

ABSTRACT

The purpose of this research is to test the influences of product quality, after sales service, and direct marketing on customer trust to impact sustainability relationship. Using these variables, the usage of these variables are able to solve the arising problem within customers CV. Mitra Kasih Perkasa. Statement of this problem is how increase sustainability relationship?.

The samples size of this research is 105 customers CV. Mitra Kasih Perkasa. Using the Structural Equation Modeling (SEM). The results show that product quality, after sales service, and direct marketing on customer trust to impact sustainability relationship.

The effect of core product quality on customer trust are significant; The effect after sales service on customer trust are significant; The effect of direct marketing on customer trust are significant; The effect customer trust on sustainability relationship are significant; and The effect direct marketing on sustainability relationship are significant.

Keywords: product quality, after sales service, direct marketing, customer trust and sustainability relationship.