

BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan analisis data yang telah dilakukan dalam penelitian ini dan telah dibahas pada bab sebelumnya, maka dapat disimpulkan beberapa hal berikut:

1. Jumlah responden yang mengetahui dan pernah berbelanja pada Toko Bimasari yaitu sebanyak 264 responden.
2. Jenis kelamin responden yang diketahui dari kuesioner dalam penelitian ini didominasi oleh responden perempuan yaitu sebanyak 166 responden dan responden laki-laki yaitu sebanyak 98 responden.
3. Usia responden dalam penelitian ini paling banyak yaitu rentang usia 20-30 tahun, sebanyak 152 responden atau setara dengan 57,6%.

Melalui pengujian hipotesis menggunakan analisis PLS-SEM (*Partial Least Square - Structural Equation Modeling*), dengan SmartPLS sebagai aplikasi, penelitian ini menunjukkan hasil yang memuaskan. Seluruh proses telah melewati uji analisis statistik deskriptif, serta evaluasi terhadap variabel *goodness-of-fit* pada *inner model* dan *outer model*, sehingga diperoleh hasil sebagai berikut:

1. Hasil analisis menunjukkan bahwa kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Artinya, semakin baik kualitas layanan yang diberikan, maka semakin tinggi tingkat kepuasan yang dirasakan oleh pelanggan. Hal ini membuktikan bahwa layanan yang profesional, responsif, serta sesuai dengan harapan pelanggan mampu meningkatkan rasa puas terhadap layanan yang diterima.
2. Hasil analisis menunjukkan bahwa kepercayaan pelanggan berpengaruh secara positif dan signifikan terhadap kepuasan pelanggan. Semakin tinggi tingkat kepercayaan yang dimiliki pelanggan terhadap perusahaan, baik dalam hal integritas, transparansi, maupun konsistensi layanan, maka semakin besar pula

tingkat kepuasan yang dirasakan. Kepercayaan terbukti menjadi faktor penting dalam membentuk pengalaman positif pelanggan.

3. Hasil analisis menunjukkan bahwa kualitas layanan memberikan pengaruh yang signifikan terhadap loyalitas pelanggan. Dengan layanan yang berkualitas tinggi, pelanggan terdorong untuk tetap menggunakan produk atau jasa dalam jangka panjang. Ini menunjukkan bahwa kualitas layanan tidak hanya berdampak sesaat, tetapi juga berkontribusi terhadap pembentukan hubungan jangka panjang dengan pelanggan.
4. Hasil analisis menunjukkan bahwa kepercayaan pelanggan tidak memberikan pengaruh signifikan terhadap loyalitas pelanggan. Temuan ini menunjukkan bahwa tingkat kepercayaan yang diberikan oleh pelanggan terhadap perusahaan tidak hanya sebatas meningkatkan kesetiaan mereka. Dengan kata lain, meskipun pelanggan merasa percaya, faktor-faktor lain kemungkinan lebih dominan dalam menentukan keputusan mereka untuk tetap loyal terhadap perusahaan.
5. Hasil analisis menunjukkan bahwa kepuasan pelanggan memiliki pengaruh positif terhadap loyalitas pelanggan. Pelanggan yang merasa puas dengan pengalaman mereka akan memiliki kecenderungan lebih tinggi untuk kembali menggunakan layanan atau produk yang sama di masa depan. Dengan demikian, kepuasan tidak hanya menjadi tujuan akhir, tetapi juga sarana penting untuk membangun loyalitas yang berkelanjutan.

5.2 Implikasi Manajerial

Hasil penelitian yang telah dilakukan, terdapat beberapa implikasi manajerial yang dapat dipertimbangkan oleh Toko Bimasari sebagai berikut:

1. Dari hasil penelitian yang menunjukkan kualitas layanan berpengaruh pada kepuasan pelanggan dapat disimpulkan bahwa untuk meningkatkan kualitas layanan Toko Bimasari dapat melakukan pelatihan karyawan dalam hal keterampilan pelayanan, peningkatan responsivitas, serta menjaga kesesuaian layanan dengan harapan pelanggan. Hal ini bertujuan untuk menciptakan

pengalaman pelanggan yang lebih positif dan dapat meningkatkan tingkat kepuasan pelanggan.

2. Dari hasil penelitian yang menunjukkan kepercayaan pelanggan berpengaruh pada kepuasan pelanggan dapat disimpulkan bahwa untuk meningkatkan kepuasan pelanggan Toko Bimasari dapat membangun dan memelihara kepercayaan pelanggan. Meskipun kepercayaan pelanggan terbukti tidak berpengaruh langsung terhadap loyalitas, kepercayaan pelanggan tetap berperan penting dalam membentuk kepuasan. Oleh karena itu, perusahaan perlu mempertahankan integritas, transparansi, dan konsistensi dalam berinteraksi dengan pelanggan untuk menjaga tingkat kepercayaan yang tinggi.
3. Dari hasil penelitian yang menunjukkan kualitas layanan berpengaruh pada loyalitas pelanggan dapat disimpulkan bahwa untuk meningkatkan loyalitas pelanggan Toko Bimasari dapat fokus pada peningkatan layanan, Toko Bimasari dapat mengembangkan inovasi pelayanan yang memudahkan dan menyenangkan bagi pelanggan. Program loyalitas, personalisasi layanan, serta pemberian nilai tambah dapat menjadi strategi efektif untuk mempertahankan pelanggan dalam jangka panjang.
4. Hasil penelitian menunjukkan bahwa kepercayaan saja tidak cukup untuk menjamin loyalitas. Pelanggan yang percaya pada Toko Bimasari belum tentu loyal pada Toko Bimasari, karena pelanggan juga memiliki pertimbangan seperti dalam segi harga, jarak, kenyamanan dan lainnya. Sehingga kepercayaan pelanggan tidak berpengaruh secara signifikan pada loyalitas. Oleh sebab itu, perusahaan perlu menggali faktor-faktor lain seperti *emotional attachment*, pengalaman berkesan, atau manfaat tambahan yang dapat memperkuat ikatan pelanggan.
5. Hasil penelitian menunjukkan bahwa kepuasan pelanggan terbukti berkontribusi pada loyalitas pelanggan, perusahaan perlu mengelola pengalaman pelanggan. Setiap interaksi harus dioptimalkan untuk memastikan pelanggan merasa dihargai dan puas, sehingga mendorong keputusan

pembelian berulang serta merekomendasikan kepada orang lain atau dapat dikatakan pelanggan tersebut loyal kepada Toko Bimasari.

5.3 Keterbatasan Penelitian

Dalam penelitian ini, peneliti memiliki beberapa keterbatasan, seperti:

1. Data responden yang diperoleh dari kuesioner penelitian dapat dikatakan homogen, dengan didominasi rentang usia 20-30 tahun.
2. Temuan bahwa kepercayaan pelanggan tidak berpengaruh signifikan terhadap loyalitas pelanggan menunjukkan adanya kemungkinan variabel lain yang belum diteliti, seperti faktor mediasi atau moderasi. Kepuasan pelanggan mungkin dapat menjadi variabel mediasi, yang dapat diteliti untuk melihat pengaruh hubungan yang lebih kompleks.
3. Indikator pada setiap variabel yang disajikan dalam kuesioner kurang mendalam dan tidak ada penjelasan lebih mengenai loyalitas pelanggan yang ditujukan kepada Toko Bimasari atau loyalitas pada sebuah produk.

4.4 Saran Penelitian Selanjutnya

Berdasarkan hasil temuan dan keterbatasan dalam penelitian ini, terdapat beberapa peluang untuk pengembangan studi lebih lanjut pada peneliti selanjutnya seperti:

1. Pada penelitian selanjutnya, peneliti diharapkan melakukan pengaturan distribusi kuesioner yang lebih merata, seperti dengan menetapkan kuota minimum untuk setiap kelompok usia. Dengan demikian, representasi data akan menjadi lebih seimbang.
2. Pada penelitian selanjutnya, peneliti dapat menjadikan variabel kepuasan pelanggan sebagai variabel mediasi, supaya dapat memberikan wawasan lebih mendalam mengenai hubungan antara variabel independen dan dependen.

3. Pada penelitian selanjutnya, peneliti dapat membuat indikator yang lebih mendalam dengan mengaitkan dengan jurnal acuan utama, supaya dapat memperjelas perbedaan antar indikator variabel dan mengetahui pengaruh loyalitas pelanggan yang tertuju pada Toko Bimasari atau sebuah produk yang tersedia.



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LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Pengaruh Kualitas Layanan dan Kepercayaan Pelanggan Terhadap Kepuasan Dan Loyalitas Pelanggan

Hallo teman-teman!👋

Perkenalkan saya Amabelle Fellyta D, mahasiswi Universitas Atma Jaya Yogyakarta yang sedang menyusun skripsi sebagai salah satu syarat kelulusan S1 dengan judul "Pengaruh Kualitas Layanan dan Kepercayaan Pelanggan Terhadap Kepuasan Dan Loyalitas Pelanggan" yang berfokus pada pelanggan Toko Bimasari.

Tujuan dari penelitian ini adalah untuk memahami bagaimana kualitas layanan yang diberikan dan kepercayaan yang dimiliki dapat mempengaruhi kepuasan pelanggan serta dapat meningkatkan loyalitas mereka terhadap Toko Bimasari.

Pada penelitian ini saya membutuhkan kriteria responden sebagai berikut :

1. Mengetahui Toko Bimasari
2. Mengetahui Instagram Bimasari (@bimasari_)

Tujuan dari penelitian ini adalah untuk memahami bagaimana kualitas layanan yang diberikan dan kepercayaan yang dimiliki dapat mempengaruhi kepuasan pelanggan serta dapat meningkatkan loyalitas mereka terhadap Toko Bimasari.

Pada penelitian ini saya membutuhkan kriteria responden sebagai berikut :

1. Mengetahui Toko Bimasari
2. Mengetahui Instagram Bimasari (@bimasari_)
3. Pernah melakukan pembelian di Toko Bimasari

Oleh karena itu, saya memohon ketersediaan teman-teman dengan kriteria tersebut untuk mengisi kuesioner berikut sesuai dengan pendapat atau pengalaman Anda. Adapun pertanyaan seputar kuesioner ini dapat menghubungi saya melalui :

Email : 210326090@students.uaajy.ac.id

Sebelumnya, terimakasih banyak atas bantuan teman-teman terhadap ketersediaannya untuk mengisi kuesioner saya. Tuhan memberkat!! 🙏👉

* Indicates required question

Jenis kelamin *

☐ Laki-laki

☐ Perempuan

Kualitas Layanan

Silahkan menjawab pernyataan berikut dengan skala perhitungan 1-5 sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Toko Bimasari memiliki fasilitas yang lengkap, modern, dan nyaman *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari selalu menepati janji dan komitmennya terhadap pelanggan, termasuk dalam hal kualitas produk dan layanan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari selalu ramah dan berinteraksi dengan baik kepada pelanggan, sehingga menciptakan pengalaman belanja yang menyenangkan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari selalu responsif dalam menangani keluhan atau permasalahan yang dihadapi pelanggan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari berusaha memberikan solusi terbaik untuk menyelesaikan setiap permasalahan pelanggan dengan cepat dan profesional *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kepercayaan Pelanggan

Silahkan menjawab pernyataan berikut dengan skala perhitungan 1-5 sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Staf di Toko Bimasari dapat dipercaya dalam memberikan pelayanan kepada pelanggan *

12345

Sangat Tidak SetujuSangat Setuju

Merasa yakin bahwa Toko Bimasari dapat diandalkan dan memberikan layanan yang sesuai dengan harapan *

12345

Sangat Tidak SetujuSangat Setuju

Staf Toko Bimasari selalu jujur dalam berinteraksi dengan pelanggan *

12345

Sangat Tidak SetujuSangat Setuju

Toko Bimasari berkomitmen untuk memberikan pelayanan yang dapat diandalkan *

12345

Sangat Tidak SetujuSangat Setuju

Dibandingkan dengan toko lain, saya merasa lebih nyaman berbelanja di Toko Bimasari *

12345

Sangat Tidak SetujuSangat Setuju

Dibandingkan dengan toko lain, saya merasa lebih nyaman berbelanja di Toko Bimasari *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Merasa aman dan nyaman saat berbelanja di Toko Bimasari tanpa rasa khawatir terhadap masalah kejahatan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Kepuasan Pelanggan

Silahkan menjawab pernyataan berikut dengan skala perhitungan 1-5 sebagai berikut:
 1 = Sangat Tidak Setuju
 2 = Tidak Setuju
 3 = Netral
 4 = Setuju
 5 = Sangat Setuju

Merasa lebih puas dan nyaman berbelanja di Toko Bimasari dibandingkan dengan * toko lainnya

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Puas dengan pengalaman berbelanja secara keseluruhan di Toko Bimasari *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Keputusan untuk berbelanja di Toko Bimasari adalah pilihan yang tepat *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari memberikan kualitas layanan yang sesuai dengan ekspektasi *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Loyalitas pelanggan

Silahkan menjawab pernyataan berikut dengan skala perhitungan 1-5 sebagai berikut:
 1 = Sangat Tidak Setuju
 2 = Tidak Setuju
 3 = Netral
 4 = Setuju
 5 = Sangat Setuju

Puas dengan pengalaman berbelanja di Toko Bimasari dan akan kembali berbelanja di masa depan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari adalah pilihan yang tepat untuk berbelanja dan akan merekomendasikan kepada teman serta keluarga *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Toko Bimasari menyediakan layanan dan produk yang berkualitas, sehingga tetap * setia berbelanja pada Toko Bimasari

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Pengalaman positif selama berbelanja di Toko Bimasari dan akan * membagikannya kepada orang lain

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Tetap akan berbelanja di Toko Bimasari meskipun terjadi kenaikan harga *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju



Lampiran 2 Data Responden

No	Jenis Kelamin	Timestamp	Usia	Pekerjaan	Anda sering berbelanja di Toko Bimasari dalam 1 tahun
1	Perempuan	4/12/2025 11:24:05	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
2	Perempuan	4/12/2025 18:43:23	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
3	Perempuan	4/12/2025 18:45:17	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
4	Perempuan	4/12/2025 18:47:56	< 20 tahun	Mahasiswa/i	1 - 5 kali
5	Laki-laki	4/12/2025 18:57:51	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
6	Perempuan	4/12/2025 20:10:01	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
7	Laki-laki	4/12/2025 20:59:11	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
8	Perempuan	4/12/2025 21:45:07	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
9	Perempuan	4/12/2025 22:03:26	20 – 30 tahun	Karyawan	1 - 5 kali
10	Perempuan	4/12/2025 19:11:38	< 20 tahun	Mahasiswa/i	1 - 5 kali
11	Laki-laki	4/12/2025 15:59:27	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
12	Perempuan	4/12/2025 12:19:13	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
13	Perempuan	4/12/2025 10:56:09	20 – 30 tahun	Mahasiswa/i	1 - 5 kali

14	Perempuan	4/14/2025 13:18:17	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
15	Perempuan	4/14/2025 15:02:53	< 20 tahun	Pelajar	1 - 5 kali
16	Laki-laki	4/14/2025 15:06:58	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
17	Laki-laki	4/14/2025 15:09:38	31 – 40 tahun	Karyawan	11 kali atau lebih
18	Perempuan	4/14/2025 15:11:03	> 40 tahun	Karyawan	5 - 10 kali
19	Laki-laki	4/14/2025 15:12:21	> 40 tahun	Karyawan	1 - 5 kali
20	Perempuan	4/14/2025 15:13:34	31 – 40 tahun	Karyawan	11 kali atau lebih
21	Laki-laki	4/14/2025 15:14:47	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
22	Laki-laki	4/14/2025 15:15:54	20 – 30 tahun	Karyawan	5 - 10 kali
23	Perempuan	4/14/2025 15:16:28	< 20 tahun	Pelajar	5 - 10 kali
24	Laki-laki	4/14/2025 15:17:36	31 – 40 tahun	Karyawan	11 kali atau lebih
25	Perempuan	4/14/2025 15:18:41	20 – 30 tahun	Karyawan	5 - 10 kali
26	Perempuan	4/14/2025 15:19:35	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
27	Perempuan	4/14/2025 15:20:05	20 – 30 tahun	Karyawan	5 - 10 kali
28	Perempuan	4/14/2025 15:20:58	31 – 40 tahun	Karyawan	5 - 10 kali
29	Perempuan	4/14/2025 15:22:28	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
30	Perempuan	4/14/2025 15:22:51	20 – 30 tahun	Karyawan	5 - 10 kali

31	Perempuan	4/14/2025 15:26:38	< 20 tahun	Mahasiswa/i	5 - 10 kali
32	Perempuan	4/14/2025 15:27:57	20 – 30 tahun	Karyawan	5 - 10 kali
33	Laki-laki	4/14/2025 15:28:16	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
34	Laki-laki	4/14/2025 15:28:47	< 20 tahun	Pelajar	1 - 5 kali
35	Perempuan	4/14/2025 15:29:07	20 – 30 tahun	Karyawan	5 - 10 kali
36	Laki-laki	4/14/2025 15:29:25	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
37	Perempuan	4/14/2025 15:29:47	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
38	Laki-laki	4/14/2025 15:29:54	31 – 40 tahun	Karyawan	11 kali atau lebih
39	Perempuan	4/14/2025 15:30:18	20 – 30 tahun	Karyawan	1 - 5 kali
40	Laki-laki	4/14/2025 15:30:25	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
41	Perempuan	4/14/2025 15:30:53	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
42	Perempuan	4/14/2025 15:31:00	31 – 40 tahun	Karyawan	5 - 10 kali
43	Perempuan	4/14/2025 15:31:43	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
44	Perempuan	4/14/2025 15:32:16	20 – 30 tahun	Karyawan	1 - 5 kali
45	Perempuan	4/14/2025 15:33:17	31 – 40 tahun	Karyawan	5 - 10 kali
46	Perempuan	4/14/2025 15:34:12	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
47	Laki-laki	4/14/2025 15:34:52	20 – 30 tahun	Mahasiswa/i	1 - 5 kali

48	Perempuan	4/14/2025 15:35:03	31 – 40 tahun	Karyawan	11 kali atau lebih
49	Laki-laki	4/14/2025 15:35:24	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
50	Laki-laki	4/14/2025 15:35:51	31 – 40 tahun	Karyawan	5 - 10 kali
51	Perempuan	4/14/2025 15:35:59	20 – 30 tahun	Karyawan	5 - 10 kali
52	Laki-laki	4/14/2025 15:36:16	20 – 30 tahun	Karyawan	5 - 10 kali
53	Perempuan	4/14/2025 15:36:35	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
54	Laki-laki	4/14/2025 15:36:42	20 – 30 tahun	Karyawan	5 - 10 kali
55	Laki-laki	4/14/2025 15:37:08	20 – 30 tahun	Karyawan	5 - 10 kali
56	Perempuan	4/14/2025 20:04:08	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
57	Laki-laki	4/14/2025 20:04:58	20 – 30 tahun	Pelajar	11 kali atau lebih
58	Perempuan	4/14/2025 20:05:56	31 – 40 tahun	Karyawan	11 kali atau lebih
59	Laki-laki	4/14/2025 20:06:44	31 – 40 tahun	Karyawan	5 - 10 kali
60	Perempuan	4/14/2025 20:07:45	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
61	Perempuan	4/14/2025 20:11:50	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
62	Perempuan	4/14/2025 20:12:49	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
63	Laki-laki	4/14/2025 20:13:40	31 – 40 tahun	Karyawan	11 kali atau lebih
64	Perempuan	4/14/2025 20:14:43	31 – 40 tahun	Mahasiswa/i	11 kali atau lebih

65	Perempuan	4/14/2025 20:15:38	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
66	Laki-laki	4/15/2025 11:26:27	< 20 tahun	Pelajar	1 - 5 kali
67	Laki-laki	4/15/2025 11:27:00	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
68	Laki-laki	4/15/2025 11:28:02	20 – 30 tahun	Karyawan	5 - 10 kali
69	Laki-laki	4/15/2025 11:29:02	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
70	Laki-laki	4/15/2025 11:30:14	31 – 40 tahun	Karyawan	11 kali atau lebih
71	Perempuan	4/15/2025 11:30:46	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
72	Perempuan	4/15/2025 11:32:03	31 – 40 tahun	Karyawan	11 kali atau lebih
73	Perempuan	4/15/2025 11:33:11	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
74	Perempuan	4/15/2025 11:34:21	31 – 40 tahun	Karyawan	11 kali atau lebih
75	Laki-laki	4/15/2025 11:36:50	20 – 30 tahun	Karyawan	5 - 10 kali
76	Perempuan	4/15/2025 11:37:06	20 – 30 tahun	Karyawan	11 kali atau lebih
77	Laki-laki	4/15/2025 11:38:00	20 – 30 tahun	Karyawan	5 - 10 kali
78	Perempuan	4/15/2025 11:38:40	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
79	Perempuan	4/15/2025 11:39:20	31 – 40 tahun	Karyawan	5 - 10 kali
80	Perempuan	4/15/2025 11:40:22	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
81	Laki-laki	4/15/2025 11:41:12	31 – 40 tahun	Karyawan	5 - 10 kali

82	Laki-laki	4/15/2025 11:41:59	31 – 40 tahun	Karyawan	5 - 10 kali
83	Perempuan	4/15/2025 11:42:32	20 – 30 tahun	Karyawan	1 - 5 kali
84	Perempuan	4/15/2025 11:42:40	20 – 30 tahun	Karyawan	5 - 10 kali
85	Laki-laki	4/15/2025 11:43:16	31 – 40 tahun	Karyawan	5 - 10 kali
86	Perempuan	4/15/2025 11:43:27	31 – 40 tahun	Pengusaha	5 - 10 kali
87	Laki-laki	4/15/2025 11:43:58	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
88	Laki-laki	4/15/2025 11:44:14	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
89	Perempuan	4/15/2025 11:44:35	31 – 40 tahun	Karyawan	5 - 10 kali
90	Perempuan	4/15/2025 11:46:06	20 – 30 tahun	Karyawan	5 - 10 kali
91	Perempuan	4/15/2025 11:46:34	31 – 40 tahun	Karyawan	11 kali atau lebih
92	Perempuan	4/15/2025 11:47:17	20 – 30 tahun	Wirausaha	5 - 10 kali
93	Laki-laki	4/15/2025 11:47:32	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
94	Perempuan	4/15/2025 11:48:22	31 – 40 tahun	Karyawan	11 kali atau lebih
95	Perempuan	4/15/2025 11:48:30	31 – 40 tahun	Ibu Rumah Tangga	5 - 10 kali
96	Perempuan	4/15/2025 11:49:08	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
97	Laki-laki	4/15/2025 11:49:15	20 – 30 tahun	Karyawan	1 - 5 kali
98	Laki-laki	4/15/2025 11:50:00	31 – 40 tahun	Karyawan	5 - 10 kali

99	Perempuan	4/15/2025 11:50:03	< 20 tahun	Pelajar	5 - 10 kali
100	Laki-laki	4/15/2025 11:50:49	31 – 40 tahun	Karyawan	11 kali atau lebih
101	Perempuan	4/15/2025 11:50:54	31 – 40 tahun	Karyawan	5 - 10 kali
102	Laki-laki	4/15/2025 11:51:46	> 40 tahun	Karyawan	11 kali atau lebih
103	Perempuan	4/15/2025 11:52:11	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
104	Perempuan	4/15/2025 11:52:53	20 – 30 tahun	Karyawan	11 kali atau lebih
105	Perempuan	4/15/2025 11:53:43	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
106	Laki-laki	4/15/2025 11:54:36	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
107	Perempuan	4/15/2025 12:22:59	20 – 30 tahun	Karyawan	5 - 10 kali
108	Laki-laki	4/15/2025 12:23:33	31 – 40 tahun	Karyawan	1 - 5 kali
109	Perempuan	4/15/2025 12:24:11	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
110	Laki-laki	4/15/2025 12:24:41	31 – 40 tahun	Karyawan	1 - 5 kali
111	Perempuan	4/15/2025 12:25:12	31 – 40 tahun	Karyawan	5 - 10 kali
112	Perempuan	4/15/2025 12:25:43	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
113	Perempuan	4/15/2025 12:26:21	31 – 40 tahun	Karyawan	11 kali atau lebih
114	Laki-laki	4/15/2025 12:27:01	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
115	Perempuan	4/15/2025 12:27:44	31 – 40 tahun	Karyawan	5 - 10 kali

116	Perempuan	4/15/2025 12:28:27	20 – 30 tahun	Karyawan	1 - 5 kali
117	Laki-laki	4/15/2025 14:22:00	< 20 tahun	Pelajar	5 - 10 kali
118	Perempuan	4/15/2025 14:24:05	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
119	Laki-laki	4/15/2025 14:26:50	31 – 40 tahun	Karyawan	11 kali atau lebih
120	Perempuan	4/15/2025 14:29:11	> 40 tahun	Karyawan	5 - 10 kali
121	Perempuan	4/15/2025 14:30:36	< 20 tahun	Pelajar	1 - 5 kali
122	Laki-laki	4/15/2025 14:32:48	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
123	Perempuan	4/15/2025 14:33:39	31 – 40 tahun	Karyawan	11 kali atau lebih
124	Laki-laki	4/15/2025 14:36:09	> 40 tahun	Karyawan	5 - 10 kali
125	Laki-laki	4/15/2025 14:37:02	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
126	Perempuan	4/15/2025 14:38:33	31 – 40 tahun	Karyawan	11 kali atau lebih
127	Laki-laki	4/15/2025 14:53:19	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
128	Laki-laki	4/15/2025 14:53:59	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
129	Perempuan	4/15/2025 15:08:04	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
130	Perempuan	4/15/2025 15:08:32	20 – 30 tahun	Pelajar	1 - 5 kali
131	Perempuan	4/15/2025 15:09:11	20 – 30 tahun	Karyawan	1 - 5 kali
132	Perempuan	4/15/2025 15:09:35	20 – 30 tahun	Karyawan	1 - 5 kali

133	Perempuan	4/15/2025 15:09:59	31 – 40 tahun	Karyawan	5 - 10 kali
134	Laki-laki	4/15/2025 15:10:22	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
135	Laki-laki	4/15/2025 15:10:46	20 – 30 tahun	Karyawan	5 - 10 kali
136	Laki-laki	4/15/2025 15:11:11	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
137	Laki-laki	4/15/2025 15:11:35	31 – 40 tahun	Karyawan	5 - 10 kali
138	Laki-laki	4/15/2025 15:12:23	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
139	Perempuan	4/15/2025 15:13:38	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
140	Perempuan	4/15/2025 15:14:09	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
141	Perempuan	4/15/2025 15:14:37	31 – 40 tahun	Karyawan	11 kali atau lebih
142	Perempuan	4/15/2025 15:15:07	< 20 tahun	Pelajar	5 - 10 kali
143	Laki-laki	4/15/2025 15:15:33	31 – 40 tahun	Karyawan	5 - 10 kali
144	Perempuan	4/15/2025 15:16:05	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
145	Laki-laki	4/15/2025 15:16:41	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
146	Perempuan	4/15/2025 15:17:06	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
147	Perempuan	4/15/2025 15:17:32	31 – 40 tahun	Karyawan	11 kali atau lebih
148	Perempuan	4/15/2025 15:18:00	20 – 30 tahun	Karyawan	5 - 10 kali
149	Laki-laki	4/15/2025 15:33:47	31 – 40 tahun	Karyawan	11 kali atau lebih

150	Perempuan	4/15/2025 17:12:41	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
151	Laki-laki	4/15/2025 17:13:39	20 – 30 tahun	Karyawan	5 - 10 kali
152	Perempuan	4/15/2025 17:14:25	31 – 40 tahun	Karyawan	5 - 10 kali
153	Perempuan	4/15/2025 17:15:06	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
154	Perempuan	4/15/2025 17:16:22	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
155	Perempuan	4/15/2025 17:17:06	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
156	Perempuan	4/15/2025 17:17:47	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
157	Laki-laki	4/15/2025 17:22:50	20 – 30 tahun	Karyawan	1 - 5 kali
158	Laki-laki	4/15/2025 17:23:36	31 – 40 tahun	Karyawan	5 - 10 kali
159	Laki-laki	4/15/2025 17:24:27	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
160	Laki-laki	4/15/2025 17:26:18	31 – 40 tahun	Karyawan	5 - 10 kali
161	Laki-laki	4/15/2025 17:27:03	20 – 30 tahun	Karyawan	1 - 5 kali
162	Laki-laki	4/15/2025 17:28:25	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
163	Perempuan	4/15/2025 17:29:29	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
164	Perempuan	4/15/2025 17:34:11	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
165	Perempuan	4/15/2025 17:35:51	31 – 40 tahun	Karyawan	5 - 10 kali
166	Perempuan	4/15/2025 17:36:37	20 – 30 tahun	Karyawan	1 - 5 kali

167	Laki-laki	4/15/2025 22:29:51	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
168	Laki-laki	4/15/2025 22:31:06	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
169	Perempuan	4/15/2025 22:32:29	< 20 tahun	Pelajar	1 - 5 kali
170	Perempuan	4/15/2025 22:33:46	< 20 tahun	Mahasiswa/i	5 - 10 kali
171	Perempuan	4/15/2025 22:35:33	31 – 40 tahun	Karyawan	11 kali atau lebih
172	Perempuan	4/15/2025 22:36:35	20 – 30 tahun	Karyawan	11 kali atau lebih
173	Laki-laki	4/15/2025 22:38:15	20 – 30 tahun	Karyawan	5 - 10 kali
174	Laki-laki	4/15/2025 22:39:29	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
175	Perempuan	4/15/2025 22:43:31	31 – 40 tahun	Karyawan	11 kali atau lebih
176	Laki-laki	4/15/2025 22:44:29	31 – 40 tahun	Karyawan	5 - 10 kali
177	Perempuan	4/15/2025 22:45:06	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
178	Perempuan	4/15/2025 22:46:00	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
179	Perempuan	4/15/2025 22:46:59	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
180	Perempuan	4/15/2025 22:47:58	20 – 30 tahun	Karyawan	11 kali atau lebih
181	Perempuan	4/15/2025 22:48:51	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
182	Perempuan	4/15/2025 22:50:31	< 20 tahun	Pelajar	1 - 5 kali
183	Perempuan	4/15/2025 22:51:42	< 20 tahun	Pelajar	5 - 10 kali

184	Perempuan	4/15/2025 22:52:37	< 20 tahun	Pelajar	11 kali atau lebih
185	Perempuan	4/15/2025 22:53:56	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
186	Perempuan	4/15/2025 22:54:50	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
187	Perempuan	4/15/2025 22:55:56	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
188	Laki-laki	4/15/2025 22:58:01	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
189	Laki-laki	4/15/2025 22:58:52	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
190	Laki-laki	4/15/2025 22:59:41	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
191	Perempuan	4/15/2025 23:13:40	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
192	Perempuan	4/15/2025 23:14:41	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
193	Perempuan	4/15/2025 23:15:40	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
194	Perempuan	4/15/2025 23:16:32	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
195	Perempuan	4/15/2025 23:17:25	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
196	Perempuan	4/15/2025 23:18:17	20 – 30 tahun	Karyawan	1 - 5 kali
197	Perempuan	4/15/2025 23:19:13	20 – 30 tahun	Karyawan	5 - 10 kali
198	Perempuan	4/15/2025 23:20:03	20 – 30 tahun	Karyawan	11 kali atau lebih
199	Perempuan	4/15/2025 23:23:09	31 – 40 tahun	Karyawan	1 - 5 kali
200	Perempuan	4/15/2025 23:24:01	31 – 40 tahun	Karyawan	5 - 10 kali

201	Perempuan	4/15/2025 23:24:50	31 – 40 tahun	Karyawan	11 kali atau lebih
202	Perempuan	4/15/2025 23:26:06	31 – 40 tahun	Karyawan	11 kali atau lebih
203	Perempuan	4/15/2025 23:27:03	31 – 40 tahun	Karyawan	11 kali atau lebih
204	Perempuan	4/15/2025 23:28:12	20 – 30 tahun	Karyawan	5 - 10 kali
205	Perempuan	4/15/2025 23:29:10	< 20 tahun	Karyawan	11 kali atau lebih
206	Perempuan	4/16/2025 1:52:06	< 20 tahun	Mahasiswa/i	1 - 5 kali
207	Laki-laki	4/19/2025 7:57:08	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
208	Laki-laki	4/20/2025 22:31:00	> 40 tahun	Karyawan	11 kali atau lebih
209	Laki-laki	4/20/2025 22:31:53	20 – 30 tahun	Karyawan	11 kali atau lebih
210	Perempuan	4/20/2025 22:35:20	> 40 tahun	Karyawan	5 - 10 kali
211	Laki-laki	4/24/2025 16:57:27	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
212	Perempuan	4/24/2025 16:58:22	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
213	Perempuan	4/24/2025 16:59:14	20 – 30 tahun	Karyawan	11 kali atau lebih
214	Perempuan	4/24/2025 17:00:14	20 – 30 tahun	Karyawan	5 - 10 kali
215	Perempuan	4/24/2025 17:01:01	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
216	Perempuan	4/24/2025 18:37:05	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
217	Laki-laki	4/24/2025 18:38:32	> 40 tahun	Karyawan	11 kali atau lebih

218	Laki-laki	4/24/2025 18:39:54	31 – 40 tahun	Karyawan	11 kali atau lebih
219	Perempuan	4/24/2025 18:50:54	20 – 30 tahun	Karyawan	5 - 10 kali
220	Perempuan	4/24/2025 18:53:10	31 – 40 tahun	Karyawan	11 kali atau lebih
221	Laki-laki	4/24/2025 18:53:52	< 20 tahun	Pelajar	1 - 5 kali
222	Perempuan	4/24/2025 18:54:52	> 40 tahun	Karyawan	5 - 10 kali
223	Perempuan	4/24/2025 18:55:33	31 – 40 tahun	Karyawan	11 kali atau lebih
224	Perempuan	4/24/2025 18:56:33	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
225	Perempuan	4/24/2025 18:57:13	31 – 40 tahun	Karyawan	5 - 10 kali
226	Perempuan	4/24/2025 18:57:57	31 – 40 tahun	Karyawan	1 - 5 kali
227	Laki-laki	4/24/2025 18:58:32	20 – 30 tahun	Karyawan	5 - 10 kali
228	Perempuan	4/24/2025 19:00:19	31 – 40 tahun	Karyawan	11 kali atau lebih
229	Perempuan	4/24/2025 19:03:36	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
230	Laki-laki	4/24/2025 19:03:42	20 – 30 tahun	Karyawan	5 - 10 kali
231	Laki-laki	4/24/2025 19:04:32	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
232	Laki-laki	4/24/2025 19:05:39	31 – 40 tahun	Karyawan	11 kali atau lebih
233	Laki-laki	4/24/2025 19:06:35	31 – 40 tahun	Karyawan	5 - 10 kali
234	Laki-laki	4/24/2025 19:07:31	< 20 tahun	Pelajar	1 - 5 kali

235	Perempuan	4/24/2025 19:08:17	20 – 30 tahun	Karyawan	5 - 10 kali
236	Laki-laki	4/24/2025 19:09:10	31 – 40 tahun	Karyawan	5 - 10 kali
237	Laki-laki	4/24/2025 19:09:58	31 – 40 tahun	Karyawan	11 kali atau lebih
238	Perempuan	4/24/2025 19:12:13	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
239	Perempuan	4/24/2025 19:13:10	31 – 40 tahun	ibu rumah tangga	5 - 10 kali
240	Perempuan	4/24/2025 19:15:13	31 – 40 tahun	Karyawan	11 kali atau lebih
241	Perempuan	4/24/2025 19:15:24	20 – 30 tahun	Karyawan	11 kali atau lebih
242	Perempuan	4/24/2025 19:15:52	31 – 40 tahun	Karyawan	11 kali atau lebih
243	Perempuan	4/24/2025 19:16:17	< 20 tahun	Pelajar	5 - 10 kali
244	Laki-laki	4/24/2025 19:19:23	31 – 40 tahun	Karyawan	1 - 5 kali
245	Laki-laki	4/24/2025 19:19:46	31 – 40 tahun	Karyawan	11 kali atau lebih
246	Perempuan	4/24/2025 19:20:08	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
247	Perempuan	4/24/2025 19:20:33	20 – 30 tahun	Mahasiswa/i	5 - 10 kali
248	Perempuan	4/24/2025 19:20:38	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
249	Perempuan	4/24/2025 19:21:25	> 40 tahun	ibu rumah tangga	5 - 10 kali
250	Laki-laki	4/24/2025 19:21:27	31 – 40 tahun	Karyawan	5 - 10 kali
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252	Perempuan	4/24/2025 19:22:08	31 – 40 tahun	Karyawan	11 kali atau lebih
253	Laki-laki	4/24/2025 19:22:35	31 – 40 tahun	Karyawan	5 - 10 kali
254	Perempuan	4/24/2025 19:23:15	20 – 30 tahun	Mahasiswa/i	11 kali atau lebih
255	Perempuan	4/24/2025 19:23:44	> 40 tahun	Karyawan	11 kali atau lebih
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260	Laki-laki	4/24/2025 19:26:05	20 – 30 tahun	Mahasiswa/i	1 - 5 kali
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263	Laki-laki	4/24/2025 19:31:05	31 – 40 tahun	Karyawan	5 - 10 kali
264	Laki-laki	4/24/2025 19:32:07	20 – 30 tahun	Mahasiswa/i	5 - 10 kali

Lampiran 3 Jawaban Responden

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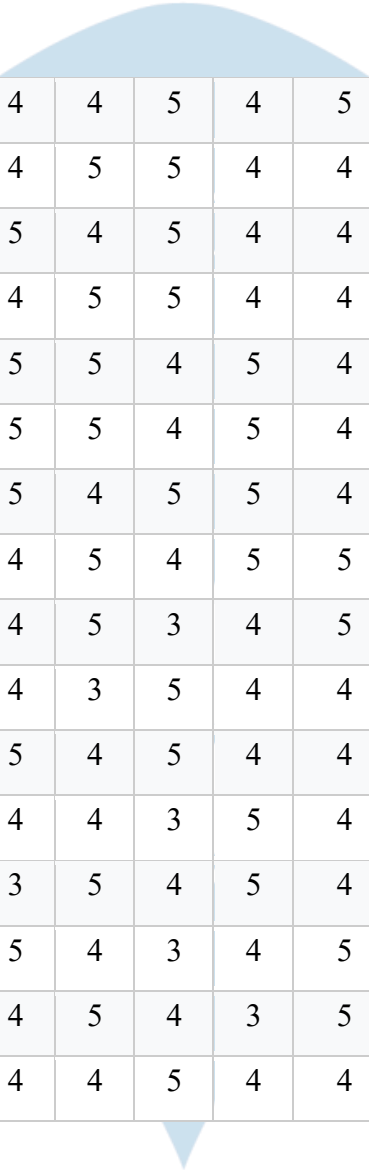
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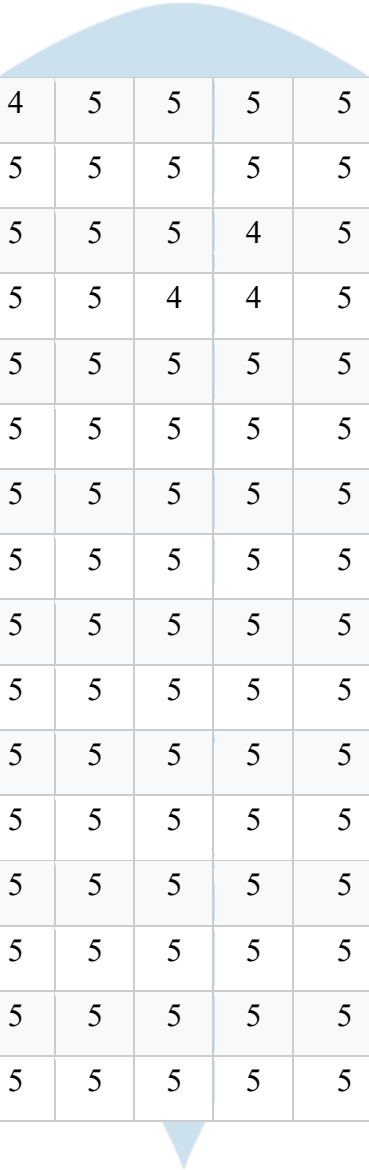
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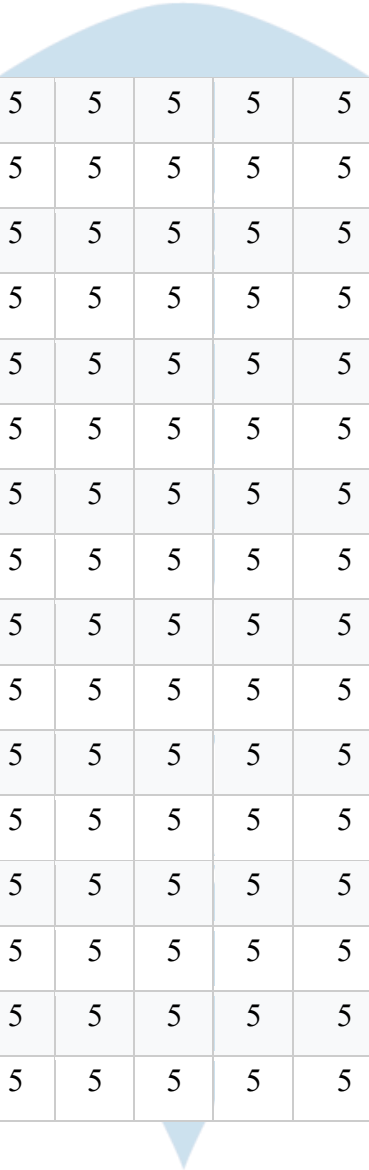
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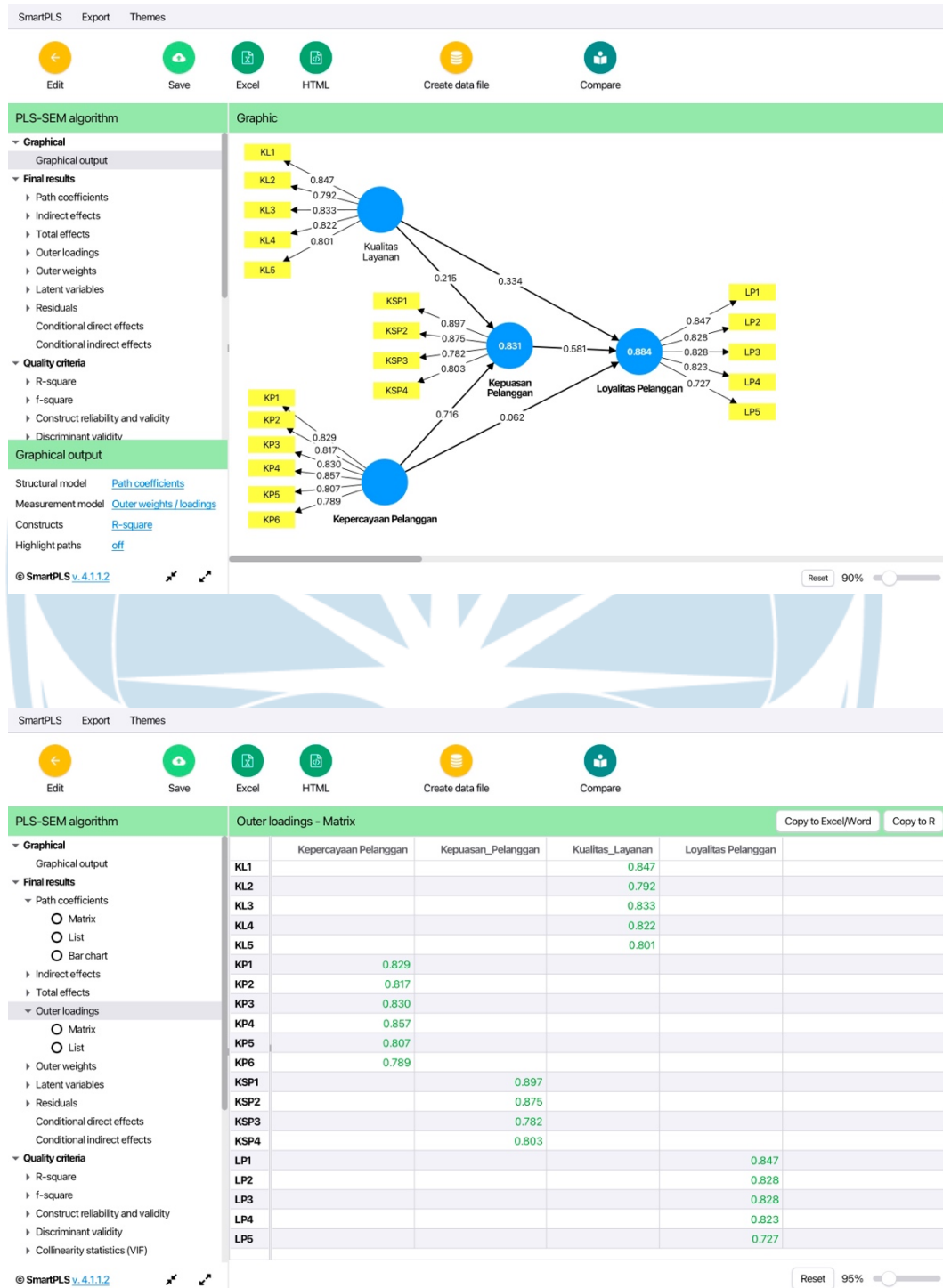
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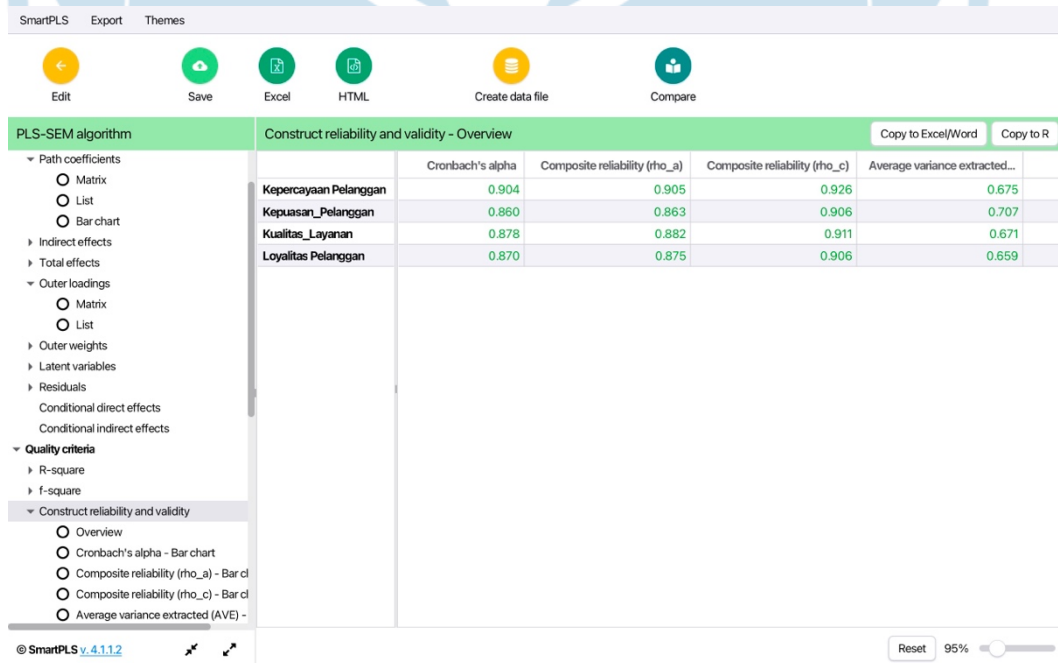
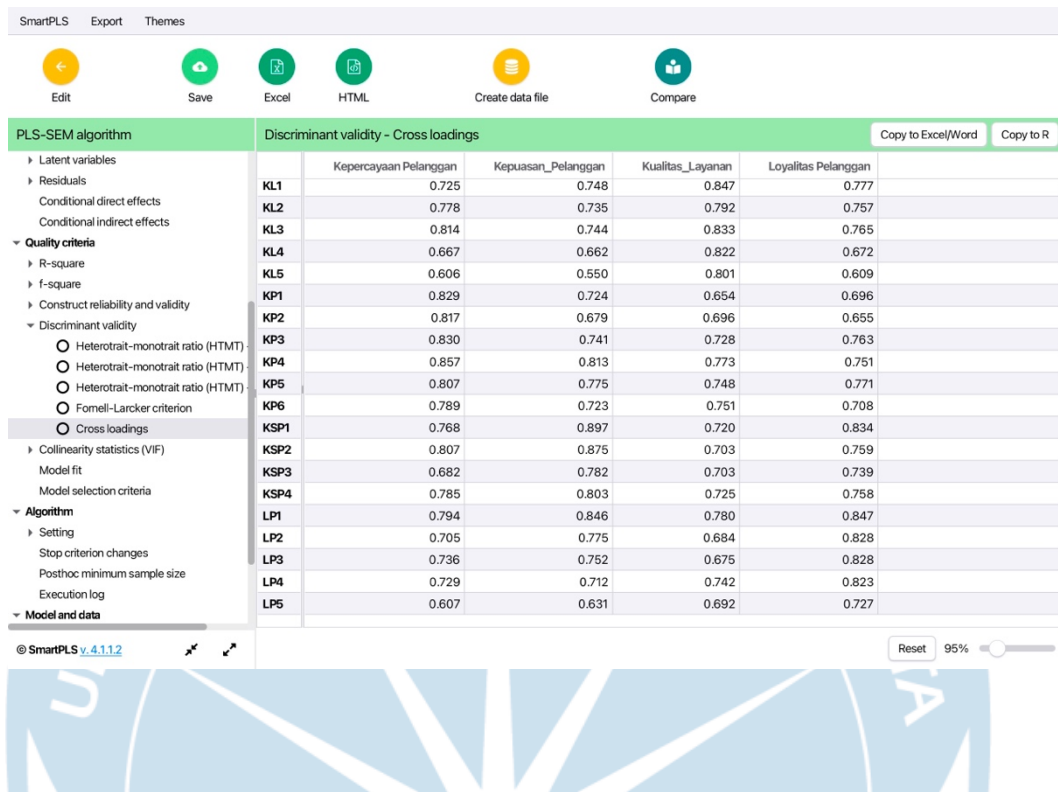


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PLS-SEM algorithm R-square - Overview [Copy to Excel/Word](#) [Copy to R](#)

Graphical

Graphical output

Final results

Path coefficients

Matrix

List

Bar chart

Indirect effects

Total effects

Outer loadings

Matrix

List

Outer weights

Latent variables

Residuals

Conditional direct effects

Conditional indirect effects

Quality criteria

R-square

Overview

R-square - Bar chart

R-square adjusted - Bar chart

f-square

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Bootstrapping Path coefficients - Mean, STDEV, T values, p values [Copy to Excel/Word](#) [Copy to R](#)

Graphical

Graphical output

Final results

Path coefficients

Mean, STDEV, T values, p values

Confidence intervals

Confidence intervals bias corrected

Intercepts

Total indirect effects

Specific indirect effects

Total effects

Outer loadings

Outer weights

Conditional direct effects

Conditional indirect effects

Quality criteria

R-square

R-square adjusted

f-square

Average variance extracted (AVE)

Composite reliability (rho_c)

Composite reliability (rho_a)

Cronbach's alpha

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Kepuasan_Pelanggan → Kepercayaan_Pelanggan	0.716	0.723	0.085	8.427	0.000
Kepuasan_Pelanggan → Loyalitas_Pelanggan	0.062	0.070	0.148	0.421	0.674
Kepuasan_Pelanggan → Loyalitas_Pelanggan	0.581	0.575	0.132	4.409	0.000
Kualitas_Layanan → Kepercayaan_Pelanggan	0.215	0.210	0.090	2.385	0.017
Kualitas_Layanan → Loyalitas_Pelanggan	0.334	0.333	0.118	2.826	0.005

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THE EFFECT OF SERVICE QUALITY AND CUSTOMER TRUST ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY PT SURYA RAFI BERSAUDARA

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Abstract:

This study aims to determine the effect of service quality and customer trust on customer satisfaction and customer loyalty of PT Surya Rafi Bersaudara. The population in this study were customers of PT Surya Rafi Bersaudara with a total of 75 respondents. The method of data collection is done by giving a list of questions or questionnaires to respondents who are customers at PT BKI , where the questionnaire is distributed to these customers. This study uses a data analysis tool that is partial Least Square (PLS), then this study uses the analysis method of structural equation models or Path Analysis to determine the causal relationship between latent variables contained in structural equations. The tool used in data processing using the Smart PLS program. The results of this study indicate that 1) service quality has a significant effect on customer satisfaction, 2) customer trust has a significant effect on customer satisfaction, 3) service quality has a significant effect on customer loyalty, 4) customer trust has no significant effect on customer loyalty, 5) customer satisfaction has a significant effect on customer loyalty.

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

1. Introduction

Every business must face competition in the era of free trade. One of them is competition in the ship building and ship repair provider sector. Various kinds of services manufacture and repair are offered the market. The number of producers provider of manufacture and repair vessels were grown in Indonesia make the actors of business in the sector is to be able to compete to dominate the market. Many ways that can be done to be able to compete, among them is to always pay attention to service quality and customer trust.

At the moment this in Samarinda already many who open a business venture provider of manufacture and repair vessels, one of which is PT Surya Rafi Bersaudara. PT. Surya Rafi Bersaudara is a company Shipyard Ships are located in East Kalimantan, precisely in the area of the hamlet of loa crow, RT, 20 loa kulu , Kutai mammal . The Company is an official stand on the date of May 19, 2012 by deed of notary No. 04 by notary Natalia sulistio ., SH., Mhum ., MKn . PT. Surya Rafi Bersaudara is a specialist company in the construction of ships made of iron with the type of Tug Boat (TB), Landing Craft Tank (LCT) which has proven its quality and performance. Besides ship types such, the company we are also able to compete in quality and

engineering in the construction of vessels of type more like Tugboat, Barge, Self Propelled Oil Barge (SPOB), Supply Vessel and so forth.

Various attempts to do a company to be able to retain customers that exist. Efforts were made by PT Surya Rafi Bersaudara to retain customers is to give priority to service quality and customer trust are there so that the level of satisfaction of customers and the loyalty of the customers high. Satisfaction of customers is key in creating loyalty of customers (Budiyono, et al, 2021). With Thus, the key so that the company still exists is the ability of the company to retain its customers. When the customer leaves, the company's existence is no longer needed. At PT Surya Rafi Bersaudara sometimes customers are still complaining about the obstacles related to the services that given the company such as the provision of information that is less detailed, besides it sometimes employees who perform service to the customer is less friendly . It it certainly affects the level of satisfaction of the customer to the service that was given to PT Surya Rafi Bersaudara, and of course also will affect the level of loyalty of customers to the company. Research that is done by Leninkumar (2017) with the title of " The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty ". Variables that are used in the research is that customer satisfaction as variable independent and customer loyalty as a variable dependent. The results of the research have demonstrated the relationship that is positive and significant between customer satisfaction to customer loyalty.

Measurement of the level of satisfaction of customers and loyalty of customers is a way to determine whether the service (Budiyono and Sutianingsih, 2021), the value of the customer , as well as the trust of customers who felt in accordance with the wishes and expectations of the customers . By knowing the wishes and expectations of customers so we can improve the quality of service, value for the customer, and trust it 's own. However, the reality is that PT Surya Rafi Bersaudara still does not understand the wishes and expectations of its customers. Services are given PT Surya Rafi Bersaudara according to the customer is still not optimal, because the customer has not get the information in detail of the services that are offered company. Sometimes the services are supplied also tend to be less friendly to the customers so that customers feel less satisfied and there are some customers who decide to move to a competitor. Research that is done by Carauna (2014) with the title " The effects of service quality and the mediating role of customer satisfaction ". Variables that are used in the research is that service quality as a variable independent and customer satisfaction as the variable dependent. The results of the research have demonstrated the relationship that is positive and significant between service quality to customer satisfaction. In addition to that, the research that is carried out by Kuntari et al. (2014) with the title of " Influence Quality of Services Against Satisfaction And Loyalty Customer (Survey On Customer Service Station PT Astra International Tbk - Daihatsu Malang)". Variables that are used in the research is that service quality as a variable independent and customer loyalty as a variable dependent. The results of the research have demonstrated the relationship that is positive and significant between service quality on customer loyalty.

According to Tjiptono (2008) service quality has a close relationship with customer satisfaction. So provider of services must provide the quality of service as good as possible so that the relationship closely in terms of satisfaction of customers can be maintained with good (LMS. Kristiyanti, 2021). Trust customers to PT Surya Rafi Bersaudara were quite good, although there are some customers who also feel less trust for the completion of the manufacture of ships that occasionally pass the limit of time that has been agreed upon in advance , case this makes some customers feel less satisfied . Research that is done by Bricci et al. (2012) with the title " The Effects of Trust, Commitment and Satisfaction on Customer Loyalty in the distribution sector ". Variables that are used in the study is that the customer trusts as variable independent and customer satisfaction as the variable dependent. The results of the research have demonstrated the relationship that is positive and significant between customer trust towards customer satisfaction

Factors trust also participated giving contribution to the loyalty of customers. Morgan and Hunt (1994) states that trust is the foundation of the most important in building a relationship marketing are successful and defines trust as something feeling that arises when one party has the confidence of the reliability and integrity of the other . Reichheld and Scheffer (2000) states that to gain the loyalty of customers, suppliers especially first must gain the trust of them. PT Surya Rafi Bersaudara should be more professional in running its business as the completion of the work boat that exact time , because some customers complained about not appropriate time to the completion of the work boat that they fill in PT Surya Rafi Bersaudara . It's a bit much of course will affect the level of loyalty of customers to the company. In addition to that, the research that is carried out by Upamanyu (2015) with the title " The Effect Of Customer Trust On Customer Loyalty And Repurchase Intention: The Moderating Influence Of Perceived Csr ". Variables that are used in the study is that the customer trusts as variable independent and customer loyalty as a variable dependent. The results of the research have demonstrated the relationship that is positive between customer trust to customer loyalty.

This study aims to determine the effect of service quality and customer trust on customer satisfaction and customer loyalty of PT Surya Rafi Bersaudara

2. Literature Review

Customer Satisfaction

According to Kotler and Armstrong (2012: 13) customer satisfaction is the extent to which the perceived performance of the product is in accordance with buyer expectations. If the product's performance falls short of expectations, the buyer is not satisfied. If performance matches or exceeds expectations, the buyer is satisfied or pleased. According to Cadotte, et al (1987) satisfaction of customers is the feeling that arises as a result of evaluation of the experience of the use of the product or service.

According to Afshar, et al (2011) satisfaction of customers is the result of the perception of the customer to the value that is received in the transaction or relationship - in which the value equal to the quality of service that is perceived relative to the price and the cost of acquisition of customers . According to Zeithaml et al (2017: 80) satisfaction of customers is the evaluation of the customers of the product or service in terms of whether the product or service that has been fulfilling the needs and expectations of customers.

Based on some of the definitions that have been described, it can be concluded that customer satisfaction is a customer evaluation of the performance results of a product or service and can exceed consumer expectations for the product.

Customer Loyalty

Oliver (1999) defines customer loyalty as a commitment to the depth of the consumer to buy back or subscribe on products / services that preferably are consistently in the future, so that led to the purchase of the brand are the same, although there is the influence of situational and effort marketing that led to the potential for the switch.

According to Wirtz and Lovelock (2012:56) the loyalty of customers is the willingness of customers to continue to subscribe at a company in run length, with the purchase and use of goods and services are repetitive and more good again be exclusive, and to recommend it to the others. Kotler and Keller (2009:138) defines loyalty as a commitment that held strong to buy again or subscribe more products or services specified in the future even though there effect situation and business marketing that has the potential to cause switching behavior.

According to Griffin (2010: 4) loyalty is a consumer show the behavior of buying it regularly or there is a condition which requires consumers to buy the little two times within an interval of time specified.

Based on the idea that , to note that loyalty is a commitment from customers who form the loyalty of customers will be a product or service , thus resulting in a customer would do purchase are constantly on the products and services are selected .

Service Quality

Zeithaml et al. (2006:19) service quality is the level of difference between customer expectations or wants and their perceptions. According to Tjiptono (2014: 268) service quality focuses on efforts to fulfill customer needs and desires and the accuracy of their delivery to balance customer expectations.

According Lupiyoadi (2001) states that service quality is the overall traits and characteristics of a product or service in terms of ability to meet the needs that have been determined

Sembiring et al (2014), service quality is provide excellence of service that is performed by providers of services to meet the needs and desires customer accuracy delivery to balance the expectations of the customers.

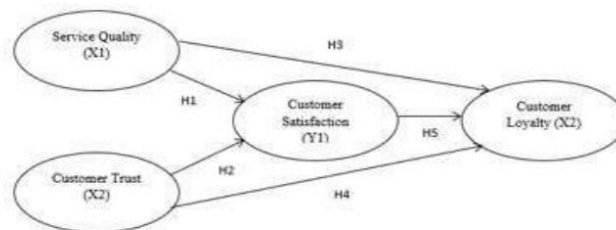
Based on some of the definitions in the above, can be concluded that in the study of this, service quality is the fulfillment of the needs and desires that can exceed the expectations of customers .

Customer Trust

Isaac and Lutfhi (2011) expressed the belief is willingness to rely to the others who have believed. Purwanto (2014) states that trust is the belief that providers of services can establish a relationship run long with customers , as well as the willingness or belief partner exchange to establish a relationship term long to produce work that is positive .

Thomas (2009: 249) defines trust as a positive result of what is expected, the results that a person receives based on the expectations of the performance of others. Based on some of the definitions in the above, can be concluded that in the study of this, customer trust is a belief that is owned by the consumer to establish a relationship term length to the parties who have believed.

Hypothesis Development



Based on the development of hypotheses as well as the framework of the concept of the above, it can put forward a hypothesis as follows:

1. *Service quality affects significantly to costumer satisfaction.*
2. *Customer trust influenced significantly against costumer satisfaction.*
3. *Service Quality influential significantly towards costumer loyalty.*
4. *Customer trust influenced significantly against costumer loyalty.*
5. *Costumer Satisfaction impact significantly on costumer loyalty.*

3. Research Methods

Operational Definition and Variable Measurement

Customer Satisfaction

Customer Satisfaction is the evaluation of the customer on the results of the performance of a product or service that is given to PT Surya Rafi Bersaudara and to exceed the expectations of consumers on products such. Indicators that are used are:

- 1) Conformity of hope, which is the level of conformity between quality of service and quality of products which are expected by consumers with the satisfaction that is felt by consumers in PT Surya Rafi Bersaudara.
- 2) Interests buy back, which is the willingness of consumers to pay a visit back to buy the products that exist in PT Surya Rafi Bersaudara.
- 3) Willingness to recommend, which is the willingness of consumers to recommend PT Surya Rafi Bersaudara to friends or family.

Customer Loyalty

Customer Loyalty is a commitment from customers who form the loyalty of customers will be a product or service, thus resulting in a customer would do purchase are constantly on the products and services of PT Surya Rafi Bersaudara. Indicators that are used are:

- 1) Make a purchase the product as a regular in PT Surya Rafi Bersaudara.
- 2) Making purchases outside the product / service line at PT Surya Rafi Bersaudara
- 3) Customer convey things positive on the product PT Surya Rafi Bersaudara to colleagues or the other.
- 4) Demonstrate loyalty to the product of PT Surya Rafi Bersaudara than the competitors

Service Quality

Service Quality is the effort of PT Surya Rafi Bersaudara in fulfilling needs and desires that can exceed customer expectations. Indicators that are used are:

- 1) Tangible (tangible), is evidence of the physical that can be felt directly by the customers of PT Surya Rafi Bersaudara in the form of the results of the product / service that is given.
- 2) Reability (reliability), is the ability of PT Surya Rafi Bersaudara to provide the service the best that was promised to the customer.
- 3) Responsiveness (quick response), is the willingness of PT Surya Rafi Bersaudara to assist and provide services that quickly and precisely to the customer.
- 4) Assurance (guarantee), is a guarantee of PT Surya Rafi Bersaudara to the products and services that are given to generate trust and confidence to customers Surya Rafi Bersaudara.
- 5) Emphaty (empathy), is giving attention and concern with service, friendliness, communication, and the ability to understand the needs of PT Surya Rafi Bersaudara customers

Customer Trust

Customer Trust is the belief that consumers have in establishing a long - term relationship with PT Surya Rafi Bersaudara. Indicators that are used are:

- 1) Perception Integrity (Integrity), ie the perception of consumers that PT Surya Rafi Bersaudara follow the principles that can be accepted as keeping promises, behaving according ethical and honest.
- 2) Perception of Kindness (Benevolence), which is based on the amount of trust partnership with PT Surya Rafi Bersaudara who own objectives and motivations that become surplus companies compared to organizations other at the moment the conditions are just emerging , namely the conditions in which the commitment is not formed .

- 3) Perceived Competence (Competence), namely the ability of PT Surya Rafi Bersaudara to solve the problems that faced by consumers and fulfill all his need.

Population and Sample

Population according Sugiyono (2014: 148) is a region of generalization which consists on : objects / subjects that have the quantity and characteristics of particular were determined by researchers to learn and then drawn conclusions . The population in the study is that the customers of PT Surya Rafi Bersaudara who totaled 150.

According Sugiyono (2014: 149) sample is part of the number and characteristics of which are owned by the population of the by because of it we establish a representative population of the so-called sample. According to Hair (2010) that the number of samples that is used is calculated by multiplying the number of indicators with a scale of 5 up to 10. In the study of this there are 15 indicators of research and use numbers multiplier is 5, so that the number of samples of his research are as follows:

Number of samples = $15 \times 5 = 75$ samples / respondent

Data Collection Techniques

The data used in this study are primary data and secondary data. Secondary data were taken from various literature both offline and online. Primary data is the data that is associated with indicators that obtained from respondents who fill out the questionnaire. The data in this study were collected by several methods, namely as follows:

- Research library (library research) which searches the materials and theories by studying, researching, reviewing and examining the literature that relates to the problem that will be investigated.
- Observation, namely the collection of data through observation directly on the object that is observed.
- Questionnaires, namely data collection by providing a list of questions to respondents that are closed with several alternative answer choices.
- The interview, which is how the collection of data by referring to the list of questions in advance. How it is useful also to get feedback - feedback that would have not been covered in question questionnaire

Data Analysis Tools

In a study this using a scale of ratings Likert on a scale of 1-5, where 1 indicates Very not agree and 5 show Highly agree. This study uses a Partial Least Square (PLS) analysis tool. Analysis of Partial Least Square (PLS) is a technique of statistical multivariate who perform a comparison between a variable dependent multiple and variable independent double. PLS is one of the methods of statistical SEM -based variant that is designed to complete regression of multiple when occurred the problems specific to the data, such as the size of the sample of the study of small , their data is lost (missing values) and multicollinearity . (Abdillah & Jogiyanto, 2015: 161).

4. Results and Discussion

The validity can be seen based on the outer loading / loading factor value. Loading factor above 0.70 is highly recommended, however, loading factor 0.50 - 0.60 can still be tolerated as long as the model is still in the development stage.

Outer Loading of Each Construct

Variable	Indicator	Original Sample	Value Boundary
<i>Service Quality</i>	X1.1	, 872	0.7
	X1.2	, 871	0.7
	X1.3	, 939	0.7
	X1.4	, 784	0.7
	X1.5	, 892	0.7
<i>Customerer Trust</i>	X2.1	, 841	0.7
	X2.2	, 935	0.7
	X2.3	, 919	0.7
<i>Customer Satisfaction</i>	Y1.1	, 892	0.7
	Y1.2	, 928	0.7
	Y1.3	, 839	0.7
<i>Customer loyalty</i>	Y2.1	, 823	0.7
	Y2.2	, 809	0.7
	Y2.3	, 796	0.7
	Y2.4	, 901	0.7

Source : SmartPLS output

Measurement of the discriminant validity of the measurement model is assessed based on the cross loading value. If the value of cross loading of each indicator of the variable in question is more substantial than the corss loading variables other, the indicators are valid.

Cross Loading Value

	Customer Trust (X ₂)	Service Quality (X ₁)	Customer Satisfaction (Y ₁)	Customer Loyalty (Y ₂)
X1.1	0.704	0.872	0.635	0.675
X1.2	0.802	0.871	0.773	0.820
X1.3	0.840	0.939	0.757	0.822
X1.4	0.574	0.784	0.438	0.566
X1.5	0.804	0.892	0.742	0.773
X2.1	0.841	0.718	0.684	0.676
X2.2	0.935	0.771	0.726	0.771
X2.3	0.919	0.836	0.798	0.853
Y1.1	0.786	0.742	0.892	0.762
Y1.2	0.782	0.702	0.928	0.812
Y1.3	0.609	0.640	0.839	0.782
Y2.1	0.688	0.694	0.730	0.823
Y2.2	0.652	0.638	0.738	0.809
Y2.3	0.652	0.647	0.713	0.796
Y2.4	0.850	0.837	0.769	0.901

Source : Author compiled

Another way of knowing the discriminant validity of a variable can be obtained from the square root AVE of a construct compared to the correlation value between other constructs. If the value is higher than the correlation between other constructs, it can be concluded that the research instrument meets the criteria for discriminant validity.

Average Variance Extracted (AVE) and AVE Root

	AVE	Information
Service Quality	0.762	Valid
Customer Trust	0.808	Valid
Customer Satisfaction	0.787	Valid
Customer Loyalty	0.694	Valid

Source : Primary data that is processed

The outer model reliability test can use the PLS output seen from the Cronbach Alpha value. In general, it is stated that the criteria for the alpha coefficient are said to be reliable if $\alpha > 0.6$. So that if according to the specified criteria, the alpha value is greater than 0.6, it is declared reliable.

Value Cronbach Alpha

	Cronbachs Alpha	Information
<i>Service Quality</i>	0.922	Reliable
<i>Customer Trust</i>	0.881	Reliable
<i>Customer Satisfaction</i>	0.864	Reliable
<i>Customer Loyalty</i>	0.852	Reliable

Source : Primary data that is processed

In addition, the reliability of latent variables with reflective indicators is evaluated based on the results of composite reliability. Variable latent said reliable if it has a value of composite reliability and indicator which measure a variable latency of the more substantial or above of 0.70 (reliability high). The following table presents the reliability test results of all latent variables with their respective reflective indicators.

Composite Reliability

	Composite Reliability	Information
Service Quality	0.941	Reliable
Customer Trust	0.927	Reliable
Customer Satisfaction	0.917	Reliable
Customer Loyalty	0.901	Reliable

Source: Primary data that is processed

Goodness of Fit Model Check

Knowing the goodness-fit of the model can be seen from the R-Square value. The R-Square value can be used to explain the effect of the independent variable on the dependent variable having a substantive effect.

R - Square

No.	Variable	R Square	R Square Adjusted
1.	<i>Customer Satisfaction</i>	0.696	0.688
2.	<i>Customer Loyalty</i>	0.855	0.849

Source : Author compiled

Hypothesis Test Results

Path Coefficients

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
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X1 Service Quality > Y1 Customer Satisfaction	0.291	0.295	0.134	2,178	0.033
X1 Service Quality -> Y2 Customer Loyalty	0.286	0.298	0.100	2,847	0.006
X2 Customer Trust -> Y1 Customer Satisfaction	0.570	0.559	0.132	4,320	0,000
X2 Customer Trust -> Y2 Customer Loyalty	0.208	0.210	0.117	1,777	0.080
Y1 Customer Satisfaction -> Y2 Customer Loyalty	0.490	0.474	0.088	5,565	0,000

Source : Primary data that is processed

Discussion

- H1:** Stating that it is getting better Service Quality influence positive and significant will be getting better Customer Satisfaction. The results of testing the hypothesis value T-statistics for $2.178 > 1.96$, which means that the hypothesis which states Service Quality influence positively and significantly to the Customer Satisfaction proven true or hypothesis is first received.
- H2:** Stating that the better Customer Trust has a positive and significant effect, the higher the Customer Satisfaction. Based on the results of testing the hypothesis in mind that Customer Trust gives the effect that positively and significantly on Customer Satisfaction with the value of T-statistics for $4.320 > 1.96$. So that the results of this study are in accordance with the second hypothesis which states that Customer Trust has a positive and significant effect on Customer Satisfaction or the second hypothesis is accepted.
- H3:** Stating that the better Service Quality has a positive and significant effect, the higher the Customer Loyalty. Based on the results of testing the hypothesis in mind that the Service Quality gives the effect that positively and significantly on Customer Loyalty with the value of T-statistics for $2.847 > 1.96$. So that the results of this study are in accordance with the third hypothesis which states that Service Quality has a positive and significant effect on Customer Loyalty. The third hypothesis is accepted.
- H4:** Stating that the better Customer Trust has a positive but not significant effect on Customer Loyalty. Based on the results of testing the hypothesis in mind that Customer Trust gives the effect that positive is not significant to the Customer Loyalty with the value of T-statistic of $1.777 < 1.96$. So that the results of this study are not in accordance with the fourth hypothesis which states that Customer Trust has a significant effect on Customer Loyalty is not proven true or the fourth hypothesis is rejected.
- H5:** Stating that the increasingly high level of Customer Satisfaction influence positively and significantly it will be increasingly high customer loyalty. Based on the results of testing the hypothesis note that Customer Satisfaction gives the effect that positively and significantly to customer loyalty with value T statistics by $5.565 > 1.96$. So that the results of this study are in accordance with the fifth hypothesis which states that Customer Satisfaction has a significant effect on Customer Loyalty proven true or the fifth hypothesis is accepted.

Effect of Service Quality of Customer Satisfaction

Based on the results of the analysis and test hypotheses with the value of the t- statistic is more substantial than t- table, then the variable Service Quality influence positively and significantly to Customer Satisfaction. The results of the analysis that illustrates that the variable Service Quality which consists of indicators tangible, reability, responsiveness, assurance, and empathy that there currently is able to create the effect on Customer Satisfaction. It is demonstrated that the indicators were used in the study is able to encourage the creation of Customer Satisfaction. Results The mean customers of PT Surya Rafi Bersaudara feel happy and helped with the availability of the services that are offered by PT Surya Rafi Bersaudara. Costs which issued the customer can be measured by customer and have a perception of value that was issued in accordance with the benefit that is received.

Influence Customer Trust Of Customer Satisfaction

Customer Trust gives the effect that positively towards Customer Satisfaction, meaning that more and better Customer Trust who felt customers will be getting better or higher Customer Satisfaction. With a T-statistics value of 4,320 > 1.96 which means a significant relationship to Customer Satisfaction. PT Surya Rafi Bersaudara Samarinda has been able to create a Customer Trust which is good for customers. Consumers believe the services are supplied by PT Surya Rafi Bersaudara were able to meet their needs. The results of this means consumers have trust to PT Surya Rafi Bersaudara with his ministry to be able to give satisfaction to the consumer. PT Surya Rafi Bersaudara were able to understand the needs of customers who feel getting ease with the service that was given.

Effect of Service Quality of Customer Loyalty

Based on the results of testing the hypothesis in mind that the Service Quality gives the effect that positively and significantly on Customer Loyalty. With a T-Statistics value of 2.847 > 1.96 so that the results of this study are in accordance with the third hypothesis which states that Service Quality has a significant effect on Customer Loyalty. The meaning of the study 's Service Quality able to create customer loyalty to the service that was given to PT Surya Rafi Bersaudara Samarinda . Hypothesis accepted. The results of this meaningful service quality conducted by PT Surya Rafi Bersaudara have succeeded in creating a Customer Satisfaction in getting the ease of service which is supplied with either. PT Surya Rafi Bersaudara were able to understand the needs of customers who feel getting ease with the service that was given.

Influence Customer Trust to Customer Loyalty

Based on the results of hypothesis testing, it is known that Customer Trust has a positive but not significant effect on Customer Loyalty. It is significant that even better Customer Trust effect positive but do not affect it significantly towards Customer Loyalty. In research it looks that customer trust has not been able to increase customer loyalty that exist in PT Surya Rafi Bersaudara , things have happened because the customer is believed to use the services of the company, but not necessarily the customers that will be loyal to the company. It is able to occur because the customers also consider matters other outside the study as the number of providers of services are similar that would make customers too expensive to use services that offer companies another so that the variable customer trust in research is not influenced significantly to customer loyalty.

Influence Customer Satisfaction of Customer Loyalty

Based on the results of testing the hypothesis note that Customer Satisfaction gives the effect that positively and significantly on Customer Loyalty with the value of T-statistics for 5.565 > 1.96. So that the results of this study are in accordance with the fifth hypothesis which states

that Customer Satisfaction has a significant effect on Customer Loyalty proven true or hypothesis 5 is accepted. Results The mean Customer Satisfaction which was created by PT Surya Rafi Bersaudara were able to satisfy the customer as the provider of the service services so that case this will be able to increase customer loyalty PT Surya Rafi Bersaudara.

5. Conclusion

Based on the results of the analysis and discussion in the chapter before, it can be drawn conclusions as follows:

- a. Based on the research results, Service Quality will increase the Customer Satisfaction of PT Surya Rafi Bersaudara which means that it has a positive and significant effect on Customer Satisfaction. Meaningful PT Surya Rafi Bersaudara has been able to provide care services that they offer to their customers. PT Surya Rafi Bersaudara must be able to continue to provide the quality service desired by its customers and strive to improve services that are able to maintain Service Quality in customer perceptions.
- b. Based on the research results, the increase in Customer Trust will increase the Customer Satisfaction of PT Surya Rafi Bersaudara, which means that it has a positive and significant effect on Customer Satisfaction. PT Surya Rafi Bersaudara must be able to maintain customer trust in using the services of PT Surya Rafi Bersaudara. Customer Trust is one of the factors that is very important in shaping Customer Satisfaction. PT Surya Rafi Bersaudara must be able to provide a positive experience to its customers so that it is able to maintain and get a response according to customer perceptions.
- c. Based on the results of the research Service Quality influence positively and significantly on Customer Loyalty PT Surya Rafi Bersaudara with the value of the t statistic is more substantial than t table. So that the results of this study are in accordance with the third hypothesis which states that customer trust has a positive and significant effect on customer loyalty, hypothesis 3 is accepted.
- d. Customer Trust has a positive but not significant effect on Customer Loyalty. PT Surya Rafi Bersaudara have not been able to create a Customer Trust were positive in the perception of the customer to be able to directly loyal. With the value of the t statistic is smaller than t table, so that the results of the study is not in accordance with the hypothesis of the four who expressed customer trust affects positively and significantly to customer loyalty or hypothesis 4 is rejected.
- e. Customer Satisfaction has a positive and significant effect on Customer Loyalty. PT Surya Rafi Bersaudara were able to create customer loyalty through the Customer Satisfaction in the perception of customers. With the value of the t statistic is more substantial than t table, so that the results of the research is in accordance with the hypothesis fifth that express customer satisfaction impact positively and significantly to customer loyalty or hypothesis 5 is accepted

Suggestion

Based on the results of the analysis that has been concluded, the researcher can provide the advice useful for the parties are related, among others:

1. PT Surya Rafi Bersaudara should be able to continue to provide improvement of Service Quality that when this has been appropriate and able to give satisfaction to the customer.
2. Customer Trust is one of the factors that is very important in shaping Customer Satisfaction. PT Surya Rafi Bersaudara should be able to provide the confidence that has been appropriate time is in giving satisfaction to the customers so it is able to maintain and got a response Customer Trust in accordance perceptions of customers.
3. PT Surya Rafi Bersaudara must be able to maintain Service Quality that is appropriate at this time in forming Customer Loyalty while using the services of PT Surya Rafi Bersaudara

- according to the perception of customers of PT Surya Rafi Bersaudara , and become a company consideration in making decisions to increase Customer Loyalty.
4. Variable Customer Trust is not significant to the customer loyalty, the results of research is in accordance with the research that is done Tabarani & Amin, (2018) which revealed that customers trust effect is not significant to the customer loyalty . It is because of customer trust towards the service that is given, but the things that do not make consumers become loyal to the company. The study further should consider indicators other can increase customer loyalty.
 5. PT Surya Rafi Bersaudara should be able to maintain Customer Satisfaction him who formed Customer Loyalty PT Surya Rafi Bersaudara Customer Satisfaction may cause the loyalty of customers of PT Surya Rafi Bersaudara. Companies must maintain indicators that form Customer Satisfaction that lead to loyalty to the use of the services of PT Surya Rafi Bersaudara.
 6. The results of the research it can be used as a reference the research further to develop research that is more advanced.
 7. Research which carried out subsequently can use the objects and places are different so it can compare several objects of research.

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