ABSTRAK

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PENGARUH PERCEIVED ENJOYMENT, EXPERIENCE NOVELTY, SPEED OF SERVICE DAN PERCEIVED USEFULNESS TERHADAP EXPERIENCE EXTENSION MELALUI EXPERIENCE SATISFACTION PADA PENGUNAAN SELF SERVICE DI MCDONALD'S BITUNG

(xi + 138 halaman; 12 gambar; 26 tabel; 2 lampiran

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Enjoyment, Experience Novelty, Speed Of Service, dan Perceived Usefulness terhadap Experience Extension melalui Experience Satisfaction pada pelanggan yang menggunakan self service di McDonald's Bitung.* Melalui pendekatan kuantitatif, data dikumpulkan menggunakan kuesioner yang disebarkan kepada 130 responden, yang merupakan pelanggan McDonald's Bitung. Teknik sampling yang digunakan dalam penelitian ini adalah *non-probability sampling* dengen *metode purposive sampling*. Berdasarkan dari pengolahan data yang telah dilakukan, diperoleh hasil kelima hipotesis diterima. Terdapat hubungan yang signifikan antara *perceived enjoyment, experience novelty, speed of service* dan *perceived usefulness* terhadap *experience satisfaction,* serta *experience satisfaction* terhadap *experience extension.*

Kata Kunci : *Perceived Enjoyment, Experience Novelty, Speed Of Service, Perceived Usefulness, Experience Extension, Experience Satisfaction.*

Referensi: 27 (1985-2023)

ABSTRACT

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THE INFLUENCE OF PERCEIVED ENJOYMENT, NOVELTY EXPERIENCE, SPEED OF SERVICE AND PERCEIVED USEFULNESS EXPERIENCE EXTENSION THROUGH EXPERIENCE SATISFACTION ON USING SELF SERVICE AT MCDONALD'S BITUNG

(xi + 138 *pages*; 12 *figures*; 26 *tables*; 2 *appendices*

This study aims to analyze the influence of Perceived Enjoyment, Experience Novelty, Speed Of Service, and Perceived Usefulness of Experience Extension through Experience Satisfaction to existing customers using self-service at McDonald's Bitung. Through a quantitative approach, data was collected using a questionnaire distributed to 130 respondents, who are McDonald's Bitung customers. The sampling technique used in this study is non-probability sampling with purposive method sampling. Based on the data processing that has been carried out, the results obtained are all five hypotheses were accepted. There is a significant relationship between perceived enjoyment, experience novelty, speed of service and perceived usefulness of experience satisfaction, as well as experience satisfaction with the experience extensions.

Keywords*: Perceived Enjoyment, Experience Novelty, Speed Of Service, Perceived Usefulness, Experience Extension, Experience Satisfaction.*

References: 27 (1985-2023)