

ABSTRAK

Penelitian ini bertujuan menguji pengaruh Pengaruh Self-Service Technology Service Quality Terhadap Kepuasan, Loyalitas, Dan Pengalaman Pelanggan Mcdonald's di Jakarta. Pengumpulan data primer dilakukan selama 1 minggu mulai dari tanggal 21 september hingga 1 september 2023. Penelitian ini menggunakan sampel penelitian yang telah memenuhi kriteria sebanyak 100 responden. Penelitian ini menggunakan pendekatan desain penelitian deskriptif dengan data primer yang dikumpulkan melalui survei online. Data primer kemudian diolah menggunakan pendekatan *Structural Equation Modeling* untuk menguji sejumlah hipotesis yang diajukan.

Hasil penelitian ini *SST Service Quality* berpengaruh positif terhadap *Customer Satisfaction*, *Loyalty*, dan *Customer Experience*; *Customer Satisfaction* berpengaruh positif terhadap *loyalty* dan tidak berpengaruh terhadap *customer experience*; *Customer experience* tidak berpengaruh terhadap *Loyalty*; *SST Service Quality* tidak berpengaruh terhadap *Loyalty* melalui *Customer Satisfaction*; *SST Service Quality* berpengaruh positif terhadap *Customer Experience* melalui *Customer Satisfaction*.

Kata Kunci: *SST Service Quality*; *Customer Satisfaction*, *Loyalty*, dan *Customer Experience*

ABSTRACT

This study aims to examine the effect of Self-Service Technology Service Quality on Mcdonald's Customer Satisfaction, Loyalty, and Experience in Jakarta. Primary data collection was carried out for 1 week starting from September 21 to September 1, 2023. This study used a research sample that had met the criteria of 100 respondents. This study used a descriptive research design approach with primary data collected through online surveys. Primary data is then processed using the Structural Equation Modeling approach to test a number of hypotheses proposed.

The results of this study SST Service Quality have a positive effect on Customer Satisfaction, Loyalty, and Customer Experience; Customer Satisfaction has a positive effect on loyalty and does not affect customer experience; Customer experience has no effect on loyalty; SST Service Quality does not affect Loyalty through Customer Satisfaction; SST Service Quality positively affects Customer Experience through Customer Satisfaction.

Keywords: *SST Service Quality*; *Customer Satisfaction*, *Loyalty*, and *Customer Experience*