

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *E-Customer Experience* dan *E-Customer Loyalty* : Studi Mediasi *E-Customer Satisfaction* di Tik-Tok Shop 99KOutlet. Penelitian ini menggunakan pendekatan deskriptif dan verifikatif dengan metode survei pengumpulan data melalui observasi dan penyebaran kuesioner yang dibagikan kepada 120 responden yang merupakan followers 99K Outlet di Tik-Tok Shop melalui *Google Form*. Analisis data dilakukan dengan metode *path analysis* menggunakan bantuan *software* SmartPLS 4.1. Hasil penelitian menunjukkan bahwa *e-customer experience* berpengaruh sangat signifikan dan positif terhadap *e-customer loyalty* sebesar 61,2%, *e-customer experience* berpengaruh baik dan signifikan terhadap *e-customer loyalty* sebesar 24,1% dan *e-customer satisfaction* berpengaruh baik terhadap *e-customer loyalty* sebesar 58,9%. Selain itu, *e-customer satisfaction* terbukti mampu memediasi pengaruh *e-customer experience* terhadap *e-customer loyalty* dengan kontribusi sebesar 13%. Dengan demikian, *e-customer satisfaction* terbukti menjadi variabel mediasi dalam hubungan antara *e-customer experience* terhadap *e-customer loyalty* pada 99KOutlet di Tik-Tok Shop. Penelitian ini menegaskan pentingnya *e-customer experience* guna memperkuat *e-customer satisfaction* dan *e-customer loyalty*.

Kata Kunci : *E-Customer Experience, E-Customer Satisfaction, E-Customer Loyalty*

ABSTRACT

This study aims to determine the influence of E-Customer Experience and E-Customer Loyalty: A Mediation Study of E-Customer Satisfaction at Tik-Tok Shop 99K Outlet. This study uses a descriptive and verification approach with a survey method of data collection through observation and distribution of questionnaires distributed to 100 respondents who are followers of 99K Outlet at Tik-Tok Shop via Google Form. Data analysis was carried out using the path analysis method using the help of SmartPLS 4.1 software. The results of the study indicate that e-customer experience has a very significant and positive effect on e-customer loyalty by 61.2%, e-customer experience has a good and significant effect on e-customer loyalty by 24.1% and e-customer satisfaction has a good effect on e-customer loyalty by 58.9%. In addition, e-customer satisfaction is proven to be able to mediate the influence of e-customer experience on e-customer loyalty with a contribution of 13%. Thus, e-customer satisfaction is proven to be a mediating variable in the relationship between e-customer experience and e-customer loyalty at 99KOutlets on TikTok Shop. This study emphasizes the importance of e-customer experience in strengthening e-customer satisfaction and e-customer loyalty.

Keywords: E-Customer Experience, E-Customer Satisfaction, E-Customer Loyalty