

**THE EFFECT ONLINE EXPERIENCE AND E-SERVICE RECOVERY ON
CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING
VARIABLE AT TOKOPEDIA**

THESIS

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Program Department of Management Faculty of Economics and Business Andalas University



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THE EFFECT OF ONLINE EXPERIENCE AND E-SERVICE RECOVERY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE AT TOKOPEDIA

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ABSTRAK

The outbreak known as coronavirus disease 2019 (COVID-19) in early 2020 caused many businesses to refuse because no one dared to go out, and because no one dared to go out, e-commerce became an option for shopping. Many people who have never done online shopping before have begun to experiment with it. The development of e-commerce in Indonesia is very much dominated by Gen Z, and with that fact in mind, this study aims to examine the effect of online experience and e-service recovery on customer loyalty with customer satisfaction as an intervening variable at Tokopedia among Gen Z in Padang. The sample was taken from 203 respondents using the non-probability method. Data collection is carried out using a quantitative approach with an online survey technique. This research found that online experience and e-service recovery positively and significantly affect customer satisfaction. Besides, it shows that loyalty is positively and significantly affected by the online experience but is not significantly affected by e-service recovery. Finally, this study discovered that online experience and e-service recovery have a positive impact on loyalty, with customer satisfaction as an intervening variable.

Keywords: Gen Z, Online Experience, E-Service Recovery, Customer Satisfaction, Loyalty, Tokopedia.

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