



THE ROLE OF CUSTOMER TRUST AS A MEDIATION ON THE EFFECT OF CORPORATE IMAGES AND PRICE FAIRNESS TO CUSTOMER LOYALTY

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Abstract

The purpose of this study is determine the role of customer trust in mediating the corporate image and the price fairness to customer loyalty mapemall.com. Testing the research hypothesis using Structural Equation Modeling (SEM) analysis techniques using SMARTPLS assistance, using IBM SPSS Statistics 22 to test validity and reliability, and the sample in this study amounted to 85 respondents, taken using pposive sampling technique, with the criteria of respondents namely customers who have been shopping online at Mapemall.com for the past year at least twice, living in the city of Denpasar. The results showed that (1) the corporate image had a positive and significant effect on customer trust, (2) the price fairness has a positive and significant effect on customer trust, (3) the corporate image has a positive and significant effect on customer loyalty, (4) the price fairness and significant to customer loyalty, (5) customer trust has a positive and significant effect on customer loyalty, (6) customer trust can mediate the relationship between corporate image and customer loyalty, and (7) customer trust can mediate the price fairness relationships with customer loyalty.

Keywords: *corporate image, price fairness, customer trust, customer loyalty*