

ABSTRACT

This research is motivated by problems related to Service Quality and Consumer Trust in the SOCO by Sociolla Application. Based on the results of the pre-survey, it is stated that the SOCO by Sociolla application has not been able to provide good service for its customers. This research was conducted to determine the effect of Service Quality and Consumer Trust on Loyalty Consumers on the SOCO by Sociolla App. According to the theory according to Boonlertvanich (2018:292) service quality, satisfaction and trust are the basis of customer loyalty.

This study uses quantitative methods with the type of causality descriptive research. With a non-probability sampling method, type purposive sampling, with the number of respondents as many as 385 people. Technique data analysis using descriptive analysis and linear regression analysis multiple data processing using SPSS 25.

Based on the results of descriptive analysis shows Service Quality, Consumer Trust and Consumer Loyalty as a whole are at good category. The results of the multiple linear regression analysis technique concluded that the variables of Service Quality (X1) and Consumer Trust (X2) had a positive and significant effect on customer loyalty (Y) in the SOCO by Sociolla application partially or simultaneously. Based on the results of the coefficient of determination test obtained a value of 74.3%. This shows that the influence of the variables of Service Quality (X1) and Consumer Trust (X2) on customer loyalty (Y) is 74.3%. While the remaining 25.7% is influenced by other factors not examined in this study.

Of all the variables, there are several aspects that are felt to be lacking, including the work system of Customer service being evaluated to be more responsive, more innovative in providing promos to consumers and improving product quality, services, application features and product variations.

Keywords: *Service Quality, Customer Trust and Customer Loyalty*