ABSTRACT

FIRMAN SABDA RINEKA ULYA ***"Effects of service quality and consumer confidence in the loyalty of electronic credit at PT. Finansia Multi Finance branch in Bandung.***

This study aims to determine the effect of service quality, and confidence in the loyalty of consumers. Where independent variables consisting of the variable quality of service, and trust variables affect consumer loyalty as the dependent variable.

The research was conducted at PT. Finansia Multi Finance branch Bandung, in Bandung. Methods of data collection in this study is the questionnaire filled out by respondents that consumers PT. Finansia Multi Finance Bandung branch that have been buying electronics on credit. The sampling of 100 respondents in this study using simple methods of sampling. The independent variable in this study consisted of service quality, and trust, while the dependent variable is customer loyalty. Analysis used in this study include analysis of test validity, test reliability, multiple linear regression analysis, analyzes and correlates the coefficient of determination (r^2), testing the hypothesis that includes the t test, F test

The results of analysis using multiple linear regression can be seen that the variable quality of care has a positive effect on consumer loyalty PT. Finansia Multi Finance branch in Bandung. Second, variables, trust has a positive effect on consumer loyalty PT. Finansia Multi Finance branch in Bandung. Results of analysis using the t test can be known service quality, and trust have a significant effect on consumer loyalty PT. Finansia Multi Finance branch in Bandung. The results of analysis using the coefficient of determination is known that 44.5% of consumer loyalty variables can be explained by the variation of the variable quality of service and trust, while 55.5% explained by other variables that are not included in this study.

Keywords: Quality of service, trust, consumer loyalty.