ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Switching Barriers* dan *Customer Trust* terhadap Loyalitas *Customer* melalui *Switching Intention* pada pelanggan ikan laut ibu Maharani di pasar Sepanjang Sidoarjo. *Switching barrier* dapat diukur dengan biaya transaksi, biaya pembelajaran, dan biaya pembuatan. Pada *customer trust* ada faktor yang bisa mempengaruhi kepercayaan seperti pengalaman, kualitas kerja dan kecerdasan. Lalu, pada *switching intention* terdapat faktor yang mempengaruhinya seperti ketidakpuasan konsumen, sikap pengajuan complain, dan kepercayaan diri. Loyalitas *customer* memiliki karakteristik seperti *repeat order, referrals*, serta *retention*. Menggunakan metode kuantitatif dengan sampel berjuamlah 108 responden. Teknik pengambilan data dengan kuesioner yang diukur menggunakan *skala likert*. Menggunakan non probability sampling dengan teknik accidental sampling sebagai teknik pengambilan sampel. Teknik analisis menggunakan *partial least square* (PLS) dengan alat uji analisis statistika yaitu *software SmartPLS* 4. Hasil dari penelitian menunjukkan bahwa : 1) *Switching barriers* berpengaruh secara signifikan dan positif terhadap *switching intention.* 2) *Switching barriers* berpengaruh signifikan dan positif terhadap loyalitas *customer.* 3) *Customer trust* berpengaruh signifikan dan positif terhadap *switching intention*. 4) *Customer trust* berpengaruh signifikan dan positif terhadap loyalitas *customer*. 5) *Switching intention* berpengaruh signifikan dan positif terhadap loyalitas *customer*.

Kata kunci *: Switching Barrier, Customer Trust,* **Loyalitas** *Customer, Switching Intention*

ABSTRAC

This study aims to examine and analyze the effect of Switching Barriers and Customer Trust on Customer Loyalty through Switching Intention to customers of Ibu Maharani's marine fish in the Sepanjang market in Sidoarjo. Switching barrier can be measured by transaction costs, learning costs, and creation costs. In customer trust there are factors that can affect trust such as experience, quality of work and intelligence. Then, on switching intention there are factors that influence it such as consumer dissatisfaction, attitude towards filing complaints, and self-confidence. Customer loyalty has characteristics such as repeat orders, referrals, and retention. Using quantitative methods with a sample of 108 respondents. Data collection technique with a questionnaire that is measured using a Likert scale. Using non-probability sampling with accidental sampling technique as a sampling technique. The analysis technique uses partial least squares (PLS) with a statistical analysis test tool, namely SmartPLS 4 software. The results of the study show that: 1) Switching barriers have a significant and positive effect on switching intention. 2) Switching barriers have a significant and positive effect on customer loyalty. 3) Customer trust has a significant and positive effect on switching intention. 4) Customer trust has a significant and positive effect on customer loyalty. 5) Switching intention has a significant and positive effect on customer loyalty.

Keywords : *Switching Barrier, Customer Trust,* **Loyalitas Customer, Switching Intention**