ABSTRACT

This study aims to determine how much influence employee responsiveness, employee empathy, and employee reliability to service quality and after that can affect and influence to consumer trust.

The population used in this study is the guest in Griya Bougenville who ever live in there or more than once times. Samples in this study were 100 respondents and the techniques used are non-probability sampling technique with Accidental Sampling approach. The data that meet the test validity, test reliability and test classic assumptions that form a regression equation.

The independent variable of this study include employee responsiveness, employee empathy, and employee reliability. Consumer trust being the dependent variable and the service quality as an intervening variable. Hypothesis testing using t-test showed that the three independent variables, the variables studied employee responsiveness, employee empathy, and employee reliability proved positive and significant impact on service quality and intervening variables are also positively affect the dependent variable, namely its Consumer Trust. Then through the F test can be seen that the four independent variables is feasible to test the dependent variable.

Figures Adjusted R Square Model 1 shows that 27,2% service quality can be explained by the three independent variables in the regression equation. While the remaining 72,8% is explained by other variables outside of the three variables used in this study. Then the value of Adjusted R Square in Model 2 is equal to 0.273, which means that the ability of variables explains that service quality in the consumer trust amounted to 27,3%, so there is still the remaining 72,7% did not require any other mediating studied.

Keywords: consumer trust, service quality, employee responsiveness, employee empathy, employee reliability