

**PENGARUH KEPERCAYAAN DAN KEPUASAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN PADA PENGGUNA JASA J&T
EXPRESS DI KECAMATAN BULELENG**

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ABSTRAK

Penelitian ini ditujukan untuk menguji pengaruh simultan serta parsial kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan. Subjek penelitian ini yaitu pengguna jasa J&T Express di Kecamatan Buleleng sedangkan objeknya yaitu kepercayaan, kepuasan serta loyalitas pelanggan. Desain penelitian ini memanfaatkan penelitian kuantitatif kausal. Data dikumpulkan melalui kuesioner, yang dianalisis dengan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kepercayaan dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan pada pengguna jasa J&T Express di Kecamatan Buleleng. (2) kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada pengguna jasa J&T Express di Kecamatan Buleleng. (3) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan pada pengguna jasa J&T Express di Kecamatan Buleleng.

Kata kunci: kepercayaan, kepuasan pelanggan, loyalitas pelanggan,

Abstract

This study aims to examine the effect of (1) trust and customer satisfaction on customer loyalty to J&T Express service users in Buleleng District, (2) trust on customer loyalty to J&T Express service users in Buleleng District, (3) customer satisfaction on customer loyalty to J&T Express service users in Buleleng District. The subject of this study is the J&T Express service users in Buleleng District. While the object of this research is trust, customer satisfaction and customer loyalty. The research design used is a causal quantitative study. The data collection technique in this research is using a questionnaire, then the data is analyzed using multiple linear regression analysis. The result of the study indicate that (1) the trust and customer satisfaction has a significant effect on customer loyalty to J&T Express service users in Buleleng District, (2) trust has a positive and significant effect on customer loyalty to J&T Express service users in Buleleng District, (3) customer satisfaction has a positive and significant effect on customer loyalty to J&T Express service users in Buleleng

Keywords: trust, customer satisfaction, customer loyalty