

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pengaruh customer trust, customer satisfaction terhadap customer retention dalam peningkatan customer loyalty. Teknik sampel yang digunakan dalam penelitian ini adalah purposive sampling karena mengingat bahwa judul yang diangkat adalah peningkatan customer loyalty sehingga respondennya juga harus yang memiliki kriteria loyal. Populasi dalam penelitian ini adalah pelanggan toko UD.Muji Syukur yang telah melakukan pembelian lebih dari 2kali. Metode analisis yang digunakan adalah analisis regresi berganda dan analisis path. Berdasarkan hasil analisis data dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara variabel customer trust terhadap customer retention. terdapat pengaruh positif dan signifikan antara variabel customer satisfaction terhadap customer retention. terdapat pengaruh positif namun tidak signifikan antara variabel customer trust terhadap customer loyalty. Terdapat pengaruh positif dan signifikan antara variabel customer satisfaction terhadap customer loyalty. Dan terdapat pengaruh positif dan signifikan antara variabel customer retention terhadap customer loyalty.

Kata kunci : *customer trust, customer satisfaction, customer retention dan customer loyalty.*

ABSTRACT

This research aims to describe and analyze the influence of customer trust, customer satisfaction towards customer retention in increasing customer loyalty. The dwarf in the samples used in this research is purposive sampling because given that title who was appointed customer loyalty is increased so that the respondent is also a must have loyal criteria. The population in this research is a customer shops UD. Muji Syukur that purchase more than 2 times. Methods of analysis used is multiple regression analysis and analysis path. Based on the results of data analysis it can be concluded that there is a positive and significant influence among variables customer trust towards our customer retention. There is a positive and significant influence among variables customer satisfaction towards customer retention. There is a positive influence but not significant among variables customer trust toward customer loyalty. There is a positive and significant influence between the customer satisfaction variable toward customer loyalty. And there is a positive and significant influence among variables customer retention against customer loyalty.

Keywords: customer trust, customer satisfaction, customer retention and customer loyalty.