ABSTRAK

Judul   : Pengaruh *Customer Experience* Terhadap *Customer Loyalty* Melalui *Customer Satisfaction* Pada Toko Roti BreadTalk Mall, Jakarta Barat

Nama   : Juveonon

Program Studi   : Manajemen

Pembimbing   : RA Nurlinda

    Penelitian ini bertujuan untuk mengetahui pengaruh *Customer Experience* Terhadap *Customer Loyalty* Melalui *Customer Satisfaction* Pada Toko Roti BreadTalk Mall, Jakarta Barat. Variabel Independen terdiri atas *Sanse* dan *Relate*, variabel dependen adalah *Customer Loyalty*, dan variabel *Intervening* adalah *Customer Satisfaction*. Penelitian ini dilakukan pada konsumen yang sering berkunjung, membeli dan mengkonsumsi roti BreadTalk, melakukan keputusan pembelian dalam enam bulan terakhir. Sampel yang digunakan adalah sebanyak 145 responden dengan teknik pengambilan sampel yaitu *purposive sampling*. Jenis penelitian ini adalah kualitatif dan metode yang digunakan dalam penelitian ini adalah Analisis Jalur (*Path Analysis*).

Hasil Penelitian ini menunjukan bahwa *Sense* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Relate* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*. Sedangkan *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Customer Loyalty*. *Sense* berpengaruh positif dan signifikan terhadap *Customer Loyalty*. *Relate* berpengaruh positif dan signifikan terhadap *Customer Loyalty*. *Sense* berpengaruh positif dan signifikan terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Dan *Relate* berpengaruh positif dan signifikan terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Namun, pengaruh *Relate* terhadap *Customer Loyalty* lebih besar dibandingkan melalui *Customer Satisfaction* yang memiliki nilai lebih kecil.

Kata Kunci : *Customer Experience, Customer Loyalty, Customer Satisfaction*

ABSTRACT

Title   : *Influence of Customer Experience Against Customer Loyalty Through Customers Satisfaction At BreadTalk Mall Bakeries, west Jakarta*

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This study aims to determine the effect of Customer Experience on Customer Loyalty through Customer Satisfaction at the Bread Shop BreadTalk Mall, West Jakarta. The independent variable consists of Sanse and Relate, the dependent variable is Customer Loyalty, and the Intervening variable is Customer Satisfaction. This research was conducted on consumers who frequently visit, buy and consume BreadTalk bread, making purchasing decisions in the last six months. The sample used was 145 respondents with a sampling technique that is purposive sampling. This type of research is qualitative and the method used in this study is Path Analysis.

The results of this study indicate that Sense has a positive and significant effect on Customer Satisfaction. Relate has a positive and significant effect on Customer Satisfaction. While Customer Satisfaction has a positive and significant effect on Customer Loyalty. Sense has a positive and significant effect on Customer Loyalty. Relate has a positive and significant effect on Customer Loyalty. Sense has a positive and significant effect on Customer Loyalty through Customer Satisfaction. And Relate has a positive and significant effect on Customer Loyalty through Customer Satisfaction. However, the influence of Relate on Customer Loyalty is greater than through Customer Satisfaction which has a smaller value.

Keywords: Customer Experience, Customer Loyalty, Customer Satisfaction