

ABSTRACT

The presence of other fuel choices in Indonesia has caused a decline in fuel total customer growth and profitability any brand of fuel oil. This is also experienced by Pertamina on Pertamina fuel oil as fuel oil non government subsidies. To obtain a high profitability in the company, should the effort to increase the level of loyalty because loyalty is the key to profitability. In this research the authors use a brand trust, switching cost, and customer satisfaction as independent variables to be investigated how they affect of loyalty on Pertamina.

*After literature reviews and hypothesis formulation, data obtained from questionnaires to 84 customers Pertamina fuel oil in the city, which is obtained by using Accidental Sampling, then performed analysis of data obtained by using quantitative analysis and qualitative data. Quantitative analysis involves the validity and reliability, the classic assumption test, multiple regression analysis, hypothesis testing via *t* test and *F* test, and analysis of the coefficient of determination (*R*²). Qualitative analysis is an interpretation of the data obtained in the research and the results of data processing that have been implemented by providing information and explanations.*

*The results showed that the coefficient of determination shown in the value of Adjusted *R* Square of 0.605, which means that the loyalty of effects can be explained by the three independent variables in this research that brand trust, switching cost, and customer satisfaction of 60,5%, and the rest is 39,5 % can be explained by other variables outside the model in this research. The partial based on test results that all the variables of brand trust, switching cost and customer satisfaction has a positive effect is partially or individual against the dependent variable in this research with a significance of less than 5% or 0.05 where customer satisfaction has the greatest influence than other variables in the research this, while the switching costs having an impact on the loyalty. Based on the *F* test results prove that the three independent variables are brand trust, switching cost, and customer satisfaction simultaneously or jointly affect the dependent variable is loyalty. Therefore, to increase loyalty can be done by increasing brand trust, switching cost, and customer satisfaction.*

Key words: *profitability, loyalty, brand trust, switching cost perception, customer satisfaction*