

ABSTRAK

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PENGARUH *EXPERIENCE QUALITY* TERHADAP *CUSTOMER LOYALTY* YANG DI MEDIASI OLEH *CUSTOMER PERCEIVED VALUE* DAN *CUSTOMER SATISFACTION* PADA PROVIDER XL AXIATA

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *experience quality* pada *customer perceived value* dan *customer satisfaction* dan berdampak pada *customer loyalty*. Pendekatan penelitian ini menggunakan metode kuantitatif dan metode pengumpulan data yang di sebarakan melalui kuesioner elektronik melalui Google Form. Penelitian ini di tujukan kepada para pelanggan provider XL axiata, dengan jumlah 234 responden. Instrumen yang digunakan untuk pengumpulan data kuesioner terdiri dari 39 indikator. Pengujian kuesioner dilakukan dengan metode uji outer model dan inner model dan alat yang digunakan untuk menganalisis data menggunakan aplikasi Smart-PLS 3.2.9. Hasil penelitian menjelaskan Bahwa terdapat pengaruh signifikan pada *experience quality* terhadap *customer perceived value*. *Experience quality* berpengaruh signifikan terhadap *customer satisfaction*, *Experience quality* berpengaruh signifikan terhadap *customer loyalty*. *Customer perceived value* berpengaruh signifikan terhadap *customer satisfaction*. *Customer perceived value* berpengaruh signifikan terhadap *customer loyalty*. Dan *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty*.

Kata kunci : *Experience quality*, *customer perceived value*, *customer satisfaction*, *customer loyalty*

ABSTRACT

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THE EFFECT OF *EXPERIENCE QUALITY* ON *CUSTOMER LOYALTY* MEDIATED BY *CUSTOMER PERCEIVED VALUE* AND *CUSTOMER SATISFACTION* AT XL AXIATA PROVIDER

This study aims to identify the effect of experience quality on customer perceived value and customer satisfaction and the impact on customer loyalty. This research approach uses quantitative methods and data collection methods distributed through electronic questionnaires via Google Form. This research is aimed at XL axiata provider customers, with a total of 234 respondents. The instrument used for collecting questionnaire data consists of 39 indicators. Testing the questionnaire was carried out using the outer model and inner model test methods and the tools used to analyze the data were using the Smart-PLS 3.2.9. The research results explained that there was a significant effect on experience quality on customer perceived value. Experience quality has a significant effect on customer satisfaction, Experience quality has a significant effect on customer loyalty. Customer perceived value has a significant effect on customer satisfaction. Customer perceived value has a significant effect on customer loyalty. And customer satisfaction has a significant effect on customer loyalty

Keywords : Experience quality, customer perceived value, customer satisfaction, customer loyalty