

ABSTRACT

THE EFFECT OF SERVICE QUALITY AND TRUST ON CUSTOMER LOYALTY OF STARBUCKS COFFEE IN MALL BUMI KEDATON BANDAR LAMPUNG

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The purpose of this study was to determine the effect of service quality and trust on consumer loyalty at Starbucks Coffee at Mall Bumi Kedaton Bandar Lampung. This type of research was explanative research with a quantitative approach with the independent variables, namely service quality (X1) and trust (X2), and the dependent variable consumer loyalty (Y) with the population of all Starbucks Coffee visitors with a total of 110 respondents obtained using a questionnaire from the research method used. This research used the Multiple Linear regression method. The results showed that the Service Quality (X1) had a significant effect on the Consumer Loyalty (Y) with a sig value of 0.224, and the Trust (X2) had a significant effect on the Consumer Loyalty (Y) with a sig value of 0.336.

Keywords: Service Quality, Trust, Consumer Loyalty