

ABSTRACT

The Influence of Customer Experience on Customer Loyalty Through Customer Trust in Erha Beauty Clinic in South Tangerang. (Case Study of Erha Beauty Clinic Users)

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This study provides an explanation of customer experience that can affect customer loyalty mediated by customer trust. This research is a research with a quantitative approach and uses a survey method. The questionnaire was distributed through a google form to 110 respondents which was then analyzed using SmartPLS Software. The results of the study show that customer experience and customer loyalty have a positive and significant influence on customer loyalty, customer experience also shows an influence on customer trust, as well as customer experience mediated by customer trust has a positive and significant effect on customer loyalty.

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