

ABSTRAK

**PENGARUH CUSTOMER EXPERIENCE DAN CUSTOMER VALUE TERHADAP
CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION SEBAGAI
MEDIASI PADA CW COFFEE YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *customer experience* terhadap *customer loyalty* pada pelanggan CW Coffee Yogyakarta, (2) pengaruh secara langsung *customer value* terhadap *customer loyalty* pada pelanggan CW Coffee Yogyakarta, (3) pengaruh *customer experience* terhadap *customer loyalty* melalui *customer satisfaction* sebagai mediasi pada pelanggan CW Coffee Yogyakarta, (4) pengaruh *customer value* terhadap *customer loyalty* melalui *customer satisfaction* sebagai mediasi pada pelanggan CW Coffee Yogyakarta. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *Google Form* yang disebarkan kepada 110 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* dengan *software* SmartPLS4. Hasil penelitian ini menunjukkan bahwa: (1) *customer experience* berpengaruh secara langsung terhadap *customer loyalty* pada pelanggan CW Coffee Yogyakarta, (2) *customer value* tidak berpengaruh secara langsung terhadap *customer loyalty* pada pelanggan CW Coffee Yogyakarta, (3) *customer experience* berpengaruh terhadap *customer loyalty* melalui *customer satisfaction* sebagai mediasi parsial (*partial mediation*) pada pelanggan CW Coffee Yogyakarta, (4) *customer value* berpengaruh terhadap *customer loyalty* melalui *customer satisfaction* sebagai mediasi penuh (*full mediation*) pada pelanggan CW Coffee Yogyakarta.

Kata Kunci: *customer experience, customer value, customer loyalty, customer satisfaction.*

ABSTRACT

THE EFFECT OF EXPERIENCE AND CUSTOMER VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATOR AT CW COFFEE YOGYAKARTA

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This study aims to determine: (1) the direct effect of customer experience on customer loyalty among CW Coffee customers in Yogyakarta, (2) the direct effect of customer value on customer loyalty among CW Coffee customers in Yogyakarta, (3) the effect of customer experience on customer loyalty mediated by customer satisfaction among CW Coffee customers in Yogyakarta, (4) the effect of customer value on customer loyalty mediated by customer satisfaction among CW Coffee customers in Yogyakarta. The sampling technique used non-probability sampling with a purposive sampling method, data were collected via a Google Form questionnaire distributed to 110 respondents who met the criteria. Data analysis was performed using Partial Least Squares (PLS) with SmartPLS4 software. The results of this study indicate that: (1) customer experience has a direct effect on customer loyalty among CW Coffee Yogyakarta customers, (2) customer value has no direct effect on customer loyalty among CW Coffee Yogyakarta customers, (3) customer experience affects customer loyalty through customer satisfaction as a partial mediator among CW Coffee Yogyakarta customers, (4) customer value influences customer loyalty through customer satisfaction as a full mediator among CW Coffee customers in Yogyakarta.

Keywords: *customer experience, customer value, customer loyalty, customer satisfaction.*