

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh promosi, kualitas pelayanan, dan kepercayaan terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan pada CV Trimedia Utama Surabaya.

Penelitian ini dilakukan dengan metode kuantitatif. Populasi dalam penelitian ini adalah pelanggan yang melakukan pembelian di CV Trimedia Utama Surabaya. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 103 orang. Teknik pengumpulan data menggunakan kuesioner yang telah dilakukan uji validitas dan uji reliabilitasnya. Teknik analisis data menggunakan *Partial Least Square (PLS)*.

Hasil penelitian ini menunjukkan bahwa: (1) Promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (2) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (3) Kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. (4) Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (5) Promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (6) Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (7) Kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (8) Promosi berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. (9) Kualitas pelayanan berpengaruh negatif dan tidak signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. (10) Kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: Promosi, Kualitas Pelayanan, Kepercayaan, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

This research aimed to find out and analyze the effect of promotion, service quality, and trust on customers' loyalty which was mediated by customers' satisfaction at CV. Trimedia Utama Surabaya.

The research was quantitative. The population was customers who bought products at CV. Trimedia Utama Surabaya. Moreover, the data collection technique used purposive sampling. In line with that, there were 103 respondents as the sample. The instrument in the data collection technique used questionnaires, which had been validated and were reliable. Furthermore, the data analysis technique used Partial Least Square (PLS).

The result showed that (1) promotion had a positive and significant effect on customers' satisfaction, (2) service quality had a positive and significant effect on customers' satisfaction, (3) trust had a positive and significant effect on customers' satisfaction, (4) customers' satisfaction had a positive and significant effect on customers' loyalty, (5) promotion had a positive and significant effect on customers' loyalty, (6) service quality had a positive effect on customers' loyalty, (7) trust had a positive and significant effect on customers' loyalty, (8) promotion had a positive and significant effect on customers' loyalty through customers' satisfaction, (9) service quality had a negative and insignificant effect on customers' loyalty through customers' satisfaction, (10) trust had a positive and significant effect on customers' loyalty through customers' satisfaction

Keywords: *Promotion, Service Quality, Trust, Customers' Satisfaction, Customers' Loyalty*

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