

ABSTRACT

The economy in Indonesia is dominated by UMKM activities that focus on micro, small and medium enterprises. The competitiveness possessed by UMKM in economic activities is still relatively weak when compared to other types of economic activities. The weak competitiveness of UMKM in Indonesia is caused by several factors. The main factor that causes this problem is the lack of knowledge and skills in terms of business management. This causes various detrimental losses, including a lack of customer satisfaction in using the products offered. This problem needs to be the main focus for UMKM actors to analyze the business they are running. Therefore, this research was conducted with the aim of analyzing the influence of product aesthetics, word of mouth communication, and customer experience on customer satisfaction at Toko Kardus 39 as a sample of UMKM. This research is a quantitative study with questionnaires as the research medium, followed by interval analysis to determine the general average results which include all the answer variables chosen by the respondents.

Keywords: UMKM, kepuasan pelanggan, *aesthetic*, *word of mouth*, *customer engagement*

