

ABSTRACT

THE INFLUENCE OF CUSTOMER EXPERIENCE ON BRAND LOYALTY THROUGH CUSTOMER TRUST IN SHELL GAS STATIONS DKI JAKARTA

(Case Study: Consumers of Shell Gas Stations in DKI Jakarta)

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This study aims to analyze the effect of customer experience on brand loyalty through customer trust as a mediating variable among consumers of Shell gas stations in the DKI Jakarta area. The research employed a quantitative approach with the Partial Least Square – Structural Equation Modeling (PLS-SEM) technique, processed using SmartPLS 3.0. Data were collected through an online questionnaire distributed to 120 respondents. The results show that customer experience significantly influences customer trust, and customer trust significantly influences brand loyalty. However, the direct effect of customer experience on brand loyalty is not significant, while the indirect effect through customer trust is proven to be significant, indicating that customer trust serves as a partial mediating variable. Furthermore, the Goodness of Fit (GoF) value of 0,605 indicates that the model has strong structural validity. These findings highlight the crucial role of customer experience and trust in fostering brand loyalty toward Shell gas stations.

Keywords: *Customer Experience, Customer Trust, Brand Loyalty, Shell*