

ABSTRAK

Kartika Budi Ayuningtyas, NIM. 7203250020. “Pengaruh Customer Value dan Customer Experience terhadap Customer Loyalty pada Pengguna Aplikasi InDrive di Mahasiswa Fakultas Ekonomi Universitas Negeri Medan”. Skripsi, Jurusan Manajemen Program Studi Bisnis Digital, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh *customer value* dan *customer experience* terhadap *customer loyalty* pada pengguna InDrive di mahasiswa Fakultas Ekonomi Universitas Negeri Medan angkatan tahun 2020. Metode yang digunakan dalam penelitian ini adalah kuantitatif, dengan pengambilan sampel melalui teknik purposive sampling yang melibatkan 91 responden. Data primer diperoleh melalui kuesioner yang menggunakan skala likert, kemudian diolah secara statistik dengan analisis regresi linier berganda. Pengujian hipotesis dilakukan melalui uji t dan uji F, serta analisis koefisien determinasi dan korelasi untuk menilai hubungan antar variabel, setelah data diubah melalui metode suksefif interval dan diuji dengan uji kualitas data serta uji asumsi klasik. Proses pengolahan data dilakukan menggunakan program SPSS. Hasil penelitian menunjukkan bahwa *customer value* tidak berpengaruh terhadap *customer loyalty*, sementara *customer experience* terbukti memiliki pengaruh positif terhadap *customer loyalty*. Selain itu, uji F menunjukkan bahwa *customer value* dan *customer experience* secara simultan memiliki pengaruh positif terhadap *customer loyalty*.

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

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ABSTRACT

Kartika Budi Ayuningtyas, NIM. 7203250020. “The Effect of Customer Value and Customer Experience on Customer Loyalty of InDrive application users in students of the Faculty of Economics, Universitas Negeri Medan”. Thesis, Department of Management Digital Business Study Program, Faculty of Economics, Medan State University 2024.

This study aims to determine the effect of customer value and customer experience on customer loyalty in InDrive users in Medan State University Faculty of Economics students class of 2020. The method used in this research is quantitative, with sampling through purposive sampling technique involving 91 respondents. Primary data was obtained through a questionnaire using a Likert scale, then statistically processed with multiple linear regression analysis. Hypothesis testing was carried out through the t test and F test, as well as the coefficient of determination and correlation analysis to assess the relationship between variables, after the data was converted through the interval successive method and tested with data quality tests and classical assumption tests. Data processing was carried out using the SPSS program. The results showed that customer value has no effect on customer loyalty, while customer experience is proven to have a positive effect on customer loyalty. In addition, the F test shows that customer value and customer experience simultaneously have a positive influence on customer loyalty.

Keywords: Customer Value, Customer Experience, Customer Loyalty

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