

## ABSTRAK

### **PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN PELANGGAN TERHADAP KEPUASAN PELANGGAN DALAM MENINGKATKAN LOYALITAS PELANGGAN PADA NATASHA SKIN CARE MADIUN**

Agatha Risma Widyastati Purwanto  
Universitas Sanata Dharma  
Yogyakarta  
2021

Penelitian ini bertujuan untuk mengetahui pengaruh: kualitas pelayanan, kepercayaan pelanggan, kepuasan pelanggan dan loyalitas pelanggan pada Natasha Skin Care Madiun. Jenis penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pelanggan Natasha Skin Care Madiun. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden secara *offline*. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* (PLS) menggunakan aplikasi SmartPLS 3.2.8. Hasil penelitian menunjukkan bahwa: 1) kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, 2) kepercayaan pelanggan berpengaruh positif terhadap kepuasan pelanggan, 3) kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan, 4) kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan, 5) kepuasan pelanggan memediasi pengaruh kepercayaan pelanggan terhadap loyalitas pelanggan.

Kata Kunci : kualitas pelayanan, kepercayaan pelanggan, kepuasan pelanggan dan loyalitas pelanggan

## ABSTRAK

### **THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER TRUST ON CUSTOMER SATISFACTION IN INCREASING CUSTOMER LOYALTY IN MADIUN NATASHA SKIN CARE MADIUN**

Agatha Risma Widyastati Purwanto  
Sanata Dharma University  
Yogyakarta  
2021

This study aims to determine the influence of service quality, customer trust on customer satisfaction and customer loyalty in Madiun Natasha Skin Care. This type of research was a quantitative research. The population in this study was customers of Madiun Natasha Skin Care. The sampling technique used was purposive sampling. Data were obtained by distributing offline a questionnaire to 100 respondents. The data analysis technique in this study was partial least square (PLS) using the SmartPLS 3.2.8 application. The results of this study showed that:

- 1) service quality had a positive influence on customer satisfaction,
- 2) customer trust had a positive influence on customer satisfaction,
- 3) customer satisfaction had a positive influence on customer loyalty,
- 4) customer satisfaction mediated the influence of service quality on customer loyalty,
- 5) satisfaction customers mediated the influence of customer trust on customer loyalty.

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