

ABSTRAK

PENGARUH CORPORATE SOCIAL RESPONSIBILITY, SERVICE QUALITY, CORPORATE REPUTATION, DAN TRANSPARENCY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION DAN CUSTOMER TRUST PADA PELANGGAN TELKOMSEL DI SURABAYA

Penelitian ini dilakukan untuk mengetahui pengaruh *corporate social responsibility*, *service quality*, *corporate reputation*, dan *transparency* terhadap *customer loyalty* melalui *customer satisfaction* dan *customer trust* pada pelanggan Telkomsel di Surabaya. Pengumpulan data dilakukan dengan menggunakan kuesioner terhadap 270 responden yang terdiri dari 135 responden pria dan 135 responden wanita. Data dianalisa dengan uji statistik *Structural Equation Modeling* menggunakan *software* AMOS. Dari hasil penelitian dapat disimpulkan bahwa *corporate social responsibility* tidak memiliki pengaruh terhadap *customer loyalty* dan *customer satisfaction*, tetapi berpengaruh terhadap *customer trust*. *Service quality* memiliki pengaruh terhadap *customer loyalty*, *customer satisfaction*, dan *customer trust*. *Corporate reputation* tidak berpengaruh terhadap *customer loyalty*, tetapi berpengaruh terhadap *customer satisfaction* dan *customer trust*. *Transparency* berpengaruh terhadap *customer loyalty*, *customer satisfaction*, dan *customer trust*.

Kata Kunci: *corporate social responsibility*, *service quality*, *corporate reputation*, *transparency*, *customer satisfaction*, *customer trust*, *customer loyalty*.

This study aims to analyze the impact of corporate social responsibility, service quality, corporate reputation, and transparency on customer loyalty through customer satisfaction and customer trust on Telkomsel customers in Surabaya. Data were compiled using questionnaire to 270 respondents consisting of 135 male respondents and 135 female respondents. Data analyzed using Structural Equation Modeling with AMOS software. Empirical findings suggested that that corporate social responsibility has no effect on customer loyalty and customer satisfaction, but does have an effect on customer trust. Service quality has an influence on customer loyalty, customer satisfaction, and customer trust. Corporate reputation has no effect on customer loyalty, but does affect customer satisfaction and customer trust. Transparency affects customer loyalty, customer satisfaction, and customer trust.

Key Word: *corporate social responsibility*, *service quality*, *corporate reputation*, *transparency*, *customer satisfaction*, *customer trust*, *customer loyalty*.