

# Pengaruh Customer Experience pada Digitalized Interactive Platforms (DIPs) Bidang Ritel terhadap Customer Loyalty: Studi pada Aplikasi "Alfagift" = The Influence of Customer Experience on Digitalized Interaction Platforms (DIPs) in Retail Field on Customer Loyalty: A Study on the "Alfagift" Application

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## Abstrak

Penelitian ini bertujuan untuk mengkaji dampak dari customer experience yang dibagi menjadi 4 elemen, yaitu cognitive experience, affective experience, relational experience, dan sensorial experience, terhadap customer loyalty. Selain itu, penelitian ini juga mengkaji peran mediasi customer satisfaction dalam memperkuat pengaruh customer experience (cognitive experience, affective experience, relational experience, dan sensorial experience) terhadap customer loyalty dalam konteks penggunaan aplikasi "Alfagift" di Indonesia. Lalu, ada juga efek moderasi dari variable gender, usia, dan jenis device, yang nantinya dilihat apakah ada pengaruh yang signifikan dari perbedaan kelompok tersebut. Penelitian ini dilakukan dengan menyebarkan survei daring kepada 220 responden berusia 18-35 tahun yang pernah menggunakan aplikasi "Alfagift" selama 2 tahun ke belakang. Data yang diperoleh kemudian dianalisis menggunakan metode structural equation modeling (SEM). Hasil penelitian menunjukkan bahwa interaksi antara relational experience, sensorial experience, dan customer satisfaction berdampak positif terhadap customer loyalty. Namun, ada pengaruh yang tidak signifikan pada variable cognitive experience dan affective experience terhadap customer loyalty. Selain itu, ditemukan bahwa customer satisfaction memediasi pengaruh relational experience dan sensorial experience, namun tidak memediasi pengaruh cognitive experience dan affective experience. Untuk implikasinya, penelitian ini menyimpulkan bahwa akan lebih baik meningkatkan experience yang melibatkan relational dan sensorial konsumennya karena kedua variable tersebut terbukti signifikan dibanding 2 variable lainnya.

.....This research aims to examine the impact of customer experience which is divided into 4 elements, namely cognitive experience, affective experience, relational experience, and sensorial experience, on customer loyalty. Apart from that, this research also examines the mediating role of customer satisfaction in strengthening the influence of customer experience (cognitive experience, affective experience, relational experience, and sensorial experience) on customer loyalty in the context of using the "Alfagift" application in Indonesia. Then, there is also the moderating effect of the variables gender, age, and type of device, which will later be seen to see whether there is a significant influence from these group differences. This research was conducted by distributing an online survey to 220 respondents aged 18-35 years who had used the "Alfagift" application for the past 2 years. The data obtained was then analyzed using the structural equation modeling (SEM) method. The research results show that the interaction between relational experience, sensorial experience, and customer satisfaction has a positive impact on customer loyalty. However, there is an insignificant influence on the cognitive experience and affective experience variables on customer loyalty. In addition, it was found that consumer satisfaction mediates the influence of relational experience and sensorial experience, but does not mediate the influence of cognitive experience and affective experience. As for the implications, this research concludes that it would be better to improve the

experience that involves relational and sensorial consumers because these two variables have proven to be significant compared to the other two variables.