

ABSTRAK

Dunia bisnis masa kini mengalami pertumbuhan pesat akibat adanya perkembangan teknologi informasi dan komunikasi, khususnya pada sektor perdagangan elektronik atau biasa dikenal dengan sebutan *e-commerce*. Salah satu model bisnis *e-commerce* adalah *marketplace*. Salah satu *marketplace* yang terkenal di kalangan masyarakat adalah Tokopedia. *Marketplace* ini mengalami peningkatan *sales quantity* di tengah rendahnya loyalitas konsumen dan peningkatan tren belanja *online*, sehingga diperlukan penelitian lebih lanjut terkait pengaruh *customer experience* terhadap *customer loyalty* melalui *customer satisfaction* yang diduga menjadi faktor pendorong terjadinya peningkatan *sales quantity* tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel menggunakan jenis *sampling purposive* dan teknik pengambilan sampel *non-probability sampling*. Data responden dikumpulkan melalui kuisioner yang disebarakan dengan *google form* dan diolah menggunakan SmartPLS 4.0. Analisis data dilakukan dengan *inner models* dan *outer models* guna mengetahui pengaruh sebab-akibat dan mediasi pada penelitian. Hasil penelitian ini menunjukkan bahwa *Customer Experience* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. Kemudian, *Customer Satisfaction* memiliki pengaruh positif dan signifikan terhadap *Customer Loyalty*. Selanjutnya, *Customer Experience* memiliki pengaruh positif dan signifikan terhadap *Customer Loyalty*. Kemudian, *Customer Satisfaction* memediasi secara signifikan pengaruh antara *Customer experience*, terhadap *Customer Loyalty*. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa penyebab peningkatan *sales quantity* Tokopedia di tengah rendahnya loyalitas pelanggan dan peningkatan tren belanja *online* didorong oleh pengalaman pelanggan positif yang yang menciptakan kepuasan pelanggan, sehingga mendorong terbentuknya loyalitas pelanggan.

Kata Kunci: *Customer Experience, Customer Loyalty, Customer Satisfaction, Tokopedia.*

ABSTRACT

The current business world is experiencing rapid growth due to the development of information and communication technology, especially in the electronic commerce sector, commonly known as e-commerce. One e-commerce business model is the marketplace. One well-known marketplace among the public is Tokopedia. This marketplace experienced an increase in sales quantity amid low customer loyalty and an increase in online shopping trends, so further research is needed related to the influence of customer experience on customer loyalty through customer satisfaction which is thought to be a driving factor in the increase in sales quantity. This study uses a quantitative approach with a sampling technique using a purposive sampling type and non-probability sampling technique. Respondent data were collected through questionnaires distributed via Google Form and processed using SmartPLS 4.0. Data analysis was carried out using inner models and outer models to determine the causal and mediating effects in the study. The results of this study indicate that Customer Experience has a positive and significant influence on Customer Satisfaction. Then, Customer Satisfaction has a positive and significant influence on Customer Loyalty. Furthermore, Customer Experience has a positive and significant influence on Customer Loyalty. Then, Customer Satisfaction significantly mediates the influence between Customer Experience and Customer Loyalty. Based on the results of the study, it can be concluded that the cause of the increase in Tokopedia's sales quantity amid low customer loyalty and an increase in online shopping trends is driven by positive customer experiences that create customer satisfaction, thus encouraging the formation of customer loyalty.

Keywords: *Customer Experience, Customer Loyalty, Customer Satisfaction, Tokopedia.*