

PENGARUH KEPUASAN PELANGGAN DAN KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN ISTANA CAKE DAN BAKERY SINGARAJA

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Abstrak

Penelitian ini bertujuan untuk menguji : Pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, pengaruh kepercayaan pelanggan terhadap loyalitas pelanggan, dan pengaruh kepuasan pelanggan dan kepercayaan pelanggan terhadap loyalitas pelanggan. Subjek dalam penelitian ini adalah pelanggan. Penelitian ini termasuk dalam penelitian *explanatory* dengan metode kuantitatif. Responden dalam penelitian ini adalah pelanggan Istana Cake dan Bakery Singaraja yang telah melakukan pembelian lebih dari satu kali sebanyak 150 orang. Teknik analisis yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa : Ada pengaruh positif dan signifikan secara parsial kepuasan pelanggan terhadap loyalitas pelanggan, ada pengaruh positif dan signifikan secara parsial dari kepercayaan pelanggan terhadap loyalitas pelanggan, dan secara simultan kepuasan pelanggan dan kepercayaan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci : Kepuasan Pelanggan, Kepercayaan Pelanggan, Loyalitas Pelanggan.

Abstract

The goal of this research is to examine the influence of customer satisfaction on customer loyalty of Istana Cake and Bakery Singaraja, to examine the influence of customer trust on customer loyalty to Istana Cake and Bakery Singaraja and to examine how the effect of customer satisfaction and customer confidence on customer loyalty Istana Cake and Bakery Singaraja. This research was conducted over a period of seven months. This research is included in the explanatory research with quantitative methods. Purposive sampling technique was used to determine and select respondents with 150 respondents. Respondents in this study were customers of Istana Cake and Bakery Singaraja who had made purchases more than once. The analysis technique used is multiple linear regression testing, in the application of multiple linear regression testing must go through several tests, namely validity test, reliability test, and assumption test. The results of this study indicate that simultaneously customer satisfaction and customer trust have a positive and significant effect on customer loyalty. And there is a partially positive and significant effect of customer satisfaction on customer loyalty. And there is a partially positive and significant influence of customer trust on customer loyalty.

Keywords : Customer Satisfaction, Customer Trust, Customer Loyalty, Multiple Linear Regression.