

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi loyalitas konsumen Matahari Departemen Store Johar Plaza Jember terhadap produk yang masuk dalam peringkat Top Brand Indonesia. Penelitian ini dilakukan dengan metode *Net Promoter Score* (NPS) yang kemudian dilanjutkan dengan mengukur pengalaman pelanggan (*Customer Experience*) melalui titik sentuh (*moment of truth*) dari setiap merek yang diteliti. Populasi dalam penelitian ini adalah konsumen yang berbelanja di Matahari Johar Plaza Jember sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling* dengan pertimbangan yaitu konsumen yang membeli brand-brand tertentu di Matahari Johar Plaza Jember dan merek yang mencapai 5 peringkat *Top Brand Index* (TBI) 2022. Hasil penelitian ini menunjukkan bahwa semua Top Brands Indonesia memiliki nilai NPS positif. Penelitian ini juga menunjukkan bahwa terdapat 20 merek yang mendapat predikat NPS *Excellent* dan 8 merek dengan predikat NPS *Excellent* sekaligus NPS *Leader*, Satu merek dengan NPS *Excellent*, NPS *Leader*, dan NPS *Star*.

Kata Kunci : Loyalitas Konsumen, *Net Promoter Score* (NPS), *Customer Experience* (CE).

ABSTRACT

This study aims to evaluate consumer loyalty of Matahari Department Store Johar Plaza Jember to products that are ranked as Top Brand Indonesia. This research was conducted using the Net Promoter Score (NPS) method which was then continued by measuring the customer experience (Customer Experience) through the touch point (moment of truth) of each brand studied. The population in this study are consumers who shop at Matahari Johar Plaza Jember as many as 100 respondents. The sampling technique uses purposive sampling with the consideration that consumers who buy certain brands at Matahari Johar Plaza Jember and brands that reach 5 ranks in the Top Brand Index (TBI) 2022. The results of this study indicate that all of Indonesia's Top Brands have positive NPS values. This research also shows that there are 20 brands that get the NPS Excellent predicate and 8 brands with the NPS Excellent predicate as well as the NPS Leader, One brand with NPS Excellent, NPS Leader, and NPS Star.

Keywords: Consumer Loyalty, Net Promoter Score (NPS), Customer Experience (CE).