

**THE INFLUENCE OF SERVICE QUALITY, TRUST AND  
CUSTOMER SATISFACTION TOWARD CUSTOMER  
LOYALTY IN ASTRA CREDIT COMPANY (ACC) MANADO**

**THESIS**

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**(15042009)**



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UNIVERSITAS KATOLIK DE LA SALLE  
MANADO**

**2019**



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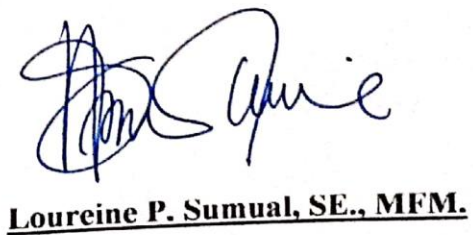
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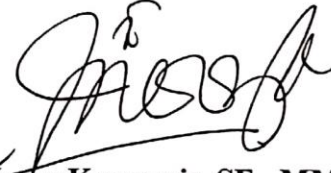


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**STATEMENT OF THESIS ORIGINALITY**

I, who sign this statement, state that this thesis:

**THE INFLUENCE OF SERVICE QUALITY, TRUST AND CUSTOMER  
SATISFACTION TOWARD CUSTOMER LOYALTY IN  
ASTRA CREDIT COMPANY (ACC) MANADO**

Is truly my original work.

In this thesis, there are no partly or overall of other people, writing and opinion that I recognize as my writing. When I used other people writing and opinion by quoting implicitly and explicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote, is being proved as plagiarism, I will take the consequences given to me, including the cancellation of degree and certificate.

Manado, August 5<sup>th</sup> 2019

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## ABSTRACT

**Mugi Gregorius Thiopan, The Influence of Service Quality, Trust and Customer Satisfaction on Customer Loyalty in Astra Credit Company (ACC) MANADO. Guided by Merung Harli and Montolalu Abdon.**

Customer loyalty is an absolute demand for the company to ensure the Customer loyalty is an absolute demand for the company to guarantee its survival in its business, because customer loyalty is the culmination of business achievement. By getting loyal customers, it can create a big opportunity for the office to expand its marketing network and maintain the survival of the company.

This research is intended to find out how the influence of Service Quality, Trust, and Satisfaction on Customer Loyalty. The type of data used in this study is quantitative in the form of a questionnaire from the Office of Astra Credit Company (ACC) Manado. The source of data in this study was obtained through primary data with a sample size of 190.

The results of the study, the  $T_{table}$  obtained was 1960 and the value of service quality (X1) = 1,153, Trust (X2) = -1,342, and Customer Satisfaction (X3) = 4,826. The results of the t test show that the  $T_{count}$  value of X1 and X2  $< T_{table}$ , this means that X1 and X2 do not have a significant influence on customer loyalty and X3 has a significant influence on customer loyalty. From the results of the  $F_{test}$  it was found that  $F_{count}$  (21,400)  $> F_{table}$  (8.54). Then the conclusion of Service Quality (X1), Trust (X2), Customer Satisfaction (X3) together has a significant effect on customer loyalty at the ACC Manado Office.

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

## ABSTRAK

**Mugi Gregorius Thiopan, Pengaruh Kualitas Layanan, Kepercayaan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Di Kantor Astra Credit Company (ACC) MANADO. Dibimbing oleh Merung Harli dan Montolalu Abdon.**

Loyalitas pelanggan merupakan tuntutan mutlak bagi perusahaan untuk menjamin kelangsungan hidup dalam usahanya tersebut, karena loyalitas pelanggan merupakan puncak pencapaian pelaku bisnis. Dengan mendapatkan pelanggan yang loyal mampu membuat peluang yang besar bagi kantor untuk memperluas jaringan pemasaran dan mempertahankan kelangsungan hidup perusahaan.

Penelitian ini dimaksudkan untuk mengetahui bagaimana pengaruh Kualitas layanan, Kepercayaan, dan Kepuasan terhadap Loyalitas Pelanggan. Jenis data yang digunakan dalam penelitian ini adalah kuantitatif yang berupa kuisioner dari Kantor Astra Credit Company (ACC) Manado. Sumber data dalam penelitian ini diperoleh melalui data primer dengan jumlah sampel 190.

Data dalam penelitian menunjukkan berdistribusi normal. Berdasarkan uji validitas, uji reliabilitas, uji linieritas, uji multikolinearitas tidak ditemukan penyimpangan-penyimpangan asumsi dasar, dengan kata lain data yang digunakan telah memenuhi syarat dalam penggunaan model persamaan regresi linier berganda.

Hasil dari penelitian,  $T_{table}$  yang didapatkan adalah 1.960 dan  $T_{count}$  dari Kualitas pelayanan ( $X_1$ ) = 1.153, Kepercayaan ( $X_2$ ) = -1.342, dan Kepuasan Pelanggan ( $X_3$ ) = 4.826. Hasil dari uji t menunjukkan bahwa nilai  $T_{count}$  dari  $X_1$  dan  $X_2 < T_{table}$ , hal ini berarti  $X_1$  dan  $X_2$  tidak memiliki pengaruh signifikan terhadap Loyalitas pelanggan dan  $X_3$  memiliki pengaruh signifikan terhadap Loyalti Pelanggan. Dari hasil uji F didapatkan bahwa  $F_{count}$  (21.400)  $> F_{table}$  (8.54). Maka hasil kesimpulannya Kualitas Pelayanan ( $X_1$ ), Kepercayaan ( $X_2$ ), Kepuasan Pelanggan ( $X_3$ ) secara bersama-sama memiliki pengaruh yang signifikan terhadap Loyalitas pelanggan di Kantor ACC Manado.

**Kata Kunci: Kualitas Pelayanan, Kepercayaan, Kepuasan Pelanggan, Loyalitas**

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Manado, August 5<sup>th</sup> 2019

Student

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