



The Influence of Trust and Customer Relationships on Purchase Loyalty at PT Lautan Dewa Energy Surabaya

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Abstract: Purchase loyalty is an important aspect for fuel distribution companies in maintaining business relationships with customers. This study aims to analyze the effect of trust and customer relationships on purchase loyalty at PT Lautan Dewa Energy Surabaya. The study used a quantitative approach with a survey method. The study population consisted of 70 customers and all were used as samples through purposive sampling. Data were collected using a four-level Likert scale questionnaire and analyzed using SPSS through descriptive tests, validity, reliability, classical assumptions, multiple linear regression, t-test, and correlation and determination coefficients. The results showed that trust had a positive and significant effect on purchase loyalty with a coefficient of 0.383 and a significance of 0.005. Customer relationships also had a positive and significant effect with a coefficient of 0.379 and a significance of 0.026. The R Square value of 0.589 indicates that both variables explain 58.9% of the variation in purchase loyalty. In conclusion, increasing trust and customer relationships can strengthen the purchase loyalty of PT Lautan Dewa Energy Surabaya customers.

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Introduction

Customer loyalty is a crucial asset that determines a company's long-term sustainability and growth. According to Tjiptono in Oktavia et al. (2022), loyalty is defined as a customer's commitment to a company, brand, or supplier, based on a positive attitude and reflected in repeat purchases. From a modern marketing management perspective, loyalty is not only related to repeat purchase behavior but also reflects a customer's commitment to consistently use a product or service despite the availability of various alternatives. This condition is increasingly important in the energy sector, particularly transportation and fuel distribution services such as High Speed Diesel (HSD), because customers are highly dependent on the availability of a continuous energy supply. The fuel distribution industry demands timeliness, safety, and regulatory compliance, so customers consider not only price but also a trustworthy distribution partner. In this context, trust and customer relationships are two fundamental

factors in creating and maintaining customer loyalty. Trust is built through consistent service, information transparency, compliance with safety and regulatory standards, and the company's ability to handle issues professionally. Meanwhile, customer relationships relate to intensive communication, understanding customer needs, and efforts to build relationships that go beyond mere seller-buyer relationships. This concept aligns with the relationship marketing approach, which emphasizes the importance of building long-term relationships rather than simply pursuing short-term transactions. According to Idris et al., as cited in Apriliani (2020), customer satisfaction arises when consumers demonstrate a positive attitude as a form of satisfaction with the service they receive, specifically when the service meets their expectations and is commensurate with the price paid, ultimately increasing customer loyalty.

The phenomenon of customer loyalty is increasingly relevant as competition in the fuel distribution industry increases. Mulyanto & Didit (2025) concluded that "customer loyalty is one of the keys to success in facing increasingly fierce competition." In HSD distribution services, customers not only assess price, but also consider delivery security, accuracy of goods volume, timeliness of fleet arrival at the location, and the company's readiness to respond to emergencies. The development of the energy industry is also marked by the increasing number of business actors, the development of information technology, fluctuations in world oil prices, government policies regarding fuel distribution and subsidies, and increasing safety and environmental standards. These conditions provide customers with various alternatives in determining business partners and require companies to be adaptive, efficient, and innovative in maintaining their position. In the context of PT Lautan Dewa Energy Surabaya as a company engaged in the transportation and distribution of HSD fuel, these demands are reflected in the need to maintain timely delivery, ensure fuel quality and quantity according to standards, and guarantee safety during the transportation process. Failure to meet these aspects has the potential to reduce customer trust and influence customers' decisions to switch to other companies.

The problem that arises is that repeat purchases do not necessarily indicate a long-term customer commitment to a company. Customers may continue to use a company's services due to price considerations or limited alternatives, rather than solely due to trust and strong relationships. This condition causes loyalty to become fragile and allows customers to switch when competitors offer lower prices or more attractive facilities. Therefore, it is important to understand the extent to which trust and customer relationships actually play a role in shaping customer loyalty to a company. In business relationships between companies, this issue is more complex because the decision-making process can involve more than one party, the existence of long-term contracts, and the consideration of significant operational risks. Tjiptono in Setiantono & Hapzi (2025) Customer relationships refer to organizational, technical, process, and strategic adjustments that businesses make to better manage their business and be more aligned with their clients' behavior. Thus, a company's reputation, performance track record, and quality of communication are important factors in building and maintaining customer trust.

The research problem is also evident in the challenges in retaining customers amidst increasingly fierce competition. Changing customer needs, price pressure from competitors, and unsatisfactory service experiences can trigger customers to switch to other service providers. Therefore, companies need to consistently maintain service quality and build harmonious relationships with customers. At PT Lautan Dewa Energy Surabaya, these conditions are related to the company's ability to meet demands for timely delivery, fuel quality and quantity, transportation security, communication with customers, and product availability. The results of a pre-survey of 8 informants who are customers of PT Lautan Dewa Energy Surabaya showed that most informants stated that trust in the company was quite good, especially related to the quality of products and services provided. However, several informants revealed that there are still aspects of customer relations that need to be improved, such as more responsive communication, attention to customer needs, and product stock availability that is sometimes not always met. These conditions indicate that optimal customer relations and consistent stock availability are important factors in increasing customer purchasing loyalty to PT Lautan Dewa Energy Surabaya. This problem is also reinforced by the existence of gaps in previous research. Academically, research on the influence of trust and customer relationships on customer loyalty has

been extensively conducted in various industrial sectors, but the results show mixed findings. Some studies suggest that trust has a direct and significant influence on customer loyalty, while others suggest that this influence is indirect through mediating variables such as satisfaction or commitment. Similarly, with customer relationships, there are differing research findings regarding the extent to which relationship quality directly influences loyalty. These varying research findings indicate a research gap that requires further study, particularly in the context of the energy distribution industry, which has unique characteristics. This research is therefore directed at the context of PT Lautan Dewa Energy Surabaya, taking into account the conditions of customer relationships, trust, and purchasing loyalty found in the pre-survey.

This study aims to analyze the influence of trust and customer relationships on customer loyalty at PT Lautan Dewa Energy Surabaya. The urgency of this research lies in the company's need to understand the influence of these two variables so that it can identify aspects that need to be improved in terms of service quality, communication, and management systems. The results of this study are expected to form the basis for formulating policies for improving service quality, human resource training, and developing a customer satisfaction and loyalty monitoring system. From an academic perspective, this study is expected to contribute to the development of marketing management science, particularly in relationship marketing in the energy sector, as well as enrich the literature on factors that determine customer loyalty in the context of business to business and high-risk industries. The novelty of this study lies in the empirical study of the role of trust and customer relationships in shaping purchasing loyalty at PT Lautan Dewa Energy Surabaya, taking into account the characteristics of fuel distribution and transport companies. Thus, this study is expected to provide an overview of the factors that influence customer loyalty and serve as a basis for data-based managerial decision-making.

Research methods

This study uses a quantitative approach that aims to examine the influence of trust and customer relationships on purchasing loyalty at PT Lautan Dewa Energy Surabaya. The quantitative approach was used because the research data were obtained in the form of numbers which were then measured and analyzed statistically to test the research hypothesis. The research was conducted through a review of various literature sources and previous studies relevant to the variables of trust, customer relationships, and purchasing loyalty. Empirical data for the study were obtained directly from respondents through the distribution of questionnaires. The study was conducted at the PT Lautan Dewa Energy Surabaya office for a period of five months, from February to June 2026. The research subjects were users of ship and industrial fuel at PT Lautan Dewa Energy Surabaya, while the research objects included trust, customer relationships, and purchasing loyalty.

The instrument used in this study was a questionnaire designed to obtain respondents' perceptions regarding trust, customer relationships, and purchasing loyalty. The questionnaire consisted of a number of written statements answered independently by respondents using a four-level Likert scale, namely Strongly Disagree with a score of 1, Disagree with a score of 2, Agree with a score of 3, and Strongly Agree with a score of 4. The data obtained were primary data collected directly from respondents based on their perceptions and views on the research statements. Furthermore, the data were analyzed using SPSS software through several stages, namely descriptive tests, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing through t-tests and correlation coefficients and coefficients of determination (R^2). The use of this analysis was aimed at determining the relationship and influence of trust and customer relationships on purchasing loyalty.

The research population is regular customers of PT Lautan Dewa Energy Surabaya located in the Surabaya area and have made purchases more than once, with a population of 70 people. The research sample consists of 70 respondents who are customers of PT Lautan Dewa Energy Surabaya. The sampling technique used is nonprobability sampling with purposive sampling technique, namely the selection of respondents based on certain characteristics that are in accordance with the research objectives. Respondent criteria include customers who have made purchases more than once at PT Lautan Dewa Energy Surabaya, customers who make purchases with a minimum amount of 5 kilo liters, and customers who have business activities in the Surabaya area. With these characteristics, the selected



respondents are expected to be in accordance with the research focus on trust, customer relationships, and purchasing loyalty.

The research procedure began by identifying issues regarding customer trust and relationships and their relationship to purchasing loyalty at PT Lautan Dewa Energy Surabaya. Next, the researcher conducted a review of the literature and previous research as a basis for determining variables and developing research instruments. The population was then determined based on loyal customers who make repeat purchases, while respondents were selected based on predetermined sample characteristics. Data collection was carried out using a Google Form-based questionnaire distributed to respondents according to sample characteristics. The collected data were then selected and tabulated to summarize all respondents' answers. The next stage was data processing and analysis using SPSS software through descriptive tests, validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results of the analysis were used to determine the effect of customer trust and relationships on purchasing loyalty at PT Lautan Dewa Energy Surabaya.

Results and Discussion

Descriptive Test

1. Data Distribution Based on Gender

Table 1. Data Distribution Based on Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Man	59	84.3	84.3	84.3
	Woman	11	15.7	15.7	100.0
	Total	70	100.0	100.0	

Source: SPSS V31 Data Processing Results

From the data above, it can be seen that the number of research samples based on gender was 70 people. Of these, 59 were male, representing 84.3%, while 11 were female, representing 15.7%. The total number of respondents was 70, representing 100%.

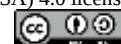
2. Sample Data Based on Age

Table 2. Data Distribution Based on Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
	21-30 years old	5	7.1	7.1	7.1
	31-40 years	12	17.1	17.1	24.3
	< 40 years	53	75.7	75.7	100.0
	Total	70	100.0	100.0	

Source: SPSS V31 Data Processing Results

From the table above, it can be seen that the characteristics of respondents based on age have quite diverse variations, namely starting from 21 to over 40 years. Respondents aged 21-30 years numbered 5 people or 7.1%, then 31-40 years old numbered 12 people or 17.1%. Furthermore, respondents aged over 40 years numbered 53 people with a percentage of 75.7%. Thus, the total number of respondents based on age categories was 70 people with a percentage reaching 100%.



3. Characteristic Description Based on Purchase Frequency

Table 3. Data Distribution Based on Purchase Frequency

	Frequency	Percent	Valid Percent	Cumulative Percent
Very often	22	31.4	31.4	31.4
Often	48	68.6	68.6	100.0
Total	70	100.0	100.0	

Source: SPSS V31 Data Processing Results

Based on the table above, it can be seen that the purchasing frequency of respondents in this study was quite varied. There were 22 respondents who made very frequent purchases, representing 31.4%, and 48 respondents who made frequent purchases, representing 68.6%. Thus, the total number of respondents in this study was 70, representing 100%.

4. Description of Characteristics Total Purchase Volume

Table 4. Data Distribution Based on Total Purchase Volume

	Frequency	Percent	Valid Percent	Cumulative Percent
< 5 kilo liters	70	100.0	100.0	100.0

Source: SPSS V31 Data Processing Results

Based on the table above, it can be seen that the research sample is seen based on the total purchase volume of more than 5 kiloliters of PT. Lautan Dewa Energy consumers as many as 70 with a percentage of 100%.

5. Description of Business Characteristics Located in Surabaya

Table 5. Data Distribution Based on Business Characteristics Located in Surabaya

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	70	100.0	100.0	100.0

Source: SPSS V31 Data Processing Results

From the table above, it can be seen that all research samples only focused on respondents who had businesses located in the Surabaya area, with a total of 70 respondents and a percentage of 100%.

6. Descriptive Analysis Test Results of Trust Variables

Table 6. Respondents' Perceptions of the Trust Variable

NO	STATEMENT	ANSWER			
		STS	TS	S	SS
Physical evidence (tangible)					
1.	The company's facilities and physical appearance look neat and professional.	0	9	54	7
2.	The equipment and facilities used by the company appear modern and well maintained.	0	6	46	18
Reliability					
1.	The company is able to provide services as promised.	0	6	31	33
2.	The company provides consistent and reliable service.	1	8	40	21
Responsiveness					
1.	The company is quick to respond to customer requests or complaints.	1	9	39	21
2.	Company employees are always ready to help customers promptly.	0	8	31	31
Guarantee and certainty (assurance)					



1.	I feel safe in making transactions with this company.	0	9	38	23
2.	The company employees have good knowledge in providing services.	1	5	43	21
Empathy					
1.	The company pays good attention to customer needs.	2	4	29	35
2.	Company employees understand customer desires and expectations.	5	3	37	25

Source: SPSS V31 Data Processing Results

Based on the data above, it can be explained that respondents gave a response that tended to be positive from 70 respondents, including 33.57% (strongly agree category), 55.43% (agree category), 9.57% chose to disagree, and 1.43% gave a response that strongly disagreed.

Table 7. Results of Descriptive Analysis of Trust Variables

		Statistics										
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	TOTAL X1
N	Valid	70	70	70	70	70	70	70	70	70	70	70
	Missing	0	0	0	0	0	0	0	0	0	0	0
Mean		2.97	3.17	3.39	3.16	3.14	3.33	3.20	3.20	3.39	3.17	32.11
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.50	3.00	33.00
Std. Deviation		.481	.564	.644	.673	.687	.675	.651	.628	.728	.816	4.289
Minimum		2	2	2	1	1	2	2	1	1	1	20
Maximum		4	4	4	4	4	4	4	4	4	4	37

Source: SPSS V31 Data Processing Results

Based on the results of descriptive testing on the Trust variable (X1), it is known that the number of respondents analyzed was 70 respondents and there was no missing data. The overall average value of the Trust variable was 32.11. The average value of each indicator was in the range of 2.97 to 3.39. These results indicate that all indicators of the Trust variable received a good response from respondents, with the majority being in the agree to strongly agree categories.

7. Descriptive Analysis Test Results of Customer Relationship Variables

Table 8. Respondents' Perceptions of Customer Relationship Variables

Table of Respondents' Perceptions of Customer Relationship Variables					
NO	STATEMENT	ANSWER			
		STS	TS	S	SS
Customer satisfaction					
1.	I am satisfied with the service provided by the company.	2	10	42	16
2.	My experience with this company lived up to my expectations.	2	6	44	18
Customer Retention Rate					
1.	I still choose to use this company's services for a long time.	1	9	31	29
2.	I am not interested in switching to another company for the same service.	2	5	27	36
Conversion Rate					
1.	I am willing to increase the purchase amount after a good experience with this company.	6	4	37	23
2.	I am interested in trying other services or products the company offers.	3	12	27	28

Source: SPSS V31 Data Processing Results

Based on the data above, it can be explained that respondents gave a response that tended to be positive from 70 respondents, including 35.71% (strongly agree category), 49.52% (agree category), 10.95% chose to disagree, and 3.81% gave a response that strongly disagreed.

Table 9. Results of Descriptive Analysis of Customer Relationship Variables

		Statistics						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
N	Valid	70	70	70	70	70	70	70
	Missing	0	0	0	0	0	0	0
Mean		3.03	3.11	3.26	3.39	3.10	3.14	19.03
Median		3.00	3.00	3.00	4.00	3.00	3.00	20.00
Std. Deviation		.701	.671	.736	.748	.854	.856	3.396
Minimum		1	1	1	1	1	1	10
Maximum		4	4	4	4	4	4	22

Source: SPSS V31 Data Processing Results

Based on the results of descriptive statistical analysis on the Customer Relationship variable (X2), all data from 70 respondents can be processed well without any missing data. The Customer Relationship variable has a total average value of 19.03, with the average value of each indicator ranging from 3.03 to 3.39. Indicator X2.4 has the highest average value of 3.39, while indicator X2.1 has the lowest average value of 3.03. In general, these average values indicate that respondents gave a good response to aspects of Customer Relationship.

8. Descriptive Analysis Test Results of Purchase Loyalty Variables

Table 10. Respondents' Perceptions of Purchase Loyalty Variables

NO	STATEMENT	ANSWER			
		STS	TS	S	SS
Customers purchase the same product or service more than once on a regular basis					
1.	I regularly make repeat purchases from this company.	1	3	50	16
2.	I would prefer to purchase the same product or service from this company.	4	5	45	16
Purchasing Across Product Lines					
1.	I am interested in purchasing various types of products or services from this company.	4	20	24	22
2.	I have tried more than one product or service offered by a company.	5	14	35	16
Referring to Others (Referrals)					
1.	I am willing to recommend this company to others.	1	6	46	17
2.	I encourage others to use this company's products or services.	1	6	31	32
Immunity to Competitors					
1.	I am not easily tempted by offers from competing companies.	0	7	33	30
2.	I still choose this company even though there are many other options.	1	9	32	28

Source: SPSS V31 Data Processing Results

Based on the data above, it can be explained that respondents gave a response that tended to be positive from 70 respondents, including 31.61% (strongly agree category), 52.86% (agree category), 12.50% chose to disagree, and 3.04% gave a response that strongly disagreed.



Table 11. Results of Descriptive Analysis of Purchase Loyalty Variables

		Statistics								
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	TOTAL Y
N	Valid	70	70	70	70	70	70	70	70	70
	Missing	0	0	0	0	0	0	0	0	0
Mean		3.16	3.04	2.91	2.89	3.13	3.34	3.33	3.24	25.04
Median		3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	27.00
Std. Deviation		.555	.731	.913	.843	.612	.700	.653	.731	3.681
Minimum		1	1	1	1	1	1	2	1	12
Maximum		4	4	4	4	4	4	4	4	30

Source: SPSS V31 Data Processing Results

Based on the results of descriptive statistical testing on the Purchase Loyalty variable (Y), all data from 70 respondents were declared valid and there were no missing data. The total average value of the Purchase Loyalty variable was 25.04, while the average value of each indicator ranged from 2.91 to 3.34. This finding indicates that respondents tended to give positive assessments to the Purchase Loyalty indicators, so that the Purchase Loyalty variable in this study was in the good category.

Testing the Validity and Reliability of Research Instruments

1. Validity Test

Table 12. Validity Test Results

Variables	Item	R count	R table	Conclusion
Trust	X1.1	0.627	0.231	Valid
	X1.2	0.507	0.231	Valid
	X1.3	0.561	0.231	Valid
	X1.4	0.727	0.231	Valid
	X1.5	0.619	0.231	Valid
	X1.6	0.668	0.231	Valid
	X1.7	0.631	0.231	Valid
	X1.8	0.648	0.231	Valid
	X1.9	0.742	0.231	Valid
	X1.10	0.756	0.231	Valid
Customer Relations	X2.1	0.736	0.231	Valid
	X2.2	0.723	0.231	Valid
	X2.3	0.722	0.231	Valid
	X2.4	0.675	0.231	Valid
	X2.5	0.789	0.231	Valid
	X2.6	0.801	0.231	Valid
Purchase Loyalty	Y.1	0.536	0.231	Valid
	Y.2	0.624	0.231	Valid
	Y.3	0.605	0.231	Valid
	Y.4	0.655	0.231	Valid
	Y.5	0.628	0.231	Valid
	Y.6	0.692	0.231	Valid
	Y.7	0.693	0.231	Valid
	Y.8	0.686	0.231	Valid

Source:(Validity and Reliability Instrument Test)

Based on the validity test results above, it is known that each item or statement in each variable has a calculated r value greater than the table r (0.231). Therefore, it can be concluded that the research instrument has been declared valid and can be used in research.



2. Reliability Test

Table 13. Reliability Test Results

Variables	Cronbach's Alpha	Alpha	Conclusion
Trust	0.848	0.7	Reliable
Customer Relations	0.835	0.7	Reliable
Purchase Loyalty	0.788	0.7	Reliable

Source:(Validity and Reliability Instrument Test)

Based on the table above, it is known that the results of the reliability test of the variables Trust (X1), Customer Relationship (X2), Purchase Loyalty (Y) have a Cronbach's Alpha value greater than 0.7. This indicates that all research variables have been declared reliable.

Classical Assumption Test

1. Normality Test

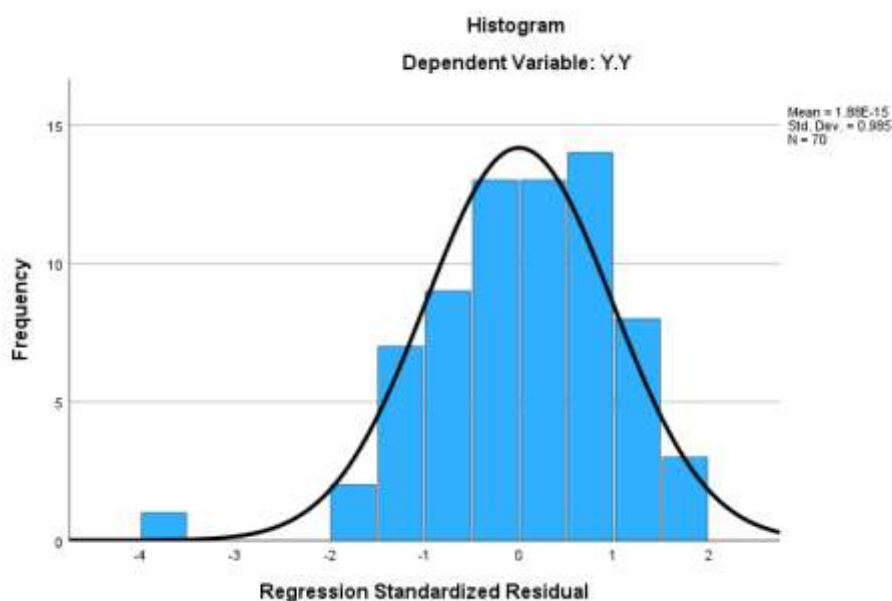


Figure 1. Histogram of Normality Test

Source: SPSS V31 Data Processing Results

The histogram shows that the residual distribution pattern forms a bell-shaped curve and is evenly distributed around the midpoint. This indicates that the residual data tends to be normally distributed, thus meeting the assumption of normality. To confirm the above results, a test was conducted using the P-Plot graph below:

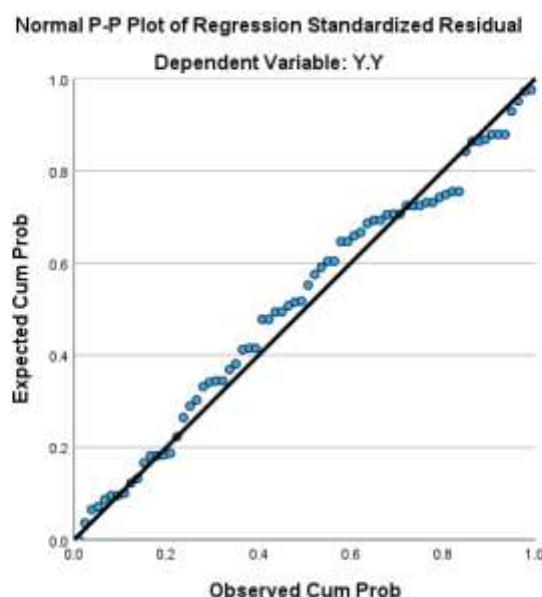


Figure 2. P-Plot Graph of Normality Test

Source: SPSS V31 Data Processing Results

Based on the normal P-Plot graph, the residual points appear to follow and spread around the diagonal line. This condition indicates that the residual data is normally distributed, thus the regression model meets the assumption of normality. To confirm the two results above, testing was conducted using the One-Sample Kolmogorov-Smirnov Test. Data is considered normal if the significance value is greater than 0.05.

Table 14. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		70
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.56777296
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.077
Test Statistic		.085
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.237
	99% Confidence Interval	
	Lower Bound	.226
	Upper Bound	.248

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 112562564.

Source: SPSS V31 Data Processing Results

Based on the results of the One Sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than 0.05, so it can be concluded that the residual data is normally distributed and the normality assumption is met.

2. Multicollinearity Test

Table 15. Multicollinearity Test Results

		Coefficients ^a		t	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients B	Std. Error			Tolerance	VIF
1	(Constant)	5.550	2.229	2.490	.015		
	Kepercayaan	.383	.132	2.908	.005	.261	3.826
	Hubungan Pelanggan	.379	.166	2.280	.026	.261	3.826

a. Dependent Variable: Loyalitas Pembelian

Source: SPSS V31 Data Processing Results

Based on the results in the image above, it can be seen that the tolerance value of the VIF value of the trust variable (X1) and the customer relationship variable (X2) is $3.826 < 10$ and the tolerance value is $0.261 > 0.1$. Therefore, the data does not show symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 16. Results of Multiple Linear Regression Analysis

		Coefficients ^a		t	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients B	Std. Error			Tolerance	VIF
1	(Constant)	5.550	2.229	2.490	.015		
	Kepercayaan	.383	.132	2.908	.005	.261	3.826
	Hubungan Pelanggan	.379	.166	2.280	.026	.261	3.826

a. Dependent Variable: Loyalitas Pembelian

Source: SPSS V31 Data Processing Results

From the results of the data processing above, the following regression equation is obtained:

$$Y = 5.550 + 0.383 X_1 + 0.379 X_2$$

The formula above can be explained as follows:

- The constant value of 5.550 shows that if the trust variable (X1) and the customer relationship variable (X2) are 0, then the level of purchasing loyalty is 5.550.
- The coefficient value of the trust variable is 0.383, a positive value. This means that for every one-fold increase in the trust variable, the level of purchasing loyalty variable increases by 0.383.
- The coefficient value of the customer relationship variable is 0.379, a positive value. This means that for every one-fold increase in the customer relationship variable, the level of purchasing loyalty variable increases by 0.379.

Hypothesis Testing

1. t-test (Partial Test)

Table 17. t-Test Results

		Coefficients ^a		t	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients B	Std. Error			Tolerance	VIF
1	(Constant)	5.550	2.229	2.490	.015		
	Kepercayaan	.383	.132	2.908	.005	.261	3.826
	Hubungan Pelanggan	.379	.166	2.280	.026	.261	3.826

a. Dependent Variable: Loyalitas Pembelian

Source: SPSS V31 Data Processing Results

The results of the above calculations can be explained as follows:

- The trust variable (X1) has a t-count value of 2.908, which is greater than the t-table value of 1.997. In addition, the significance value obtained is 0.005, which is smaller than 0.05. This indicates that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. It can be concluded that the trust variable has a significant effect on the purchasing loyalty variable at PT Lutan Dewa Energy Surabaya.



- B. The customer relationship variable (X2) has a t-value of 2.280, which is greater than the t-table value of 1.997. In addition, the significance value obtained is 0.026, which is smaller than 0.05. Thus, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, so it can be concluded that the customer relationship variable has a significant effect on the purchasing loyalty variable at PT Lautan Dewa Energy Surabaya.

2. Correlation Coefficient (R) and Determination Coefficient (R2) Test

Table 18. Results of the Determination Coefficient (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.589	.576	2.39602

a. Predictors: (Constant), Hubungan Pelanggan, Kepercayaan

Source: SPSS V31 Data Processing Results

Based on the results above, it is known that:

- The R value of 0.767 shows a strong relationship between the trust variable (X1) and the customer relationship variable (X2) with the purchasing loyalty variable (Y).
- The R Square value of 0.589 indicates that 58.9% of the purchasing loyalty variable (Y) has factors from the trust variable and customer relationship variable, then the remaining 41.1% is influenced by other variables outside the research model used in this study.
- The Adjusted R Square value of 0.576 shows that the variables of trust and customer relationships are still able to influence changes that occur in purchasing loyalty.
- In measuring the coefficient of determination, there are two alternative approaches used, namely R Square and Adjusted R Square. When the number of independent variables in the regression model is more than two, then Adjusted R Square is used as a measure of the coefficient of determination, with a value of 57.6%.
- The standard error of estimate value is 2.39602, which indicates that the average deviation or prediction error between the regression model results and the actual respondent data in this study is 2.39602 units.

Discussion of Findings

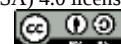
1. The trust variable has a significant influence on the purchasing loyalty variable at PT Lautan Dewa Energy Surabaya.

Based on the results of multiple linear regression analysis, it shows that the trust variable has a regression coefficient of 0.383 with a positive relationship direction. The regression equation obtained is:

$$Y = 5.550 + 0.383 X1 + 0.379 X2$$

The regression coefficient value of 0.383 indicates that every one unit increase in trust will increase purchasing loyalty by 0.383 units, assuming other variables remain constant. The t-test results show that the trust variable has a t-count value of 2.908 which is greater than the t-table of 1.997 and has a significance value of 0.005 which is smaller than 0.05. Thus, H0 is rejected and H1 is accepted, so it can be concluded that trust has a significant effect on purchasing loyalty at PT Lautan Dewa Energy Surabaya.

ResultsThis research aligns with Boonertvanich's opinion in Triandewo and Yustine (2020), which states that trust is a customer's belief that a company is capable of meeting their needs and refraining from actions that could have negative impacts. Furthermore, Balaji in Hafidz and Ririn (2023) also states that trust is a crucial factor in creating long-term, mutually beneficial relationships between companies and customers. High levels of trust will make customers feel secure and confident enough to continue making repeat purchases.



The findings of this study also support the research conducted by NPS Supertini, NLWS Telagawathi, and NN Yulianthini (2020), which states that trust has a positive and significant effect on customer loyalty. The results of this study indicate that customers of PT Lautan Dewa Energy Surabaya tend to maintain business relationships and make repeat purchases when the company is able to maintain service quality, distribution accuracy, and fulfill commitments made to customers.

2. Customer relationship variables have a significant effect on purchasing loyalty variables at PT Lautan Dewa Energy Surabaya.

The results of the study indicate that the customer relationship variable has a regression coefficient of 0.379 with a positive relationship direction. This value indicates that every increase in customer relationships by one unit will increase purchasing loyalty by 0.379 units assuming other variables are constant. Based on the results of the t-test, the customer relationship variable obtained a t-count value of 2.280 which is greater than the t-table of 1.997. In addition, the significance value of 0.026 which is smaller than 0.05 so that H_0 is rejected and H_2 is accepted. Thus, customer relationships have a significant effect on purchasing loyalty at PT Lautan Dewa Energy Surabaya.

The results of this study align with Kotler and Keller's opinion in Lestari and Saroyo (2024), which states that customer relations is the process of understanding customer needs and habits to increase customer loyalty. Buttle in Lestari and Saroyo (2024) also explains that customer relations is a company strategy in creating added value for customers, thus creating sustainable relationships.

The findings of this study also support the research of Syah et al. (2023), which found that relationship marketing has a positive effect on customer loyalty. A good relationship between a company and its customers can increase trust, comfort, and customer satisfaction, thus encouraging repeat purchases. In the context of PT Lautan Dewa Energy Surabaya, good communication, responsive service, and the company's ability to understand customer needs are crucial factors in building customer loyalty.

Conclusion

Based on the research results, trust and customer relationships have a positive and significant effect on purchasing loyalty at PT Lautan Dewa Energy Surabaya. Trust and customer relationships explain 58.9% of the variation in purchasing loyalty, while the remaining 41.1% is influenced by other factors outside the research model. The Adjusted R Square value of 57.6% provides an additional indication of the model's explanatory capacity. Practically, the company needs to maintain service quality and distribution reliability while improving communication, responsiveness, and attention to customer needs. This study is limited to 70 customers of PT Lautan Dewa Energy Surabaya, so the findings have limited generalizability. Future research is recommended to involve broader respondents and areas and consider other variables relevant to customer loyalty.

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