

ABSTRAK

PENGARUH *PRICE FAIRNESS* DAN *CUSTOMER EXPERIENCE* TERHADAP *CUSTOMER SATISFACTION* SERTA DAMPAKNYA TERHADAP *CUSTOMER LOYALTY* DI APOTEK SETIA MEDIKA JAKARTA BARAT. Xvi halaman romawi, 86 isi, 4 gambar, 23 tabel, 3 lampiran

Penelitian ini bertujuan untuk menganalisis pengaruh *price fairness* dan *customer experience* terhadap *customer satisfaction* serta dampaknya terhadap *customer loyalty* di Apotek Setia Medika, Jakarta Barat. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dalam kerangka *non-probability sampling*, dengan ukuran sampel sebanyak 200 responden yang merupakan pelanggan apotek. Data dikumpulkan melalui kuesioner yang dirancang untuk mengevaluasi persepsi pelanggan mengenai *price fairness* dan *customer experience*. Metode analisis data menggunakan program Smart-PLS 4 untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa *price fairness* memiliki pengaruh positif yang signifikan terhadap *customer satisfaction* dan *customer loyalty*. Selain itu, *customer experience* juga berpengaruh positif terhadap *customer satisfaction* dan *customer loyalty* serta *customer satisfaction* memiliki pengaruh yang signifikan terhadap *customer loyalty*. Temuan ini menegaskan bahwa meningkatkan keadilan harga dan *customer experience* dapat berkontribusi pada *customer satisfaction* yang lebih tinggi, yang pada gilirannya meningkatkan *customer loyalty* di apotek. Penelitian ini memberikan wawasan penting bagi manajemen apotek dalam merumuskan strategi pemasaran yang efektif untuk meningkatkan *satisfaction* dan *customer loyalty*.

Kata kunci: *Price fairness*, *customer experience*, customer satisfaction, customer loyalty.

Referensi: 54 (2000-2025)

ABSTRACT

PENGARUH PRICE FAIRNESS DAN CUSTOMER EXPERIENCE TERHADAP CUSTOMER SATISFACTION SERTA DAMPAKNYA TERHADAP CUSTOMER LOYALTY DI APOTEK SETIA MEDIKA JAKARTA BARAT. Xvi roman pages, 86 contents, 4 figures, 23 tables, 3 attachments.

This study aims to analyze the effect of price fairness and customer experience on customer satisfaction and its impact on customer loyalty at Setia Medika Pharmacy, West Jakarta. The sampling technique used was purposive sampling within the non-probability sampling framework, with a sample size of 200 respondents who were pharmacy customers. Data were collected through a questionnaire designed to evaluate customer perceptions of price fairness and shopping experience. The data analysis method applied using the Smart-PLS 4 program to test the relationship between variables. The results showed that price fairness has a significant positive effect on customer satisfaction and customer loyalty. In addition, customer experience also has a positive effect on customer satisfaction and customer loyalty and customer satisfaction has a significant effect on customer loyalty. These findings confirm that improving price fairness and customer experience can contribute to higher satisfaction, which in turn increases customer loyalty in pharmacies. This research provides important insights for pharmacy management in formulating effective marketing strategies to increase customer satisfaction and loyalty.

Keywords: Price fairness, customer experience, customer satisfaction, customer loyalty.

References: 54 (2000-2025)