

ABSTRAK

PENGARUH *CUSTOMER EXPERIENCE* DAN *CUSTOMER VALUE* TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER* *SATISFACTION* SEBAGAI VARIABEL MEDIASI (Survei pada Pelanggan UMKM Sub-Sektor Kuliner di Kota Bandar Lampung)

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Di tengah perkembangan UMKM sektor kuliner di Indonesia, persaingan yang terjadi juga semakin ketat, sehingga mempertahankan pelanggan yang loyal menjadi sebuah tantangan bagi pelaku UMKM. Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience* dan *customer value* terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel mediasi pada pelanggan UMKM sub-sektor kuliner di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif *eksplanatory research* dengan metode survei melalui penyebaran kuesioner kepada 100 responden. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan teknik *accidental sampling*. Data dianalisis menggunakan *software* SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa; Pertama, *customer experience* berpengaruh terhadap *customer satisfaction*. Kedua, *customer value* berpengaruh terhadap *customer satisfaction*. Ketiga, *customer satisfaction* berpengaruh terhadap *customer loyalty*. Keempat, *customer satisfaction* berpengaruh dalam memediasi hubungan antara *customer experience* terhadap *customer loyalty*. Kelima, *customer satisfaction* berpengaruh dalam memediasi hubungan antara *customer value* terhadap *customer loyalty*.

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

ABSTRACT

***THE INFLUENCE OF CUSTOMER EXPERIENCE AND CUSTOMER
VALUE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION
AS A MEDIATING VARIABLE
(Survey on MSME Customers of the Creative Industry Culinary Sub-Sector
in Bandar Lampung City)***

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In the midst of the development of MSMEs in the culinary sector in Indonesia, competition is also getting tougher, so maintaining loyal customers is a challenge for MSME players. This study aims to determine the effect of customer experience and customer value on customer loyalty with customer satisfaction as a mediating variable for MSME customers in the culinary sub-sector of the creative industry in Bandar Lampung City. This study uses a quantitative explanatory research approach with a survey method through distributing questionnaires to 100 respondents. The sampling technique used non-probability sampling techniques with accidental sampling techniques. Data were analyzed using SmartPLS 4.0 software. The results of this study indicate that; First, customer experience affects customer satisfaction. Second, customer value affects customer satisfaction. Third, customer satisfaction affects customer loyalty. Fourth, customer satisfaction has an effect in mediating the relationship between customer experience and customer loyalty. Fifth, customer satisfaction has an effect in mediating the relationship between customer value and customer loyalty.

Keywords: Customer Experience, Customer Value, Customer Satisfaction, Customer Loyalty