

ABSTRAK

PENGARUH *USER EXPERIENCE* TERHADAP LOYALITAS PELANGGAN DIMEDIASI KEPUASAN PELANGGAN PADA GEN Z PENGGUNA VIU DI BANDAR LAMPUNG

OLEH

DESTIA AYU DWI CAHYA

Peran internet berkembang ke berbagai bidang kehidupan seiring dengan pertumbuhan penggunaannya salah satunya dalam bidang hiburan. Salah satu platform media digital yang mulai digemari masyarakat adalah platform layanan media hiburan *online* seperti layanan *streaming video* yang saat ini dikenal sebagai *video on demand*. Penelitian ini bertujuan untuk mengetahui pengaruh *user experience* terhadap loyalitas pelanggan melalui kepuasan pelanggan pada gen Z pengguna Viu di Bandar Lampung. Penelitian ini berlandaskan teori perilaku konsumen dengan menggunakan jenis penelitian *explanatory research* serta pendekatan kuantitatif. Teknik sampling yang digunakan yaitu *purposive sampling*. Pengumpulan data dilakukan dengan metode penyebaran kuesioner kepada responden pengguna Viu melalui sosial media dengan jumlah sampel 100 responden yang diolah menggunakan SmartPLS. Teknik analisis data yang digunakan meliputi uji *outer model*, *inner model*, dan uji hipotesis pengaruh langsung dan tidak langsung. Hasil dari penelitian ini menunjukkan bahwa *user experience* secara langsung berpengaruh positif dan signifikan sebesar 78% terhadap kepuasan pelanggan. Sedangkan kepuasan pelanggan memiliki pengaruh yang positif dan signifikan 30,8% dalam memoderasi hubungan antara *user experience* terhadap loyalitas pelanggan pengguna Viu di Bandar Lampung.

Kata Kunci : *User Experience*, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

THE EFFECT OF USER EXPERIENCE ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION IN GEN Z VIU USERS IN BANDAR LAMPUNG

BY

DESTIA AYU DWI CAHYA

The role of the internet has expanded to various areas of life along with the growth of its users, one of which is in the field of entertainment. One of the digital media platforms that is starting to be popular with the public is online entertainment media service platforms such as video streaming services which are currently known as video on demand. This study aims to determine the influence of user experience on customer loyalty through customer satisfaction in Gen Z Viu users in Bandar Lampung. This research is based on the theory of consumer behavior using explanatory research and quantitative approaches. The sampling technique used is purposive sampling. Data collection was carried out by distributing questionnaires to Viu user respondents through social media with a sample of 100 respondents processed using SmartPLS. The data analysis techniques used include outer model tests, inner models, and direct and indirect influence hypothesis tests. The results of this study show that user experience directly has a positive and significant effect on customer satisfaction by 78%. Meanwhile, customer satisfaction has a positive and significant influence of 30.8% in moderating the relationship between user experience and Viu user loyalty in Bandar Lampung.

Keywords: User Experience, Customer Satisfaction, Customer Loyalty