

**PENGARUH KUALITAS PELAYANAN DAN CUSTOMER EXPERIENCE
TERHADAP KEPUASAN PELANGGAN PADA SUPERMARKET
HAKIKI DI SINGARAJA**

Oleh

Muhammad Arba'in Djahidi, NIM 2117041233

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh secara parsial dan simultan dari variabel kualitas pelayanan serta *customer experience* terhadap kepuasan pelanggan pada Supermarket Hakiki di Singaraja. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Pengambilan sampel dilakukan melalui metode *non-probability sampling* dengan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner yang diberikan secara langsung kepada responden. Dengan jumlah 130 responden dan diukur menggunakan skala likert. Analisis data menggunakan regresi linear berganda dengan bantuan program SPSS versi 25. Pengujian hipotesis hasil penelitian menunjukkan bahwa (1) kualitas pelayanan dan *customer experience* berpengaruh signifikan terhadap kepuasan pelanggan Supermarket Hakiki. (2) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Supermarket Hakiki, (3) *customer experience* berpengaruh positif dan signifikan terhadap kepuasan pelanggan Supermarket Hakiki.

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

***THE EFFECT OF SERVICE QUALITY AND CUSTOMER EXPERIENCE
ON CUSTOMER SATISFACTION AT HAKIKI SUPERMARKET IN
SINGARAJA***

By

Muhammad Arba'in Djahidi, NIM 2117041233

Management Department

Abstract

This research aims to examine the partial and simultaneous effects of service quality variables and customer experience on customer satisfaction at Hakiki Supermarket in Singaraja. This research uses quantitative methods with associative approach. Sampling was done using non-probability sampling method with purposive sampling technique. Data was collected through a questionnaire given directly to the respondents. With a total of 130 respondents and measured using a Likert scale. Data analysis using multiple linear regression with the help of SPSS version 25 program. Hypothesis testing of the results showed that (1) service quality and customer experience have a significant effect on customer satisfaction at Hakiki Supermarket. (2) service quality has a positive and significant effect on customer satisfaction at Hakiki Supermarket, (3) customer experience has a positive and significant effect on customer satisfaction at Hakiki Supermarket.

Keywords : service quality, customer experience, customer satisfaction