

ABSTRAK

**PENGARUH BRAND IMAGE, E-WOM, DAN CUSTOMER EXPERIENCE
TERHADAP LOYALITAS GEN Z SEBAGAI KONSUMEN DI MENAKAR COFFEE
AND COMPANION SPACE MELALUI KEPUASAN KONSUMEN SEBAGAI
VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *brand image* terhadap loyalitas Gen Z, (2) pengaruh *electronic word of mouth* (E-WOM) terhadap loyalitas Gen Z, (3) pengaruh *customer experience* terhadap loyalitas Gen Z, (4) pengaruh *brand image* terhadap loyalitas Gen Z melalui kepuasan konsumen sebagai variabel mediasi, (5) pengaruh *electronic word of mouth* (E-WOM) terhadap loyalitas Gen Z melalui kepuasan konsumen sebagai variabel mediasi, (6) pengaruh *customer experience* terhadap loyalitas Gen Z melalui kepuasan konsumen sebagai variabel mediasi. Populasi penelitian ini adalah konsumen Menakar Coffee and Companion Space. Sampel penelitian ini adalah konsumen Menakar Coffee and Companion Space sebanyak 100 responden dengan kriteria Gen Z yang pernah membeli produk minimal 3 kali dan pernah membaca EWOM di *platform* media sosial. Teknik analisis data menggunakan SEM-PLS dengan aplikasi SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa: (1) *brand image* tidak berpengaruh terhadap loyalitas Gen Z, (2) *electronic word of mouth* (E-WOM) berpengaruh terhadap loyalitas Gen Z, (3) *customer experience* tidak berpengaruh terhadap loyalitas Gen Z, (4) *brand image* tidak berpengaruh terhadap loyalitas Gen Z dengan kepuasan konsumen sebagai variabel mediasi, (5) *electronic word of mouth* (E-WOM) tidak berpengaruh terhadap loyalitas Gen Z dengan kepuasan konsumen sebagai variabel mediasi, (6) *customer experience* tidak berpengaruh terhadap loyalitas Gen Z dengan kepuasan konsumen sebagai variabel mediasi.

Kata kunci: *Brand Image*, *Electronic Word of Mouth* (E-WOM), dan *Customer Experience*.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, E-WOM, AND CUSTOMER EXPERIENCE
ON GEN Z LOYALTY AS CONSUMERS IN MENAKAR COFFEE AND
COMPANION SPACE THROUGH CONSUMER SATISFACTION AS A MEDIATING
VARIABLE**

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This study aims to determine: (1) the influence of brand image on Gen Z loyalty, (2) the influence of electronic word of mouth (E-WOM) on Gen Z loyalty, (3) the influence of customer experience on Gen Z loyalty, (4) the influence of brand image on Gen Z loyalty through consumer satisfaction as a mediating variable, (5) the influence of electronic word of mouth (E-WOM) on Gen Z loyalty through consumer satisfaction as a mediating variable, (6) the influence of customer experience on Gen Z loyalty through consumer satisfaction as a mediating variable. The population of this study was Menakar Coffee and Companion Space consumers. The sample of this study consisted of 100 Menakar Coffee and Companion Space consumers with Gen Z criteria who had purchased the product at least three times and had read EWOM on social media platforms. The data analysis technique used SEM-PLS with the SmartPLS 4.0 application. The results of this study indicate that: (1) brand image did not influence Gen Z loyalty, (2) electronic word of mouth (E-WOM) influenced Gen Z loyalty, (3) customer experience did not influence Gen Z loyalty, (4) brand image did not influence Gen Z loyalty with consumer satisfaction as a mediating variable, (5) electronic word of mouth (E-WOM) did not influence Gen Z loyalty with consumer satisfaction as a mediating variable, (6) customer experience did not influence Gen Z loyalty with consumer satisfaction as a mediating variable.

Keywords: Brand Image, Electronic Word of Mouth (E-WOM), and Customer Experience.