

ABSTRAK

Pengaruh *customer experience* dan *promotion* terhadap *Consumer Decision Making Biscuits Khong Guan* Melalui *Customer Satisfaction* sebagai variabel mediasi (Studi Pada Ibu Rumah Tangga di Kota Ternate, Ternate Selatan).

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Penelitian ini membahas mengenai bagaimana: (1) pengaruh *Customer Experience* terhadap *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (2) pengaruh *Promotion* terhadap *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (3) pengaruh *Customer Experience* terhadap *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (4) pengaruh *Promotion* terhadap *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (5) pengaruh *Customer Satisfaction* terhadap *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*, (6) pengaruh *Customer Experience* terhadap *Consumer Decision Making* melalui mediasi *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (7) pengaruh *Promotion* terhadap *Consumer Decision Making* melalui mediasi *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*. Jumlah sampel pada penelitian ini sebanyak 120 orang yang membeli *produk Khong Guan Assorted Biscuit* di kota ternate. Model analisis dalam penelitian ini menggunakan pendekatan partial least square (PLS) dengan menggunakan program statistik SmartPLS 3.0.

Hasil dari penelitian ini menunjukkan bahwa : (1) *Customer Experience* tidak berpengaruh signifikan terhadap *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*, (2) *Promotion* berpengaruh signifikan terhadap *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (3) *Customer Experience* berpengaruh positif signifikan terhadap *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (4) *Promotion* tidak berpengaruh signifikan terhadap *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (5) *Customer Satisfaction* tidak berpengaruh *Consumer Decision Making* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (6) *Customer Experience* tidak berpengaruh terhadap *Consumer Decision Making* melalui mediasi *Customer Satisfaction* pada masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuits*; (7) *Promotion* tidak berpengaruh terhadap *Consumer Decision Making* melalui mediasi *Consumer Decision Making* pada

masyarakat kota ternate yang melakukan pembelian *produk Khong Guan Assorted Biscuit*.

Kata Kunci Pengalaman konsumen, Promosi, Kepuasan konsumen, Keputusan pembelian.

ABSTRACT

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This study discusses how: (1) the influence of Customer Experience on Consumer Decision Making in the people of Ternate city who buy various Khong Guan Biscuits products; (2) the effect of promotion on consumer decision making in the city of Ternate who buys Khong Guan Biscuit products; (3) the influence of Customer Experience on Customer Satisfaction in the people of Ternate city who buy various Khong Guan Biscuits products; (4) the effect of promotion on customer satisfaction in the people of Ternate city who buy various Khong Guan Biscuits products; (5) the influence of customer satisfaction on consumer decision making in the city of Ternate who buys Khong Guan Biscuits products; (6) the influence of Customer Experience on Consumer Decision Making through the mediation of Customer Satisfaction on the people of Ternate city who buy various Khong Guan Biscuits products; (7) the effect of promotion on consumer decision making through mediation of consumer satisfaction in the people of Ternate city who buy Khong Guan Biscuit Assorted products. The number of samples in this study were 120 people who bought Assorted Biscuits Khong Guan products in the city of Ternate. The model analysis in this study uses a partial least square (PLS) approach using the SmartPLs 3.0 statistical program.

The results of this study indicate that: (1) Customer Experience has no significant effect on Consumer Decision Making in the people of Ternate City who purchase Khong Guan Assorted Biscuits products; (2) Promotion has a significant effect on Consumer Decision Making on the people of the city of Ternate who purchase Khong Guan Assorted Biscuits products; (3) Customer Experience has a significant positive effect on Customer Satisfaction in the people of Ternate City who purchase Khong Guan Assorted Biscuits products; (4) Promotion does not have a significant effect on Customer Satisfaction in the people of Ternate City who make purchases of Khong Guan Assorted Biscuits products; (5) Customer Satisfaction does not affect Consumer Decision Making on the people of Ternate City who make purchases of Khong Guan Assorted Biscuits products; (6) Customer Experience has no effect on Consumer Decision Making through the mediation of Consumer Decision Making on the people of Ternate city who purchase Khong Guan Assorted Biscuits products; (7) Promotion has no effect on Consumer Decision Making through the mediation of Customer Satisfaction on the people of Ternate city who purchase Khong Guan Assorted Biscuit products.

Keywords: Customer Experience, Promotion, Customer Satisfaction, Consumer Decision Making.