

ABSTRAK

Skripsi ini membahas bagaimana analisis pengaruh dari *customer experience* dan *perceived quality* terhadap *brand trust* guna meningkatkan *customer loyalty*. Data diperoleh melalui survey dengan menyebarkan kuesioner kepada 200 responden orang tua murid SDN Sukabumi Utara 03 Pagi yang menggunakan produk Tupperware. Teknik pengambilan sampel yang digunakan adalah *judgment sampling*, sedangkan alat analisis yang digunakan adalah *structural equation modeling* (SEM) pada program AMOS.

Hasil pengujian hipotesis menunjukkan bahwa *customer experience* memiliki pengaruh positif yang signifikan terhadap *brand trust*, *perceived quality* memiliki pengaruh negatif yang signifikan terhadap *brand trust*, sedangkan *perceived quality* memiliki pengaruh positif yang signifikan terhadap *customer loyalty*. Lebih lanjut *customer experience* memiliki pengaruh positif yang signifikan terhadap *customer loyalty* dan yang terakhir *brand trust* memiliki pengaruh negatif yang signifikan terhadap *customer loyalty*. Model penelitian yang diuji dalam penelitian ini mampu memenuhi kriteria pengujian kelayakan model.

Kata kunci : *customer experience*, *perceived quality*, *brand trust* dan *customer loyalty*.

ABSTRACT

This thesis discusses how the analysis of the influence of the customer experience and the perceived quality of the brand trust in order to increase customer loyalty. Data obtained through a survey with 250 respondents distributing questionnaires to parents of students of SDN 03 Morning North Sukabumi using Tupperware products. The sampling technique used was judgment sampling, whereas analytical tool used is structural equation modeling (SEM) in AMOS program.

Hypothesis testing results showed that the customer experience has a significant positive effect on brand trust, perceived quality has a significant negative effect on brand trust, while perceived quality has a significant positive impact on customer loyalty. Further customer experience has a significant positive effect on customer loyalty and brand trust the latter has a significant negative effect on customer loyalty. The research model tested in this study is able to meet the eligibility criteria for testing the model.

Keyword : Customer Experience, Perceived Quality, Brand Trust dan customer loyalty.