

ABSTRACT

Dunkin Donuts is one company that makes donuts as its flagship product. According to a survey of marketing research institutions, the Top of Mind Dunkin Donuts in Indonesia has reached 91.8%. The overall level of Indonesian consumer satisfaction with Dunkin Donuts reached 80.8%. However, there was a decline in the Top Brand Index of Dunkin Donuts in 2018. Whereas in the previous year, Dunkin Donuts was ranked first in the Donut Shop Retail category. However, the first position was replaced by the presence of a similar company from Indonesia which had just started operating in June 2005 namely J.CO. High competition among similar companies, in the end raises a problem that is often faced by companies that is not able to provide maximum satisfaction that is truly in accordance with consumer expectations. There are many ways that can be achieved by companies to increase customer satisfaction.

This study aims to determine the direct or indirect influence of customer experience, customer value and customer satisfaction as an intervening variable on customer loyalty at Dunkin Donuts Bandung. This research uses quantitative methods, data collection conducted by this study in the form of a questionnaire. Distributing questionnaires with a sample of 388 respondents using Partial Least Square structural equation (PLS-SEM) analysis with Customer Experience Variables (X1), Customer Value (X2), Customer Loyalty (Y), and Customer Satisfaction (Z).

Based on the results of research using PLS-SEM it can be seen that from the four variables in this study, namely customer experience, customer value, customer satisfaction and customer loyalty. There are two variables, namely customer experience and customer value that significantly and positively influences customer loyalty, while customer satisfaction variables in this study do not significantly on customer loyalty.

Keywords : *Customer Experience, Customer Value, Customer Loyalty, and Customer Satisfaction*