

ABSTRACT

Title : The Influence of Customer Experience and Service Quality on Customer Loyalty through Customer Satisfaction (Case Study at Solaria Supermall Karawaci Restaurant, Tangerang) (Supervised by Dr. Drs. Dihin Septyanto ME, CIRR)

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Study Program : Management Bachelor Degree

This study aims to determine the effect of Customer Experience, and Service Quality, on Customer Loyalty, through Customer Satisfaction (Case Study at Solaria Supermall Restaurant Karawaci, Tangerang). The population in this study were all customers of Solaria Supermall Karawaci Restaurant, Tangerang. This sample was taken using the Non Probability Sampling method using the Purposive Sampling technique in order to obtain 150 respondents with a age limit of 17 years and have made at least 2 purchases in the last 6 months. The number of statements submitted to respondents was 30 items, consisting of 10 customer experience statements, 10 service quality statements, 4 customer satisfaction statements, 6 customer loyalty statements. Data analysis techniques used in this study are the validity test, reliability test, classical assumption test, descriptive analysis, and path analysis. The results based on path analysis show that customer experience has an effect on customer satisfaction. service quality affects customer satisfaction. customer experience affects customer loyalty. Service quality does not affect customer loyalty. And customer satisfaction affects customer loyalty. Customer experience directly affects customer loyalty without going through customer satisfaction, and service quality influences customer loyalty through customer satisfaction.

Keywords: Customer Experience, Service Quality, Customer Satisfaction, and Customer Loyalty