

## ABSTRACT

*This study is motivated by the importance of customer loyalty in maintaining the sustainability of service businesses, especially in the car rental industry which has a high level of competition. Customer loyalty is influenced by various factors, including service quality and customer trust. Therefore, this study aims to analyze the effect of service quality and customer trust on customer loyalty at CV Razl Rental Mobil Bandung.*

*This research uses a quantitative approach with a causal research type. The independent variables in this study are service quality (X1) and customer trust (X2), while the dependent variable is customer loyalty (Y). Data collection techniques were carried out through observation, interviews, and questionnaires distributed to 72 respondents determined using the Slovin formula. The data were analyzed using validity tests, reliability tests, and multiple linear regression analysis with the help of SPSS.*

*The results showed that partially, service quality and customer trust have a positive and significant effect on customer loyalty. Simultaneously, both variables have an influence of 51.7% on customer loyalty, while the remaining 48.3% is influenced by other variables outside this study. Service quality is the most dominant variable affecting customer loyalty.*

*Thus, improving service quality and maintaining customer trust are important factors in increasing customer loyalty. Companies are advised to continuously enhance service quality and maintain customer trust to sustain long-term customer loyalty.*

*Keywords: Service Quality, Customer Trust, Customer Loyalty, Car Rental Services.*