

ABSTRACT

The effect of Image, Quality of Service, Trust, and Commitment to Customer Loyalty (Studies in Consumer Loyalty Bookstore Bandar Lampung)

By

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This study was conducted to determine the effect of image, Quality of Service, Trust, and Commitment to Customer Loyalty. The sample of 100 respondents was taken by purposive sampling technique. Analysis was performed with data processing using regression with tool is SPSS version 16.0 which is run by computer media. Based on the research that has been done shows that the partial test of the four independent variables only variables that significantly influence the commitment of customer loyalty, while the variable image, service quality, and trust no significant effect on customer loyalty. Simultaneously image, service quality, trust, and commitment significant effect on customer loyalty For further research is recommended to add or use other independent variables that could potentially contribute to customer loyalty as price perception, the influence of advertising, consumer psychological factors, as well as the use of respondents the sampling techniques and different methods in order to see the comparison between the method with other methods.

Keywords: image, quality of service, trust, commitment.