

## ABSTRACT

### *THE INFLUENCE OF CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE: A CASE STUDY ON SHOPEE PAYLATER USERS*

*(Case Study: Customers in the Tangerang Raya)*

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*This study aims to analyze the influence of Customer Experience on Customer Loyalty with Customer Satisfaction as a mediating variable, among Shopee PayLater users in the Tangerang Raya area. The research uses a quantitative approach with Partial Least Square - Structural Equation Modeling (PLS-SEM), processed using SmartPLS 4.0 software. Data were collected through an online questionnaire distributed to 110 respondents.*

*The results show that Customer Experience has a significant influence on both Customer Satisfaction and Customer Loyalty. Additionally, Customer Satisfaction significantly influences Customer Loyalty. The effect of Customer Experience on Customer Loyalty through the mediation of Customer Satisfaction is also found to be significant. These findings indicate that Customer Experience plays a key role in building loyalty, even through the intermediary of Customer Satisfaction. The presence of satisfaction as a mediator helps strengthen the pathway from Customer Experience to Customer Loyalty.*

*Keywords: Customer Experience, Customer Satisfaction, Customer Loyalty, Shopee PayLater, Paylater, SPayLater.*