

Explorasi Peran User Experience dan E-Service Quality terhadap Customer Loyalty pada Aplikasi Mobile Coffee Shop di Indonesia: Mediasi Customer Satisfaction = Exploring User Experience and E-Service Quality Roles on Customer Loyalty in Indonesian Mobile Coffee Shop Application: Mediating Role Customer Satisfaction

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh user experience dan e-service quality terhadap customer loyalty dengan mediasi customer satisfaction pada aplikasi mobile coffee shop di Indonesia. Penelitian ini merupakan penelitian kuantitatif yang menggunakan metodologi survei dengan analisis SEM-PLS dan melibatkan 270 responden yang merupakan pengguna aktif dari berbagai aplikasi mobile coffee shop. Hasil menunjukkan bahwa user experience memiliki pengaruh signifikan terhadap e-service quality dan secara langsung terhadap customer satisfaction. E-service quality tidak memiliki efek positif pada customer loyalty, penelitian ini tidak menemukan bukti yang signifikan bahwa e-service quality berdampak langsung pada customer satisfaction. Namun, customer satisfaction terbukti secara signifikan memediasi hubungan antara user experience dan customer loyalty. Generasi juga berperan sebagai variabel moderating dalam hubungan antara customer satisfaction dan customer loyalty. Temuan ini menekankan pentingnya meningkatkan user experience dan menyarankan bahwa meningkatkan kualitas layanan elektronik mungkin tidak cukup tanpa secara langsung meningkatkan kepuasan pelanggan untuk membangun loyalitas pelanggan.

.....This study aims to examine the influence of user experience and e-service quality on customer loyalty with customer satisfaction as a mediator in mobile coffee shop applications in Indonesia. This research is a quantitative research which utilizing a survey methodology with SEM-PLS analysis. This study involved 270 respondents who are active users of various mobile coffee shop applications. The results indicated that user experience significantly affects e-service quality and directly impacts customer satisfaction. Although e-service quality did not show a positive effect on customer loyalty, the study found no significant evidence that e-service quality directly impacts customer satisfaction. However, customer satisfaction significantly mediates the relationship between user experience and customer loyalty. Additionally, generation serves as a moderating variable in the relationship between customer satisfaction and customer loyalty. These findings underscore the importance of enhancing user experience and suggest that improving electronic service quality may not be sufficient without directly increasing customer satisfaction to build customer loyalty.