**ABSTRAK**

**PENGARUH *TRUST* DAN *CUSTOMER SERVICE RESPONSE* TERHADAP LOYALITAS PELANGGAN DI PROGRESS**

**COFFEE AND ROASTERY MEDAN JOHOR**

**YOGI**

**NPM. 183114251**

Penelitian ini bertujuan untuk meneliti lebih dalam tentang seberapa besar pengaruh tr*u*st dan *customer service response* terhadap loyalitas pelanggan di Progress Coffee and Roastery Medan Johor. Penelitian ini merupakan jenis penelitian kuantitatif. Penelitian ini membahas tentang “Pengaruh *trust* dan *customer service response* terhadap loyalitas pelanggan di Progress Coffee and Roastery Medan Johor. Hasil Uji t menunjukkan bahwa trust (X1) mempunyai nilai t hitung (4,222) > nilai t tabel (1,290) yang berarti Ha diterima dan Ho ditolak, dengan nilai signifikan sebesar 0,000, dapat dinyatakan bahwa variabel trust (X1) berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y). Customer service (X2) mempunyai nilai t hitung (,343) < nilai t tabel (1,290) yang berarti Ha ditolak dan Ho diterima, dengan nilai signifikan sebesar. 3.Hasil uji F menunjukkan bahwa nilai F hitung sebesar 10,377 > F tabel 3,091 dengan nilai sig. 0,000 < 0,10 . Hasil uji F ini membuktikan bahwa trust (X1) customer service (X2) secara simultan berpengaruh positif dan signifikan terhadap loyalitas pelanggan (Y). Pada uji t diketahui bahwa learning organization berpengaruh lebih dominan terhadap kinerja pegawai di Badan Pusat Statistik Kabupaten Deli Serdang. Hasil yang didapat dalam penelitian ini menunjukkan bahwa secara Parsial berpengaruh positif dan signifikan. Nilai R Square = 0,733, berarti 73,3% faktor-faktor yang mempengaruhi Kinerja dapat dijelaskan oleh variabel bebas (*Learning Organization* dan Kompetensi) sedangkan sisanya 26,7% dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci:** *Trust, Customer Service Response,* Loyalitas Pelanggan.

***ABSTRACT***

***THE EFFECT OF TRUST AND CUSTOMER SERVICE RESPONSE***

***ON CUSTOMER LOYALTY IN PROGRESS COFFEE***

***AND ROASTERY MEDAN JOHOR***

**YOGI**

**NPM. 183114251**

*The objective of this research was to examine more deeply about how much influence trust and customer service response have on customer loyalty at Progress Coffee and Roastery Medan Johor. This research is a type of quantitative research. This research discusses "The effect of trust and customer service response on customer loyalty at Progress Coffee and Roastery Medan Johor. The results of the t-test indicated that trust (X1) has a t-observed value (4,222)> t-table value (1,290) which means Ha is accepted and Ho is rejected, with a significant value of 0.000, it can be stated that the trust variable (X1) has a positive and significant effect on customer loyalty (Y). Customer service (X2) has a value of t observed (.343) < value of t table (1,290) which means Ha is rejected and Ho is accepted, with a significant value of. 3. The results of the F test show that the calculated F value is 10.377 > F table 3.091 with a sig. 0.000 < 0.10 . The results of this F test prove that trust (X1) customer service (X2) simultaneously has a positive and significant effect on customer loyalty (Y). In the t-test, it is known that learning organization has a more dominant effect on employee performance at the Central Statistics Agency, Deli Serdang Regency. The results obtained in this research indicate that partially positive and significant effect. R Square value = 0.733, meaning that 73.3% of the factors that affect performance can be explained by independent variables (Learning Organization and Competence) while the remaining 26.7% is explained by other factors not examined in this research.*

***Keywords****: Trust, Customer Service Response, Customer Loyalty.*