PENGARUH KEPUASAN DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA TOKO PAKAIAN YEMIMA *STUFF* DI KOTA DENPASAR

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kepuasan dan kepercayaan pelanggan baik secara simultan maupun parsial terhadap loyalitas pelanggan pada toko pakaian Yemima *Stuff* di Kota Denpasar. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek penelitian ini adalah pelanggan Yemima *Stuff* di Kota Denpasar dan objeknya adalah kepuasan, kepercayaan pelanggan dan loyalitas pelanggan. Pengambilan sampel menggunakan metode *purposive sampling* sebanyak 140 responden. Metode pengumpulan data menggunakan kuesioner dan wawancar, yang dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) kepuasan dan kepercayaan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. (2) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (3) kepercayaan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci : Kepuasan,Kepercayaan Pelanggan Dan Loyalitas Pelanggan

ABSTRACT

The research activities carried out on this occasion had the aim of testing the influence of customer satisfaction and trust both simultaneously and partially on customer loyalty at the Yemima Stuff clothing store in the Denpasar City area. The research design used in this series of research activities is quantitative causal. The subjects used in this research were Yemima Stuff customers in the Denpasar City area and the objects included were satisfaction, customer trust and also customer loyalty. In carrying out the sampling process, the purposive sampling method was applied, so that we succeeded in getting a sample of 140 people to be used as respondents. The method applied in carrying out the data collection process uses a questionnaire and is also accompanied by interviews, at which time the data obtained is analyzed using multiple linear regression. The results of this series of research activities show that (1) customer satisfaction and trust have a significant effect on customer loyalty. (2) customer satisfaction with results has a positive and significant effect on customer loyalty. (3) customer trust has a positive and significant influence on customer loyalty.

Keywords*: Satisfaction, Customer Trust And Customer Loyalt*