

**ABSTRACT****THE EFFECT OF APPLICATION QUALITY, CUSTOMER EXPERIENCE AND LIFESTYLE ON CONSUMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLES**

Study on Indonesian TIX ID Consumers

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This study aims to determine whether: 1) Application quality has a positive and significant effect on customer satisfaction, 2) Customer experience has a positive and significant effect on customer satisfaction, 3) Lifestyle has a positive and significant effect on customer satisfaction, 4) Application quality has a positive and significant effect on consumer loyalty, 5) Customer experience has a positive and significant effect on consumer loyalty, 6) Lifestyle has a positive and significant effect on consumer loyalty, 7) Customer satisfaction has a positive and significant effect on consumer loyalty, 8) Customer satisfaction mediates the effect of application quality on consumer loyalty, 9) Customer satisfaction mediates application quality to customer loyalty, 10) Customer satisfaction mediates customer experience to customer loyalty. After the data on the characteristics of the respondents were found, descriptive analysis was carried out using SPSS software. Data were obtained using an online questionnaire using google form which was distributed to 101 respondents. The data analysis technique in this research is Partial Least Square using the SmartPLS application. The results of this study indicate that: 1) application quality affects customer satisfaction positively but not significantly, 2) customer experience affects customer satisfaction positively and significantly, 3) lifestyle affects customer satisfaction positively and significantly, 4) application quality has a negative effect on loyalty consumers, 5) customer experience affects consumer loyalty positively and significantly, 6) lifestyle affects consumer loyalty positively but not significantly, 7) application quality affects consumer loyalty positively with customer satisfaction as a mediating variable, 8) customer experience affects consumer loyalty positively with customer satisfaction as a mediating variable, 9) lifestyle positively influencing consumer loyalty with customer satisfaction as a mediating variable, 10) consumer satisfaction influencing consumer loyalty positively and significantly.

**Keywords: Application Quality, Customer Experience, Lifestyle, Consumer Satisfaction and Consumer Loyalty**

