

**THE EFFECT OF CUSTOMER SATISFACTION, CUSTOMER TRUST,
SERVICE QUALITY TOWARD CUSTOMER LOYALTY AT *FAY DELIVERY***

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ABSTRACT

The development of the business world in Indonesia has undergone many changes, as evidenced by the increasingly developing technology throughout the world that cannot be denied anymore. Therefore, it can help the community in their daily life.

Moreover, this study aims to determine the effect of Customer Satisfaction, Customer Trust, and Service Quality partially, simultaneously, and dominantly on Customer Loyalty in *Fay Delivery*. The population used amounted to 150 consumers with *the Probability Sampling technique*. The methods used Validity Test, Reliability Test, Classical Assumption Test, Multiple Correlation Test, Determination Coefficient Test, Multiple Linear Regression Test, T Test, F Test.

Further, the results of the t-test calculation show that X_1 has a t-count value of $1.928 > t\text{-table } 1.98282$ while X_2 has a t-count value of $2.354 > t\text{-table } 1.98282$, X_3 has a t-count value of $8.400 > t\text{-table } 1.98282$, then H_0 is rejected and H_1 is accepted. The results of the F test calculation obtained the results of the calculation of F-count of 137.485, meaning that $F\text{table } (2.69) > F\text{-count } (137.485)$. Therefore, H_0 is rejected and H_1 is accepted. The results of multiple linear regression calculations are obtained based on the value of $Y = 4.472 + 0.130 X_1 + 0.112 X_2 + 0.545 X_3$. The results of the service quality variable (X_3) = 0.545 are greater than other variables such as customer trust (X_2) = 0.112, customer satisfaction variable (X_1) = 0.130.

Keywords: Customer Satisfaction, Customer Trust, Service Quality, and Customer Loyalty.

**PENGARUH KEPUASAN PELANGGAN, KEPERCAYAAN PELANGGAN,
KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN
PADA *FAY DELIVERY***

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RINGKASAN

Perkembangan dunia bisnis di Indonesia telah mengalami banyak perubahan, terbukti dengan teknologi yang semakin berkembang di seluruh dunia yang tidak bisa di pungkiri lagi. Sehingga dapat membantu masyarakat dalam kehidupan sehari-hari.

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan pelanggan, kepercayaan pelanggan, dan kualitas pelayanan secara parsial, simultan, dan dominan terhadap loyalitas pelanggan pada *Fay Delivery*. Populasi yang digunakan berjumlah 150 konsumen dengan teknik *Probability Sampling*. Metode yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Uji Korelasi Berganda, Uji Koefisien Determinasi, Uji Regresi Linier Berganda, Uji T, Uji F.

Hasil perhitungan uji t menunjukkan bahwa X_1 memiliki nilai $t_{hitung} 1,928 > t_{tabel} 1,98282$ sedangkan X_2 nilai $t_{hitung} 2,354 > t_{tabel} 1,98282$, X_3 nilai $t_{hitung} 8,400 > t_{tabel} 1,98282$, maka H_0 ditolak dan H_1 diterima. Hasil perhitungan uji F diperoleh hasil perhitungan F_{hitung} sebesar 137,485, artinya $F_{tabel} (2,69) > F_{hitung} (137,485)$ jadi H_0 di tolak dan H_1 di terima. Hasil perhitungan regresi linear berganda diperoleh berdasarkan nilai $Y = 4,472 + 0,130 X_1 + 0,112 X_2 + 0,545 X_3$. Hasil variabel kualitas pelayanan (X_3) = 0,545 lebih besar dari pada variabel lain nya seperti kepercayaan pelanggan (X_2) = 0,112, variabel kepuasan pelanggan (X_1) = 0,130.

Kata kunci : Kepuasan Pelanggan, Kepercayaan Pelanggan, Kualitas Pelayanan, dan Loyalitas Pelanggan.