

ABSTRACT

Every service company should be able to maintain its positive reputation towards their customers. A good service quality would promote a satisfying and reliable outlook to every faithful customer to the company. To undermine the importance of service quality, customer satisfaction and their trustworthiness; the company could risk the decreasing of their customer trust. This research is conducted as an effort to analyze the effect of service quality, customer satisfaction, and the trustworthiness of the customer.

This research is using Multiple Linear Regression with SPSS program. The populations that are subjected to the research were consumers who have experienced in using the service for face treatment in Griya Kecantikan Aura. And the samples that were used by one hundred people were using the technique of sample choosing with Accidental Sampling.

The result of the research has shown that there are positive and significant effects between service qualities and trust towards customer satisfaction. The result also confirmed the similar outcome of how service quality and trust gives positive effect towards customer satisfaction and their loyalty.

Keyword: Service Quality, Trust, Customer Satisfaction, Customer Loyalty