

KEPERCAYAAN DAN KOMITMEN SEBAGAI MEDIASI HUBUNGAN ANTARA
QUALITY ADVICE DAN LOYALITAS KONSUMEN
(PADA PT BHAKTI ABADI SEJAHTERA)

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This study aims to determine whether there is influence of quality advice to consumer confidence, to know whether there is influence of trust to consumer loyalty, to know whether influence of quality advice to commitment, to know whether there is influence of commitment to consumer loyalty, and to know whether there is influence of quality Advice on consumer loyalty. The sample used is 100 respondents who become consumer companies with data analysis techniques that are multiple regression using AMOS program. From the analysis results can be obtained conclusion as follows: Quality advice has a positive effect on consumer confidence. Trust positively affects consumer loyalty. Quality advice positively affects commitment. Commitment positively affects consumer loyalty. Quality advice positively affects consumer loyalty.