

## **ABSTRACT**

*This research writer take the title "Influence of Customer Experience Quality to Customer Satisfaction & Customer Loyalty " in AEON Store BSD City Tangerang. In this research, the variable of the customer experience quality is measured through the dimension accessibility, competence, customer recognizing, helpfulness, personalization, problem solving, promise fulfillment, and value for time. Each these dimensions will be partially tested how affects customer satisfaction and customer loyalty. And also this research study wanted to know which the most influential dimension to customer satisfaction and customer loyalty are. The research sample was 200 customers who visited and shopped in the AEON Store BSD City at least 1 time within 2 months. The observation using Analisis of Moment Structures Structural Equation Model ( AMOS- SEM). The result from the study showed that the three dimension of customer experience quality are helpfulness, personalization, and value for time have a strong significant effect on customer satisfaction and the one dimension of customer experience quality is personalization also have a strong significant effect on customer loyalty. In this study also showed empirically that with the good indicators of helpfulness, personalization and value for time is very capable to improving customer satisfaction.*

**Key words : Customer Experience Quality, Customer Satisfaction, Customer Loyalty.**

## ABSTRAK

Penelitian ini penulis mengambil judul “Pengaruh *Customer Experience Quality* terhadap *Customer Satisfaction & Customer Loyalty* di AEON Store BSD City Tangerang”. Pada *variable Customer Experience Quality* diukur oleh *accessibility, competence, customer recognizing, helpfulness, personalization, problem solving, promise fulfillment, and value for time*, pada tiap – tiap dimensinya mengukur pengaruhnya terhadap *customer satisfaction dan customer loyalty* dan juga ingin mengetahui dimensi mana yang memiliki pengaruh paling kuat untuk *Customer Satisfaction* dan *Customer loyalty*. Penelitian ini menggunakan data 200 pelanggan yang datang dan berbelanja di AEON Store BSD City minimal satu kali dalam kurun waktu dua bulan. Observasi yang dilakukan menggunakan AMOS – SEM. Hasil dari penelitian ini menunjukkan 3 dimensi dari *Customer Experience Quality* yaitu *helpfulness, personalization, dan value for time* memiliki pengaruh yang sangat kuat terhadap *customer satisfaction* dan satu dimesi dari *Customer Experience Quality* yaitu *personalization* berpengaruh sangat kuat terhadap *Customer loyalty*. Hal ini menunjukkan secara empiris bahwa dengan semakin baiknya indikator *helpfulness, personalization* dan *value for time* sangat mampu meningkatkan kepuasan pelanggan.

**Kata kunci :** *Customer Experience Quality, Customer Satisfaction, Customer Loyalty.*