RINGKASAN

Abstrak: Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kepercayaan pelanggan, kualitas layanan, dan mempersepsikan harga PT. Kobra Panca Sakti terhadap kepuasan pelanggan, juga berpengaruh pada loyalitas pelanggan. Sampel dalam penelitian ini ada 100 responden yang merupakan Pelanggan PT. Kobra Panca Sakti. Metode convenience sampling digunakan dalam penentuan sampel penelitian ini. Data dianalisis menggunakan Structural Equational Modeling (SEM) dengan perangkat lunak statistik SPSS dan AMOS. Hasil penelitian ini menunjukkan bahwa, (1) kepercayaan pelanggan berpengaruh positif terhadap Kepuasan Pelanggan di PT Kobra Panca Sakti. (2) Kualitas layanan berpengaruh positif terhadap Kepuasan Pelanggan di PT Kobra Panca Sakti. (3) Harga Persepsi memiliki pengaruh positif terhadap Kepuasan Pelanggan di PT Kobra Panca Sakti. (4) Kepuasan pelanggan berpengaruh positif terhadap Loyalitas Pelanggan pada PT Kobra Panca Sakti

Kata Kunci: Kepercayaan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan, Kualitas Layanan

SUMMARY

The purpose of this research is to know and analyze the influence customer trust, service quality, and perceive price of PT. Kobra Panca Sakti towards customer satisfaction, effected too on customer loyalty. The sample in this study there are 100 respondents who are Customer of PT. Kobra Panca Sakti. Convenience sampling method is used in the determination of this research sample. Data were analyzed using Structural Equational Modeling (SEM) with SPSS and AMOS statistical software.The results of this study show that, (1) Customer trust has a positive effect on Customer Satisfaction at PT Kobra Panca Sakti. (2) Service quality has a positive effect Oncustomer Satisfaction at PT Kobra Panca Sakti. (3) Perceived Price has a positive effect on Customer Satisfaction at PT Kobra Panca Sakti. (4) Customer satisfaction has a positive effect on Customer Loyalty at PT Kobra Panca Sakti

Keywords:Customer Trust,ServiceQuality,PerceivedPrice,Customer Satisfaction,Customer Loyalty.