

ABSTRACT

The Effect of Trust and Service Quality on Loyalty Mediated by Customer Satisfaction at PT Bank Mandiri

Joshua Hendrawan¹⁾, Cynthia Sari Dewi, S.E., M.Sc.²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecture of Management Department, Pembangunan Jaya University

This study aims to determine the impact of trust and service quality on loyalty, with customer satisfaction as a mediating variable. The sampling methodology used a questionnaire with a series of statements related to each variable being examined. Participants in this study were customers of PT Bank Mandiri in the Jakarta area who had been clients for at least six months and had conducted at least three transactions in one month. The sample size of respondents was calibrated based on the number of indicator statements using the formula from Hair et al.; thus, this study used 150 completed questionnaires from 150 PT Bank Mandiri customers. Data analysis for this study was conducted using SmartPLS 4.0 software. Hypothesis testing using PLS methodology was performed in two phases: the evaluation of the outer model and the assessment of the inner model. The outer model test was conducted to validate and ensure the reliability of all indicators for each variable. The inner model test was performed to examine the influence between variables based on the hypotheses formulated earlier. The results show that trust and service quality play a crucial role in increasing customer loyalty. Higher trust strengthens customer commitment, while responsive, reliable, and empathetic service quality enhances customer satisfaction, which in turn strengthens loyalty. Customer satisfaction also serves as a bridge between trust and loyalty. This study emphasizes the importance of building trust and maintaining service quality to retain customers and create long-term loyalty.

Keywords: Trust , Service Quality, Customer Satisfaction, Loyalty.