

ABSTRACT

This study aims to determine the influence of Product quality, Service quality and Customer trust on Customer loyalty. Where is the independent variable consist of Product quality variable, Service quality variable, and Customer trust variable influences Customer Loyalty variable as the dependent variable.

This research was conducted at PT. Nusantara Sakti Demak in Demak. Methods of data collection in this study is questionnaires filled out by the respondents are consumers of PT. Nusantara Sakti Demak that have been bought motorcycles at least twice. Taking sample of 100 respondents in this study using a purposive sampling method. The independent variables in this study consisted of Product quality, Service quality and Customer trust, while the dependent variable is Customer loyalty. The analysis used in this research include analysis of index numbers, validity test, reliability test, the classical assumption test, multiple linear regression analysis and hypothesis test including t test, F test, and the coefficient of determination analysis (R^2).

Results using linear regression analysis showed that Product quality variable has positive influence on Customer loyalty. Second, the variable Service quality has positive influence on Customer loyalty. Third, Customer trust has positive influence on Customer loyalty. Results of analysis using the t test can be known Product quality, Service quality and Customer trust has a positive and significantly impact on Customer loyalty. The analysis using the coefficient of determination found that 52.0% Customer loyalty variable can be explained by the variation of the Product quality, Service quality and Customer trust variables, while 48.0% explained by other variables that not included in this study.

Keywords: *Customer Loyalty, Product Quality, Service Quality, Customer trust*