

ABSTRAK

Perkembangan dan usaha yang bertambah pesat pada seiring dengan perkembangan teknologi telah membawa pengaruh besar terhadap perkembangan ekonomi Indonesia. Hal ini terlihat dengan adanya persaingan yang ketat dalam dunia usaha baik perdagangan industri jasa serta adanya peningkatan tuntutan konsumen bukan hanya sebatas jasa atau barang yang di konsumsinya tetapi juga peningkatan peningkatan mutu pelayanan akan jasa tersebut. Dapat dikatakan bahwa salon Shinjuku Hairmake Surabaya merupakan perintis yang mampu menyaingi para pesaing nya untuk berada dalam posisi atas.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Perceived Service Quality*, *Corporate Image*, *Trust*, dan *Perceived Switching Cost* terhadap *Customer Loyalty*. Manfaat yang diharapkan Dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bident manajemen khususnya seberapa besar pengaruh *Customer Loyalty*.

Penelitian ini merupakan penelitian kasual. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 100 responden dengan karakteristik responden berdasarkan usia dengan batasan 18-60 tahun dan apakah berdomisili di Surabaya atau tidak. Selain itu, responden juga pernah melakukan perawatan rambut minimal 2 kali dalam 6 bulan terakhir di Shinjuku Hairmake Salon di Surabaya.

Hasil penelitian ini menunjukkan bahwa *Perceived Service Quality* berpengaruh signifikan terhadap *Corporate Image*, *Perceived Service Quality* berpengaruh signifikan terhadap *Trust*, *Perceived Service Quality* berpengaruh signifikan terhadap *Perceived Switching Cost*, *Corporate Image* berpengaruh signifikan terhadap *Customer Loyalty*, *Trust* berpengaruh signifikan terhadap *Customer Loyalty*, *Perceived Switching Cost* berpengaruh signifikan terhadap *Customer Loyalty*, dan *Perceived Service Quality* berpengaruh signifikan terhadap *Customer Loyalty*.

Kata Kunci: *Corporate Image, Trust, Perceived Switching Cost, Perceived Service Quality, Customer Loyalty*

ABSTRACT

The development and business that are growing rapidly in line with technological developments have had a major influence on the development of the Indonesian economy. This can be seen from the intense competition in the business world, both trade in the service industry and an increase in consumer demands not only for services or goods consumed but also by an increase in the quality of services for these services. It can be said that Shinjuku Hairmake Surabaya salon is a pioneer capable of competing with its competitors to be in the top position.

This study aims to determine how the influence of Perceived Service Quality, Corporate Image, Trust, and Perceived Switching Cost on Customer Loyalty. Expected benefits from this research is to add to the repertoire of knowledge in management, especially how much influence Customer Loyalty.

This research is a casual research. The research method used is a quantitative method with data processing using SPSS. Data collection was carried out by distributing questionnaires to 100 respondents with respondent characteristics based on age with a limit of 18-60 years and whether they live in Surabaya or not. In addition, the respondent has also done hair care at least 2 times in the last 6 months at Shinjuku Hairmake Salon in Surabaya.

The results of this study indicate that Perceived Service Quality has a significant effect on Corporate Image, Perceived Service Quality has a significant effect on Trust, Perceived Service Quality has a significant effect on Perceived Switching Cost, Corporate Image has a significant effect on Customer Loyalty, Trust has a significant effect on Customer Loyalty, Perceived Switching Cost. has a significant effect on Customer Loyalty, and Perceived Service Quality has a significant effect on Customer Loyalty.

Keywords: *Corporate Image, Trust, Perceived Switching Cost, Perceived Service Quality, Customer Loyalty*