

**PENGARUH *CUSTOMER EXPERIENCE* DAN *BRAND AWARENESS*  
TERHADAP LOYALITAS PELANGGAN  
PADA *MARKETPLACE LAZADA*  
(STUDI KASUS PADA MASYARAKAT YANG MENGGUNAKAN  
*MARKETPLACE LAZADA* DI KOTA BANDUNG)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience* dan *brand awareness* loyalitas pelanggan pada *marketplace* Lazada di Kota Bandung. Populasi dalam penelitian ini adalah masyarakat yang menggunakan *marketplace* Lazada di Kota Bandung. Jumlah 100 sampel dengan perhitungan penentuan sampel menggunakan rumus *cochran*. Teknik pengambilan sampel ini melalui pendekatan *Nonprobability Sampling* yaitu *Purposive Sampling*. Instrumen analisis statistik menggunakan uji validitas, uji realibilitas, uji asumsi klasik, uji multikolinieritas, uji heteoskedastisitas, analisis regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t, dan uji f dengan bantuan *software* SPSS versi 25. Hasil penelitian menunjukkan bahwa *customer experience* dan *brand awareness* termasuk dalam kategori “baik” dan loyalitas pelanggan pada *marketplace* Lazada termasuk dalam kategori “baik”. Hasil analisis secara parsial dan simultan *customer experience* dan *brand awareness* memiliki pengaruh secara signifikan terhadap loyalitas pelanggan pada masyarakat yang menggunakan *marketplace* Lazada di Kota Bandung.

**Kata Kunci:** *Customer Experience, Brand Awareness, Loyalitas Pelanggan*

***THE EFFECT OF CUSTOMER EXPERIENCE AND BRAND AWARENESS  
ON CUSTOMER LOYALTY AT THE LAZADA MARKETPLACE  
(CASE STUDY IN COMMUNITIES USING THE LAZADA MARKETPLACE  
IN BANDUNG CITY)***

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***ABSTRACT***

*This study aims to determine the effect of customer experience and brand awareness of customer loyalty on the Lazada marketplace in Bandung City. The population in this study are people who use the Lazada marketplace in Bandung City. A total of 100 samples with the calculation of determining the sample using the Cochran formula. This sampling technique uses the Nonprobability Sampling approach, namely Purposive Sampling. Statistical analysis instruments used validity test, reliability test, classical assumption test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, t test, and f test with the help of SPSS software version 25. The results of the study show that customer experience and brand awareness are included in the "good" category and customer loyalty in the Lazada marketplace is included in the "good" category. The results of partial and simultaneous analysis of customer experience and brand awareness have a significant influence on customer loyalty in people who use the Lazada marketplace in the city of Bandung.*

***Keywords: Customer Experience, Brand Awareness, Customer Loyalty***