

ABSTRACT

The study in this research is on effect analysis of customer's satisfaction, company's image and customer's trust to customer's loyalty in the special province of Yogyakarta. The issues in this research are: (1) How do customer's satisfaction, company's image and customer's trust effect simultaneously to bus Efisiensi's customer's loyalty, (2) How do customer's satisfaction, company's image and customer's trust effect partially to bus Efisiensi's customer's loyalty.

In this research, it used multiple regression and simple regression analysis. customer's satisfaction, company's image and customer's trust are as independent variables, customer's loyalty is dependent variable. The number of samples are 100 respondents with purposive sampling technique and questionnaires to obtain data.

The results of this research find customer's satisfaction, company's image and customer's trust effect positively simultaneously to bus Efisiensi's customer's loyalty; and customer's satisfaction, company's image and customer's trust effect positively partially to Bus Efisiensi's customer's loyalty in the special province of Yogyakarta.

Keywords: Effect, Customer's Satisfaction, Company's image, Customer's trust, Customer's loyalty