

ABSTRACT

The purpose of this research is to describe and analyze the Effect of Reliability, Responsiveness, and Trust on Customer Satisfaction in increasing Customer Loyalty. The population in this study is Hoka-Hoka Bento customers with certain criteria, while the sample taken 100 respondents with purposive sampling technique. This type of research is a survey and analysis method used multiple linear regression analysis. Based on the results of data analysis, it can be concluded that Reliability, Responsiveness, and Trust are positively related significantly to customer satisfaction, Reliability, Responsiveness and Trust, which is positively related significantly to customer loyalty, Customer satisfaction has a significant positive effect on customer loyalty, Customer satisfaction can mediate reliability, reliability, reliability responsiveness and trust in customer loyalty.

Keyword : Reliability, Responsiveness, Trust are positively, Customer satisfaction, Customer loyalty

ABSTRAK

Tujuan dalam penelitian ini adalah untuk mendeskripsikan dan menganalisis Pengaruh *Reliability*, *Responsiveness*, dan Kepercayaan terhadap Kepuasan Pelanggan dalam meningkatkan Loyalitas Pelanggan. Populasi dalam penelitian ini adalah pelanggan Hoka-Hoka Bento dengan kriteria tertentu, sedangkan sampel yang diambil 100 responden dengan Teknik *purposive sampling*. Jenis penelitian yang digunakan metode survei serta analisis yang digunakan analisis regresi linear berganda. Berdasarkan hasil analisis data dapat disimpulkan bahwa *Reliability*, *Responsiveness*, dan kepercayaan berpengaruh positif secara signifikan terhadap kepuasan pelanggan, *Reliability*, *Responsiveness* dan Kepercayaan berpengaruh positif secara signifikan terhadap loyalitas pelanggan, Kepuasan pelanggan berpengaruh positif secara signifikan terhadap loyalitas pelanggan, Kepuasan pelanggan mampu memediasi pengaruh *reliability*, *responsiveness* dan kepercayaan terhadap loyalitas pelanggan.

Kata kunci : *Reliability*, *Responsiveness*, Kepercayaan, Kepuasan Pelanggan, Loyalitas Pelanggan