

**PENGARUH KEPERCAYAAN PELANGGAN TERHADAP *CUSTOMER*
LOYALTY DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL
MEDIASI PADA PELANGGAN YEPPA KOSMETIK CABANG
SINGARAJA**

Oleh

Desak Kadek Yudhi Thessa Savitri, NIM 2217041056

Jurusan Manajemen

ABSTRAK

Penelitian ini bertujuan guna menguji pengaruh kepercayaan pelanggan terhadap *customer loyalty* dengan kepuasan pelanggan sebagai variabel mediasi pada pelanggan Yeppa Kosmetik cabang Singaraja. Penelitian ini dilatarbelakangi oleh fenomena yang menunjukkan bahwa tingkat kepercayaan dan kepuasan pelanggan relatif tinggi, namun belum sepenuhnya mampu membentuk loyalitas pelanggan yang kuat. Kondisi tersebut menunjukkan bahwa terdapat mekanisme yang perlu dikaji lebih lanjut mengenai hubungan antara kepercayaan, kepuasan, dan loyalitas pelanggan di tengah persaingan bisnis kosmetik yang kian kompetitif. Penelitian ini menggunakan rancangan penelitian kuantitatif kausal. Populasi penelitian adalah seluruh pelanggan Yeppa Kosmetik cabang Singaraja. Penentuan jumlah sampel menggunakan pedoman Ferdinand (2006) dengan mengalikan jumlah indikator dengan 5-10 kali. Sampel penelitian berjumlah 90 responden yang dipilih menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data mengaplikasikan analisis jalur (*path analysis*) dengan bantuan program IBM *Statistical Package for Social Science* (SPSS) 25.0 for Windows untuk menguji pengaruh langsung maupun tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa: (1) kepercayaan pelanggan (X) berpengaruh positif dan signifikan terhadap *customer loyalty* (Y); (2) kepuasan pelanggan (M) berpengaruh positif dan signifikan terhadap *customer loyalty* (Y); (3) kepercayaan pelanggan (X) berpengaruh positif dan signifikan terhadap kepuasan pelanggan (M); serta (4) kepuasan pelanggan (M) mampu secara signifikan memediasi parsial komplementer pengaruh kepercayaan pelanggan terhadap *customer loyalty* dan berperan sebagai mediasi parsial. Temuan ini menunjukkan bahwa peningkatan loyalitas pelanggan tidak hanya ditentukan oleh tingginya kepercayaan pelanggan, tetapi juga oleh kemampuan Perusahaan dalam menciptakan kepuasan pelanggan melalui pengalaman berbelanja yang positif, pemenuhan harapan, dan pemenuhan kebutuhan pelanggan secara konsisten.

Kata-kata kunci: analisis jalur, *customer loyalty*, kepercayaan pelanggan, kepuasan pelanggan, mediasi parsial komplementer

**THE EFFECT OF CUSTOMER TRUST ON CUSTOMER LOYALTY, WITH
CUSTOMER SATISFACTION AS A MEDIATING VARIABLE, AMONG
CUSTOMERS OF YEPPA COSMETICS' SINGARAJA BRANCH**

By

Desak Kadek Yudhi Thessa Savitri, NIM 2217041056

Bachelor of Management Study Program

ABSTRACT

This study aims to examine the effect of customer trust on customer loyalty, with customer satisfaction as a mediating variable among customers of Yeppa Kosmetik Singaraja Branch. This study is motivated by a phenomenon indicating that the levels of customer trust and satisfaction are relatively high but have not yet been fully able to establish strong customer loyalty. This condition indicates that there is a mechanism that requires further investigation regarding the relationship between customer trust, customer satisfaction, and customer loyalty amid increasingly competitive competition in the cosmetics business. This study employed a causal quantitative research design. The population consisted of all customers of Yeppa Kosmetik Singaraja Branch. The sample size was determined based on the guideline proposed by Ferdinand (2006), which recommends multiplying the number of indicators by 5–10 times. The study involved 90 respondents selected using a non-probability sampling technique with a purposive sampling method. Data were collected through the distribution of questionnaires, while data analysis was conducted using path analysis with the assistance of IBM Statistical Package for the Social Sciences (SPSS) version 25.0 for Windows to examine the direct and indirect effects among the variables. The results showed that: (1) customer trust (X) had a positive and significant effect on customer loyalty (Y); (2) customer satisfaction (M) had a positive and significant effect on customer loyalty (Y); (3) customer trust (X) had a positive and significant effect on customer satisfaction (M); and (4) customer satisfaction (M) significantly mediated the effect of customer trust on customer loyalty through complementary partial mediation and functioned as a partial mediator. These findings indicate that increasing customer loyalty is determined not only by high levels of customer trust but also by the company's ability to create customer satisfaction through positive shopping experiences, consistent fulfillment of customer expectations, and the fulfillment of customer needs.

KEYWORDS: *Customer Loyalty, Customer Satisfaction, Customer Trust, Complementary Partial Mediation, Path Analysis*