

**PENGARUH KEPERCAYAAN PELANGGAN DAN KEPUASAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN PRODUK *SCARLETT WHITENING*
PADA MAHASISWA UNIVERSITAS PENDIDIKAN GANESHA**

Oleh

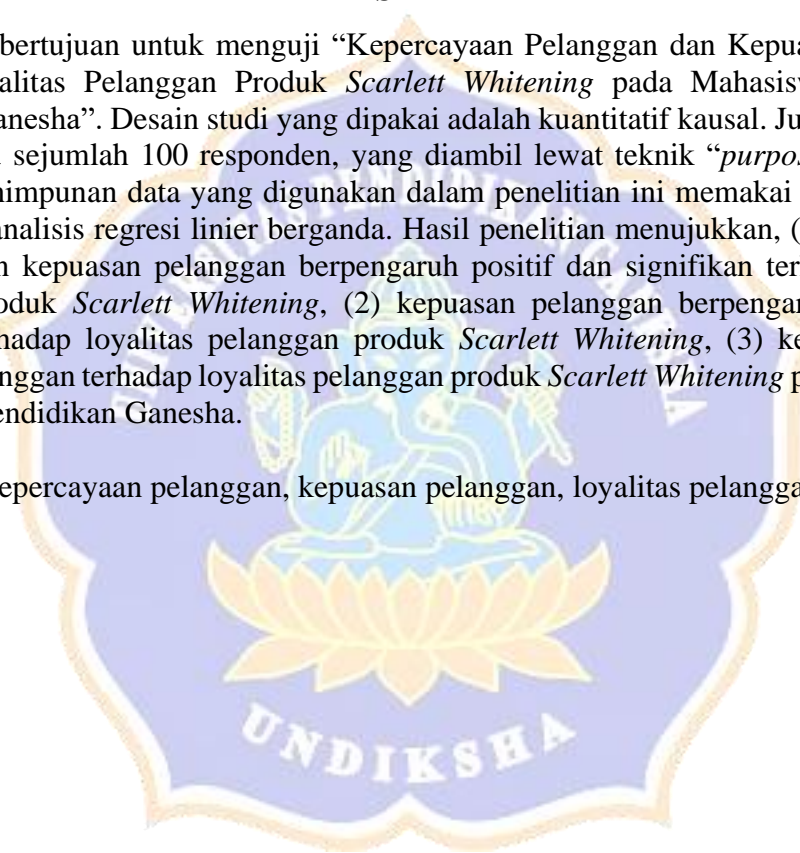
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ABSTRAK

Studi ini bertujuan untuk menguji “Kepercayaan Pelanggan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan Produk *Scarlett Whitening* pada Mahasiswa Universitas Pendidikan Ganesha”. Desain studi yang dipakai adalah kuantitatif kausal. Jumlah sampel di studi ini yaitu sejumlah 100 responden, yang diambil lewat teknik “*purposive sampling*”. Metode pengumpulan data yang digunakan dalam penelitian ini memakai kuesioner serta diuji dengan analisis regresi linier berganda. Hasil penelitian menunjukkan, (1) kepercayaan pelanggan dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan produk *Scarlett Whitening*, (2) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan produk *Scarlett Whitening*, (3) kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan produk *Scarlett Whitening* pada mahasiswa Universitas Pendidikan Ganesha.

Kata Kunci: kepercayaan pelanggan, kepuasan pelanggan, loyalitas pelanggan.



***THE EFFECT OF CUSTOMER TRUST AND CUSTOMER SATISFACTION ON
CUSTOMER LOYALTY SCARLETT WHITENING PRODUCTS IN GANESHA
UNIVERSITY OF EDUCATION STUDENTS***

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ABSTRACT

The study aims to test "Customer Trust and Customer Satisfaction with Customer Loyalty of Scarlett Whitening Products in Ganesha University of Education Students ". The study design used is causal quantitative. The number of samples in this study was 100 respondents, which were taken through the "purposive sampling" technique. The data collection method used in this study used questionnaires and was tested with multiple linear regression analysis. The results showed , (1) customer trust and customer satisfaction have a positive and significant effect on customer loyalty of Scarlett Whitening products, (2) customer satisfaction has a positive effect and significant to customer loyalty of Scarlett Whitening products, (3) customer trust and satisfaction to customer loyalty of Scarlett Whitening products in students of Ganesha University of Education.

Keywords: customer trust, customer satisfaction, customer loyalty.

