

**IMPACT OF SERVICE QUALITY, TRUST, AND CUSTOMER
SATISFACTION ON CUSTOMER LOYALTY IN PT MEGA MANUNGAL
PROPERTY TBK**

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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

IMPACT OF SERVICE QUALITY, TRUST, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY IN PT MEGA MANUNGGAL PROPERTY TBK

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In order to compete, survive, and grow the company is required to provide a good quality services to meet the needs and desires of its customers. Companies must be able to maintain a good reputation in the eyes of its customers. A good quality services will tend to give more satisfaction to the customers who use the services of the company. With emphasis on good service it will build a long-term profitable relationships with customers while also achieving customer loyalty.

Therefore, this study is aiming to determine the importance of the impact of service quality, trust and customer satisfaction at PT Mega Manunggal Tbk Property in an effort to improve customer loyalty which will affect the company's survival. A questionnaire distribution method chosen in this study is to collect primary data. Completed questionnaires designed and distributed or disseminated to all customers. SPSS for windows has been used to process the primary data. The findings showed that there is a significant relationship between service quality and customer loyalty, meaning that if the quality of service increases, customer loyalty will also increase. There is a significant influence between customer trust and customer loyalty, meaning that if the customer trust increases, customer loyalty will also increase.

Keywords: Service Quality, Trust, Customer Satisfaction, Customer Loyalty



DEDICATION

I dedicate this thesis to my parent, Adi Nugroho and Emmy Erawati who always proud of their beloved daughter and certainly I dedicate this thesis to my husband Andre Kurniadi Legowo and my sisters Joanna Fransisca and Maria Monica without the greatest support from my family, I would not be able to achieve my success



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