

ABSTRAK

Muhammad Hanif, 17101155310345, jurusan Manajemen tahun 2017, Pengaruh *Customer Experience* dan *Brand Trust* Terhadap *Customer Loyalty* dengan Kepuasan Pelanggan sebagai Variabel Intervening Pada Pelanggan Handphone Samsung di Kabupaten Sijunjung, dibawah bimbingan Bapak Dr. Yulasma, S.E, M.M dan Bapak Ramdani Bayu Putra, S.E, M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Customer Experience* dan *Brand Trust* terhadap *Customer Loyalty* dengan Kepuasan Pelanggan sebagai Variabel Intervening pada pelanggan Handphone Samsung di Perdana Phonesell. Desain penelitian yang digunakan yaitu penelitian kausal dengan Diagram Jalur. Dengan mengedarkan kuesioner sebanyak 63 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif yang signifikan antara variabel *Customer Experience* terhadap variabel Kepuasan Pelanggan. Terdapat pengaruh positif dan tidak signifikan antara variabel *Brand Trust* terhadap variabel Kepuasan Pelanggan. Terdapat pengaruh positif yang signifikan antara variabel Kepuasan Pelanggan terhadap variabel *Customer Loyalty*. Terdapat pengaruh positif yang signifikan antara variabel *Brand Trust* terhadap variabel *Customer Loyalty*. Terdapat pengaruh positif yang signifikan antara variabel Kepuasan Pelanggan terhadap variabel *Customer Loyalty*. Terdapat pengaruh positif yang tidak signifikan antara variabel *Customer Experience* terhadap *Customer Loyalty* melalui Kepuasan Pelanggan. Terdapat pengaruh positif yang tidak signifikan antara variabel *Brand Trust* terhadap *Customer Loyalty* melalui Kepuasan Pelanggan.

Kata Kunci : *Customer Experience, Brand Trust, Customer Loyalty, Kepuasan Pelanggan.*

ABSTRACT

Muhammad Hanif, 17101155310345, majoring in Management in 2017, The Influence of Customer Experience and Brand Trust on Customer Loyalty with Customer Satisfaction as an Intervening Variabel at Samsung Customer in Sijunjung, under the guidance of Mr. Yulasmi, S.E, M.M and Mr. Ramdani Bayu Putra, S.E, M.M.

This study aims to determine how much influence Customer Experience and Brand Trust have on Customer Loyalty with Customer Satisfaction as an Intervening Variable for Samsung Mobile customer at Perdana Phonesell. The research design used is causal research with a path diagram. By distributing questionnaires as many as 63 respondents

The result of the data analysis concluded that there was a significant positive influence between the Customer Experience variable and the Customer Satisfaction variable. There is a positive and insignificant influence between the Brand Trust variable on the Customer Satisfaction variable. The positive and significant influence between the Customer Satisfaction variable on the Customer Loyalty variable. A significant positive effect between the Brand Trust variable and the Customer Loyalty variable. The positive and significant influence between the Customer Satisfaction variable on the Customer Loyalty variable. There is a positive and insignificant influence between the Customer Experience variable on Customer Loyalty through Customer Satisfaction. There is a positive and insignificant influence between the variables of Brand Trust on Customer Loyalty through Customer Satisfaction.

Keywords: *Customer Experience, Brand Trust, Customer Loyalty, Kepuasan Pelanggan.*