

**THE INFLUENCE OF TRUST AND SERVICE QUALITY
TOWARDS CUSTOMER LOYALTY: A CASE STUDY OF HOTEL XYZ**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The objective of this research is to found out the significant influence of trust and service quality on customer loyalty at Hotel XYZ. This research is conducted in a Hotel in West Java, Indonesia. The research method is based on quantitative research with 101 respondents from Hotel XYZ. This study applies questionnaire to collect the data and uses SPSS and AMOS software to analyze the data. The data analysis is utilizing Structural Equation Modeling (SEM) to identify the reliability and validity and the overall model fit and estimate the correlation between each variable in the designated research model.

The results prove that both trust and service quality have significant influence on customer loyalty. Service quality has a significant influence on trust as well. The managerial implication for Hotel XYZ is to acknowledge these elements in order to stabilize the customer volume and increase customer loyalty.

Keywords: Trust, Service Quality, Customer Loyalty



DEDICATION

This thesis is dedicated for my parents, Muliadi Santoso and Maria Susanna, whose words of encouragement ring in my ears and for your love.

Last but not least, hotel industry in Indonesia.



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