

**THE INFLUENCE OF COGNITIVE AND AFFECTIVE ONLINE
EXPERIENCE ON CUSTOMER LOYALTY WITH CUSTOMER
SATISFACTION AS MEDIATING VARIABLES (CASE STUDY:
MILLENNIAL GENERATION)**

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THE INFLUENCE OF COGNITIVE AND AFFECTIVE ONLINE EXPERIENCE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE (CASE STUDY: MILLENNIAL GENERATION)

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ABSTRACT

This paper aims to find out the direct effects of cognitive and affective online experience on customer loyalty, and how customer satisfaction as mediating variable influence cognitive and affective online experience on customer loyalty in case of millennial in West Sumatera, Indonesia. By using the technique of purposive sampling to online questionnaires and as many as 126 millennial groups were involved as respondents. This research found that the direct influence of cognitive and affective online experience significant and positively influence customer satisfaction and customer loyalty, while mediating roles of customer satisfaction only affective online experience who contribute positive and significant to the customer loyalty, while the cognitive online experience do not contribute positive and significantly to the customer loyalty.

Keywords: Customer Online Experience, Cognitive Online Experience, Affective Online Experience, Customer Satisfaction, Customer Loyalty, Millennial Generation.