

ABSTRACT

CV Power Hearing Bali as a hearing aid provider company in Bali is also trying to increase customer loyalty. but during the covid-19 pandemic, CV Power Hearing Bali experienced a decline in turnover. The purpose of this study was to analyze the effect of service quality and customer satisfaction on customer loyalty with customer trust as an intervening variable at CV Power Hearing Bali. The number of samples used in this study was 91 respondents using the sampling method, namely the non-probability sampling technique. Data was collected using a questionnaire distributed online using a google form. The data analysis technique used SEM-PLS. The results show that service quality has a positive and significant effect on customer trust, customer satisfaction has a positive and significant effect on customer trust, service quality has a positive and significant effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, trust has a positive and significant effect on loyalty. customers, trust can mediate the positive effect of service quality on customer trust, trust can mediate the positive effect of satisfaction on customer loyalty, service quality has a positive and significant effect on customer satisfaction, customer satisfaction can mediate the positive effect of service quality on customer loyalty.

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

