

ABSTRAK

Loyalitas pelanggan dapat terbentuk salah satunya melalui pengalaman pelanggan (*customer experience*) yang baik, sehingga mampu memberikan kesan positif terhadap produk dan perusahaan di mata pelanggan. Sebaliknya, jika pengalaman yang dirasakan pelanggan kurang baik, maka dapat memberikan kesan negatif yang berdampak pada menurunnya loyalitas terhadap suatu merek atau usaha. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *customer experience* terhadap loyalitas pelanggan pada Seblak Ngunyah Aja di Blang Pulo, Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif yang bertujuan untuk mengetahui apakah *customer experience* memiliki pengaruh secara positif dan signifikan terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah seluruh pelanggan Seblak Ngunyah Aja di Blang Pulo yang jumlah pastinya tidak diketahui. Oleh karena itu, penentuan jumlah responden menggunakan metode *probability sampling* dengan teknik *simple random sampling*, serta perhitungan jumlah sampel menggunakan rumus Lemeshow, sehingga diperoleh sampel sebanyak 100 responden. Untuk menganalisis data, digunakan uji instrumen, uji asumsi klasik, analisis regresi linear sederhana, uji hipotesis, serta koefisien determinasi dengan bantuan software SPSS versi 26. Hasil penelitian menunjukkan bahwa variabel *customer experience* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dengan nilai $t_{hitung} > t_{tabel}$, yaitu sebesar $9.845 > 1.984$ dan nilai signifikansi $0,000 < 0,05$, sehingga H_0 ditolak dan H_a diterima. Semakin baik pengalaman pelanggan yang dirasakan, maka semakin tinggi tingkat loyalitas pelanggan terhadap Seblak Ngunyah Aja. Oleh karena itu, penting bagi pelaku usaha mikro, kecil, dan menengah, khususnya di bidang kuliner, untuk memahami dan mengoptimalkan pengalaman pelanggan agar mampu meningkatkan loyalitas serta mempertahankan usahanya di tengah persaingan pasar.

Kata Kunci: *Customer Experience* dan Loyalitas Pelanggan

ABSTRACT

Customer loyalty can be formed, one of which is through a good customer experience, so that it can give a positive impression on the product and company in the eyes of customers. On the other hand, if the experience felt by customers is not good, it can give a negative impression that has an impact on decreasing loyalty to a brand or business. This study aims to find out and analyze the influence of customer experience on customer loyalty at Seblak Ngunyah Aja in Blang Pulo, Lhokseumawe City. This study uses a quantitative approach that aims to find out whether customer experience has a positive and significant influence on customer loyalty. The population in this study is all Seblak Ngunyah Aja customers in Blang Pulo whose exact number is unknown. Therefore, the determination of the number of respondents uses the probability sampling method with a simple random sampling technique, as well as the calculation of the number of samples using the Lemeshow formula, so that a sample of 100 respondents is obtained. To analyze the data, instrument tests, classical assumption tests, simple linear regression analysis, hypothesis tests, and determination coefficients were used with the help of SPSS software version 26. The results showed that the customer experience variable had a positive and significant effect on customer loyalty, with the value of t calculated $> t$ of the table, which was $9,845 > 1,984$ and a significance value of $0.000 < 0.05$, so that H_0 was rejected and H_a was accepted. The better the customer experience felt, the higher the level of customer loyalty to Seblak Ngunyah Aja. Therefore, it is important for micro, small, and medium businesses, especially in the culinary sector, to understand and optimize the customer experience in order to be able to increase loyalty and maintain their business in the midst of market competition.

Keywords: *Customer Experience and Customer Loyalty*