

**PENGARUH *CUSTOMER EXPERIENCE* TERHADAP LOYALITAS
PELANGGAN YANG DIMEDIASI OLEH *EMOTIONAL EXPERIENCE*
PADA PENGGUNA *SHOPEE* DI DAERAH ISTIMEWA YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *customer experience* terhadap *loyalitas pelanggan*, serta menguji peran *emotional experience* sebagai variabel mediasi pada pengguna aplikasi *Shopee* di Daerah Istimewa Yogyakarta. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik *purposive sampling* dan jumlah responden sebanyak 96 orang. Alat analisis yang digunakan adalah *Structural Equation Modeling - Partial Least Squares (SEM-PLS)*. Hasil penelitian menunjukkan bahwa: (1) *customer experience* berpengaruh positif dan signifikan terhadap *loyalitas pelanggan*, (2) *customer experience* berpengaruh positif dan signifikan terhadap *emotional experience*, (3) *emotional experience* berpengaruh positif dan signifikan terhadap *loyalitas pelanggan*, dan (4) *emotional experience* memediasi pengaruh *customer experience* terhadap *loyalitas pelanggan*. Temuan ini menunjukkan bahwa pengalaman pelanggan yang menyenangkan dapat membentuk pengalaman emosional yang kuat, sehingga berdampak pada peningkatan *loyalitas* terhadap *platform Shopee*.

Kata Kunci: *Customer Experience, Loyalitas Pelanggan, Emotional Experience*



THE INFLUENCE OF CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY MEDIATED BY EMOTIONAL EXPERIENCE AMONG SHOPEE USERS IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract

This study aims to analyze the impact of customer experience on customer loyalty and to examine the mediating role of emotional experience among Shopee users in the Special Region of Yogyakarta. The research employed a quantitative approach utilizing a purposive sampling technique, involving 96 respondents. Data were analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results indicate that: (1) customer experience has a positive and significant effect on customer loyalty, (2) customer experience positively influences emotional experience, (3) emotional experience has a positive and significant effect on customer loyalty, and (4) emotional experience mediates the relationship between customer experience and customer loyalty. These findings demonstrate that a positive customer experience can foster strong emotional connections, which, in turn, enhance customer loyalty toward the Shopee platform.

Keywords: *Customer Experience, Customer Loyalty, Emotional Experience*