

**PENGARUH *CUSTOMER EXPERIENCE*, KUALITAS
PELAYANAN, DAN HARGA TERHADAP LOYALITAS
PELANGGAN *COFFEE SHOP* “BENTO KOPI”
(CABANG NOLOGATEN)**

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *customer experience*, kualitas pelayanan, dan harga terhadap loyalitas pelanggan *Coffee Shop* Bento Kopi. Penelitian ini dilakukan dengan pendekatan kuantitatif. Sampel penelitian sebanyak 100 responden yang diambil dengan Teknik purposive sampling. Hasil penelitian ini membuktikan bahwa: (1) *Customer experience* berpengaruh positif dan signifikan terhadap loyalitas pelanggan (2) Kualitas pelayanan tidak berpengaruh signifikan terhadap loyalitas pelanggan (3) Harga berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan (4) *Customer Experience*, kualitas pelayanan, dan harga secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan

Kata Kunci: *Customer Experience*, Kualitas Pelayanan, Harga, Loyalitas Pelanggan.

THE EFFECT OF CUSTOMER EXPERIENCE, QUALITY OF SERVICE, AND PRICE TOWARD CUSTOMER LOYALTY AT COFFEE SHOP “BENTO KOPI” (NOLOGATEN BRANCH)

ABSTRACT

This study aims to analyze the effect of customer experience, service quality, and price on customer loyalty at Bento Kopi Coffee Shop. This research was conducted with a quantitative approach. The research sample was 100 respondents who were taken by purposive sampling technique. The results of this study prove that: (1) Customer experience has a positive and significant effect on customer loyalty (2) Service quality has no significant effect on customer loyalty (3) Price has a positive and significant effect on Customer Loyalty (4) Customer Experience, service quality, and price simultaneously has a positive and significant effect on customer loyalty

Key Words: *Customer Experience, Service Quality, Price, Customer Loyalty*