

## **ABSTRACT**

*The purpose of this research is to verify whether 1) service quality and customer experience can affect customer loyalty of DBS bank Jakarta 2) service quality and customer experience can affect trust of customer DBS bank Jakarta 3) customer trust can affect customer loyalty of DBS bank Jakarta 4) trust can mediate the effect of service quality and customer experience on customer loyalty. Sample was selected using convenience sampling method with 151 respondents of customer DBS bank Jakarta. Data processing technique using PLS-SEM (Structural Equation Modeling) and calculated with application SmartPLS 3.3.0. The result of this research shows that 1) service quality and customer experience have positive effect to customer loyalty 2) service quality and customer experience have positive effect to customer trust 3) customer trust have positive effect to customer loyalty 4) trust can positively mediate service quality and customer experience on customer loyalty.*

**Keywords:** *Service Quality, Customer Experience, Trust, Customer Loyalty*