

**PENGARUH *EXPERIENTIAL VALUE* TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL MODERATING**

(Survei pada Pelanggan Lawangwangi Creative Space Cafe)

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Program Studi Manajemen Pemasaran Pariwisata



Oleh  
Rani Trismayanti  
1305845

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL  
UNIVERSITAS PENDIDIKAN INDONESIA  
2017**

Rani Trismayanti, 2017

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**LEMBAR HAK CIPTA**

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1305845

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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**LEMBAR PENGESAHAN**


**PENGARUH EXPERIENTIAL VALUE TERHADAP CUSTOMER  
LOYALTY DENGAN CUSTOMER SATISFACTION SEBAGAI VARIABEL  
MODERATING DI LAWANGWANGI CREATIVE SPACE CAFÉ**

Skripsi ini disetujui dan disahkan  
oleh:


**Pembimbing I**

  
**Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM**  
NIP. 19690404 199903 1 001

**Pembimbing II**

  
**Dewi Pancawati N S.Pd.,MM**  
NIP. 19791130 200912 2 004

Mengetahui,  
**Ketua Program Studi  
Manajemen Pemasaran Pariwisata**

  
**Yeni Yuniawati, S.Pd., MM**  
NIP.19810608 200604 2 001

**Tanggung Jawab Yuridis  
Ada Pada Penulis**

  
**Rani Trismayanti**  
NIM. 1305845

**Rani Trismayanti**

**NIM. 1305845**

**ABSTRAK**

Rani Trismayanti, 1305845 “**Pengaruh *Experiential Value* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel moderating**” (Survei pada pelanggan Lawangwangi Creative Space Cafe), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM dan Dewi Pancawati Novalita, S.Pd., MM.

*Customer loyalty* merupakan isu utama yang sedang dikaji dalam penelitian di bidang industri pariwisata, khususnya dibidang industri jasa seperti *cafe*. Lawangwangi Creative Space Cafe merupakan salah satu *cafe* yang memiliki tingkat *aesthetic* yang tinggi di kota Bandung yang berupaya untuk mempertahankan dan meningkatkan *customer loyalty* dengan menciptakan pengalaman yang bernilai oleh pelanggan. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *Experiential Value* yang terdiri *customer return on investment*, *service excellence*, *aesthetic*, dan *playfullness*. Variabel terikat (Y) yaitu *Customer Loyalty* dan variabel moderat *customer satisfaction*. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah survei dengan teknik *simple random sampling*, maka diperoleh jumlah sampel minimal atau sama dengan sebesar 112 pelanggan *cafe*. Teknik analisis data dan uji hipotesis yang digunakan adalah Regresi Berganda *Moderated Regression Analysis (MRA)*. Hasil penelitian menunjukkan bahwa *experiential value* memberikan pengaruh yang signifikan terhadap *customer loyalty* dimoderasi oleh *customer satisfaction*. Faktor yang paling mempengaruhi adalah *aesthetic*, di mana Lawangwangi Creative Space Cafe berhasil membuat pelanggan merasakan suasana dan pengalaman yang berkesan saat bersantap. Faktor yang memberikan pengaruh paling rendah terhadap *customer loyalty* adalah *playfullness*, aspek ini perlu ditingkatkan dengan meningkatkan kualitas pelayanan hingga produk yang memuaskan pelanggan saat bersantap di Lawangwangi Creative Space Cafe.

**Kata Kunci : *Experiential Value*, *Customer Loyalty*, *Customer Satisfaction*, dan Lawangwangi Creative Space Cafe.**

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