

## ABSTRACT

*This research is motivated by problems related to Service Quality and Customer Trust in Freezy Cake's Consumer Loyalty. Based on the results of the pre-survey, Freezy Cake has not been able to provide good service to its consumers. This research was conducted to determine the effect of Service Quality and Customer Trust on Freezy Cake's Consumer Loyalty.*

*This study uses quantitative methods with causality descriptive research. With a non-probability sampling method purposive sampling type, with a total of 100 people. The data analysis technique used descriptive analysis and multiple linear regression analysis which was processed using SPSS 25.*

*Based on the results of descriptive analysis shows Service Quality, Trust and Customer Loyalty as a whole are in the good category. The results of the multiple linear regression analysis technique concluded that the variables of Service Quality (X1) and Customer Trust (X2) had a positive and significant effect on Customer Loyalty (Y) of Freezy Cake consumers. Based on the results of the coefficient of determination test obtained a value of 30%. This shows that the effect of Promotion (X1) and Price (X2) variables on Consumer Loyalty (Y) is 30%%. While the remaining 70% is influenced by other factors not examined in this study.*

*Keywords: Service Quality, Consumer Trust and Customer Loyalty*