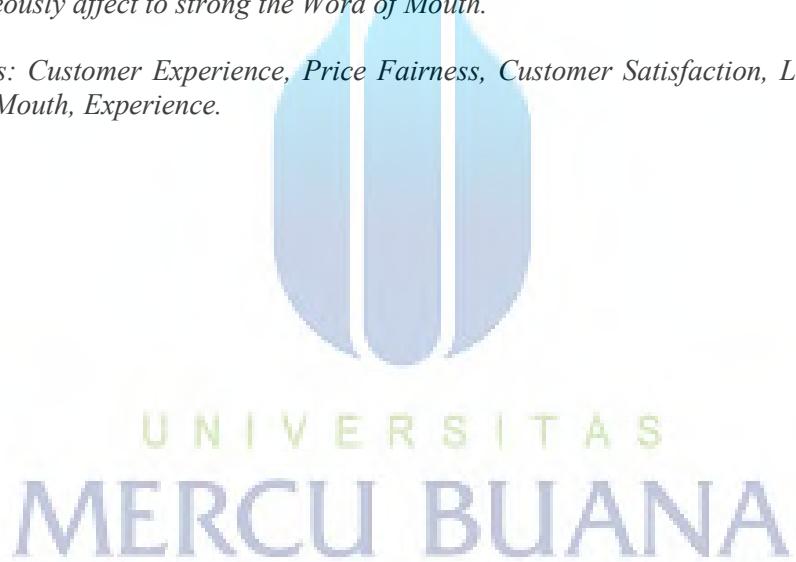


## **ABSTRACT**

*This study aims to examine and analyse the impact of Customer Experience and Price Fairness Perception on Customer Satisfaction and Loyalty Intention, and its impact on Word of Mouth. Research data is data generated through structured interview to consumer of Restoran Jepang XYZ which executed on 13th March to 5th April 2016. The sampling method used was purposive sampling from consumer population who ever ate at Restoran Jepang XYZ in 5 cities in Indonesia – Jakarta, Bogor, Depok, Tangerang and Bekasi. Analysis Method used in this research is Structure Equation Model by using Second Order Confirmation Analysis. The results showed that the Customer Experience and Price Fairness Perception significant positively affect to Customer Satisfaction, Loyalty Intention and Word of Mouth. Customer Satisfaction significant positively affect to Loyalty Intention. And Loyalty Intentions significant positively affect to the Word of Mouth. Customer Experience, Price Fairness Perception and Customer Satisfaction simultaneously affect to Strong Loyalty Intention. Customer Experience, Price Fairness Perception and Loyalty Intentions simultaneously affect to strong the Word of Mouth.*

*Keywords:* Customer Experience, Price Fairness, Customer Satisfaction, Loyalty Intention, Word of Mouth, Experience.



## **ABSTRAK**

Penelitian ini bertujuan menguji dan mengalisis pengaruh *Customer Experience* dan Persepsi Kewajaran Harga terhadap Kepuasan Pelanggan dan Intensi Loyalitas serta dampaknya terhadap *Word of Mouth*. Data penelitian ini merupakan data yang diperoleh melalui wawancara terstruktur pada konsumen Restoran Jepang XYZ yang dilaksanakan pada 13 Maret – 5 April 2016. Metode sampling yang digunakan adalah *purposive sampling* dari populasi konsumen yang pernah makan di Restoran Jepang XYZ di 5 kota di Indonesia – Jakarta, Bogor, Depok, Tangerang dan Bekasi. Metode analisis yang digunakan dalam penelitian ini adalah *Structure Equation Modeling* dengan menggunakan *Second Order Confirmatory Analysis*. Hasil penelitian ini menunjukkan bahwa *Customer Experience* dan Persepsi Kewajaran Harga berpengaruh signifikan positif terhadap Kepuasan Pelanggan, Intensi Loyalitas dan *Word of Mouth*. Kepuasan Pelanggan berpengaruh signifikan positif terhadap Intensi Loyalitas. Dan Intensi Loyalitas berpengaruh signifikan positif terhadap *Word of Mouth*. *Customer Experience*, Persepsi Kewajaran Harga dan Kepuasan Pelanggan secara bersama – sama berpengaruh signifikan positif terhadap Intensi Loyalitas. *Customer Experience*, Persepsi Kewajaran Harga dan Intensi Loyalitas secara bersama – sama berpengaruh signifikan positif terhadap *Word of Mouth*.

Kata Kunci: *Customer Experience*, Kewajaran Harga, Kepuasan Pelanggan, Intensi Loyalitas, *Word of Mouth*, *Experience*.

