

ABSTRACT

SHERLY KARIM. Impact of service quality on customer loyalty and trust bank branch Kotabumi Lampung, mentors, Drs. Mudjiarto, M.Sc. Under conditions of business competition intensifies, both companies are engaged in manufacturing and services must be able to survive and thrive. One of the important things that need to be performed and observed by every company is maintaining customer loyalty. Customer loyalty is an important concept that should be maintained company's business, especially when competition is increasing. With the loyalty of customers, the company can survive. In this study, the authors tried to examine the Effect of Service Quality and Loyalty Trust Bank customers independently Kotabumi North Lampung branch. Where there are two independent variables used are Quality of service (X1), Trust (X2), and Customer Loyalty (Y) as the dependent variable. This study aims to determine the partial variable service quality and customer Loyalty Trust Bank branch Kotabumi Lampung independently or jointly determine variable service quality on customer loyalty and trust bank. This research was conducted at the Bank branch Kotabumi North Lampung, where its population is active customers Mandiri bank branch Kotabumi North Lampung. The sampling method using slovin method and the sampling technique used was purposive sampling. The data used in this research is primary data obtained from 100 respondents to a questionnaire that had been tested for validity and reliability. The analysis method used in this research is to test the validity, reliability test, normality test, multiple linear regression, F test, t test and the coefficient of determination. These results indicate that the quality of service and the trust jointly influence the customer loyalty. Partially variables affect the quality of service loyalty. While partial trust no effect on loyalty.

Keywords: Service Quality, Trust, Customer Loyalty