

**THE EFFECT OF CUSTOMER EXPERIENCE QUALITY ON
CUSTOMER LOYALTY
STUDY OF DF FIT CLUB**

Thesis

Presented as Partial Fulfillment of the Requirement for the Degree of Sarjana
Manajemen (S1)

in International Business Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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APPROVAL PAGE

THE EFFECT OF CUSTOMER EXPERIENCE QUALITY ON CUSTOMER
LOYALTY
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Thesis



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15th June 2023

AUTHENTICITY ACKNOWLEDGEMENT

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Is entirely original to me, the researcher. The bibliography of this thesis contains citations for each reference that was used to create it. It has been established that the writings in my final project are genuine and original, and there is no evidence of theft or plagiarism.

Yogyakarta, 17th July 2023

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Yogyakarta, 17th July 2023

The researcher



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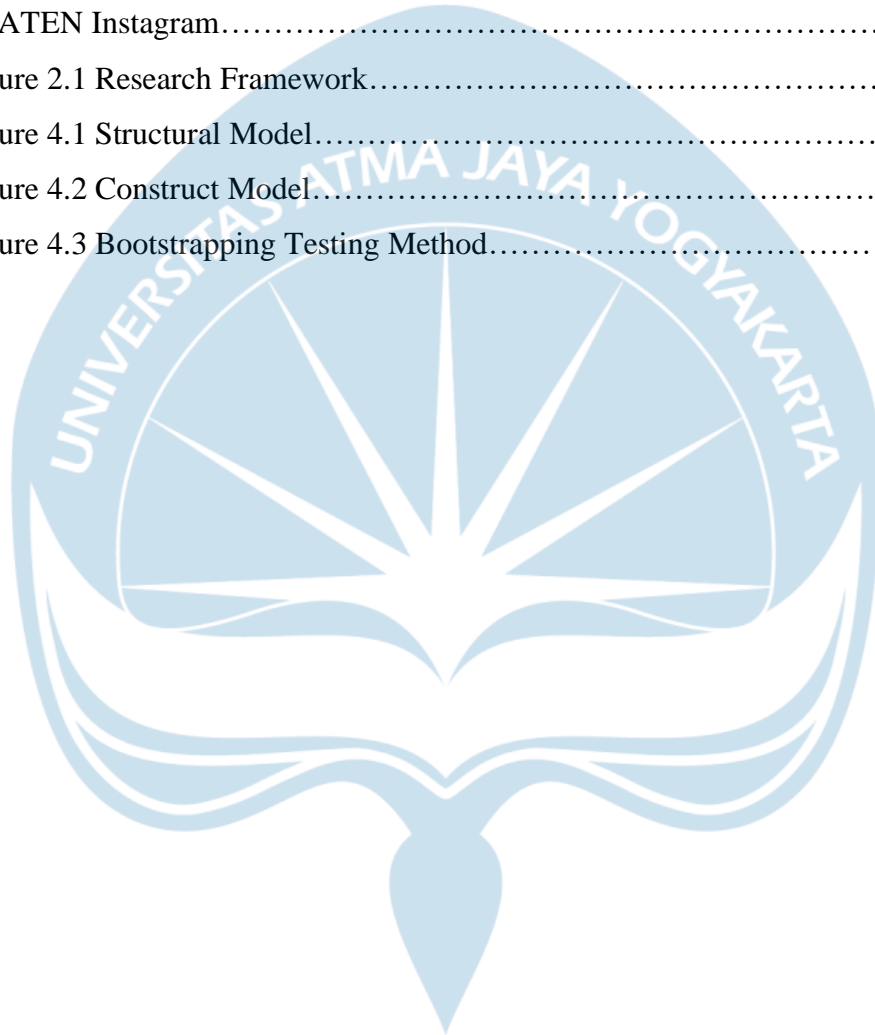
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ABSTRACT

This study examines how loyalty in DF Fit Club is impacted by the caliber of the client experience. Using a 5-point Likert scale, the survey was performed online using Google Forms. Data from 128 respondents who are 17 years of age or older, respondents who have trained at DF Fit Club at least once in the past year, and respondents who have been members of DF Fit Club in the past year were gathered using the purposive sampling approach. The data were analyzed using SmartPLS version 3.2.9 and a partial least square-structural equation model (PLS-SEM). The results demonstrate that customer experience quality, customer-customer interaction quality, and customer-employee interaction quality are all related to customer loyalty. Furthermore, these findings demonstrate that enhancing the quality of service outcomes leads to loyal consumers who have positive interactions with employees and other customers.

Keywords: *service outcome quality, customer-customer interaction quality, customer-employee interaction quality, customer experience quality, customer loyalty*