

CONSUMER TRUST AND LOYALTY ON TRANSPORTATION SERVICE BUSINESS

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Abstract : *This study aims to determine the marketing strategy implemented by the Dalupa Trans Lampung East bus rental service company, to increase consumer loyalty through consumer trust and satisfaction. This research method uses a quantitative approach. The population in this study were consumers, tenants and passengers of the Dalupa Trans Bus, totaling 333. The sampling technique uses the Purposive Sampling Technique, with the criteria of respondents being consumers who have rented a Dalupa Trans Bus, at least 2 times, at least 17 years old, male or female. Data collection techniques through distributing questionnaires to respondents who meet the criteria. The data analysis method used is Multiple Linear Analysis with the SPSS (Stistics Product and Service Solution) program . The results of the study prove that consumer trust has a significant effect on consumer loyalty. Consumer satisfaction does not have a significant effect on consumer loyalty. But simultaneously consumer trust and customer satisfaction have a positive and significant effect on consumer loyalty. The conclusions from this study prove that the higher consumer trust, the higher consumer loyalty will also increase, while consumer satisfaction is not able to increase consumer loyalty.*

Keywords: *Consumer Trust, Consumer Satisfaction, Consumer Loyalty, Marketing, Service Business.*

1. Introduction

The current rapid development of transportation technology makes competition in the provision of transportation services very sharp and tight. Transportation has a significant role in various aspects, both in social, economic, environmental, political, defense and security aspects. In Indonesia, with a large population, human needs and activities in carrying out mobility both for work, school, tourism, shopping, religious travel, trading, research, and business and other activities. This has an impact on the needs of the land, sea and air transportation service sector (Woro, M., & Naili, F., 2013) .

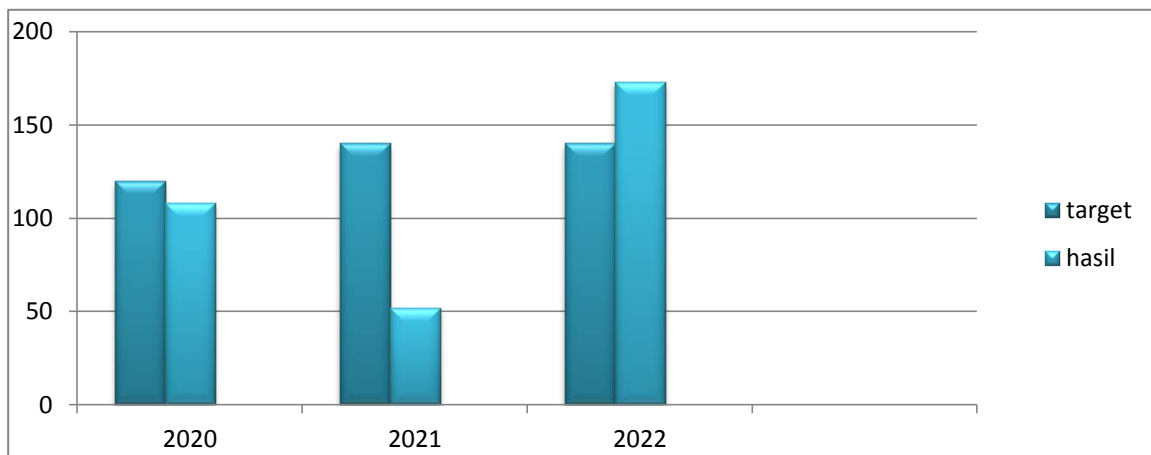
These conditions make companies compete in positive terms, namely providing the best service with better facilities to get customers or passengers. The bus is one of the modes of transportation that is still a favorite of the people of Indonesia. the people of Lampung still use buses as a means of transportation for tourism activities, study tours, pilgrimages to the graves of saints, family weddings, official trips for agencies or companies, and other needs. Seeing the needs of the people of Lampung as a business opportunity in the field of transportation services, especially bus rental, various businesses in this field have sprung up.

One of the bus rental transportation service businesses is Dalupa Trans or David Luhur Pambudi Trans. Dalupa trans is a tourism bus rental service company that was founded in August 2019. The existence of a company engaged in the same field automatically creates

intense business competition. To attract the interest of customers and consumer tastes, the owner tries to build trust and provide the best service so that customers are satisfied, which in the end is expected to return to using/renting buses at Dalupa Trans again, to become regular or loyal customers.

The following is data on the development of Dalupa Trans bus leases for the last 3 years which are presented in Table 1. Based on Table 1. the volume of vehicle rentals at Dalupa Trans in 2020 - 2022. In 2020 the target is 120 units of buses, but the number of buses rented is only 108 units. In 2021 the number of buses rented is only 52 buses, far from the target of 140 buses. This is a very unfavorable condition for the company. However, in 2022 the results achieved were very encouraging, namely 173 buses exceeding the target of 140 and the results achieved in the previous year.

Table 1. Sales of Dalupa Trans Bus Rental



Source: Dalupa Trans, (2023).

Based on Table 1, the development of bus rental in Dalupa Trans in 2020-2022 seems to have fluctuated. In 2020 the number of buses rented is 108 units, below the target of 120 units. In 2021 the number of buses rented will be 52 units, while the target is 140 units. And in 2022 the number of buses rented will be 173 units and the target for 2022 will be 140 units, meaning that they will meet the target. The existence of fluctuations in the bus rental makes entrepreneurs have to find the right strategy in running their business so that they can increase so that targets can be achieved.

According to Fihartini et al. (2010) a company is said to be successful if it has many loyal customers. Therefore, companies must build customer loyalty by first building passenger trust and satisfaction. Consumers will be loyal if the products or services provided by the company are in accordance with the wishes and needs of consumers so that consumers get satisfaction. Consumer satisfaction is a key factor for consumers to repurchase or be loyal to a product (Zulian Yamit, 2002; Hariaji, GU, & Iriyanto, S., 2019).

Supertini, *et al.* (2020); Rahayu, S., & Harsono, M. (2018) ; Rahayu, S. et al. (2020) argues that to create loyalty a consumer trust factor is needed. In line with this, Harumi D. (2016) stated that building customer loyalty must first build customer trust in the company. Thus the company must be able to create consumer confidence in the company.

Several previous studies have proven that consumer trust and satisfaction are the main factors in increasing customer loyalty (Harumi, D. 2016; Widhiantoro, 2022). The higher the

level of consumer trust and satisfaction with the service provider company, the higher the loyalty. The results of this study are supported by research by Gultom, *et al.* (2020) who found that customer trust and satisfaction have a significant effect on customer loyalty, both partially and simultaneously.

Based on the explanation on the background regarding the condition of the Dalupa Trans service company and previous research, the research aims to examine the effect of trust and satisfaction on customer loyalty. This research is expected to be useful theoretically and practically.

2. Literature Review and Hypotheses

Consumer Trusts

Trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits (Mowen and Minor 2022; Priansa 2017). According to Rousseau *et al* (1998); Piansa (2017) Trust is a psychological area which is a concern to accept what is based on expectations of good behavior from others. Trust is an assessment of one's relationship with other people who will carry out certain transactions according to expectations in an environment full of uncertainty (Pavlov, 2017). Based on these definitions it can be concluded that trust is a hope held by an individual or a group when words, treatment, promises, oral or written statements from an individual or other group can be realized.

Consumer Satisfaction

According to Kotler and Keller (2007), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (result) to performance (or expected results). If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, the consumer is very satisfied/happy. Another definition was put forward by Howard and Sheth (2012); Tjiptono (2015) that customer satisfaction is a cognitive buying situation with respect to equivalence or disproportion between the results obtained compared to the sacrifices made. Based on the opinions of these experts, it can be concluded that consumer satisfaction is the result that is felt from buying and using a product or service on an ongoing basis which is in accordance with the expectations, desires and needs of customers, in this case whether consumers have felt satisfaction.

Consumer Loyalty

Literally loyal means loyal, or loyalty can be interpreted as loyalty. Customer loyalty is a customer's commitment to a brand, store or supplier based on a very positive attitude and is reflected in consistent repeat purchases (Tjiptono 2014). From the definition of loyalty put forward, loyalty can be interpreted as the level of commitment that customers have in making purchases and supporting the products purchased even though unexpected situations occur in the future.

Research Models and Hypotheses

Previous studies discussing the effect of consumer trust and customer satisfaction on customer loyalty have been carried out by various researchers. Sasha Dwi Harumi (2016); Altje Tumble (2016); Nora Pitri Ninggolan (2018); Lestari Indah (2020); Nurhida Sri Wahyuni (2022); Wardani, EK, & Febrilia, I. (2023); Amalia, F.(2023). Proving that consumer trust and

customer satisfaction simultaneously affect customer loyalty. Based on the description of the previous research, the following models and hypotheses can be built.

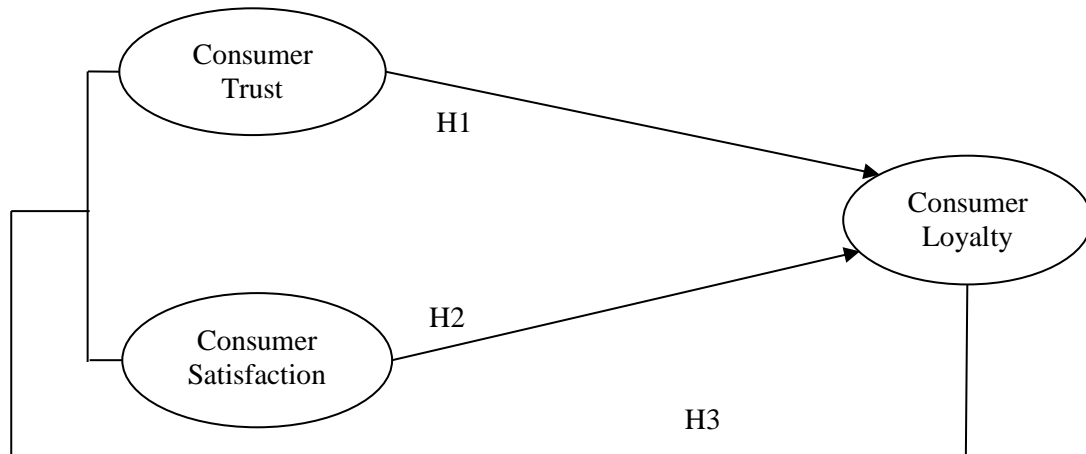


Figure 1. Research Model and Hypotheses

3. Research Method

This type of research is associative, according to Sugiyono (2012), an associative approach is an approach using two or more variables to determine the relationship or influence of one another. Quantitative research is research by obtaining data in the form of numbers or qualitative data. The data collection technique in this study is to use a survey. The data collection instrument used in this study was a questionnaire. This study discusses the effect of trust and customer satisfaction on customer loyalty case studies on Dalupa Trans.

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2010). The population in this study are consumers, in this case the tenants and passengers of the Dalupa Trans Bus. The total population of this study was 333 people. The sample is part of the characteristics possessed by the population. If the population is large and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population (Sugiyono 2012).

In this study, researchers used a sampling technique using the *Non-Probability Sampling technique*, namely *purposive sampling technique*. The objective sampling technique is a sampling technique with certain considerations (Sugiyono, 2017). The reason for selecting the sample using *purposive sampling* is because not all samples have the appropriate criteria. The criteria for respondents were the tenant and passenger of the Dalupa Trans Bus, the respondent's age was at least 17 years, had rented a bus at least 2 times, male or female.

According to Roscoe (1982) in the book *Research Methods For Business*, the recommended minimum sample size for a study if the research uses *multivariate analysis* (multiple regression), then the minimum number of sample members that must be owned is 10 times the number of variables studied. In this study the minimum number of samples needed is:

$$n = (\text{Independent Variable} + \text{Dependent Variable}) \times 10$$

$$n = (2 + 1) \times 20$$

n = 3 x 20

n = 60

Data collection techniques in this study can be done using a questionnaire, namely collecting data using a list of questions/questions that have been prepared in advance and given to respondents. Where respondents choose one of the answers that have been provided in the list of questions regarding existing customer loyalty indicators.

4. Results and Discussion

3.1.Results

Table 2. Demographic Characteristics of Respondents

Profile of respondents	amount	Percentage (%)
(1)	(2)	(3)
Gender :		
1. Male	44	43
2. Female	58	57
Age:		
1. 17-21	16	16.6
2. 22-26	26	25
3. 27-31	31	30
4. >32	29	28.4

Source : primary data processed (2023)

Based on Table 2. it can be seen that the classification of respondents aged between 17-21 years is 16 people (16.6%) . Respondents aged between 22-36 years were 26 people (25%), and those aged 27-31 years were 31 people , (30%) . Meanwhile, there were 29 people aged ≥ 32 years (28.4). It can be concluded that the highest number of respondents aged 27-31 years and at least 17-21 years old .

Table 3. Instrument Validity Test Results

Variables	Instrument	Corrected Question Item Total Correlation	r Table	validity
Consumer Trust	CT1	0.566	0.194	Valid
	CT2	0.473	0.194	Valid
	CT3	0.521	0.194	Valid
	CT4	0.544	0.194	Valid
Consumer Satisfaction	CS1	0.391	0.194	Valid

Consumer Loyalty	CS2	0.433	0.194	Valid
	CS3	0.478	0.194	Valid
	CS4	0.515	0.194	Valid
	CS5	0.300	0.194	Valid
	CS6	0.428	0.194	Valid
	CL1	0.656	0.196	Valid
	CL2	0.718	0.196	Valid
	CL3	0.846	0.196	Valid
	CL4	0.896	0.196	Valid

Based on Table 3. it can be seen that each question item has $r_{count} > r_{table}$ (0.194) and is positive. Thus the question item is declared valid.

Table 4. Instrument Reliability Test Results

Variation ble	Cronbach Alpha	Information
Consumer Trusts	0.654 _	reliable
Consumer Satisfaction	0.606 _	reliable
Consumer Loyalty	0.562 _	reliable

Source: processed SPSS output (2023)

Based on Table 4. it can be seen that each variable has a Cronbach Alpha > 0.60 . The test results show that all variables of trust, satisfaction and consumer loyalty can be said to be reliable.

Multiple Linear Regression Analysis

This analysis is used to measure the quantity of trust consumers , and satisfaction consumer. The analysis used was multiple linear regression with the help of SPSS version 2 5 with a confidence level used in multiple regression calculations of 95% or a significance level of 0.005 ($\alpha = 0.05$) .

Table 5. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,873	0,701		2,672	0,009
	kepercayaan	0,565	0,021	0,934	27,112	0,000
	kepuasan	0,025	0,026	0,033	0,963	0,338
a. Dependent Variable: keputusan pembelian						

Source: processed SPSS output (2023)

Based on Table 5 to determine the formulation of the multiple linear regression equation the effect of Trust and Satisfaction on Customer Loyalty in East Lampung. carried out regression coefficient analysis. The result is a regression constant: 1.873, a constant variable consumer confidence: 0.565, and a constant variable consumer satisfaction: 0.025. Based on the results of the regression coefficient analysis, the formula for the multiple linear regression equation is $Y = 1.873 + 0.565(X_1) + 0.025(X_2)$. This multiple linear regression equation can be interpreted as a constant value meaning that if the value of trust and satisfaction = 0 then customer loyalty to Dalupa Trans Dilampung Timur is 1.873 units, with this assumption that trust and satisfaction are constant/fixed. The values of the regression coefficients of trust and satisfaction with loyalty to Dalupa Trans in East Lampung are 0.565 and 0.025

Hypothesis Testing Results

To test the hypothesis partially, it is used to test the independent variable partially to the dependent variable. The sample used was 102 people, so the test used the t test and the significance level (α) = 5% or 0.05, a T table of 1.9 84 was obtained . By testing criteria:

$$\begin{aligned}
 t_{\text{table}} &= t(\alpha/2; n - k) \\
 &= t(0.05/2; 102 - 3) \\
 (0.025; 99) &= 1.984
 \end{aligned}$$

Table 6. Partial Hypothesis Test Results (t - test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,873	0,701		2,672	0,009
	kepercayaan	0,565	0,021	0,934	27,112	0,000
	kepuasan	0,025	0,026	0,033	0,963	0,338

a. Dependent Variable: keputusan pembelian

Source: processed SPSS output (2023)

Based on Table 6. it can be explained by testing with a partial test (t test) of each variable, namely:

1. The calculated t value for the trust variable is 27.112 and the value in the 5% distribution is 1.984, so t count 27.112 > t table 1.984 and also a significant value of 0.000 is less than 0.05 (0.000 < 0.05). This means that satisfaction has a significant effect on customer loyalty.
2. The t-count value for the satisfaction price variable is 0.963 and the value at the 5% distribution is 1.984, so t-count is 0.963 < t-table 1.984 and also a significant value of 0.338 is greater than 0.05 (0.338 > 0.05). It means satisfaction individually does not have a significant effect on customer loyalty.

Simultaneous Test (Test - F)

The F test is carried out by comparing the calculated F value with the F table value if F count > F table then there is a simultaneous effect (together) and vice versa. The results of simultaneous regression calculations are obtained as follows:

$$\begin{aligned}
 F \text{ table} &= F(k-1; n-k) \\
 &= F(3-1; 102-3) \\
 &= F(2; 99) = 2.70
 \end{aligned}$$

Table 7. Simultaneous Hypothesis Testing Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	207,127	2	103,564	400,071	.000 ^b
	Residual	25,627	99	.259		
	Total	232,755	101			

Data source: processed SPSS output (2023)

Based on Table 7, it shows that the calculated F value is greater than the F table value, namely F count 400.071 > F table 2.70 and also a significant value of 0.000 less than 0.05 (0.000

<0.05). This means that the variables of trust and satisfaction simultaneously have a positive and significant effect on customer loyalty.

Coefficient Determinant (R²)

Table 8. The Results of Test Coefficient Determinant

Summary Model ^b				
Mod el	R	R Square	Adjusted R Square	std. Error of the Estimate
1	0.943 ^a	0.890	0.888	0.509
a. Predictors: (Constant), consumer satisfaction, consumer trust				
b. Dependent Variable: consumer loyalty				

Source: processed SPSS output (2023)

Based on Table 8. above, it is known that the R Square value is 0.890. This means that the effect of the variables of trust and satisfaction simultaneously on the consumer loyalty variable is 89.0% with the rest being influenced by other variables not present in this study.

3.2. Discussion

This study seeks to obtain an overview, the influence of trust and satisfaction on customer loyalty at Dalupa Trans in East Lampung. The trust variable has an influence on customer loyalty but the satisfaction variable has no effect on customer loyalty. Evidenced by data analysis using research methods that have been determined. From the test results obtained the following discussion.

The Effect of Consumer Trust on Customer Loyalty.

The results of the research that has been carried out by researchers can be concluded that the trust variable is tested partially on customer loyalty at Dalupa Trans in East Lampung resulting in a t test of 27.112 and a value in the 5% distribution of 1.984 then t count 27.112 > t table 1.984 and also a value significantly less than 0.000 0.05 (0.00 <0.05). This means that trust has a positive and significant effect on customer loyalty. When consumer trust increases, consumer loyalty also increases. Therefore, companies in this case, especially Dalupa Trans, must pay attention to and maintain consumer trust so that consumer loyalty is also maintained and continues to increase. This research is in line with research which states that consumer trust has an effect on consumer loyalty (Gultom, *et al.* 2020; Sasha Dwi Harumi 2016; Altje tumbel 2016; Nora Pitri Ninggolan 2018 ; Lestari Indah 2020 ; Nurhida Sri Wahyuni 2022; Wardani, EK, & Febrilia, I. 2023; Amalia, F., 2023).

The Effect of Consumer Satisfaction on Loyalty

The results of research that has been carried out by researchers can be concluded that the satisfaction variable is tested partially on customer loyalty in East Lampung resulting in a t test of 0.963 and a value in the 5% distribution of 1.984, so t count 0.963 < t table 1.984 and a significant value of 0.338 is greater of 0.05 (0.338 > 0.05). This means that satisfaction has no

positive and significant effect on customer loyalty. If customer satisfaction increases, loyalty does not increase. This indicates that customer satisfaction does not automatically increase customer loyalty.

The results of this study are not in line with previous research which states that consumer satisfaction has an effect on customer loyalty, (Gultom, *et al.* 2020; Altje Tumble 2016; Nora Pitri Ninggolan 2018; Lestari Indah 2020; Nurhida Sri Wahyuni 2022; Wardani, EK, & Febrilia , I. 2023; Amalia, F., 2023).

The Effect of Trust and Satisfaction on Customer Loyalty

The results of the research that has been carried out by researchers can be concluded that the variables of trust and satisfaction are tested simultaneously on customer loyalty in Dalupa Trans in East Lampung, resulting in a calculated F value that is greater than the F table value, namely F count $400.071 > F$ table 2.70 and also a significant value of 0.000 is less than 0.05 ($0.000 < 0.05$). This means that the variables of consumer trust and customer satisfaction simultaneously have a positive and significant effect on customer loyalty. Thus that if trust and satisfaction increase, consumer loyalty will also increase.

The results of this study support previous research that trust and satisfaction have a positive effect on customer loyalty (Gultom, *et al.* 2020; Sasha Dwi Harumi 2016; Altje Tumble 2016; Nora Pitri Ninggolan 2018; Lestari Indah 2020; Nurhida Sri Wahyuni 2022; Wardani, EK, & Febrilia, I. 2023; Amalia, F., 2023).

5. Conclusion and Suggestion

Based on the results and discussion, it can be concluded that consumer trust has a positive and significant effect on customer loyalty, satisfaction has no significant effect on customer loyalty, and trust and satisfaction simultaneously have a positive effect on customer loyalty.

For companies or other businesses, especially Dalupa Trans in East Lampung, it is necessary to pay attention to consumer trust because consumer trust greatly influences customer loyalty by consumers. In addition, what must be considered is the age of consumers based on the demographic results of research respondents who are dominated by consumers aged 27-31 years, and are female. Consumers aged 27-31 years and female gender have characteristics and behaviors that are different from other age ranges and male gender. Therefore, business owners of Dalupa Trans and other companies should pay more attention to the trust and satisfaction that is tailored to their needs. For future researchers, they can re-examine the variables of this study with other types of transportation service businesses. In addition, further research can add other variables which are factors that influence customer loyalty.

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