

ABSTRAK

Penelitian ini dilatar belakangi oleh adanya *research gap* pada variabel *customer experience* dan *social media marketing* dari studi terdahulu, pesatnya perkembangan coffee shop di Kecamatan Ambulu, serta adanya kesenjangan antara tingginya pengalaman pelanggan dengan keterlibatan pelanggan dan efektivitas pemasaran media sosial dalam membentuk loyalitas pelanggan. Berdasarkan fenomena tersebut, penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *customer experience*, *customer engagement*, dan *social media marketing* terhadap loyalitas pelanggan pada Cafe Randevoo Ambulu Kabupaten Jember. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian *confirmatory research*, serta metode survei melalui penyebaran kuesioner kepada 160 responden yang dipilih dengan teknik *non-probability sampling* menggunakan pendekatan *pusposive sampling*. Metode analisis data yang digunakan meliputi uji instrumen (uji validitas dan reliabilitas), uji asumsi klasik, analisis regresi linier berganda, uji hipotesis (uji t), dan uji koefisien determinasi (R^2) dengan bantuan program SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial *customer experience* berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai t hitung sebesar 4,100 dan signifikansi 0,000, *customer engagement* berpengaruh positif dan signifikan dengan nilai t hitung sebesar 3,464 dan signifikansi 0,001, serta *social media marketing* berpengaruh positif dan signifikan dengan nilai t hitung sebesar 2,420 dan signifikansi 0,017.

Kata Kunci: *Customer Experience*, *Customer Engagement*, *Social Media Marketing*, Loyalitas Pelanggan

ABSTRACT

This research is motivated by the existence of a research gap in customer experience and social media marketing variables from previous studies, the rapid development of coffee shops in Ambulu District, and the gap between high customer experience with customer engagement and the effectiveness of social media marketing in forming customer loyalty. Based on these phenomena, this study aims to test and analyze the influence of customer experience, customer engagement, and social media marketing on customer loyalty at Cafe Randevoo Ambulu, Jember Regency. The research method used is a quantitative approach with a confirmatory research type, as well as a survey method through distributing questionnaires to 160 respondents selected by a non-probability sampling technique using a purposive sampling approach. The data analysis methods used include instrument testing (validity and reliability testing), classical assumption testing, multiple linear regression analysis, hypothesis testing (t-test), and coefficient of determination (R²) testing with the help of the SPSS version 25 program. The results of the study indicate that partially customer experience has a positive and significant effect on customer loyalty with a calculated t value of 4.100 and a significance of 0.000, customer engagement has a positive and significant effect with a calculated t value of 3.464 and a significance of 0.001, and social media marketing has a positive and significant effect with a calculated t value of 2.420 and a significance of 0.017.

Keywords: *Customer Experience, Customer Engagement, Social Media Marketing, Customer Loyalty*