

ABSTRACT

The services provided by employees of the Suzuki Duta Cemerlang Motor Official Workshop are currently not fully able to be said to satisfy consumers and have not maximized the implementation of relationship marketing, so the company strives to identify consumer needs and strive to improve service and performance with existing facilities. The purpose of this study is to analyze the effect of customer experience on customer satisfaction and customer customer loyalty Suzuki Duta Cemerlang Motors Official Workshop and the effect of relationship marketing strategy as a moderating variable reinforce the influence of customer experience on customer satisfaction and customer loyalty at the Suzuki Duta Cemerlang Motors Official Workshop.

The population of this study are all customers who come to the Suzuki Duta Cemerlang Motor Official Workshop . This study used a sample of 142 customers who carried out routine service at the Suzuki Duta Cemerlang Motors Official Workshop with a purposive sampling method. Research ratio data obtained from questionnaires. The analysis used in this hypothesis test is quantitative analysis with statistical methods using path analysis and moderated regression analysis.

The results of this study are that customer experience has a positive effect on customer satisfaction and customer customer loyalty. Suzuki Duta Cemerlang Motors Official Workshop. Customer satisfaction has a positive effect on customer loyalty at the Suzuki Duta Cemerlang Motors Official Workshop. While relationship marketing strategy is able to strengthen the influence of customer satisfaction on customer loyalty.

Keywords: customer experience, customer satisfaction, customer loyalty, relationship marketing strategy

ABSTRAK

Pelayanan yang diberikan oleh karyawan Bengkel Resmi Suzuki Duta Cemerlang Motor saat ini belum sepenuhnya dapat dikatakan memuaskan konsumen dan belum memaksimalkan pengimplementasian *relationship marketing*, sehingga perusahaan berusaha untuk mengidentifikasi kebutuhan konsumen dan berupaya meningkatkan pelayanan serta kinerja dengan sarana yang ada. Tujuan penelitian ini untuk menganalisis pengaruh *customer experience* terhadap *customer satisfaction* dan *customer loyalty* pelanggan Bengkel Resmi Suzuki Duta Cemerlang Motors dan pengaruh *relationship marketing strategy* sebagai variabel moderating memperkuat pengaruh *customer experience* terhadap *customer satisfaction* dan *customer loyalty* di Bengkel Resmi Suzuki Duta Cemerlang Motors.

Populasi dari penelitian ini adalah seluruh pelanggan yang datang di Dealer Suzuki Duta Cemerlang Motors. Penelitian ini menggunakan sampel sebanyak 142 orang pelanggan yang melakukan service rutin di Bengkel Resmi Suzuki Duta Cemerlang Motors dengan metode *purposive sampling*. Data rasio penelitian didapat dari penyebaran kuesioner. Analisis yang digunakan dalam uji hipotesis ini adalah analisis kuantitatif dengan metode statistik dengan menggunakan *path analysis* dan *moderated regression analysis*.

Hasil dari penelitian ini adalah *customer experience* berpengaruh positif terhadap *customer satisfaction* dan *customer loyalty* pelanggan Bengkel Resmi Suzuki Duta Cemerlang Motors. *Customer satisfaction* berpengaruh positif terhadap *customer loyalty* pelanggan Bengkel Resmi Suzuki Duta Cemerlang Motors. Sedangkan *relationship marketing strategy* mampu memperkuat pengaruh antara *customer satisfaction* terhadap *customer loyalty*.

Kata kunci: *customer experience*, *customer satisfaction*, *customer loyalty*, *relationship marketing strategy*.