

ABSTRACT

This study aims to analyze the effect of product quality, product information quality and service quality on customer loyalty with customer trust as a mediating variable. This study consists of three independent variables, one dependent variable and one mediating variable. The independent variables in this study are product quality, product information quality and service quality. The dependent variable in this study is customer loyalty. The mediating variable in this study is customer trust.

The population in this study were all customers of CV. Lautan Mas is located in the province of Central Java. The sample used is the entire population of 70 respondents. Data collection techniques were carried out using a questionnaire. Analysis of research data using SEM (Structural Equation Modeling) analysis which is operated through the SMART PLS 3.2.9 program.

The results of this study indicate that product quality, service quality, product information quality have a positive and significant effect on customer loyalty and customer trust cannot mediate product quality, service quality. Quality of product information on customer loyalty.

Keywords: product quality, product information quality, service quality, customer trust and customer loyalty