ANALISIS PENGARUH KUALITAS LAYANAN DAN KEPERCAYAAN TERHADAP LOYALITAS PELANGGAN DI CARREFOUR PALEMBANG SQUARE

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ABSTRACT

This study used a sample of 100 respondents using purposive sampling method. The data has been collected, and then inputted into excel, then the data will be processed using computer software, namely SPSS (Statistical Package for Social Science) version 16.0. In this study, using descriptive analysis and multiple regression. Where in this descriptive analysis, the quality of service variable (X1) can be said that the average score was categorized agree, where the variables quality of service indicates that respondents felt the Carrefour Palembang Squarehas provided good service and satisfying. The average scores on the variables of trust (X2) said that the average score was categorized agree, which in variable interest indicates that respondents actually have a sense of trust in Carrefour as grocery shopping. On average score customer loyalty variables (Y) can be said that the average score was categorized neutral, which in this customer loyalty variables indicate that still feel doubt to continur shopping at Carrefour. And in a multiple regression analysis, the variable quality of service and trust have an influence on the customer loyalty.

Keywords: Quality of Service, Trust, Customer Loyalty.