

# Pengaruh customer experience terhadap customer loyalty melalui customer satisfaction pada Genki Sushi: studi pada outlet Genki Sushi Plaza Senayan = Affect of customer experience on customer loyalty through customer satisfaction on Genki Sushi: study at Genki Sushi outlet Plaza Senayan

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## Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh customer experience terhadap customer loyalty melalui customer satisfaction pada pelanggan Genki Sushi di outlet Plaza Senayan. Sampel penelitian ini berjumlah 144 responden yang diambil dengan menggunakan *purposive sampling*. Analisis data digunakan dengan menggunakan smartPLS 3.0.

Hasil penelitian menunjukkan bahwa terdapat pengaruh yang kuat dan positif antara customer experience terhadap customer loyalty, terdapat pengaruh yang kuat dan positif antara customer experience terhadap customer loyalty, dan terdapat pengaruh yang kuat dan positif antara customer satisfaction terhadap *customer loyalty*.

*The purpose of this study is to analyze the affect of customer experience on customer loyalty through customer satisfaction at Genki Sushi customers at Plaza Senayan outlets. This research sample amounted to 144 respondents taken using purposive sampling. Data analysis is used using smartPLS 3.0. The results of the study show that there is a strong and positive effect between customer experience on customer loyalty, there is a strong and positive effect between customer experience on customer loyalty, and there is a strong and positive effect on customer satisfaction on customer loyalty.*