

ABSTRAK

PENGARUH CUSTOMER EXPERIENCE, SERVICE QUALITY, DAN CUSTOMER BONDING TERHADAP LOYALITAS KONSUMEN ADS STREET COFFEE DENGAN WORD OF MOUTH SEBAGAI MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *customer experience* terhadap loyalitas konsumen ADS Street Coffee, (2) pengaruh secara langsung *service quality* terhadap loyalitas konsumen ADS Street Coffee, (3) pengaruh secara langsung *customer bonding* terhadap loyalitas konsumen ADS Street Coffee, (4) pengaruh *customer experience* terhadap loyalitas konsumen ADS Street Coffee dengan dimediasi oleh *word of mouth*, (5) pengaruh *service quality* terhadap loyalitas konsumen ADS Street Coffee dengan dimediasi oleh *word of mouth*, (6) pengaruh *customer bonding* terhadap loyalitas konsumen ADS Street Coffee dengan dimediasi oleh *word of mouth*. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability* sampling dengan metode *purposive sampling*. Data diperoleh dengan melakukan penyebaran kuesioner secara online kepada konsumen ADS Street Coffee yang pernah melakukan pembelian atau menggunakan produk di ADS Street Coffee yang kemudian diisi oleh 113 responden. Analisis data menggunakan *Partial Least Square* (PLS) yang diolah menggunakan *SmartPLS 4*. Hasil penelitian ini menunjukkan bahwa: (1) *customer experience* secara langsung tidak berpengaruh terhadap loyalitas konsumen, (2) *service quality* secara langsung tidak berpengaruh terhadap loyalitas konsumen, (3) *customer bonding* secara langsung berpengaruh terhadap loyalitas konsumen, (4) *customer experience* tidak berpengaruh terhadap loyalitas konsumen dengan dimediasi (*no mediation*) oleh *word of mouth*, (5) *service quality* tidak berpengaruh terhadap loyalitas konsumen dengan dimediasi (*no mediation*) oleh *word of mouth*, (6) *customer bonding* berpengaruh terhadap loyalitas konsumen dengan dimediasi sebagian (*partial mediation*) oleh *word of mouth*

Kata kunci: *customer experience, service quality, customer bonding, loyalitas konsumen, word of mouth.*

ABSTRACT

**THE INFLUENCE OF CUSTOMER EXPERIENCE, SERVICE QUALITY,
AND CUSTOMER BONDING ON CONSUMER LOYALTY
ADS STREET COFFEE WITH WORD OF MOUTH
AS A MEDIATION**

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This study aims to determine: (1) the direct influence of customer experience on ADS Street Coffee consumer loyalty, (2) the direct influence of service quality on ADS Street Coffee consumer loyalty, (3) the direct influence of customer bonding on ADS Street Coffee consumer loyalty, (4) the influence of customer experience on ADS Street Coffee consumer loyalty mediated by word of mouth, (5) the influence of service quality on ADS Street Coffee consumer loyalty mediated by word of mouth, (6) the influence of customer bonding on ADS Street Coffee consumer loyalty mediated by word of mouth. The sampling technique in this study used nonprobability sampling with a purposive sampling method. Data were obtained by distributing online questionnaires to ADS Street Coffee consumers who had made purchases or used products at ADS Street Coffee, which were then filled out by 113 respondents. Data analysis used Partial Least Squares (PLS) and processed using SmartPLS 4. The results of this study indicate that: (1) customer experience does not directly influence consumer loyalty, (2) service quality does not directly influence consumer loyalty, (3) customer bonding directly influences consumer loyalty, (4) customer experience does not influence consumer loyalty through word of mouth mediation (without mediation), (5) service quality does not influence consumer loyalty through word of mouth mediation (without mediation), (6) customer bonding influences consumer loyalty through partial mediation (partial mediation) through word of mouth.

Keywords: customer experience, service quality, customer bonding, consumer loyalty, word of mouth