PENGARUH *E-EXPERIENCE* TERHADAP *E-LOYALTY* MELALUI *E-CRM*
(Survei pada Santri Daarut Tauhiid Pengguna *Skincare* Halal Lokal di *E-commerce*)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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2024

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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LEMBAR PENGESAHAN

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(Survei pada Santri Daarut Tauhid Pengguna *Skincare* Halal Lokal di *E-commerce*)

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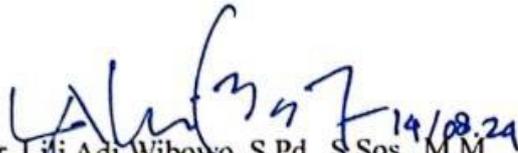
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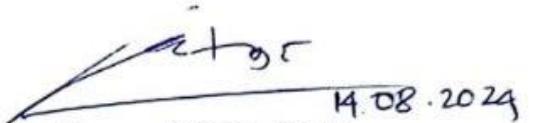
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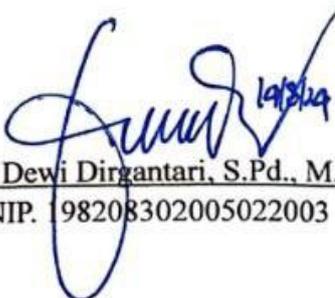
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ABSTRAK

Hafsah Nusaibah Asykarillah (2005570) **"Pengaruh *E-Experience* terhadap *E-Loyalty* melalui *E-CRM* (Survei pada Santri Daarut Tauhiid Pengguna *Skincare* Halal Lokal di *E-commerce*)"** di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *e-experience* terhadap *e-loyalty* melalui *e-CRM* pada santri Daarut Tauhiid pengguna *skincare* halal lokal di *e-commerce*. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 165 responden. Data penelitian diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian menemukan bahwa gambaran *e-experience*, *e-CRM*, dan *e-loyalty* berada pada kategori tinggi. Temuan ini menunjukkan *e-experience* tidak memiliki pengaruh positif dan signifikan secara tidak langsung terhadap *e-loyalty* melalui mediasi *e-CRM*, namun *e-experience* secara langsung berpengaruh positif dan signifikan terhadap *e-loyalty* dan *e-CRM*, dan *e-CRM* memiliki pengaruh positif dan signifikan terhadap *e-loyalty*. Implikasi penelitian ini menunjukkan bahwa peningkatan *e-experience* dapat mendorong efektivitas *e-CRM* dan mampu mendorong *e-loyalty* pada pengguna *skincare* halal lokal di *e-commerce*.

Kata kunci: *e-experience, e-CRM, e-loyalty, e-commerce*

ABSTRACT

Hafsah Nusaibah Asykarillah (2005570) **"The Influence of E-Experience on E-Loyalty through E-CRM (Survey of Daarut Tauhiid Students Using Local Halal Skincare on E-commerce)"** *under the guidance of* Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. *and* Dr. Lisnawati, S.Pd., M.M.

This research aims to obtain a description and influence of e-experience on e-loyalty through e-CRM on Daarut Tauhiid students who use local halal skincare in e-commerce. This study uses descriptive and verification research types with a quantitative approach. The method used in this study is simple random sampling with a sample size of 165 respondents. The research data were processed statistically. The results of the study found that the description of e-experience, e-CRM, and e-loyalty were in the high category. This finding indicates that e-experience does not have a positive and significant indirect effect on e-loyalty through e-CRM mediation, but e-experience directly has a positive and significant effect on e-loyalty and e-CRM, and e-CRM has a positive and significant effect on e-loyalty. The implications of this study indicate that increasing e-experience can encourage the effectiveness of e-CRM and is able to encourage e-loyalty in users of local halal skincare in e-commerce.

Keywords: e-experience, e-CRM, e-loyalty, e-commerce

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