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Pengaruh Kualitas Pelayanan dan Kepercayaan terhadap Kepuasan Anggota pada Kopel Bulog Pusat di Jakarta Selatan

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ABSTRACT

Service quality is an action that reflects the level of strength and excellence of the company in measuring how well its service meets the needs, desires, and expectations of a customer. This research discusses the influence of service quality and trust on the satisfaction of members of the at Kopel Bulog Pusat in South Jakarta. Using a quantitative method with data collection techniques such as observation, questionnaires distributed to 92 members as respondents, and literature study methods. This study aims to simultaneously determine whether service quality and trust affect member



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