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The Effect of Service Innovation, Experience Value, and Customer Value on Customer Satisfaction: A Systematic Literature Review

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ABSTRACT
The current systematic literature review is intended to analyze and synthesize literature that examined the effects of service innovation, experience value, and customer value on customer satisfaction. Using PRISMA, a systematic search was conducted on Scopus databases published between January 2014 and October 2023, resulting in a final number of 24 articles that met the inclusion criteria. The synthesis results from these articles show that service innovation, experience value, and customer value are important determinants of customer satisfaction. In addition, the results also show that most of the studies were conducted in the banking industry. Furthermore, signaling theory and expectation disconfirmation theory are the two theories most often used to explain these relationships. This study provides theoretical and practical contributions and directions for future research.
KEYWORDS: Customer Satisfaction; Customer Value; Experience Value; Service Innovation; Systematic Literature Review.

1. Introduction

Customer satisfaction is one of the main strategic goals set by all organizations (Soythong & Wisaeng, 2023). According to Sreejesh et al. (2015), one of the important goals of a company is to maintain customer loyalty by providing satisfaction through marketing strategies that center on customer value. Satisfaction is expressed by enthusiastic post-utilization reactions, which arise as a result of agreement between the expected authorization and the original one, which requires a proper examination of desires (Fahri et al., 2021; Ihtiyar et al., 2019; Jabid et al., 2023). To satisfy customers, it is important to create a first experience that is memorable, enjoyable, thoughtful, and extraordinary (Sudarwo et al., 2019). Therefore, the challenge for marketers and researchers is to identify which experiences make the best impression on customers and encourage them to develop positive attitudes and behavior towards the brand (Salomão & Santos, 2022). In the last decade, various studies have identified the driving factors of customer satisfaction, such as service innovation (Biswas et al., 2022; Cabral & Marques, 2023), experience value (Ihtiyar et al., 2018; Kim et al., 2021), and customer value (Luo et al., 2019).

Innovation has become a major determinant of business success due to its role in reducing costs, increasing productivity, and creating opportunities (Ayinaddis, 2023). For service companies, creating sustainable service innovation is a must to increase interactions between the company and customers, thereby building customer trust in the company (Xiao et al., 2023). Service innovation is the result of transforming existing service systems or establishing new service systems to provide core benefits (Wu et al., 2024). Furthermore, Peng and Li (2021) stated that service innovation is one of the determining factors of a company's success because it has an impact on profits and customer satisfaction.

Another factor that plays an important role in determining customer satisfaction is experience value. Experience value reflects the perception of value resulting from evaluation after experience (Tseng et al., 2023). According to Fall et al. (2021), experience value is a relative preference that reflects customer interactions with services that include behavioral, sensory, emotional, cognitive, and social dimensions. Zong and He (2022) suggest that experience value can be built through the creation of interactive priority experience scenarios that can affect the psychology of ownership and psychological control of customers. Furthermore, Zhao and Song (2022) suggest that it is important for companies to pay attention to the interaction between customers and services so that companies can provide maximum experience value that can be used as a basis for customer preferences and satisfaction.

Furthermore, customer value is also believed to be one of the important determinants of customer satisfaction (Slack et al., 2021). Customer value reflects "a comprehensive assessment of the usefulness of a product or service based on the perception of what the customer receives" (Amegbe et al., 2023). Cankül et al. (2024) stated that customer value can be achieved by offering customer-centric services, strategic pricing, and superior quality that enable companies to attract and retain customers. According to Rusmahafi and Wulandari (2020), customer value is based on the customer's perspective on what customers want and what they get. Thus, customer satisfaction will be formed when customers get results that match their desires and expectations (Kusumawati & Rahayu, 2020). Furthermore, Wahyuningsih et al. (2022) stated that companies will gain a sustainable competitive advantage if they can understand the factors that shape customer value and provide superior value. This ultimately allows companies to attract and retain customers so that the company's profitability can continue to grow.

2. Objectives

Although various studies have revealed the important role of service innovation, experience value, and customer value in determining customer satisfaction, it is not yet clear to what extent the influence of these three factors varies in driving customer satisfaction. In addition, knowledge regarding the influence of service innovation, experience value, and customer value in determining customer satisfaction in various business sectors is still not clear.

Based on this gap, this study is intended to review and synthesize existing literature regarding the influence of service innovation, experience value, and customer value on customer satisfaction and how these influences vary in various business sectors.

3. Scope and Methodology

3.1 Inclusion and Exclusion Criteria

Several inclusion and exclusion criteria were set to obtain relevant literature and in line with the aims of this study. First, the literature must come from peer-reviewed journals that focus on the influence of service innovation, experience value, and customer value on customer satisfaction. Second, the publication time range is 2014 to 2023. Third, the literature must be published in English. Thus, literature that does not meet these three criteria will not be considered in the final review.

3.2 Data Sources and Search Strategy

To address the research questions, a systematic literature review (SLR) was conducted through an extensive search across selected databases to gather as many relevant and high-quality studies as possible. To maintain accuracy and transparency throughout the review process, the PRISMA approach was employed. The Scopus database was chosen for this study as it is considered one of the most comprehensive databases for social science journals (Hoang et al., 2021). The literature search was completed in October 2023, covering publications from January 2014 to October 2023, using the keywords: [(service AND innovation OR experience AND value) AND (customer AND value AND satisfaction)]. This search yielded 853 articles. After removing 8 duplicate entries, 845 articles were screened based on their titles and abstracts. During this screening, 773 articles were excluded, leaving 72 articles eligible for further evaluation according to the inclusion and exclusion criteria. Following a rigorous review, 24 articles met the inclusion criteria. A summary of the literature selection process is illustrated in Figure 1.

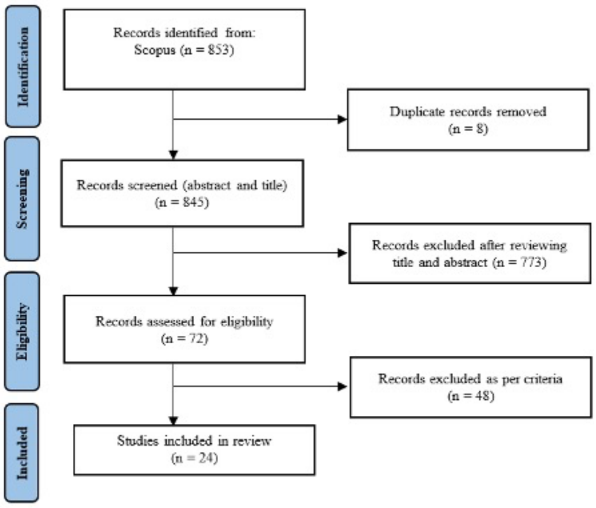

Figure 1. Article Selection Process

4. Literature Review

2.1 Service Innovation

According to Anderson et al. (2014), innovation is the creation, promotion, and application of new and advantageous ideas to improve performance at various organisational levels. Innovation is essential for organisations to maintain growth and gain a competitive edge in the fast-paced, modern world (Ferreira & Coelho, 2020). Conventional literature defines innovation as a collection of fresh concepts to provide the market (Suroso & Azis, 2015). Tuominen and Toivonen (2011) argue that new service is what we mean by service innovation, whereas Skålén et al. (2015) go one step further and define it as the development and use of results. These days, gaining a competitive advantage is closely associated with innovation (Damanpour, 2010).

These three primary domains can be employed to evaluate innovation in services (Coombs & Miles, 2000). Accordingly, some modification or renewal of the service product, procedures and processes, must be incorporated into the conceptualisation of service innovation (Yang et al., 2022). This modification can be something the business or the client is unaware of (Awuku et al., 2023).

When new resources are created or old value propositions are altered by combining current resources, this is known as a practical recombination of resources (Åkesson et al., 2016). This is consistent with the definition of service innovation as a networked approach to invention provided by service-dominant logic (Vargo et al., 2015). It is no longer able to be seen as the result of a two-way relationship (Lusch & Nambisan, 2015).

According to Toivonen and Kijima (2019), innovation entails the production, revitalisation, and modification of prior knowledge. According to Koskela-Huotari et al. (2016), innovation happens when new practices and institutionalised solutions to co-create value among players are determined by the introduction of a new product or service, rather than when innovation happens when a new service or product is offered (conventional approach) (Akaka et al., 2017).

Despite gaining importance in the literature on organisational performance, the term of "service innovation" has not yet been widely agreed upon in the service innovation literature (Biemans & Griffin, 2018; Den Hertog, 2010). Since the notion is thought to be a major driver of socioeconomic development and growth, scholars and practitioners are still debating and researching it (Anna, 2013). The first is "the development of a service or product which is new to the supplier, something which is not available to the firm's clientele, resulting from add-ons to or modifications in the service concept and encompassing ideas, practices, or objects, which are new to the organisation and the relevant environment," according to De Jong et al. (2003).

Innovation in the service sector differs from innovation in the industrial sector due to several unique features that service innovation demonstrates (Moliner-Velázquez et al., 2019). The opinion expressed by Moliner-Velázquez et al. (2019) concurs with the claim made by others that service organisations are exempt from the need for innovation. According to other academics like (De Jong et al., 2003), service innovation can be viewed from the following angle. First, because innovations in services and products typically overlap, the distinction between product and service innovation is starting to blur in the context of services innovation. For example, a new service typically coincides with a new distribution strategy, customer relations approach, and quality assurance system.

Second, the degree of novelty perspective can also be used to analyse service innovations, which can range from a little or gradual adjustment to a major or drastic prescription. The most significant outcome of radical innovation is significant developmental innovations that take place in an environment and system that are well-organised. However, incremental innovations tend to be smaller and take place in less structured settings. The majority of incremental changes are less innovative and common in scope; they usually include minor adjustments to organisational policies and procedures and are less expensive and risky to implement.

Innovation needs to provide something novel in a new market, a new notion of services that are currently in use somewhere else, or both (Booz, & Hamilton, 1982). Furthermore, it is anticipated that there would be a combination of minor and major adjustments or adaptations to the current services (van Ark et al., 2003). According to the literature, service innovation—whether it be new, inventive, gradual, or radical—must assist companies in creating services that are more affordable, quicker, and of higher quality (Oh et al., 2021). As a result, service innovation contributes to corporate success (Chapman et al., 2003; De Jong et al., 2003).

2.2 Customer Satisfaction

Scholars have characterised consumer satisfaction from many perspectives in previous studies (Salomão & Santos, 2022). Customer satisfaction is a worthy subject for research for the marketing society since a happy customer is convinced that a certain service purchase was a good deal, which simplifies the idea of a continuity relationship between the customer and an organisation. According to Saputra et al. (2024), customer satisfaction is the total evaluation of performance based on all prior interactions—both favourable and unfavorable—with the business.

There are important differences in the definition of contentment throughout the literature. All definitions, though, have three things in common: (1) Customer satisfaction, in the words of Giese and Cote (2000), is an answer (either cognitive or emotional); (2) The response relates to a particular emphasis (expectations, consumer experience, product, etc.); and (3) The response happens at a given time (after consumption, after choosing, based on accumulated experience, etc.).

As a result, a number of research concentrate on the second element, expectations, suggesting that this construct is a predicate of future behaviour and customer satisfaction (Liu et al., 2024). In this way, there is a positive difference or higher satisfaction when the product or service performs better than the customer had anticipated. Conversely, when actual performance differs from expectations, there is a negative difference or dissatisfaction (Luo et al., 2019). Customer happiness is therefore a crucial component in evaluating the performance of an organisation, and customer expectations may have varying effects on satisfaction development in different settings (Liu et al., 2024). Hence, businesses strive to boost customer satisfaction in order to maintain a competitive edge, presuming that doing so leads to improved organisational outcomes (Olayiwola et al., 2024).

From a business standpoint, client happiness is seen as a marketable asset linked to more robust business performance and the smooth and effective management of corporate resources (e.g., Beckers et al., 2018; Rubera & Kirca, 2017; Wongkitrungrueng & Assarut, 2020). Customer satisfaction has been shown to play a critical part in gauging a business's performance, and there is strong evidence linking it to market share and financial performance (Fornell et al., 1996). Customer satisfaction, as seen through the eyes of the buyer, is the buyer's subjective evaluation of any outcome or encounter resulting from the purchase of a product (Westbrook, 1980). When customers are happy, they are more likely to tell others about their wonderful experience and offer recommendations. Customer satisfaction is defined as the evaluation made by customers of their live-streamed green agricultural product purchases, given the particular goal of our study.

The expectation-disconfirmation theory (EDT) has been extensively used to study customer satisfaction in a variety of fields, including marketing, psychology, and medicine (Uzir et al., 2021). Oliver (1976) initially introduced EDT, which states that the difference between customer expectations and perceived performance can be used to measure customer satisfaction. In particular, disconfirmation becomes positive when perceived performance meets or surpasses early expectations, leading to pleasure; conversely, when perceived performance is not up to initial expectations, disconfirmation turns negative and causes dissatisfaction (Oliver, 1976).

A conceptual framework for service excellence, known as the SERVQUAL model, was developed by Parasuraman and Zeithaml, (1985), building on earlier research and defining service quality as the discrepancy between customers' original expectations and their true perception of their performance. Five dimensions of service quality have been identified by SERVQUAL, which has been refined time and time again. These dimensions are tangibles, which include staff appearance, physical facilities, and equipment; assurance, which is the company's ability to inspire confidence and trust through employee courtesy and knowledge; responsiveness, which is the capacity to perform the promised service accurately and consistently; and tangibles (Li & Hitt, 2008). Numerous academics have evaluated the SERVQUAL model since it was first introduced and created scales to accurately assess service quality. In both academics and practice, SERVQUAL is frequently utilised as a tool to study customer satisfaction, having been applied and validated in numerous fields (e.g., Jou et al., 2023; Kim & Kim, 2023; Ong et al., 2023; Uzir et al., 2021).

Customer happiness has been widely recognised in previous research as a critical factor in determining future purchases (e.g., Pandey & Chawla, 2018) and a major motivator for loyalty (e.g., Kim et al., 2015; Wu et al., 2012). As a result, there is a wealth of research in economics and marketing regarding the factors that lead to customer satisfaction (e.g., (de Oliveira Santini et al., 2018; Hamidi & Moradi, 2017; Skordoulis et al., 2018; Vijay et al., 2019). The store's psychological atmosphere, the various procedures customers must follow (such as lines, trolleys and cashiers), the moments of human interaction, and the retailer's primary offer— variety, product quality, pricing policy and assortment—are among the factors influencing customer satisfaction that have been the focus of early studies. Packaging has a statistically significant impact on consumer satisfaction in addition to product cost (Zhao et al., 2021). Furthermore, Positive effects on customer satisfaction are caused by both emotional and rational brand connections, such as salesperson personality, advertising style, and brand image (Elsäßer & Wirtz, 2017). Rational brand quality includes attributes like product, service, and distribution quality.

The number of online shoppers is rising as a result of e-commerce's success, and one particularly intriguing facet of this trend is e-customer happiness. Certain academics contend that certain aspects of a website, such its size, quality, and aesthetics (see, for example, Nia & Shokouhyar, 2020; Tang et al., 2023), influence e-customer satisfaction. A website's design contributes to its image; in relation to online shopping, this design is meant to satisfy users and improve the quality of the website (e.g., Ha & Stoel, 2009, Kim et al., 2009). When it comes to online content sharing, cost is discovered to have a differential influence on revenue and client contentment, even though brand familiarity and brand image are accepted as key predictors of consumer contentment and purchase intent in the age of digital (Yang et al., 2022). To be more specific, certified sharers a higher price results in higher sales and worse customer happiness; a greater cost for sharers who are not certified results in higher customer satisfaction and lower sales. However, other elements that are identified as driving e-consumer satisfaction include privacy (e.g., Ha & Stoel, 2009; Kim et al., 2009), logistics (e.g., Kawa & Zdrenka, 2023; Wu & Dong, 2023), information calibre (e.g., Tang et al., 2023), customer service (e.g., Bobalca et al., 2021; Ha & Stoel, 2009), atmosphere (e.g., Ha & Stoel, 2009 and marketing (e.g., Li & Hitt, 2008).

Due to its core characteristics, which encompass user-generated material and user interactions, social commerce has become increasingly popular as information technology continues to advance (e.g., Kim & Kim, 2018). Live-streaming business has become popular as the newest social commerce trend due to its enhanced user experience and more robust consumer interaction (Wang, 2024). Scholars have begun to investigate consumer contentment in relation to live-streaming, despite the paucity of scholarly work in this area. Of particular interest are the distinctive problems that arise that are not present in other e-commerce formats or brick-and-mortar stores. For example, in live-streaming commerce, anchor features like marketing for sales, influence, and also engaging entertainment have been shown to have a favourable effect on customers' purchases behaviour, which is contingent upon their level of satisfaction (Zheng et al., 2023). On the other hand, viewers' emotional and social integrative pleasure improved when they viewed beauty influencers; different material categories considerably differed in their ability to meet psychological and social demands (Mao, 2022).

In summary, existing research has primarily taken a piecemeal approach, concentrating on one or more variables that impact customer happiness. Furthermore, live-streaming commerce has received less attention than traditional e-commerce, with the majority of pertinent studies being carried out in this environment. Furthermore, in terms of the theoretical foundation, earlier research either employed the theories independently or concentrated on a single theory (Jumaan et al., 2020).

2.3 Customer Value

One of the most basic ideas in marketing and service research, if not the most basic idea, is customer value (Cronin, 2016; Gallarza et al., 2011). It has long been recognised as a significant a source of advantage over competitors (Woodruff, 1997) and as the central component of business strategy as, according to Slater (1997), "the creation of customer value must be the reason for the firm's existence and certainly for its success." Osterwalder's work on the Business Model Canvas likewise emphasises the strategic importance of customer value. A business model is "the rationale of how an organisation creates, delivers, and captures value," according to Osterwalder and Pigneur (2010). Since customers pick one company over another based-on value, value for the customer is at the centre of the Business Model Canvas (Osterwalder & Pigneur, 2010). Additionally, it has been acknowledged as a significant factor in influencing consumers' evaluations and decision-making is customer value (Gallarza et al., 2011).

Currently, three different perspectives are used in most research on customer value (Fan & Dong, 2021). The initial phase involves examining and characterising customer value from the perspective of the customer, mainly from the value that companies offer to the customer. Customer-perceived value is a term coined by Holbrook (1998) to describe the evaluation of a service's overall or usability of the product depending on the client's perceived benefits and the acquisition cost. The gap between total customer value and total customer expense is known as customer transfer value, was first proposed by Kumar et al. (2000). The second method looks at customer value—often stated as customer lifetime value (CLV)—from the perspective of the organisation. The entire revenue that a buyer could potentially generate for the business in the future is referred to as CLV (Linjie et al., 2005). The customer lifecycle, defined as the progression of the customer-enterprise relationship from its inception to its conclusion, is a dynamic development trajectory (Leroi-Werelds, 2019). It has been discovered that during the whole customer lifecycle, there is a reciprocal link between businesses and their patrons, as well as the patrons' contribution to the earnings and expenses of the businesses (Krstevski & Mancheski, 2016). The third is looking at customer value from both the standpoint of the customer and the business. The process of value exchange between the two is highlighted, as it not only facilitates the transactions that businesses and customers need, but also creates a number of additional economic and non-economic interactions. From this angle, not many noteworthy study findings have been made.

The main objective of the present research is to assess the efficacy of customer value enhancement. While the definition of customer value from the enterprise's perspective builds on the theoretical study to develop the notion of CLV, the definition from the consumer's perspective provides a strong theoretical basis for customer-oriented marketing. On the other hand, CLV measurement is the main focus of contemporary CLV research. Jackson (1985) initially proposed a measurement model based on the conventional net present value approach of calculating CLV, which set the groundwork for subsequent research on CLV measurement. Numerous academics have expanded on this work and investigated CLV measurement (Calciu & Salerno, 2002; Berger & Nasr, 1998). It remains difficult to measure and estimate CLV in practice, despite the fact that both domestic and international researchers have undertaken substantial theoretical research and exploration in this area. This is mostly due to the inapplicability of present CLV measuring methods. An increasing number of management strategies have demonstrated that seeking to get a new client by any means is significantly more expensive than keeping an existing one. A strategy that may offer corporate.

2.4 Experience Value

According to Pine and Gilmore (1999), The foundation of experiential marketing is the notion that people's present desires are experiences rather than goods, which some products enable them to have. As a result, in the sphere of experiences, what can be called experiential value (Schmitt, 1999; Yuan & Wu, 2008) is better seen as having greater value (Boztepe, 2007). Accordingly, some writers characterise experiential value as having both emotional and functional aspects, which refers to its constituent parts (Yuan & Wu, 2008).

Functional value is defined by Sheth et al. (1991) as the perceived usefulness derived from the capacity to replace utilitarian, physical, or functional performance. Important functional, utilitarian, or physical features are what give an option its functional value. Furthermore, a profile of choice qualities can be used to quantify functional value (Sheth et al., 1991). According to Yuan and Wu (2008), the functional value in this context can also be defined as a financial or cognitive reward from the product or service. This reward can be measured by study using variables like price satisfaction, shopping convenience, and effectiveness (Mathwick et al., 2001).

Conversely, emotional value is characterised as the perceived benefit derived from a substitute for arousing affective states or sensations both during and after an encounter. When an option is linked to specific emotions, or if it causes or exacerbates those feelings, it gains emotional value. This emotional worth can be quantified using an emotion profile connected with the alternative choice (Sheth et al., 1991). These feelings are connected to goods, companies, and brands where happiness, contentment, and tranquilly are elements linked to assessing emotional worth (Sweeney & Soutar, 2001).

Different scholars have conceptualised experience's value from different angles. According to Holbrook (2006), value is inherently participatory, communally generated, and personally experienced by each individual. The development of experience values is emphasised by Prahalad and Ramaswamy (2004). Experience value, according to Keng et al. (2011), is the perceived value that consumers derive from their interactions with brands. Experience value is defined by Mathwick et al. (2001) as the customer's opinion of interactions involving the direct use or appreciation of goods and services.

Certain activities are carried out by tourists, tourism producers, and their staff. These activities include stargazing, dining, and lounging, as well as activities carried out by tourism providers that support the activities of tourists. Enjoying experiences is the main goal of tourism practices (Sørensen & Jensen, 2015). Thus, it becomes crucial to comprehend how the actions of visitors generate experience value and how the actions of producers maintain it. Experiences are derived from people's emotions and sensations rather than being prefabricated and supplied. The definition of experience is "the mental impact felt and remembered by an individual caused by the personal perception of external stimuli" (Sundbo & Sørensen, 2013), based on an experience economy approach (Pine & Gilmore, 1999). According to the practice-based perspective, practices lead to experiences. Engaging in tourism activities can result in worthwhile and unforgettable encounters.

Accordingly, experience value is a product of users' mental and physical engagement in certain activities and is analogous to "value in use" (see service-dominant logic; Grönroos & Voima, 2013). Experience value is therefore not created and provided by businesses. Rather, consumers add value with businesses' help. Producers and users must adopt situated behaviours for this. As a result, actions involving consumers and producers frequently co-create the value of the tourist experience (Harkison, 2018; Shaw et al., 2011). This co-creation manifests in several ways. Within a user group at a theme park, Torres et al. (2018) distinguish three types of co-creation: "subversive co-creation," This happens when consumers use goods or services against the intended of the manufacturers, "compatible co-creation," This happens when clients rethink corporate resources to enhance a customer's experience. and "cooperative co-production," which occurs when users act in accordance with producers' intentions. According to Lugosi (2014), spatial practices is a procedures that influence how guests engage with and within a space and the organisation of physical space; material practices: using physical objects and mobilisation; performative acts: embodied acts, such as gestures, verbal communication, and physical actions; and representational practices: textual representations of the venue and visual, experience, and participants) are the sources of experiential space in hospitality venues. Specifically, the latter three activities entail producer and user co-creation.

5. Result and Discussion

This SLR study included 24 pieces of literature that met the inclusion criteria (Table 1). The literature is further classified based on year of publication, country, industry, methods, theories, and findings.

Table 1. Summary of Systematic Literature Review

Author(s)	Country	Industry	Method/Design	Theory	Findings
Biswas et al. (2022)	India	Bank	Quantitative	Signaling Theory	Service innovation -> Satisfaction (+)

Author(s)	Country	Industry	Method/Design	Theory	Findings
Cabral & Marques (2023)	Portugal	Hotel	Mix Method	None	Service innovation -> Satisfaction (+)
Dotzel et al. (2013)	USA	Others	Quantitative	None	Service innovation -> Satisfaction (+)
Fuentes-Blasco et al. (2017)	Spain	Retail	Quantitative	Expectation Disconfirmation Theory	Customer value -> Satisfaction (+)
Hollebeek & Rather (2019)	India	Travel and Tourism	Quantitative	signaling theory	Service innovation -> Satisfaction (+)
Hong & Kim (2020)	Korea	Automobile	Quantitative	None	Experience value -> Satisfaction (+)
Hong et al. (2020)	Korea	Automobile	Quantitative	None	Experience value -> Satisfaction (+)
Hsiao (2019)	Taiwan	Others	Quantitative	None	Service innovation -> Satisfaction (+)
Ihtiyar et al. (2019)	Cambodia	Food and Beverages	Quantitative	None	Experience value -> Satisfaction (+)
Ihtiyar et al. (2018)	Cambodia	Food and Beverages	Quantitative	None	Experience value -> Satisfaction (+)
Kim et al. (2021)	Korea	Food and Beverages	Quantitative	None	Experience value -> Satisfaction (+)
Lin & Choe (2022)	China	Hotel	Quantitative	None	Experience value -> Satisfaction (+)
Luo et al. (2019)	China	Medical	Quantitative	None	Customer value -> Satisfaction (+) Service innovation -> Satisfaction (+)
Mahmoud et al. (2018)	Ghana	Telecommunication	Quantitative	• Signaling Theory • Expectation Disconfirmation Theory	Service innovation -> Satisfaction (+)
Nyadzayo et al. (2023)	Australia	Ride-Hailing	Quantitative	None	Service innovation -> Satisfaction (+)
Salomão & Santos (2022)	Portugal	Food and Beverages	Quantitative	None	Experience value -> Satisfaction (+)
Shin (2015)	Korea	Smartphone	Quantitative	None	Customer value -> Satisfaction (+)
Soythong & Wisaeng (2023)	Thailand	Bank	Quantitative	Theory of Planned Behaviors	Service innovation -> Satisfaction (+)
Suson et al. (2023)	Philippine	Telecommunication	Quantitative	None	Service innovation -> Satisfaction (+)
Teng et al. (2023)	Malaysia	Ride-Hailing	Quantitative	• Signaling Theory • Expectancy-Disconfirmation Theory • Theory of Perceived Risk	Service innovation -> Satisfaction (+)

Author(s)	Country	Industry	Method/Design	Theory	Findings
Tiwari (2023)	India	Bank	Quantitative	Socio-Technical Systems (STS) Theory	Service innovation -> Satisfaction (+)
Xiao et al. (2023)	China	Service Firms	Quantitative	None	Service innovation -> Satisfaction (+)
Yeh et al. (2019)	Taiwan	Travel and Tourism	Quantitative	None	Service innovation -> Satisfaction (+)
YuSheng & Ibrahim (2019)	Ghana	Bank	Quantitative	None	Service innovation -> Satisfaction (+)

4.1 Articles Distribution by Year

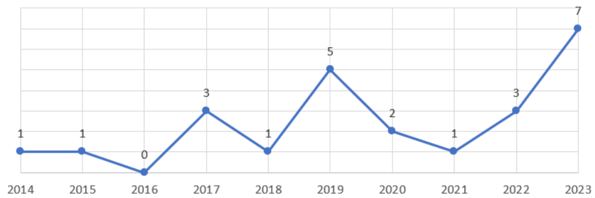

Figure 2. Distribution of Articles by Year

The distribution of literature in the period 2014 to 2023 is as shown in Figure 2. It is known that studies regarding the influence of service innovation, experience value, and customer value on customer satisfaction in the period 2014 to 2023 experienced significant fluctuations. A significant increase occurred after 2021 with the largest number of studies related to this topic being in 2023.

4.2 Articles Distribution by Country

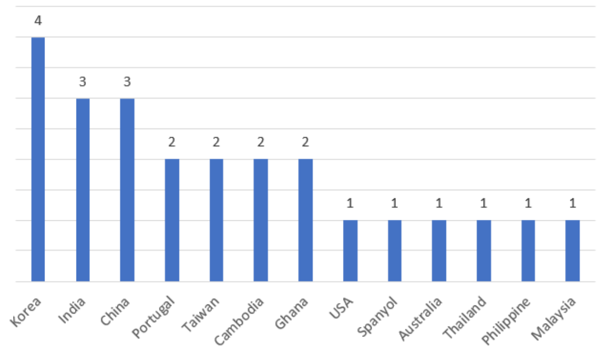

Figure 3. Distribution of Articles by Country

Distribution of literature by country as shown in Figure 3. The results show that the majority of studies are located in Korea (N=4), followed by India (N=3), China (N=3), Portugal (N=2), Taiwan (N=2), Cambodia (N=2), and Ghana (N=2). On the other hand, the United States, Spain, Australia, Thailand, and the Philippines are regions where very few studies have been conducted regarding the influence of service innovation, experience value, and customer value on customer satisfaction.

4.3 Articles Distribution by Industry

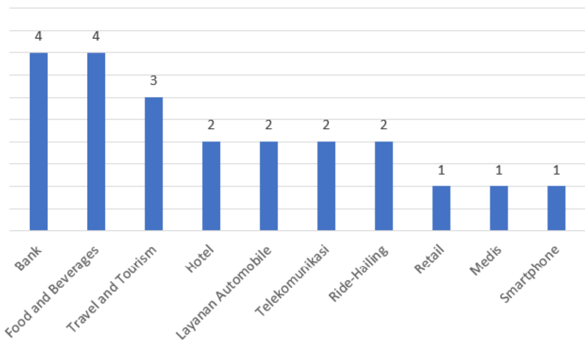

Figure 4. Distribution of Articles by Industry

The distribution of literature by industry shows that articles are spread across 10 industries as shown in Figure 4. The banking industry (N=4) and Food and Beverage (N=4) are the most studied industries, followed by travel and tourism (N=3), hotel (N=2), automobile (N=2), telecommunications (N=2), ride-hailing (N=2), retail (N=1), medical (N=1), and smartphone (N =1). These results indicate that studies related to the influence of service innovation, experience value, and customer value on customer satisfaction tend to focus on certain industries only.

4.4 Articles Distribution by Theory Used

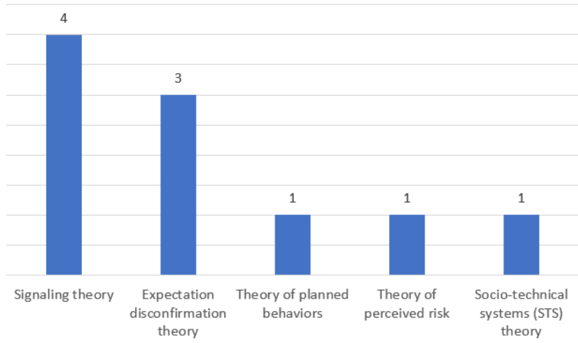

Figure 5. Distribution of Articles by Theory Used

Figure 5 displays the theories used to explain the influence of service innovation, experience value, and customer value on customer satisfaction. The results show that signaling theory (N=4) is the most frequently applied theory, followed by expectation disconfirmation theory (N=3). On the other hand, the theory of planned behavior (N=1), the theory of perceived risk (N=1), and the socio-technical systems theory (N=1) are three of the five theories that are very rarely applied.

6. Findings

Based on a systematic literature review of 24 literature that meets the inclusion criteria related to the role of service innovation, experience value, and customer value in influencing customer satisfaction. Studies related to this topic were mostly conducted in South Korea, followed by India and China. Regarding the industrial sector, studies related to this topic were mostly carried out in the banking and food and beverages sectors. Apart from that, signalling theory and expectation disconfirmation theory are the theories most frequently used in relation to this topic.

Furthermore, from the 24-literature reviewed, it was confirmed that customer satisfaction is positively influenced by service innovation, experience value, and customer value. For service innovation, 15 pieces of literature confirm a positive relationship between service innovation and customer satisfaction (e.g., Biswas et al., 2022; Mahmoud et al., 2018; Xiao et al., 2023). Service innovation is an important factor in driving customer satisfaction because companies often use service innovation as a sustainable development strategy to create value through innovative service improvements (Cabral & Marques, 2023). Innovation has become a major determinant of business success due to its role in reducing costs, increasing productivity, and creating opportunities (Ayinaddis, 2023). Creating sustainable service innovation is a must to increase interactions between companies and customers, thereby building customer trust in the company (Xiao et al., 2023).

For experience value, a total of 7 pieces of literature confirmed the important role of experience value in determining customer satisfaction (e.g., Kim et al., 2021; Salomão & Santos, 2022). The experience that customers get from services is a psychological factor that includes reactions, such as emotions, fantasies, and pleasures that customers get after receiving the service. This then forms experiential values through the relationship between experience and memory which ultimately gives rise to a sense of satisfaction for customers (Hong & Kim, 2020). Experience value can be built through the creation of interactive priority experience scenarios that can affect the psychology of customer ownership and psychological control (Zong & He, 2022). Thus, it is important for companies to pay attention to the interaction between customers and services so that companies can provide maximum experience value that can be used as a basis for customer preference and satisfaction (Zhao & Song, 2022).

For customer value, 3 pieces of literature confirm the important role of customer value in determining customer satisfaction (e.g., Luo et al., 2019; Shin, 2015). Customer value is important in building customer satisfaction because customer value is the customer's assessment of the relationship between the benefits obtained and the sacrifices made in an exchange. Thus, the higher the customer's perceived value will lead to strengthening customer satisfaction (Fuentes-Blasco et al., (2017). Customer value can be achieved by offering customer-centric services, strategic pricing, and superior quality that enable companies to attract and retain customers (Cankül et al., 2024). Companies will gain a sustainable competitive advantage if they are able to understand the factors that shape customer value and provide superior value. This ultimately enables companies to attract and retain customers so that the company's profitability can continue to grow (Wahyuningsih et al., 2022).

7. Limitations and Research Gaps

Based on the findings that have been presented previously, this study turns out to have several limitations, this study only discusses research published in Scopus indexed journals. For this reason, further research can be combined with research published in Web of Science indexed journals with the aim of getting broader final results. In addition, this study only focuses on a number of certain variables, so it is necessary to add other variables related to the research theme with the aim of being able to frame it comprehensively.

Although this study has answered the questions asked, it seems that there are still several research gaps that must be resolved in future research, namely Most of this research only focuses on the service sector, so further research is needed by conducting further testing with the aim of consistency of generalization of the relationship between variables.

8. Conclusion

This SLR study confirms the important role of service innovation, experience value, and customer value in determining customer satisfaction. Based on the findings of this study, several suggestions are given for future research. First, the findings of this study show that most studies related to this topic were conducted in the banking and food and beverages industries and that there are still many sectors that have not been explored. Therefore, future research is recommended to examine the relationship between service innovation, experience value, customer value, and customer satisfaction in other untouched sectors, such as wedding organizers. Second, this research indicates that there is still a big opportunity to add other constructs to the model such as customer intimacy. Third, future research can redesign the model in this study and explore further the mediating role of customer value to gain broader insight into this topic.

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