

PENGARUH *CUSTOMER EXPERIENCE*, *CUSTOMER SATISFACTION*, *WORD OF MOUTH*, TERHADAP *CUSTOMER LOYALTY* KARYAWAN SEBAGAI PELANGGAN (STUDI KASUS KONSUMEN KANTIN PT XYZ)

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ABSTRAK

Perusahaan termotivasi untuk meningkatkan loyalitas konsumen sebagai respon terhadap lingkungan bisnis yang sangat kompetitif. Loyalitas ini meluas hingga ke karyawan yang menggunakan layanan kantin perusahaan. *Customer loyalty* dikatakan dipengaruhi oleh elemen-elemen seperti *customer satisfaction*, WOM, dan *customer experience*. *Customer loyalty* terhadap Kantin PT XYZ menjadi fokus penelitian ini, yang bertujuan untuk menganalisis peran ketiga faktor tersebut. Sebanyak 123 orang disurvei dalam penelitian kuantitatif ini, yang menggunakan prosedur sampel lengkap. Regresi linier berganda, uji validitas dan reliabilitas, serta pengujian asumsi klasik semuanya dilakukan pada data menggunakan SPSS versi 26. Informasi dikumpulkan melalui survei. Hasil penelitian ini dapat digunakan oleh pengelola kantin untuk meningkatkan *customer loyalty* dengan meningkatkan *Customer Experience*, *Customer Satisfaction*, dan WOM.

Kata Kunci: *Customer Experience*, *Customer Satisfaction*, *Word Of Mouth*, *Customer Loyalty*

ABSTRACT

Companies are motivated to enhance customer loyalty in response to an increasingly competitive business environment. This loyalty also extends to employees who use the company's canteen services. Customer loyalty is influenced by several factors, including customer satisfaction, word of mouth (WOM), and customer experience. Therefore, this study aims to analyze the influence of customer experience, customer satisfaction, and word of mouth on customer loyalty at the PT XYZ canteen. This quantitative study employed a total sampling technique involving 123 respondents. Data were collected through questionnaires and analyzed using IBM SPSS Statistics version 26, including validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The findings of this study are expected to provide useful insights for the canteen management in improving customer loyalty by enhancing customer experience, customer satisfaction, and word of mouth.

Keywords: *Customer Experience*, *Customer Satisfaction*, *Word of Mouth*, *Customer Loyalty*.