

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience* dan *E-service Quality* terhadap loyalitas pelanggan pada *marketplace* Bukalapak di Kota Bandung. Populasi dalam penelitian ini adalah masyarakat yang menggunakan *marketplace* Bukalapak di Kota Bandung. Jumlah 100 sampel dengan perhitungan penentuan sampel menggunakan rumus *cochran*. Teknik pengambilan sampel ini melalui pendekatan *Nonprobability Sampling* yaitu *Purposive Sampling*. Instrumen analisis statistik menggunakan uji validitas, uji realibilitas, uji asumsi klasik, uji multikolinieritas, uji hetoskedastisitas, analisis regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t, dan uji f dengan bantuan *software* SPSS versi 27. Hasil penelitian menunjukkan bahwa *customer experience* termasuk dalam kategori “Kurang baik” *E-service Quality* termasuk dalam kategori “baik” dan loyalitas pelanggan pada *marketplace* Bukalapak termasuk dalam kategori “Kurang baik”. Hasil analisis secara parsial dan simultan *customer experience* dan *E-Service Quality* memiliki pengaruh secara signifikan terhadap loyalitas pelanggan pada masyarakat yang menggunakan *marketplace* Bukalapak di Kota Bandung.

Kata Kunci: *Customer Experience, E-service Quality, Loyalitas Pelanggan*

ABSTRACT

This study aims to determine the influence of customer experience and E-service Quality on customer loyalty in the Bukalapak marketplace in Bandung City. The population in this study is people who use the Bukalapak marketplace in Bandung City. The number of 100 samples with the calculation of sample determination using the Cochran formula. This sampling technique is through a Nonprobability Sampling approach, namely Purposive Sampling. Static analysis instruments use validity tests, reality tests, classical assumption tests, multicollinearity tests, hetoskedasticity tests, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, t tests, and f tests with the help of SPSS software version 27. The results showed that customer experience is included in the "Less good" category, E-service Quality is included in the "good" category, and customer loyalty in the Bukalapak marketplace is included in the "Less good" category. The results of partial and simultaneous analysis of customer experience and E-Service Quality have a significant influence on customer loyalty in people who use the Bukalapak marketplace in Bandung City.

Keywords: *Customer Experience, E-Service Quality, Customer Loyalty*

