

ABSTRAK

Zurita Dzani'mah, Pengaruh *Customer Experience* dan *Product Diversity* Terhadap Loyalitas Pelanggan pada Situs *E-commerce* Sociolla Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. Dibawah bimbingan Prof. Dr. H. Pribanus Wantara, Drs., MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *customer experience* dan *product diversity* terhadap loyalitas pelanggan pada situs *e-commerce* Sociolla, dengan kepuasan pelanggan sebagai variabel intervening. Fenomena yang diangkat adalah penurunan jumlah pengunjung pada situs Sociolla meskipun memiliki posisi sebagai salah satu *e-commerce* kecantikan terpopuler di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner terhadap mahasiswa Universitas Trunojoyo Madura sebagai responden. Analisis data dilakukan dengan menggunakan teknik *Partial Least Square* (PLS) v4. Hasil penelitian menunjukkan bahwa *customer experience* dan *product diversity* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan terbukti memiliki pengaruh positif terhadap loyalitas pelanggan. Secara tidak langsung, *customer experience* dan *product diversity* juga berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel intervening. Temuan ini menekankan pentingnya memberikan pengalaman berbelanja yang menyenangkan serta variasi produk yang beragam guna meningkatkan kepuasan dan loyalitas pelanggan dalam lingkungan *e-commerce*.

Kata Kunci: *Customer Experience*, *Product Diversity*, Kepuasan Pelanggan, Loyalitas Pelanggan, *E-commerce*

ABSTRACT

Zurita Dzani'mah, The Effect of Customer Experience and Product Diversity on Customer Loyalty on the Sociolla E-commerce Site Through Customer Satisfaction as an Intervening Variable. Under the guidance of Prof. Dr. H. Pribanus Wantara, Drs., MM.

This study aims to analyze the effect of customer experience and product diversity on customer loyalty on the Sociolla e-commerce site, with customer satisfaction as an intervening variable. The phenomenon raised is the decrease in the number of visitors to the Sociolla site despite having a position as one of the most popular beauty e-commerce in Indonesia. This research uses a quantitative approach with a survey method through a questionnaire to Trunojoyo Madura University students as respondents. Data analysis was carried out using the Partial Least Square (PLS) v4 technique. The results showed that customer experience and product diversity have a positive and significant effect on customer satisfaction. In addition, customer satisfaction is proven to have a positive influence on customer loyalty. Indirectly, customer experience and product diversity also affect customer loyalty through customer satisfaction as an intervening variable. These findings emphasize the importance of providing a pleasant shopping experience and a wide variety of products to increase customer satisfaction and loyalty in an e-commerce environment.

Keywords: Customer Experience, Product Diversity, Customer Satisfaction, Customer Loyalty, E-commerce