ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kepercayaan merek dan persepsi kenaikan harga uang muka kredit terhadap loyalitas pelanggan Astra Credit Companies di Jakarta. Variabel eksogen yang diteliti dalam penelitian ini adalah variabel kualitas pelayanan, kepercayaan merek, persepsi harga. Sedangkan loyalitas pelanggan menjadi variabel endogen. Pengumpulan data primer dilakukan melalui kuesioner daan menggunakan sampel *purposive* dengan total sampel 213 pelanggan Astra Credit Companies di Jakarta. Dari hasil pengolahan data didapatkan variabel kualitas pelayanan dan persepsi harga berpengaruh terhadap variabel loyalitas pelanggan, sedangkan kepercayaan merek tidak berpengaruh terhadap loyalitas pelanggan. Kesimpulan dari penelitian ini, untuk dapat mempengaruhi loyalitas pelanggan, perusahaan harus fokus pada kualitas pelayanan terutama pada dimensi *assurance* dan *reliability* serta harus fokus pada persepsi harga terutama pada dimensi *reference price*.

Kata kunci : kualitas pelayanan, kepercayaan merek, persepsi harga, loyalitas pelanggan.

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ABSTRACT

The purpose of this study is to analyze the effect of service quality, brand trust and the perceieved price of increasing down payment credit and its impact on the customer loyalty at Astra Credit Companies in Jakarta. The exogenous variables were examined in this study are the variable quality of service, brand trust and perceived price. While customer loyalty was an endogenous variable. Primary data were collected by using questioner. Using purposive sampling, total 213 samples were obtained from the customers of Astra Credit Companies in Jakarta. From the results of the data processing, the service quality and perceived price variables affected to customer loyalty variables, while the variable brand trust has no effect on customer loyalty. The conclusion of this study, in order to influence customer loyalty, companies should focus on service quality, especially in the dimension of assurance and reliability. And should focus on perceived price especially in the dimension of reference price.

Keywords *: service quality, brand trust, perceived price, customer loyalty*

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