

Pengaruh Customer Experience terhadap Revisit Intention melalui Mediasi Customer Satisfaction pada Spincity Bowling Alley = The Influence of Customer Experience on Revisit Intention through mediation Customer Satisfaction in Spincity Bowling Alley

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh customer experience terhadap revisit intention melalui mediasi customer satisfaction pada Spincity Bowling Alley. Customer experience diperoleh dari berbagai pelayanan dan aktivitas yang diupayakan penyedia usaha yang berkaitan tertentu dengan mengoptimalkan sense (indera), feel (emosional), think (kognitif), act (tindakan), dan relate (hubungan). Penelitian ini menggunakan pendekatan kuantitatif, jenis penelitian eksplanatif, dengan menyebarkan kuesioner ke 100 responden dengan teknik pengambilan sampel non-probability sampling. Hasil penelitian memnunjukkan bahwa pengalaman berkunjung ke Spincity Bowling Alley berpengaruh dengan keinginan pengunjung untuk datang kembali dengan melihat kepuasan pelanggan selama berkunjung.

..... The purpose this research is to examine the effect of customer experience on revisit intentions through mediation of customer satisfaction at Spincity Bowling Alley. Customer experience is obtained from various services and activities that are pursued by business providers related to certain things by optimizing senses, feel, think, act, and relate. This study uses a quantitative approach, the type of explanatory research, by distributing questionnaires to 100 respondents with a non-probability sampling technique. The results of the study indicate that the experience of visiting Spincity Bowling Alley has an effect on the desire of visitors to come back by looking at customer satisfaction during their visit.