

ABSTRACT

DESI CHANDRALIA. The influence of the quality of service and trust on customer loyalty airline Lion Air with customer satisfaction as their mediation variables (Supervised by R.A Nurlinda)

This study aims to determine the effect of service quality on customer satisfaction, the effect of trust on customer satisfaction, impact of service quality on customer loyalty, the effect of trust on customer loyalty, influence customer satisfaction to customer loyalty, impact of service quality on customer loyalty through customer satisfaction, and influence trust on customer loyalty through customer satisfaction.

The analytical method used in this study were Path Analysis. Respondents in this study were 110 respondents who are subscribers airline Lion Air is located in the city of Tangerang.

The results of this study indicate that there are significant quality of service to customer satisfaction, there is the influence of trust on customer satisfaction, there is the influence of service quality on customer loyalty, there is no influence of trust on customer loyalty, there is the influence of customer satisfaction on customer loyalty, there is the influence of service quality on loyalty customers through customer satisfaction, and there is no influence of trust on customer loyalty through customer satisfaction.

Keywords: *Quality of Service, Trust, Customer Satisfaction, Customer Loyalty*