

ABSTRAK

Rona A. P. Panjaitan, NIM 7213210018. “Pengaruh Kualitas Pelayanan Dan *Customer Experience* Terhadap Kepuasan Pelanggan Pada Toko D’fashion Textile & Tailor Medan” Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2025.

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan *customer experience* terhadap kepuasan pelanggan pada Toko D’Fashion Textile & Tailor Medan. Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel menggunakan teknik *random sampling*. Sampel dalam penelitian ini sebanyak 99 orang responden. Teknik pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner yang pengukurannya dengan skala likert dan diolah secara statistik menggunakan analisis regresi linier berganda dan pengujian hipotesis uji t, uji F, dan koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengolahan data menggunakan SPSS versi 26.0. Hasil penelitian menunjukkan bahwa: 1) Terdapat pengaruh positif dan signifikan Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Toko D’Fashion Textile & Tailor Medan, 2) Terdapat pengaruh positif dan signifikan *Customer Experience* terhadap Kepuasan Pelanggan pada Toko D’Fashion Textile & Tailor Medan, 3) Terdapat pengaruh positif dan signifikan Kualitas Pelayanan dan *Customer Experience* terhadap Kepuasan Pelanggan pada Toko D’Fashion Textile & Tailor Medan, yaitu memberikan pengaruh sebesar 87,3 %.

Kata Kunci: *Kualitas Pelayanan, Customer Experience, Kepuasan Pelanggan*

ABSTRACT

Rona A. P. Panjaitan, NIM 7213210018. "The Effect of Service Quality and Customer Experience on Customer Satisfaction at the D'Fashion Textile & Tailor Store in Medan" Thesis, Department of Management, Faculty of Economics, State University of Medan 2025.

This study aims to determine the effect of service quality and customer experience on customer satisfaction at the D'Fashion Textile & Tailor Store in Medan. This study used a descriptive quantitative method with a random sampling technique. The sample in this study consisted of 99 respondents. Data collection techniques in this study were conducted by distributing questionnaires measured using a Likert scale. They were processed statistically using multiple linear regression analysis and hypothesis testing using the t-test, F-test, and coefficient of determination. The data had previously been tested using validity tests, reliability tests, and classical assumption tests. Data processing used SPSS version 26.0. The results of the study indicate that: 1) There is a positive and significant influence of Service Quality on Customer Satisfaction at the D'Fashion Textile & Tailor Medan Store, 2) There is a positive and significant influence of Customer Experience on Customer Satisfaction at the D'Fashion Textile & Tailor Medan Store, 3) There is a positive and significant influence of Service Quality and Customer Experience on Customer Satisfaction at the D'Fashion Textile & Tailor Medan Store, namely providing an influence of 87.3%.

Keywords: *Service Quality, Customer Experience, Customer Satisfaction*