

## ***ABSTRACT***

*Pharmacy business is experiencing rapid growth in the last decade. This is caused by people need of pharmacies to support their health. This leads to tighter competition in the business. Each pharmacy always try to give best service to their customer. Customers themselves are also more and more concern to services they get. With many choice, customers could freely choose among pharmacies which give them best service. Similarly, many customers of Apotek Pontjol turn to other pharmacy. This is caused by declined customer's trust, and in turn affected customers loyalty.*

*Based on the problems discussed at the sentence above, this research is proposed to understand what are the factors that can influence customer trust in addition to influence their loyalty to a drugstore. A conceptual model is also developed for this research with three hypothesis, which will be analyze with Structural Equation Model (SEM) method by AMOS software. In this research, the respondents are taken from Pontjol Drugstore's customers. Number of the respondents used in this research is 109 respondents.*

*The result of SEM analyses has completely fullfill the goodness of fit index criteria, with chi square = 129,204; Probability = 0,173; GFI = 0,886; AGFI = 0,849; TLI = 0,986; CFI = 0,988; CMIN/DF = 1,124; RMSEA = 0,034. So, it could be said that the model is properly useable. The result of this research shows that to increase customer trust can be done by increasing service quality and perceived customer. Furthermore, increased customer trust will increase customer loyalty itself.*

***Keywords : service quality, perceived customer, customer trust, and customer loyalty***