

***THE INFLUENCE OF CUSTOMER SATISFACTION AS A MEDIATION
BETWEEN TRUST AND VARIABLES VARIABLES ON CUSTOMER
LOYALTY IN CAFE INDIYA KULINER JL. AHMAD YANI, TALUK
KUANTAN***

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ABSTRACT

This study aims to explain the effect of customer satisfaction as a mediator between the variables of trust and promotion of customer loyalty, research conducted in Taluk Kuantan involving 80 respondents. Respondents were selected using a purposive sampling technique with a minimum age criteria of 17 years, leading to a Cafe Indiya Culinary at least 2 times. The research instrument used was a questionnaire. The questionnaire was tested by using the validity and reliability test to determine the accuracy and consistency of the questionnaire. The results showed that trust significantly affected customer satisfaction, promotion significantly affected customer satisfaction, trust significantly affected customer loyalty, trust did not significantly influence customer loyalty, satisfaction significantly affected customer loyalty, satisfaction was able to mediate the relationship between trust variables and customer loyalty, satisfaction is able to mediate the relationship between promotion variables with customer loyalty.

Keywords: *customer loyalty, customer satisfaction, trust, promotion*

PENGARUH KEPUASAN PELANGGAN SEBAGAI PEMEDIASI ANTARA VARIABEL KEPERCAYAAN DAN PROMOSI TERHADAP LOYALITAS PELANGGAN PADA CAFE INDIYA KULINER JL. AHMAD YANI , TALUK KUANTAN

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ABSTRAK

Penelitian ini bertujuan untuk menjelaskan pengaruh kepuasan pelanggan sebagai pemediiasi antara variabel kepercayaan dan promosi terhadap loyalitas pelanggan, penelitian di lakukan di Taluk Kuantan dengan melibatkan 80 responden. Responden dipilih menggunakan teknik *purposive sampling* dengan kriteria berusia minimal 17 tahun, berkujung ke Cafe Indiya Kuliner minimal 2 kali. Instrumen penelitian yang digunakan berupa kuisioner. Kuisioner diuji dengan menggunakan uji validitas dan reliabilitas untuk mengetahui ketepatan dan konsistensi dari kuisioner tersebut. Hasil penelitian menunjukkan bahwa kepercayaan berpengaruh signifikan terhadap kepuasan pelanggan, promosi berpengaruh signifikan terhadap kepuasan pelanggan, kepercayaan berpengaruh signifikan terhadap loyalitas pelanggan, kepercayaan tidak berpengaruh signifikan terhadap loyalitas pelanggan, kepuasan berpengaruh signifikan terhadap loyalitas pelanggan, kepuasan mampu memediiasi hubungan antara variabel kepercayaan dengan loyalitas pelanggan, kepuasan mampu memediiasi hubungan antara variabel promosi dengan loyalitas pelanggan.

Kata kunci : Loyalitas pelanggan, kepuasan pelanggan, kepercayaan, promosi