SUMMARY

This research was entitled "**THE CAUSAL RELATIONSHIP BETWEEN SATISFACTION, TRUST, BRAND PREFERENCE, SWITCHING COST AND LOYALTY OF ISLAMIC INSURANCE CUSTOMERS IN PURWOKERTO** (**Survey on Customers of PT. Asuransi Takaful Keluarga Branch Offices Purwokerto**)". The aims of research were to analyze the effect of customer satisfaction on customers' trust, to analyze the effect of customer satisfaction on brand preference, to analyze the effect of customer satisfaction, trust as well as brand preference on loyalty, and to analyze the moderating role of switching cost on the effect of customer satisfaction, trust as well as brand preference on loyalty. Type of this research uses survey. Population of this research was all customers of Islamic Insurance in Purwokerto. By using interval estimate technique and refers to the opinion of Hair et al., in Ferdinand (2005), it could be determined that sample size of this study was 150 respondents. Furthermore, technique data analysis of this study uses Structural Equation Model (SEM) analysis. Based on the results of data analysis, it could be concluded that customer satisfaction has a positive effect on trust, customer satisfaction has a positive but no significant effect on brand preference, customer satisfaction has a positive effect on loyalty, trust has a positive effect on loyalty, brand preference has a positive effect on loyalty, switching costs no moderate the effect of customer satisfaction on loyalty, while switching costs moderate the effect of trust as well as brand preference on loyalty. Refers to these conclusions, it could be implied that as an effort to increase the customers' loyalty, management of Representative Offices (RO) of PT. Asuransi Takaful Keluarga in Purwokerto need to pay attention on customers' satisfaction, trust, brand preference and switching cost. The ways can be done by consistently perform at best service levels which is supported by staff or employee of customer service (CS) who understand the importance of service quality for the customers, always follow up the consumer complaints related to the product and service problems quickly and accurately, and so management of Representative Offices (RO) of PT. Asuransi Takaful Keluarga in Purwokerto should be able to build the communication with the customers. Refers to the limitations of this study, further research need to choose and add the number of respondents that in practically can be implemented the probability sampling method, needs to consider using the other methods of data collection, such as interview and observation. Further research also can extend the studies to incorporate the other independent, mediator or moderator variables and develop wider object to produce the better result, more generally and objectively.