

ABSTRACT

This research entitles " Trust Influence and Satisfaction Influence to Consumer Loyalty in Syariah Mandiri Bank in region Jakarta . The main issue for this research are : (1) How Trust and Satisfaction could Influence Customer Loyalty who transacting in Syariah Mandiri Bank in Central Jakarta Branches, (2) How high the trust of the Customer level in Syariah Mandiri Bank in Central Jakarta Branches. (3) How high the Satisfaction level of the Customer level in Syariah Mandiri Bank in Central Jakarta Branches.(4) How high the Customer Loyalty level in Syariah Mandiri Bank in Central Jakarta Branches.(5) To gether information and evaluating the trust and satisfaction level in order increase trust and satisfaction performance that affects the customer loyalty in Syariah Mandiri Bank. This Research using 200 customer as its samples and applying linier Regresion and Bivariat analysis tool, and using F-test and t-test as its hypotesis testing.

AS Conclusion : (1) Based on result of Data analysis , Customer Believes and Satisfaction to service performance which have been given, while for Loyalty result of of category admission Loyalty but comes near less Loyalty to service performance which have been given by Syariah Mandiri Bank in Central Jakarta Branches. (2) Test result t parsially, Trust of influential positive to Loyalty, and so it is with Satisfaction influential positive to Loyalty. By increasing Trust and Satisfaction, Loyalty increase.(3) Test Result F Anova collectively/together same Trust and Satisfaction influential positive to Loyalty, Trust special its(the influence is hardly signifikan while Satisfaction signifikan doesn't. From test result Trust influence and Satsfaction with same to Customer Loyalty only 22.2 %, the rest is influenced by something else

As Suggestions : (1) From result of General in Riset , Customer Believes to Syariah Mandiri Bank in Central Jakarta Branches , for the purpose Writer suggests that performance which there are defended.(2) From result of general in Riset, Customer Satisfied to Syariah Mandiri Bank in Central Jakarta Branches. Writer suggests to the side of Management that performance which there are defended and increase Loyalty sigh of Customer about lack of farm parks, that Area Park extended for Customer.(3) Level of Loyalty in general comes near threshold is less Loyalty, writer suggestion that the side of management need to increase Employee performance in handling sigh from Customer.