

**PENGARUH *CUSTOMER EXPERIENCE* DAN *BRAND TRUST*
TERHADAP LOYALITAS PELANGGAN PADA PENGGUNA XL
PRABAYAR**

(Studi Pada Mahasiswa di Kota Bandung)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana *customer experience*, *brand trust* dan loyalitas pelanggan pada pengguna XL Prabayar serta mengetahui pengaruh *customer experience* dan *brand trust* terhadap loyalitas pelanggan secara simultan dan parsial pada mahasiswa pengguna XL Prabayar di Kota Bandung. Jumlah sampel 100 responden melalui pendekatan probability sampling yaitu simple random sampling. Jenis penelitiannya adalah penelitian kuantitatif dengan metode penelitian deskriptif dan verifikatif. Analisis yang digunakan adalah statistik deskriptif dan regresi linear berganda dengan perangkat lunak komputer SPSS 30. Hasil penelitian menunjukkan bahwa *customer experience* termasuk kategori “baik”, *brand trust* termasuk kategori “baik” dan loyalitas pelanggan dalam kategori “baik”. Hasil analisis verifikatif menunjukkan variabel *customer experience* dan *brand trust* secara parsial dan simultan berpengaruh terhadap loyalitas pelanggan.

Kata Kunci : *Customer Experience*, *Brand Trust*, dan Loyalitas Pelanggan

***INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND TRUST ON
CUSTOMER LOYALTY FOR XL PRABAYAR USERS
(Study on Students in Bandung City)***

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ABSTRACT

This study aims to determine how customer experience, brand trust and customer loyalty in XL Prepaid users and to determine the effect of customer experience and Brand trust on customer loyalty simultaneously and parisally on XL Prepaid user students in Bandung City. The number of samples was 100 respondents through a probability sampling approach, namely simple random sampling. This type of research is quantitative research with descriptive and verification research methods. The analysis used is descriptive statistics and multiple linear regression with SPSS 30 computer software.. The results showed that customer experience was in the “good” category, brand trust was in the “good” category and customer loyalty was in the “good” category. The results of the verification analysis show that the customer experience and brand trust variables partially and simultaneously affect customer loyalty.

Keywords: Customer Experience, Brand Trust, Customer Loyalty