

## ***ABSTRACT***

Trust is seen as a best solution that can guarantee the success of the relationship between suppliers and retailers. This study wanted to examine how trust is built and the influence of faith itself in achieving long-term relationships.

The results of data analysis showed that acceptable research models with goodness of fit, the chi-square = 84,382 ; probability = 0,171 ; GFI= 0,918 ; AGFI = 0,882 ; TLI = 0,987 ; CFI = 0,989 ; CMIN/DF = 1,156 ; and RMSEA = 0,033. All the hypotheses can be accepted after the SEM analysis. These results prove that the company's reputation and affect service quality significantly to confidence in the company. Will lead to further confidence in the retailer wishes to establish long term relationships.

***Keywords: trust, reputation, service quality and long-term relationship***