variable (H8). In testing the mediating variable (H7) regarding the relationship between product preference and customer experience, it was found that the indirect effect had a coefficient of 0.042, which was statistically significant. This indicates that service quality fully mediates the relationship between product preference and customer experience.

Table 4. Mediation analysis.

Hypothesis	Paths	Direct Effect	Indirect Effect	*p*-Value	Mediation	Relationship
	Product preference → Customer experience	0.465 ***		<0.001		Supported
H7	Product preference → Service quality → Customer experience		0.042	0.051	Full	Unsupported
	Product preference → Customer experience	0.261 **		0.002		Supported
H8	Product preference → Facility → Customer experience		0.098 *	0.050	Partial	Supported

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Source: Author.

In analyzing the role of facility as a mediator (H8) in the relationship between product preference and customer experience, it was found that the direct influence of product preference on customer experience weakened. However, the indirect effect had a statistically significant coefficient of 0.098. This indicates that facility functions as a partial mediator in the connection between product preferences and customer experience.

Table 5 shows the results of the path analysis of the causal relationship model of product preference, service quality, and facility towards customer experience with the AMOS program. The consistency index of the model was obtained as follows: chi-square = 87.709; df = 89; relative chi-square = 0.985; *p*-value = 0.519; RMSEA = 0.000; RMR = 0.016; GFI = 0.915; NFI = 0.956; TLI = 1.101; CFI = 1.000. The consistency index was obtained according to the specified criteria, namely the relative chi-square having values less than 2, RMSEA and RMR indices less than 0.05, and GFI, NFI, TLI, and CFI indices greater than 0.95. Therefore, it can be concluded that the causal relationship model of product preference, service quality, and facility that affects customer experience is consistent with the empirical data. The variance in customer experience can be explained by product preference, service quality, and facility, which together accounted for 61.70% of the variance. Each of these factors positively influences customer experience and is statistically significant at the 0.05 level. Product preference exerts both direct and indirect positive effects on customer experience, with a total influence size of 0.716 (direct: 0.465; indirect: 0.251). Similarly, facility has a direct and indirect positive impact on customer experience, with a total influence size of 0.366 (direct: 0.261; indirect: 0.105). Service quality directly and positively affects customer experience with an influence size of 0.180. Among these factors, product preference had the greatest impact on customer experience, followed by facility and service quality.

Table 5. Path analysis (direct, indirect, total effect).

Cause Variable \ Dependent Variable	Service Quality			Facility			Customer Experience		
	DE	**IE**	**TE**	**DE**	**IE**	**TE**	**DE**	**IE**	**TE**
Product preference	0.585	-	0.585	0.209	0.339	0.548	0.465	0.251	0.716
Service quality	-	-	-	0.581	-	0.581	0.261	0.105	0.366
Facility	-	-	-	-	-	-	0.108	-	0.108
R-square	0.342			0.523			0.617		

Chi-Square = 87.709, df = 89, Relative chi-square = 0.985, *p*-value = 0.519, RMSEA = 0.000, RMR = 0.016, GFI = 0.915, NFI = 0.956, TLI = 1.101, CFI = 1.000; Source: Author.

5. Discussion

From the results of the research, it was found that product preferences, service quality, and facilities influence customer experience. Because customers have different preferences for night market products, the night market must provide quality service and night market facilities to create a good experience for customers. Customers have a better purchasing experience if they receive a discount or feel the value of the product, thus creating awareness among customers regarding the benefits or costs of discounts. Product price influences the decision to purchase the product [36]. Trademarks and brand associations can create emotional value and encourage repeat purchases among customers. Entrepreneurs can build brand awareness through customer culture and feelings to retain customer loyalty to the brand [37]. Previous research has found that product preferences have a positive influence on customer experience. Then, H1 was supported.

In the modern era, many businesses use technology to provide services in place of human labor. Customers believe that when a business uses technology, it reduces the organization's expenses, which may reduce quality. However, in providing services, customers can accept it when the business uses technology and offers discounts to customers [38]. In an era of rapid development, small-power users are dissatisfied with the services provided by electricity producers. Small-power users want to develop services that are appropriate for the customer group and are ready to provide services and add added value in providing electricity services; therefore, electricity providers must have electricity storage so that they can transmit electricity at all times and can create additional value [39]. Based on the literature, product preference has a significant and positive effect on service quality, supporting H2.

Previous research has found that product preferences are related to the facilities that a business provides. For example, in a department store, it is necessary to have directions for customers to facilitate product purchases [40]. However, this study found that product preferences were not positively related to amenities because the location of a night market depends on where distributors can find space. This setting may not be convenient for the customers. Another issue is that the distributors sell similar types of products, so customers do not notice much difference in the night market facilities. Thus, H3 is not supported.

Night market facilities, such as the quality of infrastructure and amenities, influence customer satisfaction [41]. In addition, a relationship between service quality and customer satisfaction was found, especially in terms of the responsibility for providing services that can increase customer satisfaction. Therefore, both facilities and service quality can create satisfaction and purchase decisions for customers, especially in night markets [42]. Research has found a positive and significant relationship between facilities and QoS. Then, H4 was supported.

The availability of amenities influences customer perceptions and experience. Research has found that physical amenities influenced the customer experience before the COVID-19 outbreak. However, during the COVID-19 pandemic, intangible aspects were found to significantly influence customer experience [43]. Moreover, facilities and the quality of services also influence customer satisfaction and experience [42]. Service industries such as hotels, restaurants, and entertainment place importance on both tangible and intangible

amenities in creating customer experiences. Research has found a positive and significant relationship between facilities and customer experiences. Then, H5 was supported.

Service quality and customer experience are interrelated and business operators must focus on them. Research has found that service quality, such as the results of quality service and quality relationships between employees and customers, affects customer experience and leads to customer loyalty [44]. The service industry requires a focus on providing knowledge and experience to customers to achieve strategic organizational results [45]. Research has found that service quality plays an important role in creating customer experience, which creates satisfaction and customer loyalty, and this can also create business growth. Then, H6 was supported.

6. Conclusions

This research used customer service theory, which involves attracting customers to use services and keeping customers with the business, with the important objective of building customer loyalty. This research has greatly contributed to the development of knowledge related to the customer experience in night markets. The research findings can provide both theoretical and practical implications for night markets in creating customer experience.

Theoretically, this is in line with the theory of customer service, which explains the factors that can create good service for customers. These results are supported by several studies that use customer service theory. Product preferences have a significant influence on customer experience because they affect purchasing decisions and customer satisfaction [46]. Customers tend to buy products according to their own style and preferences, which affects their emotional experience and leads to satisfaction. Customers who purchase products through online channels are a good example of the customer experience because they choose products according to their own preferences [47]. Service quality influences customer experience differently for each business. In the context of financial institutions, empathy and reassurance are the factors most influential to customer satisfaction, followed by trustworthiness and responsiveness [48]. However, in the accommodation business, empathy, responsiveness, and assurance factors had the greatest influence on customer satisfaction. Therefore, this study focuses on each business's service quality factors, which affect different levels of customer experience. The main factors of facilities in the port business greatly affect the creation of a good customer experience, such as technology, relationships, and toilets. Amenities and service quality positively influence customer experience in the hotel business [42]. A combination of good service quality and available facilities has a positive impact on customer experience.

This study has practical implications. The results of this research will be beneficial to entrepreneurs who sell products in night markets by understanding the factors that affect customer experience. In the first issue of product preferences, operators may periodically lower product prices to attract customer attention or create brands belonging to the operator to build credibility. Continuing with the product, entrepreneurs can add value to products by selling products that create value for customer use. In addition, entrepreneurs can develop innovative packaging to create interest in the product, create an experience for customers, and differentiate the product.

Second, operators must build trustworthiness in providing services, and respond quickly and accurately to customer needs. Bringing new technology to help in operations can create an experience for customers, such as bringing the QR Code system to help with the customer payment system and increasing convenience for customers. Creating a good image of the night market affects customers' decisions to buy products in the night market. Marketing communication with customers both offline and online can create a good understanding of the night market and influence its image of the night market. Regarding the third issue, night market facilities have appropriate parking arrangements, both with sufficient parking spaces and parking locations that are not too far from the product distribution location. In addition, the night market has prepared sufficient restrooms to meet the needs of customers, emphasizing the cleanliness of the restrooms. Customers are

willing to pay for the use of restrooms but request that the restrooms be sufficiently clean. Other facilities that a night market should provide include electrical lighting in both the market and parking areas as well as signage.

Actionable Recommendations for Night Market Vendors

1. Focus on Unique Product Offerings

Diversification and creativity: Offers distinctive products that cater to specific customer preferences. Consider including handcrafted items, locally inspired goods, or innovative designs that stand out.

Price adjustments and motions: Implementing periodic discounts or bundle offers to attract budget-conscious customers.

Enhance Product Presentation: Invest appealing product packaging that reflects quality and attention to detail, ensuring that the items are visually attractive.

2. Improve Service Quality

Responsive and Reliable Service: Prioritize quick and efficient responses to customer inquiries and needs, ensuring a seamless shopping experience.

Leverage technology: Introduces digital payment systems, such as QR codes, to facilitate fast and convenient transactions.

Customer engagement: Training staff to provide friendly and professional services. This fosters a welcoming atmosphere and encourages repeated visits.

3. Optimize Market Facilities

Parking Solutions: Provide sufficient parking spaces close to the market area. Clear signage and well-lit parking zones can further improve accessibility.

Clean and accessible rooms: Maintain restrooms with high standards of cleanliness. Customers are generally willing to pay a small fee to clean facilities.

Enhanced Lighting and Signage: Install bright lighting across the market and clear directional signs for easier navigation and safer environments.

Comfortable Ambience: Offer seating areas where customers can relax, coupled with cultural or live performances to enhance the market's atmosphere.

4. Strengthen Marketing and Branding

Offline and Online Marketing: Promote the market through social media platforms, showcasing unique products and customer stories to build connections.

Market Identity: Develop a recognizable brand for the night market, emphasizing the local culture and community involvement to appeal to both tourists and locals.

5. Use Data to Understand Customer Preferences

Customer Feedback Mechanisms: Gather insights through surveys or direct feedback on customer preferences and expectations.

Leverage Technology for Analysis: Utilize data analytics to identify trends in purchasing behaviors and tailor offerings accordingly.

6. Encourage Sustainability Practices

Eco-friendly products: Offered products made with sustainable or recycled materials to appeal to environmentally conscious consumers.

Waste Management: Implement waste segregation systems to maintain cleanliness and contribute to sustainability goals.

By implementing these strategies, vendors can create a more enjoyable and memorable experience for customers, fostering loyalty and encouraging higher footfall.

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