

ABSTRAK

Loyalitas merupakan komitmen yang dipegang kuat untuk membeli ataupun berlangganan kembali produk ataupun jasa tertentu di masa depan walaupun terdapat pengaruh suasana serta usaha pemasaran yang berpotensi menimbulkan pergantian sikap. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kepercayaan, serta komunikasi *word of mouth* terhadap loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif. Populasi di dalam penelitian ini merupakan pelanggan indomaret suwandak timur, kecamatan lumajang yaitu berjumlah 200 orang. Teknik pengambilan sampel dalam penelitian ini yaitu dengan menggunakan rumus teori slovin dan menghasilkan 67 orang. Hasil uji t menunjukkan bahwa kepercayaan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan indomaret suwandak timur, kecamatan lumajang dan komunikasi *word of mouth* berpengaruh signifikan terhadap loyalitas pelanggan indomaret suwandak timur, kecamatan lumajang.

Kata Kunci: Kepercayaan Pelanggan, Komunikasi *Word Of Mouth*, Loyalitas Pelanggan



ABSTRACT

Loyalty is a strongly held commitment to buy or re-subscribe to certain products or services in the future, even though there are environmental influences and marketing efforts that have the potential to cause attitude changes. The purpose of this study was to determine and analyze the effect of trust, and word of mouth communication on customer loyalty. This study uses a quantitative approach. The population in this study were customers of Indomaret, East Suwandak, Lumajang sub-district, which amounted to 200 people. The sampling technique in this study was using the Slovin theory formula and produced 67 people. The results of the t-test indicate that customer trust has a significant effect on customer loyalty in Indomaret East Suwandak, Lumajang District and word of mouth communication has a significant effect on customer loyalty at Indomaret East Suwandak, Lumajang District.

Keywords: Customer trust, Word Of Mouth Communication, Customer Loyalty

