

The Effect of Service Quality and Customer Experience on ShopeeFood Customer Loyalty with Customer Satisfaction As A Mediating Variable: A Study on Management Students At UPGRIS

Dhani Kamal Priambodo¹, Heri Prabowo², Rr Hawik Ervina Indiworo³

¹Universitas Persatuan Guru Republik Semarang, Indonesia, dhanikamal12@gmail.com

²Universitas Persatuan Guru Republik Semarang, Indonesia, heriprabowo@upgris.ac.id

³Universitas Persatuan Guru Republik Semarang, Indonesia, hawikervina@upgris.ac.id

Abstract

This study examines the effect of Service Quality and Customer Experience on ShopeeFood Customer Loyalty, with Customer Satisfaction as a mediating variable, among Management students at UPGRIS. A quantitative method was applied using primary data collected via questionnaires. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The findings reveal that Service Quality does not have a significant direct effect on Customer Loyalty, whereas Customer Experience has a positive and significant direct effect. Both Service Quality and Customer Experience have significant effects on Customer Satisfaction. Furthermore, Customer Satisfaction significantly mediates the relationship between Customer Experience and Customer Loyalty, but not between Service Quality and Customer Loyalty. Moreover, Customer Satisfaction positively and significantly impacts Customer Loyalty.

Keywords: Service Quality, Customer Experience, Customer Satisfaction, Customer Loyalty.