Review Article

Experience Quality: A Hybrid Systematic Literature Review and Bibliometric Analysis

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Abstract: Although Experience Quality has been extensively researched, comprehensive studies remain limited. This research aims to conduct a Systematic Literature Review (SLR) and bibliometric analysis of existing empirical work on Experience Quality. The methodology used is SLR, with data collected from the Scopus database using the search term "Experience Quality" in the title, abstract, and keywords. This search yielded 1,297 publications from 1965 to 2025 (evaluated on October 24, 2025). The data were analyzed bibliometrically using VOSviewer. The findings confirm that experience quality has a significant effect on brand perception and customer satisfaction, which consequently impacts customer loyalty. Practically, this implies that brand and service managers must treat experience quality as a strategic variable, as good products or services alone are insufficient for long-term loyalty. Socially, positive experiences are shown to strengthen social networks, increase community involvement, and promote inclusion. This research is limited by its reliance solely on the Scopus database; future research should integrate additional databases, such as Web of Science, for broader generalization. Despite the global development of this topic, in-depth, structured studies are scarce. This research is valuable and original as it provides a comprehensive summary and a research roadmap through SLR and bibliometric analysis.

Keywords: Bibliometric Analysis; Brand Perception; Customer Loyalty; Experience Quality; Systematic Literature Review

1. Introduction

Do review library systematic literature review (SLR) on variables Experience Quality own a very important role in development knowledge knowledge and practice industry. SLR functions For consolidate, evaluate, and push innovation in field knowledge certain (Lim, 2025; Nyoni et al., 2025). In addition, SLR helps identify gap research, providing guidelines for practice professional, as well as become base in compilation policy based evidence (Nyoni et al., 2025). Growth amount review library increasingly systematic rapid also demanding existence reflection critical and recommendations based on expertise and experience academic (Lim, 2025). In general conceptual, Experience Quality consists of on a number of dimensions like predispositions (predispositions), interactions (interactions), and reactions (reactions) that form perception to quality as well as influence decision purchase consumers (Vasconcelos et al., 2015). Variable This different from service quality Because focus on experience subjectively perceived consumers, so that need analyzed in a way separately (Vasconcelos et al., 2015). Research also shows that review quality and recommendations from colleague peers own influence significant to behavior consumer in buy product based

experience, such as wine red (Thrane, 2019). Consumers more tend choose product with excellent reviews and recommendations, which confirm influence strong Experience Quality to behavior purchase (Thrane, 2019).

However Thus, the implementation of SLR faces various challenge methodological, such as definition variables, selection relevant studies, as well as non-uniformity terminology in the field this (Imtiaz et al., 2013). Stages such as search strategies, online database selection, planning, and data extraction are also included. the most complex part in the SLR process (Imtiaz et al., 2013). SLR results regarding Experience Quality own implications wide to practice industry and policy public, because can become base in compilation regulation, taking the right decision, and direction future research (Nyoni et al., 2025). More furthermore, SLR allows development systems and features innovative For increase efficiency as well as quality accumulation information in various context (Sturm & Sunyaev, 2019; Alchokr et al., 2026). With Thus, SLR against variables Experience Quality No only strengthen runway theoretical, but also provides contribution real for progress research and practice in the field industry as well as policy public.

Study This make an effort examine in a way deep map latest study regarding Experience Quality as well evaluate to what extent the topic This still own relevance as focus future research. In addition, the study This review development discourse scientific related to Experience Quality with objective For identify his contribution to development Learning by doing theory and its application in practice organization. As for the questions formulated research is as following :

RQ1: Is the exploration of Experience Quality still a subject of significance for future academic research?
RQ2: How is the current research allocation related to Experience Quality? Experience Quality ?
RQ3: What are the theoretical and practical implications from a future research perspective?

This study uses a Systematic Literature Review (SLR) and Bibliometric Analysis to answer three research questions. The systematic literature review method is suitable for synthesizing existing research and helping identify gaps, trends, and future research directions, while providing evidence-based insights that can influence policy, practice, and further research. This method also allows researchers to evaluate the quality and relevance of existing research, so that the results can be relied upon for better decision-making (Sari et al., 2023).

Bibliometric analysis complements the review by measuring the distribution and impact of publications related to Teaching Factory. Using VOSviewer and the Scopus database, this study will analyze articles published through October 24, 2025. This methodology allows for a comprehensive mapping of the field's development and provides a deeper understanding of its growth and future research directions. This research is expected to provide valuable insights for researchers and educational institutions in developing more effective research strategies in the field of Experience Quality (Mohamud, 2023).

2. Literature Review

The concept of Experience Quality or quality experience refers to the extent to which an individual assess and feel something experience based on perception, emotion, and the interactions they have experience in context certain (Danhe et al., 2025). Quality experience This formed from combination between internal and external factors that influence How somebody interpret and respond something incident. In other words, Experience Quality No only depending on the results end from something activities, but also on the processes experienced individual during interact with environment, system, or program involved (Nasori et al., 2025).

More continue, in evaluate quality experience, important For consider factors physical, involvement sensory, and level participation active individual. Involvement in a way direct through five senses and actions real give contribution big to formation perception positive to something experience. With Thus, the experience is designed with notice elements the will produce involvement more emotional deep, improve motivation, as well as strengthen connection between individuals and the activities they undertake live (Zhang et al., 2021).

Apart from the aspect physical and emotional development connection social is also element important in form Experience Quality. Approach based the strength of the program, which emphasizes collaboration and interaction meaningful social, proven can increase satisfaction and sense of belonging to experiences that followed (Du Plooy et al., 2025). Interaction positive social capable expand meaning experience as well as give mark plus for

individual, good in context learning, work, and participation in activity certain. With Thus, the quality experience can understood as results from combination between perception individual, involvement active, and relationships supportive social.

Table 1. Defining Factors of Teaching Factory and Their Influence on Quality Experience

No	Defining Factors of Teaching Factory	Reference
1	Quality experience influenced by perception, emotion, and interaction in something objective	(Danhe et al., 2025)
2	Emphasize importance enter factor physical, involvement sensory, and participation active in evaluation quality experience	
3	Development connection social and approach based program strengths, which contribute to satisfaction	(Du Plooy et al., 2025)
4	Quality Experience covers factor physical, perceptual, and situational, not only aspect psychological and cognitive	(Zhang et al., 2021)
5	Quality Experience refers to perception	(Nasori et al., 2025)

3. Research Method

A systematic literature review using a bibliometric approach quantitatively assesses the literature to identify trends, patterns, and key research entities within a discipline. Using a framework such as PRISMA, this approach ensures a comprehensive and replicable examination of the literature, providing a clear and transparent overview of the topic under study. In the context of this research, bibliometric analysis can also help identify gaps in the existing literature, as well as provide direction for further research (Moodaley & Telukdarie, 2023). The inclusion criteria set include: (1) articles published up to September 20 2025, (2) publications in English, and (3) focused on the topic Bibliometric analysis was conducted using VOSviewer, by visualizing bibliographic data to analyze citation networks, collaborations between authors, and keywords that frequently appear together, thus revealing the intellectual structure and dynamics of the research field.

Understanding the development, historical trajectory, and future directions of a research field makes it highly useful in interdisciplinary studies to gain deeper insights. (Marzi et al., 2025; Wang & Yi, 2025). Bibliometric analysis is also used for strategic purposes in scientific publications, which was first introduced by Bertrand et al. (1970) to evaluate scientific journals based on their economic weight.

The initial stage in this scientific study involves keyword selection, which can be done through a macro (top-down) methodology, starting from a broad search path to more narrowly defined studies and topics. Therefore, after evaluating the limitations inherent in previous research and the scarcity of studies discussing (Teaching Factory), this study adopted the keyword "Teaching Factory" as the focal point in the article title, abstract, and keywords section. In addition, the Scopus database is used by researchers for various investigative purposes, including conducting literature reviews, identifying experts in specific fields, and monitoring research trends.
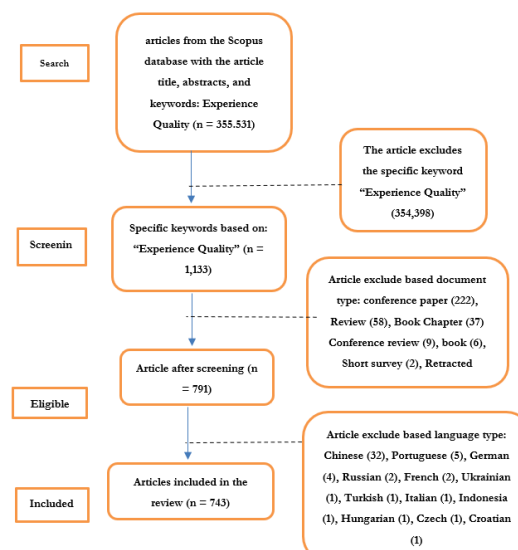

Figure 1. Systematic Literature Review information flow using PRISMA

Based on the search results obtained on October 24, 2025 from the Scopus database using article titles, abstracts, and keywords: "Experience Quality" in various academic disciplines, covering from the earliest publications in 1965 to the latest in 2025, the total number of articles on Experience Quality is 355,531 documents (see Figure 1). Based on these findings, a filtering process was carried out to filter documents according to their classification. Eliminated articles based on document type include: Conference paper (222), Review (58), Book Chapter (37) Conference review (9), book (6), Short survey (2), Retracted (2), Note (2), Letter (1), Erratum (1) and articles that were also eliminated based on language Chinese (32), Portuguese (5), German (4), Russian (2), French (2), Ukrainian (1), Turkish (1), Italian (1), Indonesian (1), Hungarian (1), Czech (1), Croatian (1), resulting in a total of 354,398 excluded documents. The screening results, categorized by document type, resulted in 743 eligible articles. These documents were then further analyzed in this study to answer the following research questions: RQ1: Is the exploration of Experience Quality still a subject of significance for academic research in the future? RQ2: How is the allocation of current research related to Experience Quality ? RQ3: What are the theoretical and practical implications of the future research perspective?

4. Results and Discussion

This study focuses on findings from 743 articles in the Scopus database discussing Experience Quality. This data was obtained by identifying the number of articles published, the year of publication, and the journal source. This study also highlights the most influential elements in Experience Quality studies, including authors, affiliations, and countries involved.

RQ1: What is the exploration of Experience Quality? is a subject that continues to have significance for future academic research?

Based on data obtained from the Scopus database, it has been confirmed that for more than four decades, scientific works on Experience Quality include 743 articles; this shows that research on Experience Quality is still relatively rare, as shown in (Figure 1). Exploration of Experience Quality began to experience progressive development in the last decade, especially since 201 0. Initial studies were conducted by (Chang & Horng, 2010) entitled Conceptualizing and measuring Experience Quality: The customer's perspective and (Alam & Yasin, 2010) entitled What factors influence online brand trust: Evidence from online ticket buyers in Malaysia which marked the emergence of the term now known as Experience Quality. Since then, there has been much research and development related to this model.
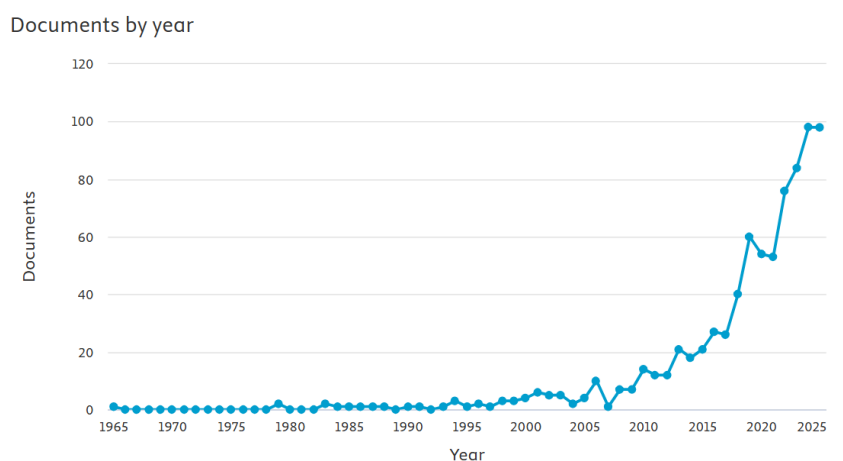

Figure 1. Number of publications on Experience Quality

Since 1965, the literature on Experience Quality has been limited due to the lack of research published in reputable journals, thus creating an opportunity for future researchers to fill this gap. This Experience Quality research is significant in deepening the understanding of Experience Quality, which influences personal behavior as well as the development of the Experience Quality framework. This can facilitate a deeper understanding of the practical and sustainable application of Experience Quality in various sectors.

RQ2: How is the distribution or allocation of research related to the Teaching Factory?

The distribution analysis of research on Teaching Factory in 743 articles was conducted by categorizing the articles based on classifications such as country, region, affiliation, source, and author, with a limit of only the top 10 articles in each classification. Understanding the

allocation of scientific works relevant to Experience Quality will benefit academics and practitioners in explaining future research agendas, particularly in the sustainable development of the Experience Quality paradigm.

First, the allocation of scientific studies related to Experience Quality shows the distribution of the number of documents by country or region. China occupies the highest position with a number of documents far more than other countries, which is close to 181 documents. In second place is the United States with around 168 documents, the United Kingdom with around 68 articles followed by Indonesia with a slightly lower number of articles, namely 49 articles. Several other countries such as Malaysia, Australia, India, Spain, South Korea, New Zealand and New Zealand have a relatively small contribution with the number of articles below 50. Overall, this data shows China's significant dominance in the number of publications in the field studied, indicating high research activity from researchers affiliated with institutions in Indonesia (see Figure 2).
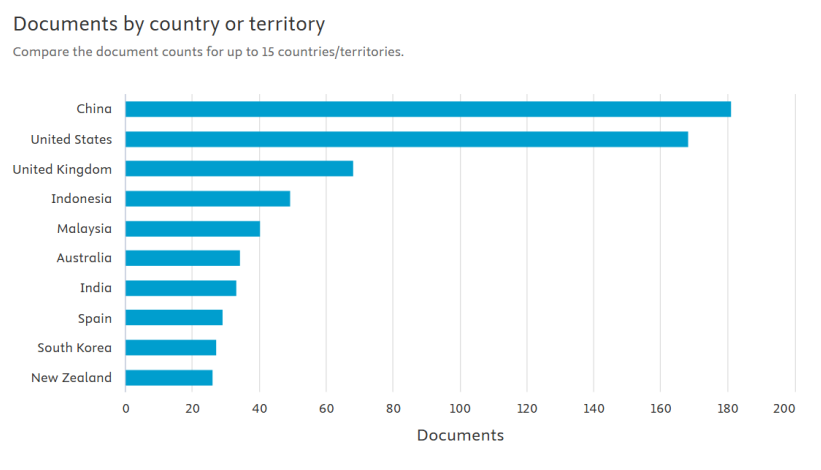

Documents by country or territory
Compare the document counts for up to 15 countries/territories.

Figure 2. Number of Articles by Country or Region (top 10 countries)

Source: Scopus Database

The distribution of academic research related to Experience Quality shows the distribution of the number of documents by country or region contributing to the research. China tops the list with the highest number of documents, followed by the United States, which has a nearly equal number of publications. The United Kingdom is in third place with a significant contribution. Indonesia is in fourth place, followed by Malaysia, indicating that Southeast Asian countries are also active in research in this area. Meanwhile, Australia, India, Spain, South Korea, and New Zealand have relatively lower publication numbers compared to the main countries. Overall, this chart illustrates the dominance of large countries such as China, the United States, and the United Kingdom in the production of research documents, but also highlights the increasing role of developing countries such as Indonesia and Malaysia.

These findings indicate that the issue of Experience Quality has attracted attention not only in Muslim-majority countries but also in Western and other countries, reflecting the global relevance of this topic. Researchers will also analyze the relationships between countries involved in research on Experience Quality using VOSviewer software. This step is crucial in formulating a systematic prospective research agenda. The analysis results from VOSviewer indicate that there are interconnections between countries in the investigation of the topic of Experience Quality (see Figure 3).
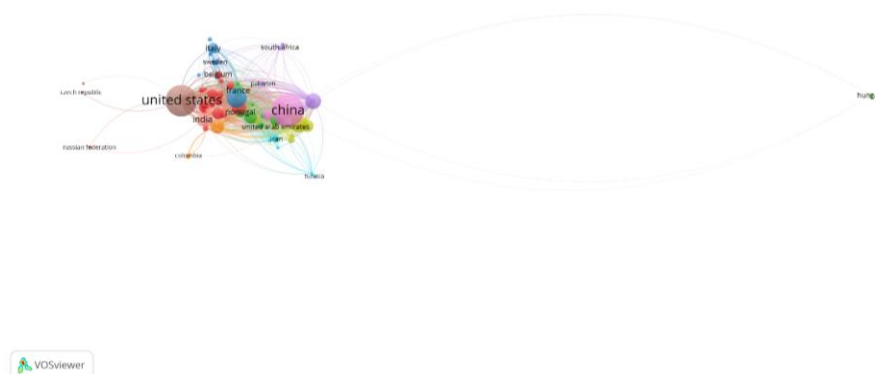
Figure 3. Visualization of the Network between Countries
Source: VOSviewer software output

This figure shows a visualization of the network of collaboration between countries in scientific publications using Experience Quality, generated using the VOSviewer tool. It can be seen that the United States and China are the two main centers of research collaboration with large node sizes, indicating a high number of publications and international cooperation. Countries such as France, India, Portugal, and the United Arab Emirates are also strongly connected to these two countries, reflecting intense academic interactions. Furthermore, countries such as Italy, Sweden, Belgium, and South Africa show moderate involvement in this network, while Hungary appears to be limitedly connected and somewhat separated from the main cluster. This pattern indicates that global research collaboration remains concentrated in large countries, particularly the United States and China, as the main axis of scientific development and international publications.

Second, the allocation of scientific works related to Experience Quality displays the number of documents based on the institutional affiliation contributing to the research. Bandung State Polytechnic tops the list with the highest number of publications, with approximately 17 documents, followed by Lincoln University with 15 documents, and Brawijaya University and City University of Macau with 14 and 12 documents, respectively. Furthermore, Universiti Teknologi MARA, Huaqiao University, and The University of Queensland have the same number of publications, with 8 documents. Meanwhile, renowned institutions such as Harvard Medical School, Sejong University, and Universiti Sains Malaysia also contributed with between 6 and 7 documents. This data demonstrates that academic collaboration and research contributions come not only from major world universities, but also from vocational education institutions such as Bandung State Polytechnic, which demonstrate an active role in the development of global research (see Figure 4).
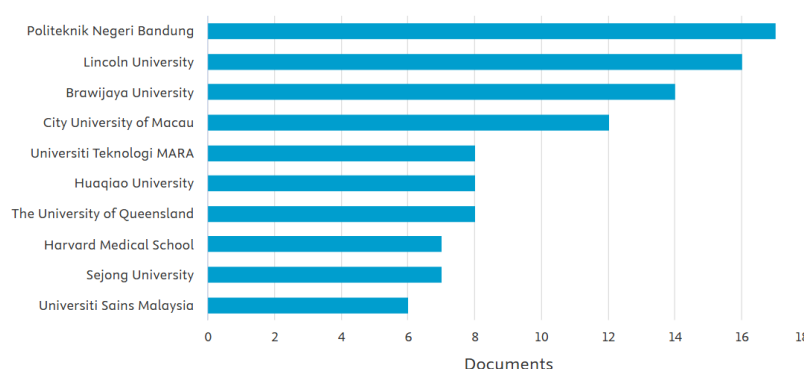

Figure 4. Visualization of the Country Network
Source: Scopus Database

Experience Quality studies in the top 10 publications based on affiliation shows that academic collaboration and research contributions come not only from major world universities, but also from vocational education institutions such as the Bandung State Polytechnic which shows an active role in the development of global research. Overall, this

data shows the active involvement of universities in Indonesia together with international institutions in producing scientific publications in the fields studied.

Third, based on the graph "Documents per year by source" shows the distribution of the number of documents per year by publication source covering topics related to tourism and sustainability. The graph shows that publications began to increase significantly after 2018, with the highest peak occurring in 2023. The journal Sustainability (Switzerland) dominates the number of publications, showing a sharp spike in 2023 with more than seven documents. Meanwhile, Current Issues in Tourism shows a steady upward trend from 2003 until it peaked in 2021, then declined in the following years. Other journals such as Plos One, Journal of Travel and Tourism Marketing, and Asia Pacific Journal of Tourism Research also contribute, albeit with fewer documents and less significant fluctuations. Overall, this trend indicates that topics related to sustainability and tourism have attracted increasing academic attention in recent years, especially in internationally reputable journals (see Figure 5).

Figure 5. Number of Articles by Source (top 10 sources)

Fourth, Distribution of research Based on the "Documents by Author" graph, displays the number of documents produced by authors based on their contributions to scientific publications. Suhartanto, D. occupies the top position with the highest number of publications, which is around 17 documents, indicating very high academic productivity compared to other authors. In the next position, Amalia, FA, Dean, D., Hussein, AS, and Wibisono, N. have a relatively balanced number of publications, each around 6 documents. Meanwhile, authors such as Ariffin, AAM, Brien, A., Han, H., Kusumawati, A., and González-Rodríguez, MR have slightly lower but still significant contributions in this research field. Overall, this graph shows the dominance of contributions from several main authors, especially from Suhartanto, who is a central figure in the development of research related to the topic being studied. (see Figure 6).
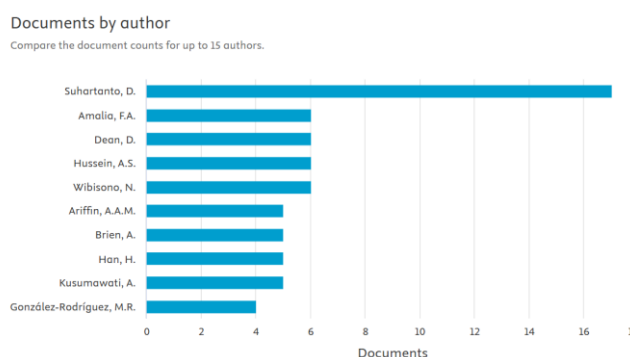

Figure 6. Number of articles by Author (10 top sources)
Source: Scopus Database

RQ3: What are the Implications Theoretical and Perspective for Future Research?

Study This done of the 738 articles collected from Scopus repository. VOSviewer used For describe that the result can own implications theoretical and pragmatic for study furthermore regarding Experience Quality,The results of metadata analysis using VOSviewer will assist researchers and practitioners For more understand related assumptions and findings with Experience Quality.Analysis results bibliometrics use VOSviewer can also show which variables have been Lots studied by researchers previously and which variables have not been Lots explored, so that can become base for future research. From perspective practitioners, results analysis literature use VOSviewer will help practitioners in implementing Experience Quality in a way sustainable in the future as well as promote Experience Quality style bibliometric mapping network visualization generated using VOSviewer, displays a keyword network visualization map generated using VOSviewer, illustrating the thematic relationships between research topics. Several main clusters are indicated by different colors. The blue cluster centers on the keyword human, which is closely related to the themes of psychology, human experiment, and clinical competence, reflecting the research focus on human and behavioral aspects. The red cluster highlights the topic of Experience Quality, which is connected to keywords such as customer experience, tourist destination, and service quality, indicating research in the field of customer experience and tourism. Meanwhile, the green cluster relates to quality control and quality of service, illustrating the focus on efficiency, optimization, and user experience in the context of technology and quality management. On the other hand, the yellow and purple clusters display themes such as quality of life, middle aged, and psychology, which relate to human well-being and mental health. Overall, this visualization shows that research related to the topics of quality, experience, and people intersect, with a strong tendency towards integration between psychological, managerial, and service aspects.
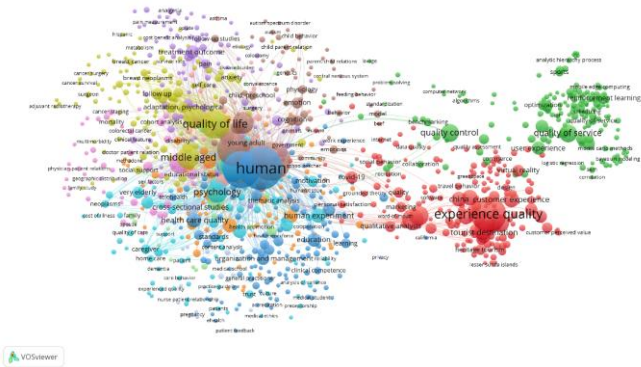

Figure 7. Co-Occurrence and Representation Framework Term Main
Source: Output of VOSviewer software

Table 2. Keywords by authors

Rank	Keyword	Total Link Strength
1	Human	2577
2	Adult	1653
3	Quality of life	1276
4	Middle aged	1018
5	Controlled Study	835
6	Aged	755
7	Cross-Sectional Study	459
8	Adolescent	435
9	Cross-Sectional Studies	364
10	Perception	560

Sumber: Output VOSviewer software

Based on the results of the keyword analysis, "Experience Quality" shows the ten main keywords that appear most frequently and have the highest total link strength in the research network analysis. The keyword "Human" ranked first with the highest link strength of 2577, indicating that topics related to humans are the main focus of various studies. Furthermore, the keywords "Adult" and "Quality of life" ranked second and third with strengths of 1653 and 1276, respectively, indicating a strong research focus on the lives and well-being of adults. The keywords "Middle aged" and "Controlled study" also showed significant relationships, reflecting the large number of empirical studies with experimental approaches in the middle-

aged group. In addition, the terms "Aged", "Cross-sectional study", and "Adolescent" showed the diversity of research subjects based on age range and methods used. The keyword "Perception" with a link strength of 560 illustrates the research's attention to aspects of human perception in various contexts. Overall, these data indicate that the primary focus of research is on people, quality of life, and methodological approaches that assess perceptions and experiences across age groups.

5. Conclusions

This reviewed 743 publications academic sources from Scopus repository and explains five conclusions main that is: First, related research with Teaching Factory relatively seldom conducted, Since 1965, literature on Experience Quality is still limited due to the lack of research published in reputable journals. Second, the study about Experience Quality shows that overall show involvement active college high in Indonesia together with institutions international in produce publication scientific publications in the field under study. Third, China tops the list with the highest number of documents, followed by the United States, which has a nearly equal number of publications. The United Kingdom is in third place with a significant contribution. Indonesia ranks fourth, followed by Malaysia, demonstrating that Southeast Asian countries are also active in research in this field.

Finally, the researchers also acknowledged that study This own a number of limitations. First, the research This only use publications taken from the Scopus database, which may own limitations in matter generalization. Research furthermore expected can combine findings from the Scopus and Web of Science databases for increase completeness results research. Future research can also explore other fields in discipline This is to enrich findings. Lastly, although the researchers has apply rigorous methodology For reduce interpretation bias, studies upcoming can use technique study new that can complete results study

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