

***The Influence Of Customer Experience & Brand Awareness On Customer
Loyalty A Case Study Of Mie Gacoan Bondowoso***
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ABSTRACT

The development of the culinary industry in the digital era requires companies not only to rely on product quality but also to create positive customer experiences in order to build long-term relationships with consumers. Mie Gacoan, as one of the rapidly growing culinary businesses, has a high level of demand, as indicated by the large number of visitors and long queues at various outlets. This condition reflects strong consumer interest, but it may also affect customer experience if waiting times and crowd management are not handled properly. In addition, the strong popularity of the brand, supported by unique marketing strategies and social media promotions, indicates high brand awareness, making it easier for consumers to recognize and choose the brand over competitors. Customer loyalty is reflected in repeat purchases and recommendations to others; however, such loyalty does not form automatically and is influenced by customer experience and brand awareness. On the other hand, website quality also plays an important role in providing information and shaping consumer perceptions of the brand. Therefore, this study aims to analyze the influence of customer experience and brand awareness on customer loyalty of Mie Gacoan by using a website quality evaluation approach through the WebQual method.

Keywords: *Customer Experience, Brand Awareness, Customer loyalty, Webqual*