

**PENGARUH KUALITAS PELAYANAN DAN *CUSTOMER EXPERIENCE*
TERHADAP KEPUASAN PELANGGAN OBJEK WISATA RUMAH
KONSERVASI KUNANG-KUNANG DESA TARO**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan *customer experience* terhadap kepuasan pelanggan pada Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro. Penelitian ini merupakan penelitian kuantitatif kausal. Subjek dalam penelitian ini adalah pengunjung Objek Wisata Rumah Konservasi Kunang-Kunang Desa Taro sejumlah 130 orang. Objek dalam penelitian ini adalah kualitas pelayanan, *customer experience*, dan kepuasan pelanggan. Data dikumpulkan dengan kuesioner, serta analisis dengan teknik analisis linier berganda dan diolah menggunakan aplikasi SPSS versi 25 *for windows*. Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan berpengaruh positive signifikan terhadap kepuasan pelanggan, (2) *customer experience* berpengaruh positive signifikan terhadap kepuasan pelanggan, (3) kualitas pelayanan dan *customer experience* secara simultan berpengaruh terhadap kepuasan pelanggan.

Kata kunci: kualitas pelayanan, *customer experience*, kepuasan pelanggan

***THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER
EXPERIENCE ON CUSTOMER SATISFACTION AT THE FIREFLY
CONSERVATION HOUSE TOURIST DESTINATION IN TARO VILLAGE***

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ABSTRACT

This study aims to examine the effect of service quality and customer experience on customer satisfaction at the Firefly Conservation House Tourist Attraction in Taro Village. This research is a causal quantitative study. The subjects of this study are visitors to the Firefly Conservation House Tourist Attraction in Taro Village. The objects of this study are service quality, customer experience, and customer satisfaction. The sample consists of 130 respondents. Data were collected through questionnaires and analyzed using multiple linear regression techniques and processed with SPSS version 25 for Windows. The results of this study show that (1) service quality has a significant effect on customer satisfaction, (2) customer experience has a significant effect on customer satisfaction, and (3) both service quality and customer experience have a significant effect on customer satisfaction.

Keywords: service quality, customer experience, customer satisfaction