

ABSTRAK

Judul : Pengaruh Kemudahan Penggunaan dan Pengalaman Pelanggan Terhadap Loyalitas Melalui Kepuasan.

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Program Studi : S-1 Manajemen.

Tujuan penelitian ini untuk mengetahui pengaruh kemudahan penggunaan, pengalaman pelanggan terhadap loyalitas melalui kepuasan. Penelitian ini dilakukan kepada pengguna aplikasi OVO di wilayah Jakarta Barat dengan jumlah responden 160. Responden penelitian ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan menggunakan skala *Likert* 4 poin untuk mengukur 32 indikator. Teknik analisis data menggunakan *analysis path*. Hasil penelitian ini membuktikan bahwa kemudahan penggunaan berpengaruh terhadap kepuasan, pengalaman pelanggan berpengaruh terhadap kepuasan, kepuasan berpengaruh terhadap loyalitas, kemudahan penggunaan berpengaruh terhadap loyalitas dan pengalaman pelanggan berpengaruh secara terhadap loyalitas .

Kata kunci: kemudahan penggunaan, pengalaman pelanggan, kepuasan dan loyalitas.

ABSTRACT

Title: *The Effects of Ease of Use and Customer Experience on Loyalty through Satisfaction.*

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The purpose of this study is to determine the effect of ease of use, customer experience on loyalty through satisfaction. This research was conducted on OVO application users in the West Jakarta area with 160 respondents. Research respondents were determined using purposive sampling technique. Data collection was carried out by distributing questionnaires using a 4-point Likert scale to measure 32 indicators. Data analysis techniques using the analysis path. The results of this study prove that ease of use has a positive and significant effect on satisfaction, customer experience has a positive and significant effect on satisfaction, satisfaction has a positive and significant effect on loyalty, ease of use has a positive and significant effect on satisfaction. customer loyalty and experience has a positive and significant effect on loyalty.

Keywords: *ease of use, customer experience, satisfaction and loyalty.*