

**PENGARUH *TRUST* DAN KEPUASAN PELANGGAN TERHADAP
LOYALITAS PELANGGAN *FACIAL WASH* NIVEA PADA MAHASISWA
UNIVERSITAS PENDIDIKAN GANESHA**

Oleh

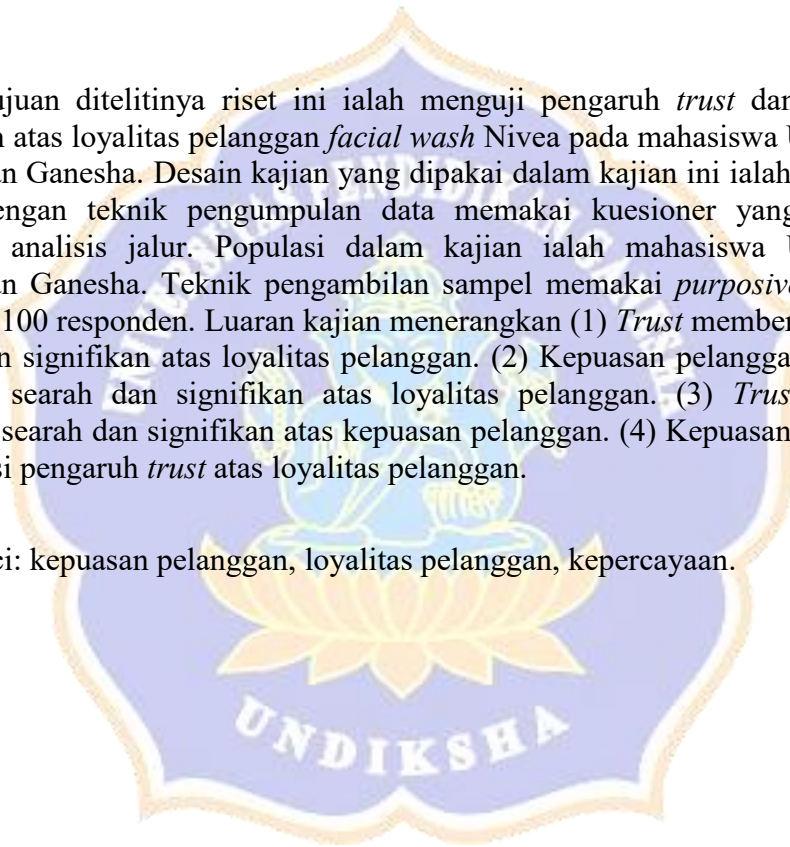
Ni Putu Reni Artika, NIM 2017041056

Jurusan Manajemen

ABSTRAK

Tujuan ditelitinya riset ini ialah menguji pengaruh *trust* dan kepuasan pelanggan atas loyalitas pelanggan *facial wash* Nivea pada mahasiswa Universitas Pendidikan Ganesha. Desain kajian yang dipakai dalam kajian ini ialah kuantitatif kausal dengan teknik pengumpulan data memakai kuesioner yang dianalisa memakai analisis jalur. Populasi dalam kajian ialah mahasiswa Universitas Pendidikan Ganesha. Teknik pengambilan sampel memakai *purposive sampling* sebanyak 100 responden. Luaran kajian menerangkan (1) *Trust* memberi pengaruh searah dan signifikan atas loyalitas pelanggan. (2) Kepuasan pelanggan memberi pengaruh searah dan signifikan atas loyalitas pelanggan. (3) *Trust* memberi pengaruh searah dan signifikan atas kepuasan pelanggan. (4) Kepuasan pelanggan memediasi pengaruh *trust* atas loyalitas pelanggan.

Kata kunci: kepuasan pelanggan, loyalitas pelanggan, kepercayaan.



**THE INFLUENCE OF TRUST AND CUSTOMER SATISFACTION ON
NIVEA FACIAL WASH CUSTOMER LOYALTY IN GANESHA
EDUCATIONAL UNIVERSITY STUDENTS**

By

Ni Putu Reni Artika, NIM 2017041056

Management major

ABSTRACT

The aim of this research is to examine the influence of trust and customer satisfaction on Nivea facial wash customer loyalty among Ganesha University of Education students. The study design used in this study is causal quantitative with data collection techniques using questionnaires which are analyzed using path analysis. The population in the study were students at Ganesha University of Education. The sampling technique used purposive sampling of 100 respondents. The results of the study explain (1) Trust has a directional and significant influence on customer loyalty. (2) Customer satisfaction has a directional and significant influence on customer loyalty. (3) Trust has a directional and significant influence on customer satisfaction. (4) Customer satisfaction mediates the effect of trust on customer loyalty.

Keywords: customer satisfaction, customer loyalty, trust.