

## **ABSTRAK**

### **PENGARUH KEPERCAYAAN, CITRA PERUSAHAAN, DAN NILAI PELANGGAN TERHADAP KEPUASAN PELANGGAN (Studi pada Nabila Skincare Purwodadi)**

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kepercayaan, citra perusahaan, dan nilai pelanggan terhadap kepuasan pelanggan Nabila Skincare Purwodadi. Populasi penelitian ini adalah pelanggan dari Nabila Skincare Purwodadi. Pengumpulan data dari penelitian ini menggunakan metode penyebaran kuesioner sebanyak 100 responden yang melakukan perawatan kulit wajah di Nabila Skincare. Teknik pengujian data yang digunakan adalah uji validitas, uji reliabilitas, dan uji analisis regresi berganda. Analisis data penelitian ini dibantu dengan program software IBM SPSS 21. Hasil penelitian ini menunjukkan bahwa : (1) Kepercayaan tidak berpengaruh terhadap kepuasan pelanggan di Nabila Skincare Purwodadi, (2) Citra Perusahaan berpengaruh positif terhadap kepuasan pelanggan di Nabila Skincare Purwodadi, (3) Nilai Pelanggan berpengaruh positif terhadap kepuasan pelanggan di Nabila Skincare.

Kata Kunci : Kepercayaan, Citra Perusahaan, Nilai Pelanggan, Kepuasan Pelanggan.

## **ABSTRACT**

### **THE EFFECT OF TRUST, COMPANY IMAGE, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION (Study at Nabila Purwodadi Skincare)**

*The purpose of this study was to determine and analyze the effect of trust, company image, and customer value on customer satisfaction at Nabila Skincare Purwodadi. The population of this study were customers of Nabila Skincare Purwodadi. Collecting data from this study using the method of distributing questionnaires as many as 100 respondents who carry out facial skin care at Nabila Skincare. The data testing technique used is validity test, reliability test, and multiple regression analysis test. Analysis of this research data was assisted by the IBM SPSS 21 software program. The results of this study indicate that: (1) Trust has no effect on customer satisfaction at Nabila Skincare Purwodadi, (2) Company image has a positive effect on customer satisfaction at Nabila Skincare Purwodadi, (3) Customer Value has a positive effect on customer satisfaction at Nabila Skincare.*

*Keywords: Trust, Company Image, Customer Value, Customer Satisfaction.*