

ABSTRACT

THE INFLUENCE OF CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION & CUSTOMER LOYALTY TOWARDS BRAND POWER (Case Study On Go-Ride Service By Gojek In Bandar Lampung)

By

Muhammad Ryan Syauqi

In the middle of ride-hailing industry rivalry which is getting tighter and more difficult, only long term competitive advantage could make a company survive. Many experts suggest the way on how to be a company with competitive advantage is to focus on the customers by fulfilling and satisfying their needs better and faster compare to the competitors.

This research aims to analyze the influence of customer experience, customer satisfaction and customer loyalty towards brand power of Go-Ride service by Gojek. The sample in this study questionnaire was developed and data was collected from 177 customers of Gojek. Data collection techniques using questionnaires that have been tested for validity and reliability.

Results reveal that customer experience has significant influence towards customer satisfaction, customer satisfaction has positive influence on brand power, customer satisfaction also has influence on customer loyalty, and customer loyalty has influence on brand power. Meanwhile statistical results didn't support a positive influence of customer experience on brand power and customer experience on customer loyalty.

Keywords : Customer Experience, Customer Satisfaction, Customer Loyalty, Brand Power, Go-Ride, Gojek

ABSTRAK

THE INFLUENCE OF CUSTOMER EXPERIENCE, CUSTOMER SATISFACTION & CUSTOMER LOYALTY TOWARDS BRAND POWER (Case Study On Go-Ride Service By Gojek In Bandar Lampung)

Oleh

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Di tengah persaingan industri *ride-hailing* yang semakin ketat dan sulit, hanya keunggulan kompetitif jangka panjang yang bisa membuat sebuah perusahaan bisa bertahan. Banyak ahli yang menyarankan cara menjadi perusahaan yang memiliki keunggulan kompetitif adalah dengan fokus pada pelanggan dengan memenuhi dan memuaskan kebutuhan mereka dengan lebih baik dan lebih cepat dibandingkan pesaing.

Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman pelanggan, kepuasan pelanggan dan loyalitas pelanggan terhadap kekuatan merek layanan Go-Ride oleh Gojek. Sampel dalam penelitian ini kuesioner dikembangkan dan data dikumpulkan dari 177 pelanggan Gojek. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya.

Hasil penelitian menunjukkan bahwa *customer experience* berpengaruh signifikan terhadap *customer satisfaction*, *customer satisfaction* berpengaruh positif terhadap *brand power*, *customer satisfaction* juga berpengaruh terhadap *customer loyalty*, dan *customer loyalty* berpengaruh terhadap *brand power*. Sementara hasil statistik tidak mendukung pengaruh positif *customer experience* terhadap *brand power* dan *customer experience* terhadap *customer loyalty*.

Kata Kunci : *Customer Experience, Customer Satisfaction, Customer Loyalty, Brand Power, Go-Ride, Gojek*