

UNIVERSITAS INTERNASIONAL BATAM

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THE EFFECT OF CUSTOMER SATISFACTION AND TRUST ON CUSTOMER LOYALTY IN THE FITNESS CENTER IN BATAM

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Abstrak

This study aims to determine the effect of variable customer trust and customer satisfaction in explaining the dependent variable of customer loyalty at several fitness centers in Batam.

This research was conducted by survey method through distributing questionnaires to 200 respondents, but only 188 questionnaires were returned and testing of regression data could be carried out with the SPSS program. From the results of data processing with SPSS it is known that there is a relationship between all the variables studied.

The results of this study indicate a significant relationship between the variables of customer trust and customer satisfaction on customer loyalty in several fitness centers, so the results of this study are expected to be a reference if the fitness center management wants to learn and increase customer loyalty.

Keywords: customer trust, customer satisfaction, customer loyalty, fitness center and Batam.