

ABSTRACT

Banking industry have hand in glove related/relevant to its consumer, because relation between client and banking represent one unity. Both of the components is requiring each other. On that account, bank have to earn to give best service to all its client so that good relation among both parties.

In banking industry in general, there are 2 service type that is service having the character of customer-facing represent service which direct in character at customer . Its applying can be seen in part of office front a bank. For example, officer in part of service customer will assist client conduct transaction opening of account, denouncing, or request of] information concerning banking product. Industrial of banking is trust business.

In this research, variable trust of customer and satisfaction of customer used to measure customer loyalty. Object in this research is Bank Mega Semarang client. Quantitative Analysis in this research is done with reliability test, validity test, classic assumption test (consisting of multikoliniearity test, heterokedastisity test and normality test), multiple linear regression analyse, Goodness Fit of test (what consist of determination coefficient, F test and t test). While analysis is qualitative obtained from intepretation respondent in this research. Result of research indicate that variable trust of customer and satisfaction of customer have influence which are positive to customer loyalty

Key words : customer trust, customer satisfaction, and customer loyalty