

**PERAN *EXPERIENCE QUALITY* DAN *CUSTOMER PERCEIVED-VALUE*
TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY*:
STUDI PADA *OUTDOOR CAFÉ* DI YOGYAKARTA**

Laurensia¹, Murwani Eko Astuti²

INTISARI

Latar Belakang: *Café* merupakan salah satu usaha di bidang kuliner yang menyediakan makanan dan minuman ringan bagi pelanggan. Akhir-akhir ini banyak bermunculan *café* dengan tema *outdoor*. Desain ruangan yang strategis dan analisis lingkungan dapat menciptakan lingkungan yang menarik dan meningkatkan pengalaman pelanggan. Dalam penjualan produk dan jasa serta membangun loyalitas pelanggan, kualitas hanyalah salah satu dari beberapa aspek penting. Nilai yang dirasakan pelanggan dan tingkat kepuasan mereka sama pentingnya dalam penjualan produk. Semakin baik kesan terhadap produk dan jasa, semakin baik pula kualitas pengalaman yang dirasakan pelanggan.

Tujuan Penelitian: Penelitian ini bertujuan untuk mengetahui pengaruh dari *experience quality* dan *customer perceived-value* terhadap *customer satisfaction* dan *customer loyalty* pada *outdoor café* yang ada di Yogyakarta.

Metode Penelitian: Penelitian ini menggunakan data primer dari jenis penelitian kuantitatif dan teknik pengambilan sampel *non-probability* sampling dengan metode *purposive* sampling. Data dikumpulkan dari 157 responden dengan menyebarkan kuesioner *online*. Analisis data yang digunakan adalah SmartPLS 3.0.

Hasil: Hasil penelitian ini menunjukkan bahwa *experience quality* dan *customer perceived-value* dapat meningkatkan *customer satisfaction*, meskipun *experience quality* tidak secara langsung mempengaruhi *customer loyalty*. Hal ini menunjukkan bahwa perusahaan perlu mengidentifikasi dan mengoptimalkan faktor-faktor lain yang mempengaruhi *customer loyalty*.

Kesimpulan: *Experience quality* memiliki pengaruh signifikan terhadap *customer satisfaction*; *experience quality* tidak memiliki pengaruh yang signifikan terhadap *customer loyalty*; *customer perceived-value* menunjukkan pengaruh yang kuat terhadap *customer satisfaction*, dan *customer perceived-value* berpengaruh signifikan terhadap *customer loyalty*.

Kata Kunci: *Experience Quality*, *Customer Perceived-Value*, *Customer Satisfaction*, *Customer Loyalty*

¹ Mahasiswa Manajemen (S-1) Universitas Jenderal Ahtmad Yani Yogyakarta

² Dosen Manajemen (S-1) Universitas Jenderal Ahtmad Yani Yogyakarta

THE ROLE OF EXPERIENCE QUALITY AND PERCEIVED VALUE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A STUDY ON OUTDOOR CAFÉS IN YOGYAKARTA

Laurensia¹, Murwani Eko Astuti²

ABSTRACT

Background: *Café is a business in the culinary sector that serves food and soft drinks to customers. Recently, there have been several cafés with outdoor themes. Strategic room design and environmental analysis can create an attractive environment and enhance the customer experience. In selling products and services and building customer loyalty, quality is only one of several important aspects. The value perceived by customers and their level of satisfaction are equally important when selling products. The better the impression of products and services, the better the quality of experience felt by customers.*

Objective: *This study aims to determine the effect of experience quality and customer perceived-value on customer satisfaction and customer loyalty at outdoor cafes in Yogyakarta.*

Methods: *This research uses primary data from a quantitative research type and a non-probability sampling technique using a purposive sampling method. Data was collected from 157 respondents by distributing online questionnaires. The data analysis used is SmartPLS 3.0.*

Results: *The results of this study indicate that experience quality and customer perceived-value can increase customer satisfaction, although experience quality does not directly affect customer loyalty. This suggests that companies need to identify and optimize other factors that influence customer loyalty.*

Conclusion: *Experience quality has a significant effect on customer satisfaction; experience quality does not have a significant impact on customer loyalty; customer perceived value has a significant effect on customer satisfaction, and customer perceived value has a significant impact on customer loyalty.*

Keywords: *Experience Quality, Customer Perceived-Value, Customer Satisfaction, Customer Loyalty*

¹ Management Student (S-1) Jenderal Achmad Yani Yogyakarta University

² Management Lecturer (S-1) Jenderal Achmad Yani Yogyakarta University