

## ABSTRACT

This research analyze factors influencing retailer's trust to company and its impact to loyalty. Though there are no doubt many contextual factors that contribute to success or failure of specific relationship marketing. The formula of problem in this research is how to increase the trust of retailer.

Techniques of sampling applied are purposive sampling method. The responders in this research are 150 responders, and all responders are retailers of Farino Bakery in Central Java. Tool of data analysis's used is Structural Equation Modelling ( SEM) using computer program of AMOS 4.01.

From the result of this analysis, Structural Equation Model has fulfilled Criteria of Goodness Fit Index ;  $\chi^2$  103,416 ( good ), Probabilty 0,309 ( good ), GFI 0,923 ( good ), AGFI 0,893 ( Marginal ), TLI 0,961 ( good ), CFI 0,968 ( good), CMIN / DF 1,066 ( good ). RMSEA 0,021 ( good )

The result show that retailer's loyalty can be improve through retailer's trust to company. Factors influenced to retailer's trust are retailer's satisfaction to company sales policy, reputation of the company, retailer's trust to sales people.

Key Word : Retailer's trust with company's sales policy, Reputation of Company, sales people capability, Retailer's trust to salespeople, Retailer's trust to company, Loyalty