

ABSTRACT

***THE INFLUENCE OF TRUST ON CUSTOMER LOYALTY
AT PD. AFAT'S FISH FARM***

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The objectives of this study is to determine and analyze the effect of trust on customer loyalty at PD. Afat's Fish Farm.

The research method used in this study was a survey, while data collection was conducted through interviews and questionnaires. The sampling technique used was accidental sampling with a sample size of 37 respondents. The analytical tool used was simple regression analysis.

The results show that customer trust in PD. Afat's Fish Farm is classified as good; customer loyalty to PD. Afat's Fish Farm is classified as very good; and there is an influence between trust and customer loyalty.

Keywords: Trust, Customer Loyalty.