

ABSTRAK

Fitrianti Maidarlis, NIM. 7193510039. Pengaruh *Customer Experience* dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Alfamidi Di Jl. Bukit Tempurung Kecamatan Kota Kualasimpang. Jurusan Manajemen. Fakultas Ekonomi. Universitas Negeri Medan. 2023

Penelitian ini bertujuan untuk mengetahui Pengaruh *Customer Experience* dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Alfamidi Di Jl. Bukit Tempurung Kecamatan Kota Kualasimpang. Populasi yang digunakan dalam penelitian ini sebanyak 227, dengan jumlah sampel sebanyak 100 orang. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Data penelitian dikumpulkan menggunakan koesioner. Dengan realibilitas *cronbach's alpha* pada *Customer Experience* sebesar 0,841, Kualitas Pelayanan sebesar 0,798, dan Loyalitas Pelanggan sebesar 0,823. Hasil penelitian menunjukkan bahwa : (1) Terdapat pengaruh positif dan signifikan pada *customer experience* terhadap loyalitas pelanggan; (2) Terdapat pengaruh positif dan signifikan pada kualitas pelayanan terhadap loyalitas pelanggan; (3) Terdapat pengaruh simultan dan signifikan pada *customer experience* dan kualitas pelayanan terhadap loyalitas pelanggan.

Kata Kunci : *Customer experience*, Kualitas pelayanan, Loyalitas pelanggan.

ABSTRACT

Fitrianti Maidarlis, NIM. 7193510039. The Effect of Customer Experience and Service Quality on Customer Loyalty at Alfamidi on Jl. Bukit Tempurung, Kualasimpang City District. Management major. Faculty of Economics. Medan State University. 2023

This study aims to determine the effect of customer experience and service quality on customer loyalty at Alfamidi on Jl. Bukit Tempurung, Kualasimpang City District. The population used in this study was 227, with a total sample of 100 people. The sampling technique used is purposive sampling. Research data was collected using a questionnaire. With the reliability of cronbach's alpha on Customer Experience of 0.841, Service Quality of 0.798, and Customer Loyalty of 0.823. The results of the study show that: (1) There is a positive and significant influence on customer experience on customer loyalty; (2) There is a positive and significant influence on service quality on customer loyalty; (3) There is a simultaneous and significant effect on customer experience and service quality on customer loyalty.

Keywords: Customer experience, Service quality, Customer loyalty.

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