

**PENGARUH KEPERCAYAAN DAN KEPUASAN PELANGGAN TERHADAP
LOYALITAS PELANGGAN DI PT KERETA API LOGISTIK
KANTOR PERWAKILAN JOMBANG**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh kepercayaan dan kepuasan terhadap loyalitas pelanggan di PT Kereta Api Logistik Kantor Perwakilan Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah seluruh pelanggan PT Kereta Api Logistik Kantor Perwakilan Jombang (Kalog Express Jombang) dengan sampel penelitian sebanyak 96 pelanggan, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa Kepercayaan yang baik mampu meningkatkan loyalitas pelanggan jasa Kalog Express Jombang. Semakin tinggi kepercayaan maka semakin loyal pelanggan jasa Kalog Express Jombang dan Kepuasan pelanggan yang baik mampu meningkatkan loyalitas pelanggan jasa Kalog Express Jombang. Semakin tinggi kepuasan maka semakin loyal pelanggan jasa Kalog Express Jombang

Kata Kunci: kepercayaan, kepuasan, loyalitas pelanggan

**THE EFFECT OF CUSTOMER TRUST AND SATISFACTION ON CUSTOMER
LOYALTY IN PT KERETA API LOGISTIC
JOMBANG REPRESENTATIVE OFFICE**

ABSTRACT

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This study aims to determine and explain the effect of trust and satisfaction on customer loyalty at PT Kereta Api Logistik Jombang Representative Office. The research uses an explanatory research method which is carried out through data collection in the field. The population is all customers of PT Kereta Api Logistik Jombang Representative Office (Kalog Express Jombang) with a sample of 96 research CUSTOMERS, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Results Based on the research shows that good trust can increase customer loyalty of Kalog Express Jombang services. The higher the trust, the more loyal the customers of the Kalog Express Jombang service and good customers are able to increase the loyalty of the customers of the Kalog Express Jombang service. The higher the satisfaction, the more loyal the customers of Kalog Express Jombang services

Keywords: trust, satisfaction, customer loyalty