

## ABSTRACT

*Economy Faculty  
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**Sabrina Aprilini**  
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***THE EFFECT OF QUALITY OF SERVICE, TRUST AND SATISFACTION ON  
CUSTOMER LOYALTY IN JNE***

*This research aims to analyze the effect of quality of service, trust and satisfaction on customer loyalty in JNE. Data used in this research were obtained from questionnaires (primary) by taking sample of 50 (fifty) respondents. The result of this research shows that variables quality of service, trust and satisfaction simultaneously significantly affect customer loyalty JNE and trust variable has the most dominant influence on customer loyalty variables with Partial Test (t Test) of 2,011. 19.8% of the customer loyalty variables can be explained by the independent variables while the remaining 80.2% is explained by other variables outside of this research*

***Key word:*** *service quality, trust, satisfaction and customer loyalty.*