**ABSTRAK**

Imana, Sofa Aulia. 2022. *Pengaruh Kualitas Pelayanan, Kepercayaan, dan Kepuasaan Pelanggan Terhadap Loyalitas Pelanggan di Cafe G2F Bangkalan.* Skripsi, Program Studi Pendidikan Ekonomi, STKIP PGRI Bangkalan. Pembimbing: (I) Dr. Manah Tarman, M.Si, dan (II) Drs. Subandy Widjaya, M.Pd

Kata-Kata Kunci; pengaruh kualitas pelayanan, kepercayaan, kepuasaan pelanggan, dan loyalitas

Tujuan utama dalam penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, kepercayaan, dan kepuasan pelanggan terhadap loyalitas pelanggan di cafe G2F Bangkalan.

Penelitian ini berisi gambaran umum objek penelitian, karakteristik responden, deskripsi data penelitian, uji validitas dan reliabilitas instrumen, hasil analisis data, analisis regresi linier berganda, dan pembahasan hasil penelitian.

Jenis penelitian yang digunakan adalah analisis deskriptif. Metode yang digunakan dalam penelitian ini adalah metode *purposive sampling*. Kemudian, untuk metode pengambilan data yaitu menggunakan observasi, wawancara, quesioner, dan dokumentasi. Teknik analisis data yang digunakan dalam penelitian ini melalui lima tahapan yaitu; uji kualitas data, uji analisis data, teknik pengujian hipotesis, uji signifikan parameter individual (uji statistik t), dan uji signifikasi simultan (uji statistik f).

Hasil kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepercayaan pelanggan berpengaruh positif dan signifikan terhadap loyalitas. Kepuasaan pelanggan berpengarug positif dan signifikan terhadap loyalitas. Hasil penelitian ini secara simultan variabel kualitas layanan, kepercayaan, dan kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan.

**ABSTRACT**

Imana, Sofa Aulia. 2022. The Effects of Service Quality, Trust, and Customer Satisfaction on Customer Loyalty at The G2F Cafe in Bangkalan. Thesis, Economics Education Department, STKIP PGRI Bangkalan. Advisor: (I) Dr. Manah Tarman, M.Si, dan (II) Drs. Subandy Widjaya, M.Pd

Keywords; effects of service quality, trust, customer satisfaction, and loyalty.

The main purpose of this study is to determine the effect of service quality, trust, and customer satisfaction on customer loyalty at the G2F cafe in Bangkalan.

This study contains a general description of the object of research, characteristics of respondents, description of research data, the test of validity and reliability instrument, the results of data analysis, multiple linear regression analysis, and discussion of the research results.

The type of the research that used is descriptive analysis. The method used in this research is purposive sampling method. Then, for data collection methods is using observations, interviews, questionnaires, and documentation. The technique of data analysis that used in this study went through five process, namely; data quality test, data analysis test, hypotesis testing technique, invidual parameter significant test (t statictic test), and simultaneous significance test (f statictic test).

The results of service quality have a postive and significant effect on customer loyalty. Customer trust has a positive and significant effect on loyalty. Customer satisfaction had a positive and significant impact on loyalty. The result in simultaneously variable in service quality, trust, and customer satisfaction have significant effect to customer loyalty.