

ABSTRACT

Tokopedia has a better popularity than other competitors, but Tokopedia's consumer satisfaction rate is still inferior to its competitors. This happens in several cities based on surveys or interviews, one of which is Bandung. And Ridwan Kamil appreciated the cooperation with Tokopedia online trading site to promote local products in Bandung.

This study aims to determine the effect of Customer Experience dimension to Customer Satisfaction on Tokopedia in Bandung. Customer Experience is an internal and subjective customer response as a result of interaction. While customer satisfaction is a level where the estimation of product performance in accordance with buyer expectations. The hypothesis of this study is "Customer Experience dimension significantly influenced simultaneously and partially to Customer Satisfaction on Tokopedia in Bandung".

The object of this research is Tokopedia. Data collection was obtained through questionnaires distributed to 385 respondents. Sampling technique using nonprobability sampling form Convenience Sampling with population that is Tokopedia customer domicili Bandung. Analysis of this data using descriptive analysis and multiple linear regression.

The results of this study indicate that the dimensions of Customer Experience have a significant positive effect simultaneously or partially on Customer Satisfaction on Tokopedia in Bandung. The test results were done by partial test (t test) and simultaneous test (f test).

Based on the results of research, should improve Customer Recognition is to provide discounts (discounts) to customers and is expected Tokopedia staff know customers because it has the highest impact on Customer satisfaction.

Keywords: Customer Experience, Customer Satisfaction, Tokopedia