

**PENGARUH *CUSTOMER EXPERIENCE* DAN HARGA TERHADAP  
LOYALITAS PELANGGAN DI BENTO KOPI CABANG GODEAN  
DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI  
HARGA KE LOYALITAS PELANGGAN**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui (1) Pengaruh langsung antara *customer experience* terhadap loyalitas pelanggan Bento Kopi Cabang Godean, (2) Pengaruh langsung antara harga terhadap kepuasan pelanggan Bento Kopi Cabang Godean, (3) Pengaruh langsung antara kepuasan pelanggan terhadap loyalitas pelanggan Bento Kopi Cabang Godean. (4) Pengaruh kepuasan pelanggan mampu memediasi hubungan antara harga terhadap loyalitas pelanggan Bento Kopi Cabang Godean.

Penelitian ini merupakan penelitian yang menggunakan metode kuantitatif dengan jumlah sampel pelanggan Bento Kopi Cabang Godean sebanyak 211 responden, teknik penentuan sampel yang digunakan pada penelitian ini adalah *non-probability sampling* dengan metode *purposive sampling*. Analisis data dalam penelitian ini menggunakan software SmartPLS versi 3.

Berdasarkan hasil penelitian yang telah dilakukan sehingga mendapatkan kesimpulan bahwa variabel *customer experience*, harga, dan kepuasan pelanggan berpengaruh langsung terhadap loyalitas pelanggan. Kemudian untuk variabel kepuasan pelanggan mampu memediasi secara parsial hubungan antara harga terhadap loyalitas pelanggan.

**Kata kunci:** *Customer Experience*, Harga, Kepuasan Pelanggan, Loyalitas Pelanggan

***THE EFFECT OF CUSTOMER EXPERIENCE AND PRICE ON  
CUSTOMER LOYALTY AT BENTO KOPI GODEAN BRANCH WITH  
CUSTOMER SATISFACTION AS A MEDIATING VARIABLE OF PRICE  
TO CUSTOMER LOYALTY***

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***ABSTRACT***

*This study aims to determine (1) The direct effect between customer experience on customer loyalty of Bento Kopi Godean Branch, (2) The direct effect between price and customer satisfaction of Bento Kopi Godean Branch, (3) The direct effect between customer satisfaction and customer loyalty of Bento Kopi Godean Branch. (4) The effect of customer satisfaction is able to mediate the relationship between price and customer loyalty of Bento Kopi Godean Branch.*

*This research is a study that uses quantitative methods with a total sample of 211 respondents of Bento Kopi Godean Branch customers, the sampling technique used in this study is non-probability sampling with purposive sampling method. Data analysis in this study used SmartPLS version 3 software.*

*Based on the results of the research that has been done, it is concluded that the variables of customer experience, price, and customer satisfaction have a direct effect on customer loyalty. Then for the customer satisfaction variable is able to partially mediate the relationship between price and customer loyalty.*

***Keywords:*** *Customer Experience, Price, Customer Satisfaction, Customer Loyalty*