

ABSTRAK

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Judul : PENGARUH *EXPERIENCE QUALITY* TERHADAP *CUSTOMER PERCEIVED VALUE* DAN *CUSTOMER SATISFACTION* DAN DAMPAKNYA TERHADAP *COFFEE TRUCK CUSTOMER LOYALTY* DI KOTA LHOKSEUMAWE.

Tujuan penelitian ini adalah untuk menguji pengaruh *experience quality* terhadap *customer perceived value* dan *customer satisfaction*, serta dampaknya terhadap *customer loyalty* di Kota Lhokseumawe. Data dalam penelitian ini adalah pengunjung kafe truk yang berjumlah 135 orang yang merespon kuesioner yang disebarakan melalui *google forms*. Alat analisis data yang digunakan *Structural Equation Modeling*, dioperasikan dengan *Amos*. Hasil penelitian menunjukkan bahwa *experience quality* berpengaruh signifikan terhadap *customer perceived value*, *customer satisfaction*, dan *customer loyalty*. Kemudian *customer perceived value* berpengaruh signifikan terhadap *customer satisfaction* dan *customer loyalty*. Selanjutnya pada pengujian langsung juga didapatkan bahwa *customer satisfaction* berpengaruh terhadap *customer loyalty*. Dan pada uji efek mediasi didapatkan bahwa *customer perceived value* dan *customer satisfaction* merupakan variabel mediasi parsial antara *experience quality* dengan *customer loyalty* pada kafe truk di Kota Lhokseumawe, dan mediasi penuh antara *customer perceived value* dengan *customer loyalty*. Hasil penelitian ini diharapkan dapat memberikan kontribusi penting bagi para pemangku kepentingan dalam mengembangkan strategi manajemen bisnis kedai kopi, khususnya untuk truk kopi.

Kata Kunci : *Experience Quality, Customer Perceived Value, Customer Satisfaction, Customer Loyalty*

ABSTRACT

Name : MUHAMMAD ARIS MULADI
Study Program : Master of Management Science Program
Title : THE INFLUENCE OF EXPERIENCE QUALITY ON
CUSTOMER PERCEIVED VALUE AND CUSTOMER
SATISFACTION AND ITS IMPACT ON COFFEE TRUCK
CUSTOMER LOYALTY IN LHOKSEUMAWE CITY

The purpose of this study is to examine the influence of experience quality on customer perceived value and customer satisfaction, and its impact on customer loyalty in Lhokseumawe City. The data in this study were 135 truck cafe visitors who responded to a questionnaire distributed through google forms. The data analysis tool used Structural Equation Modeling, operated with Amos. The results showed that experience quality had a significant effect on customer perceived value, customer satisfaction, and customer loyalty. Then customer perceived value has a significant effect on customer satisfaction and customer loyalty. Furthermore, the direct test also found that customer satisfaction had an effect on customer loyalty. And in the mediation effect test, it was found that customer perceived value and customer satisfaction were partial mediating variables between experience quality and customer loyalty of truck cafes in Lhokseumawe City, and full mediation between customer perceived value and customer loyalty. The results of this study are expected to provide an important contribution for stakeholders in developing coffee shop business management strategies, especially for truck coffee.

Keywords : *Quality of Experience, Customer Perceived Value, Customer Satisfaction, Customer Loyalty*