

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
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THE INFLUENCE OF TRUST, COMMITMENT AND CUSTOMER'S APPROACH TO CUSTOMER LOYALTY IN THE RURAL BANKS (BPR) IN BATAM

**SUFANDY
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ABSTRACT

This study aims to determine the effect of customer trust, commitment and customer closeness on customer loyalty for BPR customers in Batam.

This research was conducted by survey method by distributing questionnaires to 400 respondents representing the Rural Credit Bank (BPR) in Batam. After the questionnaire was distributed and collected again, 390 questionnaires were successfully filled out and the regression data could be tested by the author using the SPSS program.

From the results of data processing with SPSS which is recognized as a relationship between all the variables provided. The results showed a significant positive relationship between the independent variables and the dependent variable. For BPR management, this is expected to be input regarding the expected loyalty.

Keywords: *trust, commitment and customer intimacy, loyalty and BPR*