

ABSTRAK

Judul : Pengaruh *Customer Experience* Terhadap *Customer Loyalty* Melalui *Customer Satisfaction* Studi Kasus pada Konsumen J.CO Donuts & Coffee Lippo Mall Puri, Jakarta Barat

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Program Studi : S-1 Manajemen

Penelitian ini menguji pengaruh *sense* dan *relate* terhadap *customer loyalty* dengan variable *customer satisfaction* sebagai variabel intervening. Metode analisis yang digunakan dalam penelitian ini adalah analisis jalur. Teknik Pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan teknik *purposive sampling*. Jumlah sampel yang digunakan sebanyak 125 responden yang merupakan konsumen J.CO Donuts & Coffee Lippo Mall Puri, Jakarta Barat. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh signifikan antara *sense* dan *relate* terhadap *customer satisfaction*, *relate* terhadap *customer loyalty* serta pengaruh signifikan antara *customer satisfaction* terhadap *customer loyalty* dan hasil yang tidak signifikan antara *sense* terhadap *customer loyalty*. Serta hasil dalam penelitian ini menunjukkan ternyata variabel *customer satisfaction* dapat memediasi hubungan antara *sense* dan *relate* terhadap *customer loyalty*.

Kata kunci : Sense, Relate, Customer Satisfaction, Customer Loyalty.

ABSTRACT

Title : Effect of Customer Experience on Customer Loyalty Through Customer Satisfaction Case Study at J.CO Donuts & Coffee Consumers Lippo Mall Puri, West Jakarta

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This study examines the effect of sense and relate on customer loyalty with the variable customer satisfaction as an intervening variable. The analytical method used in this study in path analysis. The sampling technique in this study uses non probability sampling with a purposive sampling technique. The number of samples used was 125 respondents who were consumers of J.CO Donuts & Coffee Lippo Mall Puri, West Jakarta. The result of this study indicate that there is a significant influence between sense and relate to customer satisfaction, relate to customer loyalty and a significant effect between customer satisfaction to customer loyalty and insignificant result between sense of customer loyalty. And the result in this study show that the customer satisfaction variable can mediate the relationship between sense and relate to customer loyalty.

Keywords: Sense, Relate, Customer Satisfaction, Customer Loyalty.