

***DETERMINANTS OF CUSTOMER LOYALTY OF WONDR BY BNI USERS
WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE***

ABSTRACT

The purpose of this study is to analyze the effect of service features and trust on customer loyalty among Wondr by BNI users, with customer satisfaction as an intervening variable. The analysis method used in this study is quantitative primary data, and the stages of testing are: Validity Test, Reliability Test, PLS, Model Measurement, Structural Model, and Hypothesis Testing. The data used in this study were collected through a questionnaire, with a total of 160 valid responses obtained. The sampling method employed was non-probability sampling using purposive sampling techniques. The testing tools used were PLS v.4 and SPSS v.30. The results of the study indicate that service features and trust influence customer satisfaction among Wondr users, service features and trust influence customer loyalty among Wondr users, customer satisfaction influences customer loyalty among Wondr users, and service features and trust influence customer loyalty through customer satisfaction as an intervening variable but do not fully mediate among Wondr users by BNI.

Keywords: Loyalty, Satisfaction, Service Features, Trust

(xv + 67 + Appendices)

References (2010 - 2025)