

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *online shopping experience* terhadap loyalitas pelanggan pada aplikasi Alfagift di Alfamart (Studi Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Teknik *purposive sampling* digunakan untuk pengambilan sampel dari mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura dan diperoleh sebanyak 120 untuk menjadi sampel penelitian. Pengumpulan data dilakukan dengan menyebarkan kuesioner serta pengukuran yang menggunakan skala *likert*. Penelitian ini menggunakan bantuan aplikasi SmartPLS (*Smart Partial Least Square*) 4.1 untuk mengetahui pengaruh *online shopping experience* terhadap loyalitas pelanggan pada aplikasi Alfagift di Alfamart. Teknik analisis data yang digunakan adalah SEM-PLS, analisis outer model, analisis inner model dan uji hipotesis.

Hasil penelitian ini dapat diketahui bahwa *website experience* tidak berpengaruh terhadap loyalitas pelanggan. *Product Experience* berpengaruh terhadap loyalitas pelanggan. *Service Experience* berpengaruh terhadap loyalitas pelanggan. *Brand Experience* berpengaruh terhadap loyalitas pelanggan. *Emotional Experience* berpengaruh terhadap loyalitas pelanggan. Berdasarkan uji simultan yang dilakukan, ditemukan bahwa secara simultan *website experience*, *product experience*, *service experience*, *brand experience*, *emotional experience* berpengaruh terhadap loyalitas pelanggan.

Kata kunci: *Website Experience, Product Experience, Service Experience, Brand Experience, Emotional Experience, Loyalitas Pelanggan.*

ABSTRACT

This study aims to analyze the influence of online shopping experience on customer loyalty in the Alfagift application at Alfamart (Student Study of the Faculty of Economics and Business, Trunojoyo University, Madura). Purposive sampling technique was used to take samples from students of the Faculty of Economics and Business, Trunojoyo University, Madura and obtained 120 to be the research sample. Data collection was carried out by distributing questionnaires and measurements using a Likert scale. This study uses the help of the SmartPLS (Smart Partial Least Square) 4.1 application to determine the effect of online shopping experience on customer loyalty in the Alfagift application at Alfamart. The data analysis techniques used are SEM-PLS, outer model analysis, inner model analysis and hypothesis testing.

The results of this study show that website experience has no effect on customer loyalty. Product Experience has an effect on customer loyalty. Service Experience has an effect on customer loyalty. Brand Experience has an effect on customer loyalty. Emotional Experience has an effect on customer loyalty. Based on the simultaneous test conducted, it was found that simultaneously website experience, product experience, service experience, brand experience, emotional experience have an effect on customer loyalty.

Keywords: *Website Experience, Product Experience, Service Experience, Brand Experience, Emotional Experience, Customer loyalty*