

ABSTRACT

Consumer loyalty is very important for the company to maintain its survival and kelangsunan business activities. Customer loyalty in the use of services offered can be used as input to the company to improve and enhance the quality of services offered feed all and trust. Customer satisfaction can be met through quality of service and the trust that customers will melan-jutkan transaction with the company. This study aimed to analyze the impact of service quality on customer loyalty and trust with customer satisfaction as an intervening variable.

This study used a multiple linear regression analysis using SPSS. The population used is the customers who have used the services of PT. Indo Samudera Perkasa representing 48 people. While the sample used as many as 48 people with the sample selection technique is a census study.

The results showed that the quality of service and trust affects customer satisfaction and customer satisfaction influence on customer loyalty. In model 1, the quality of service gives the greatest influence to the satisfaction of 0.524. In model 2, the quality of service gives the greatest influence on customer loyalty by 0.340.

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