

INTISARI

Memiliki pelanggan yang loyal memberikan keuntungan *financial* jangka panjang pada suatu badan usaha. Tetapi untuk menciptakan pelanggan yang loyal dibutuhkan usaha dan kerja keras.

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan pelanggan, kepercayaan (*trust*), dan *customer value* terhadap loyalitas pelanggan toko emas Naga Surya di Jember. Kepuasan pelanggan ditinjau dari *attribute related to the product* dan *attribute related to purchase*. Kepercayaan (*trust*) ditinjau dari *credibility*, *reliability*, dan *intimacy*. *Customer Value* ditinjau dari *environmental*, *sensory*, *interpersonal*, *procedural*, *deliverable*, *financial and informational*. Sedangkan loyalitas pelanggan ditinjau dari *makes regular repeat purchase*, *purchase across product and service lines*, *refers to other consumer*, dan *demonstrates an immunity to the pull of the competition*. Menggunakan regresi berganda, dan pengolahan data dengan uji F dan uji t.

Hasil penelitian menunjukkan adanya pengaruh kepuasan pelanggan, kepercayaan (*trust*), dan *customer value* terhadap loyalitas pelanggan toko emas Naga Surya di Jember.

Kata kunci: kepuasan pelanggan, kepercayaan (*trust*), *customer value*, loyalitas pelanggan.

ABSTRACT

Having loyal customers who provide long-term financial benefits of an enterprise. But to create a loyal customer requires effort and hard work.

This study aims to determine the influence of customer satisfaction, faith (trust), and customer value to customer loyalty toko emas Naga Surya in Jember. Customer satisfaction in terms of attributes related to the product and attributes related to purchase. Trust (trust) in terms of credibility, reliability, and intimacy. Customer Value in terms of environmental, sensory, interpersonal, procedural, deliverables, financial and informational. While customer loyalty makes regular review of repeat purchase, purchase across product and service lines, refers to other consumers, and demonstrates an immunity to the pull of the competition. Using multiple regression and use test F and test t.

The results showed the influence of customer satisfaction, faith (trust), and customer value to customer loyalty toko emas Naga Surya in Jember.

Keywords: customer satisfaction, trust (trust), customer value, customer loyalty.

