

ABSTRAK

Menggunakan kepuasan pelanggan sebagai elemen penengah antara variabel independen dan dependen penelitian ini menyelidiki hubungan antara kualitas layanan dan pengalaman pelanggan terhadap loyalitas pelanggan pada pengguna layanan pengiriman PT. Pos Indonesia (Persero) di Lumajang. Semakin ketatnya persaingan di industri jasa pengiriman menyebabkan perusahaan harus meningkatkan layanan mereka untuk mempertahankan pelanggan. Studi ini menggunakan pendekatan kuantitatif, menggunakan survei dan desain cross-sectional. Data dikumpulkan dari 68 responden yang dipilih secara purposive, yakni pelanggan yang sesuai dengan kriteria tertentu. Pengolahan data dilakukan dengan bantuan perangkat lunak SmartPLS. Temuan penelitian mengindikasikan bahwa pengalaman dan pelayanan yang baik berdampak positif pada kepuasan pelanggan. Selain itu, kepuasan pelanggan terbukti berdampak besar pada kesetiaan pelanggan. Selanjutnya, kepuasan pelanggan terbukti berpengaruh signifikan terhadap loyalitas. Selain itu, Kepuasan berperan sebagai variabel mediasi dalam hubungan antara kualitas layanan dan pengalaman pelanggan dengan loyalitas pelanggan. Kesimpulannya, untuk meningkatkan loyalitas, PT. Pos Indonesia (Persero) Lumajang perlu pelayanan yang cepat dan personal, serta menciptakan pengalaman positif bagi pelanggan.

Keywords: Kualitas Pelayanan, Pengalaman Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan, PT. Pos Indonesia (Persero)

ABSTRACT

Using customer satisfaction as a mediating element between independent and dependent variables, this study investigates the relationship between service quality and customer experience on customer loyalty in users of PT. Pos Indonesia (Persero) delivery services in Lumajang. The increasing competition in the delivery service industry has forced companies to improve their services to retain customers. This study uses a quantitative approach, using surveys and cross-sectional designs. Data were collected from 68 purposively selected respondents, namely customers who meet certain criteria. Data processing was carried out with the help of SmartPLS software. The findings of the study indicate that good experience and service have a positive impact on customer satisfaction. In addition, customer satisfaction has been shown to have a major impact on customer loyalty. Furthermore, customer satisfaction has been shown to have a significant effect on loyalty. In addition, Satisfaction acts as a mediating variable in the relationship between service quality and customer experience with customer loyalty. In conclusion, to increase loyalty, PT. Pos Indonesia (Persero) Lumajang needs fast and personal service, and creates a positive experience for customers.

Keywords: *Service Quality, Customer Experience, Customer Satisfaction, Customer Loyalty, PT. Pos Indonesia (Persero)*