

ABSTRAK

Nama : Putri Faradila
Program Studi : Manajemen
Judul : *Customer Experience, Customer Satisfaction, dan Customer Bonding Terhadap Loyalitas Pelanggan pada Produk Skincare Skintific (Studi kasus pada warga Kota Lhokseumawe.*

Penelitian ini bertujuan untuk mengetahui pengaruh *Customer Experience, Customer Satisfaction, Customer Bonding* Terhadap Loyalitas konsumen pada Produk Skincare Skintific (Studi kasus pada warga Kota Lhokseumawe). Metode yang digunakan dalam pengambilan sampel yaitu *non-Probability sampling* serat *accidental sampling*. Dengan jumlah responden 105 orang. Data primer dalam penelitian ini diambil dengan cara wawancara dan membagikan kuesioner. Teknik analisis data yang digunakan adalah metode analisis regresi linear berganda, Uji asumsi Klasik, Uji Instrumen (Validitas dan Reliabilitas), pengujian hipotesis dengan menggunakan program SPSS 26.0. Hasil pengujian ini menunjukkan secara simultan bahwa *Customer Experience, Customer Satisfaction, dan Customer Bonding* berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada produk Skincare Skintific. Secara *Parsial*, Masing Masing variabel yaitu *Customer Experience, Customer Satisfaction, dan Customer Bonding*, berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada produk Skincare Skintific. Implikasi manajerial dalam penelitian ini menunjukkan bahwa meningkatkan *Customer Experience, Customer Satisfaction, Customer Bonding*, Terhadap Loyalitas pelanggan pada produk Skincare Skintific. Skintific harus terus memanfaatkan Variabel tersebut sehingga membuat loyalitas konsumen semakin meningkat. Semakin tinggi Pengalaman pelanggan yang baik terhadap suatu produk semakin tinggi pula terciptanya Loyalitas pelanggan pada produk tersebut.

Kata Kunci: *Customer Experience, Customer Satisfaction, Customer Bonding, Loyalitas Pelanggan*

ABSTRACT

Nama : Putri Faradila
Program Studi : Manajemen
Judul : *Customer Experience, Customer Satisfaction, dan Customer Bonding Terhadap Loyalitas Pelanggan pada Produk Skincare Skintific (Studi kasus pada warga Kota Lhokseumawe.*

This research aims to determine the influence of Customer Experience, Customer Satisfaction, Customer Bonding on consumer loyalty to Skintific Skincare Products (Case study of residents of Lhokseumawe City). The method used in sampling is non-probability sampling, accidental fiber sampling. With a total of 105 respondents. Primary data in this research was taken by interviewing and distributing questionnaires. The data analysis technique used is the multiple linear regression analysis method, Classic assumption test, Instrument Test (Validity and Reliability), hypothesis testing using the SPSS 26.0 program. The results of this test show simultaneously that Customer Experience, Customer Satisfaction, and Customer Bonding have a positive and significant effect on customer loyalty to Skintific Skincare products. Partially, each variable, namely Customer Experience, Customer Satisfaction and Customer Bonding, has a positive and significant effect on customer loyalty to Skintific Skincare products. The managerial implications in this research show that increasing Customer Experience, Customer Satisfaction, Customer Bonding, and customer loyalty to Skintific Skincare products. Skintific must continue to utilize these variables so that consumer loyalty increases. The higher the good customer experience with a product, the higher the customer loyalty to that product will be.

Keyword: *Customer Experience, Customer Satisfaction, Customer Bonding, Customer Loyalty*