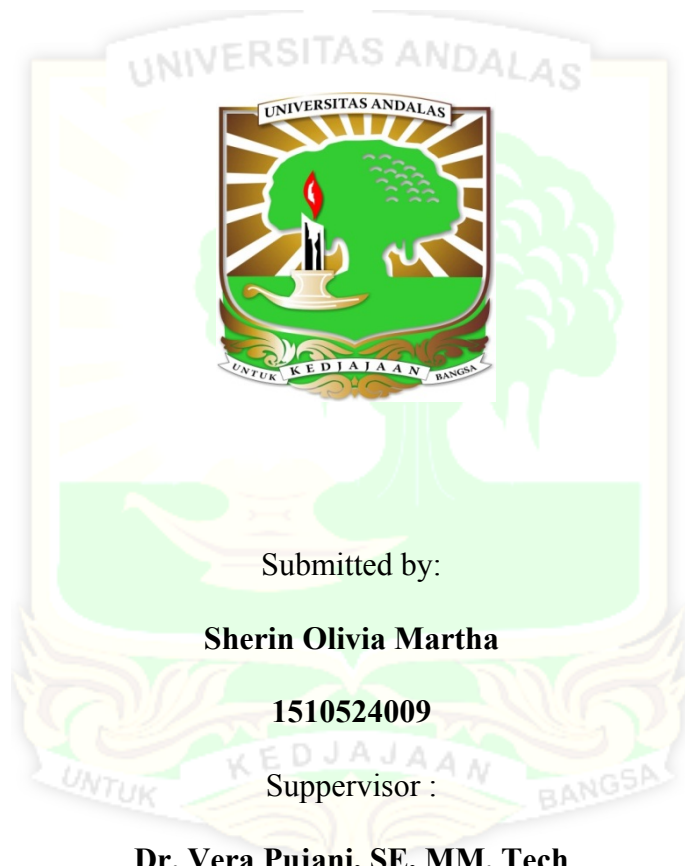


**THE ROLE OF SERVICE QUALITY AND TRUST TO BUILD CUSTOMER
LOYALTY THROUGH SATISFACTION**

(A CASE STUDY : BNI CUSTOMER AT ANDALAS UNIVERSITY)

THESIS

Thesis Proposal is submitted as one of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economic



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Supervisor :

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BACHELOR DEGREE INTERNATIONAL MANAGEMENT

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Bachelor Thesis By: Sherin Olivia Martha

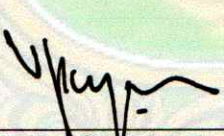


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ABSTRACT

The research has the purpose to analyze the role of service quality and trust to build customer loyalty through satisfaction for BNI customer at Andalas University. The data obtained through questionnaire, and sample were drawn from 145 respondents. The data analyzed by using SmartPLS 3.2.7. In this research there are two variables, those are dependent variable which is service quality, trust and satisfaction as independent variable and the dependent variable which is customer loyalty. The finding indicated that service quality has a significant effect on customer satisfaction, trust has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty.

Keywords: service quality, trust, customer satisfaction, customer loyalty.

This thesis already examined and passed on January 9th, 2019. This abstract already approved by supervisor and examiners:

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