

ABSTRACT

Nowadays, transportation sector plays an important role since the mobility of society is very high and tends to be dynamic, it is also strengthened by the development of technology and science, revenue, verifiable job, and a wide range of community interests which caused the increasing demands of society on services such as the need for transportation. There are various transportations that circulate in society made people be selective in choosing public transportation to suit their needs. Currently, level of competition is increasing where Kereta Api Lodaya become one of the transportation mode which has demanded by costumers.

The aims of this research are to know the market orientation, costumer value, costumer trust of Kereta Api Lodaya, to find out the influence of market orientation to costumer value of Kereta Api Lodaya, to determine the influence of customer value to costumer trust of Kereta Api Lodaya.

The analysis data technique used Path Analysis that has been tested with classic assumption i.e. test of normality, test of multicollinearity, test of variance, t-test, coefficient determination. This study is a descriptive research by using quantitative approach which involved 100 costumers of Kereta Api Lodaya as respondents. The incidental sampling technique is used in taking the samples.

This study found that variable of orientation market has 77.9 % influenced to variable costumer value of Kereta Api Lodaya while the 22.1% was described by another variable which was not tested in this research. On the other hand, the influence of costumer value variable to costumer trust variable reached 44.4% while the 55.6% was described by another variable that was not tested in this study.

Keywords: Market Orientation, Customer Value, Customer Trust, Path Analysis