

ABSTRACT

Car rental services are a business whose existence continues to grow. In Semarang there are many car rental businesses. Alfina Rental is a car rental business in Semarang. As a business that move in services, in providing services to custmoer Alfina Rental must know the important and potential factors that are whats and wants by customers in order to win the competition with fellow car rental service providers. This study aims to determine the effect of service quality, trust, and customer relationship management (CRM) on customer loyalty with customer satisfaction as an intervening variable.

This study is aimed at Alfina Rental customers in the city of Semarang. The total number of samples in this study were 101 respondents. The sample collection method used simple random sampling technique by distributing questionnaires. This study uses Structural Equation Modeling (SEM) as an analytical tool.

The results showed that service quality, trust, and customer relationship management (CRM) had a positive and significant effect on customer satisfaction and customer satisfaction had a positive and significant effect on customer loyalty. In addition, customer satisfaction is able to mediate the effect of service quality, trust, and customer relationship management (CRM) on customer loyalty.

Keywords: Service Quality, Trust, Customer Relationship Management, Customer Satisfaction, Customer Loyalty