The Influence of Customer Trust and Value on Customer Loyalty Small and Medium Business (SMEs) PT. Bank Rakyat Indonesia Branch Office Cilegon

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ABSTRACT: Small and Medium Enterprises (SMEs) Customer Loyalty can be created through customer trust and value. In this study, specifically discusses the loyalty of Small and Medium Enterprises (SMEs) customers at PT. Bank Rakyat Indonesia Cilegon Branch Office. This study aims to determine the effect of two independent variables, namely the trust variable and customer value on the dependent variable, namely the loyalty variable of Small and Medium Enterprises (SMEs). The method of data collection in this study is to use a questionnaire, observation and documentation. The number of samples in this study was 100 respondents. Then an analysis was carried out on the data that had been obtained using the quantitative analysis method. The results of the study show that trust has a positive influence on the loyalty of Small and Medium Enterprises (SMEs) customers and customer value also has a positive influence on the loyalty of Small and Medium Enterprises (SMEs). positive on the loyalty of Small and Medium Enterprises (SMEs) customers of PT Bank Rakyat Indonesia Cilegon Branch Office

Keywords: Trust, Customer Value and Customer Loyalty of Small and Medium Enterprises (SMEs)

INTRODUCTION

The existence of MSMEs in Indonesia is very important because it can increase the country's economic growth with the large number of workers absorbed by the sector (Hadi Putra & Santoso, 2020). Or it can also be said that MSMEs are economic catalysts because they can solve economic problems that are now afflicting the Indonesian nation, including: creating jobs, increasing people's incomes, and alleviating poverty (Hutabarat & Pandin, 2014). However, the existence of MSMEs in Indonesia cannot be separated from various problems (Rahayu & Day, 2015). The biggest problem faced by MSMEs in developing their business is limited capital caused by the difficulty of finding loans or credit from formal financial institutions or banks (Karim et al., 2022). Thus, although the prospects for MSMEs in the future as economic catalysts are quite good, if they are not supported by adequate support from the banking sector, MSMEs will not be able to progress and will only stagnate "running in place" (Purnawan & Adillah, 2020). Micro, Small, and Medium Enterprises (MSMEs) are an interesting study material in the Indonesian economy. MSMEs have been proven to be one of the business sectors as the

backbone of the national economy in the community because this sector has flexibility and resilience in dealing with economic crises (Rohadin & Yanah, 2019). MSMEs show an important role in the Indonesian economy because they make a major contribution in supporting national income and Gross Domestic Product (Kristiningrum et al., 2021). In addition, MSMEs also have a large number and cover every economic sector so that they can provide great potential in absorbing labor (Lestantri et al., 2022). MSMEs have advantages and are very potential to be developed through the right policies and the support of the right institutions (Janita & Chong, 2013; Maharani & Gozali, 2015).

Society as consumers of course always expect good service in an effort to meet their needs and desires (Saengchote & Samphantharak, 2022), this is due to the development of the economy, technology and thinking power, making consumers realize that they have the right to get good service and the costs incurred to meet their needs and desires (de la Cuesta-González et al., 2021). must be in accordance with what is received, so that in order to fulfill these needs and desires, it must be accompanied by obtaining satisfaction (Agarwal et al., 2018). In creating customer satisfaction, the company must be able to increase the value and image of its brand (Baziki et al., 2022). The better the consumer's assessment, the higher the satisfaction (Duqi et al., 2021).

The banking business is a trust business (Ahmed et al., 2020; Leung et al., 2022). Banks must be able to provide a sense of security to their Small and Medium Business Customers (SMEs) regarding the funds stored or managed by the bank (Kautonen et al., 2020). Bank is a financial institution whose main activity is to collect funds from the public and channel them back to the community in the form of providing credit or loans (Kitamura, 2022). The relationship between banks and Small and Medium Business Customers concerns the needs of Small and Medium Business Customers for bank services and the ability and availability of banks to be able to meet the needs of Small and Medium Business Customers (Meslier et al., 2022). The bank's main objective is to create and retain its Small and Medium Enterprises (SMEs) customers (Tungjitnob et al., 2021). With increasing competition in the banking business, every bank must always try to pay attention to the needs and desires of Small and Medium Enterprises (SMEs) customers (Refait-Alexandre & Serve, 2020). In addition, banks also try to fulfill their expectations in ways that are more satisfying than those of competing companies (Brei et al., 2020).

In the world of banking in Indonesia, there has been an interesting change, namely the shift in the banking business, from banking that serves companies (corporate banking) to become more focused on serving individuals or consumer banking (Hapsari & Kurniawan, 2020). This shift occurred after the economic crisis hit in 1997, when many business people experienced serious problems in the financial condition of the businesses they were running (Sudarsono, 2009).

In the banking industry, the loyalty of Small and Medium Business Customers (SMEs) is one proof that the bank has been able to compete in providing excellent service to every SMEs (Hasan et al., 2017). When viewed from two perspectives, financial performance in terms of product sales and operational performance in establishing relationships is something that cannot be separated in the assessment that a bank is superior to its competitors (Pérez-Elizundia et al., 2020). These two performances should be realized in a balanced way. However, in reality, such conditions have not been realized by the existing banks. Most banks only excel in financial performance in terms of products, but not in operational performance in terms of services, or vice versa. The advantages of this product can only realize the company's short-term goals, while excellence in service can realize the company's long-term orientation, namely the loyalty of SMEs Customers (Mushtaq et al., 2022).

The main problem that is often faced by every company engaged in any line of business cannot be separated from the need for funds (capital) to finance its business (Fasano & Cappa, 2022; Xu et al., 2022). The need for these funds is indispensable for both investment capital or other working capital. Funds are needed both for new companies and those that have been running for years (Neville & Lucey, 2022). Funds are also needed by both micro, small, medium and top entrepreneurs. When many people need funds, then there are companies engaged in finance that play a very important role in meeting public funds (capital), especially the business world (Austin & Rahman, 2022; Wang et al., 2020).

In several phenomena that the author observes, competition between financial institutions has mushroomed in several places in all corners of the provinces in Indonesia (Purnawan & Adillah, 2020; Rohadin & Yanah, 2019). This competition is very clearly felt and seen, as one example, in Banten Province, Cilegon City, Cilegon Village, there are 2 government financial institutions that compete with each other. The two financial institutions are Bank BNI and Bank BRI. It can be seen from the location of the branch offices of the two financial institutions that are very close together, both of which are located within the Cilegon PLTU environment. With the existence of large industries in the region, providing opportunities and high market share for the two financial institutions. With so many industries, there will also be an increase in employees which of course most people need a bank as a place to save money. Thus, Bank BNI and Bank BRI must always provide superior services to Small and Medium Enterprise Customers (SMEs) if they want to take advantage of opportunities and dominate market share.

This is the reason why this theme is interesting to study. Bank BRI was chosen as the object of research because it is one of the government-owned financial institutions that can be called the first bank in Indonesia, which is still surviving in line with the increasing competition between financial institutions (Costa, 2016; Suryanto, 2020). Bank BRI is currently facing a very competitive era of competition (Febriansyah et al., 2021; Wibowo et al., 2018). Competition is not only with fellow state-owned banks, but also with private banks and other non-bank financial institutions, which on average have almost the same products (Mulianti, 2020; Pasaribu et al., 2020). Such conditions inevitably require that every bank business in Indonesia must be able to optimize superior services or services to its SMEs customers (Elliyana et al., 2020; Muhammad & Rozali, 2017). The ability of BRI Bank to be able to provide maximum service from the products purchased and or used by Small and Medium Business Customers (SMEs), as well as the ability to adapt to changes and advances in the environment, socio-culture and technology, and the behavior of Small Business Customers and Medium Enterprises (SMEs) has become very important at this time (Sari & Imaningsih, 2022).

Based on the description above, the research problems are formulated as follows: (1) Is there any influence of trust on the loyalty of Small and Medium Enterprises (SMEs) customers of PT. Bank Rakyat Indonesia Cilegon Branch Office ? (2) Is there any influence of customer value on the loyalty of Small and Medium Enterprises (SMEs) customers of PT. Bank Rakyat Indonesia Cilegon Branch Office ? (3) Is there a simultaneous influence of customer trust and value on the loyalty of Small and Medium Enterprises (SMEs) customers of PT. Bank Rakyat Indonesia Cilegon Branch Office.

In line with the formulation of the problem, the objectives of this study are (1) to examine the effect of trust on the loyalty of Small and Medium Enterprises (SMEs) customers of PT. Bank Rakyat Indonesia Cilegon Branch Office, (2) Testing the influence of customer value on customer loyalty of Small and Medium Enterprises (SMEs) PT. Bank Rakyat Indonesia Cilegon Branch Office, (3) Testing the effect of trust and customer value simultaneously on the loyalty of Small and Medium Enterprises (SMEs) customers of PT. Bank Rakyat Indonesia Cilegon Branch Office.

Previous research was used as consideration and reference in this study, including the results of research which examined the Effect of Service Quality, Trust and Satisfaction on Customer Loyalty of Small and Medium Enterprises (SMEs) (case study of PT. Bank Mandiri Branch Office Simpang Patal Palembang), with the analytical tool used Multiple Linear Regression analysis (Afifah & Kurniawati, 2021). The results are Quality of service, trust, and satisfaction have a significant effect on the loyalty of Small and Medium Enterprises (SMEs) customers. Furthermore, Risna Pramudita Willy (2015) researched the Influence of Service Quality, Value of Small and Medium Business Customers (SMEs), and Transfer Barriers to Customer Loyalty of Small and Medium Enterprises (SMEs) PD BPR Bank Bantul, with the analytical tool used Multiple Linear Regression and the results (Willy, 2015). There is a positive and significant influence on service quality, the value of Small and Medium Enterprises (SMEs) customers, and barriers to moving together on the loyalty of PD Small and Medium Enterprises (SMEs) customers. BPR Bank Bantul. Then Wulan Tiur Safitri (2017) who examines the Effect of Customer Value on Customer Satisfaction at PT. Hasjrat Abadi Kendari Branch, with the analytical tool used Simple Linear Regression and the results Customer value has a positive and significant effect on satisfaction (Safitri, 2017). Then Danar Fergiawan (2016) who examined the Influence of Small and Medium Business Customer Values (SMEs) on Customer Loyalty of Small and Medium Enterprises (SMEs) Bank Syariah Mandiri Surakarta Branch Office, with the analytical tool used Multiple Linear Regression and the result is Small Business Customer Value and Medium Enterprises (SMEs) have a positive and significant impact on the satisfaction of Small and Medium Enterprises (SMEs) at Bank Syariah Mandiri Surakarta branch (Fergiawan, 2016).
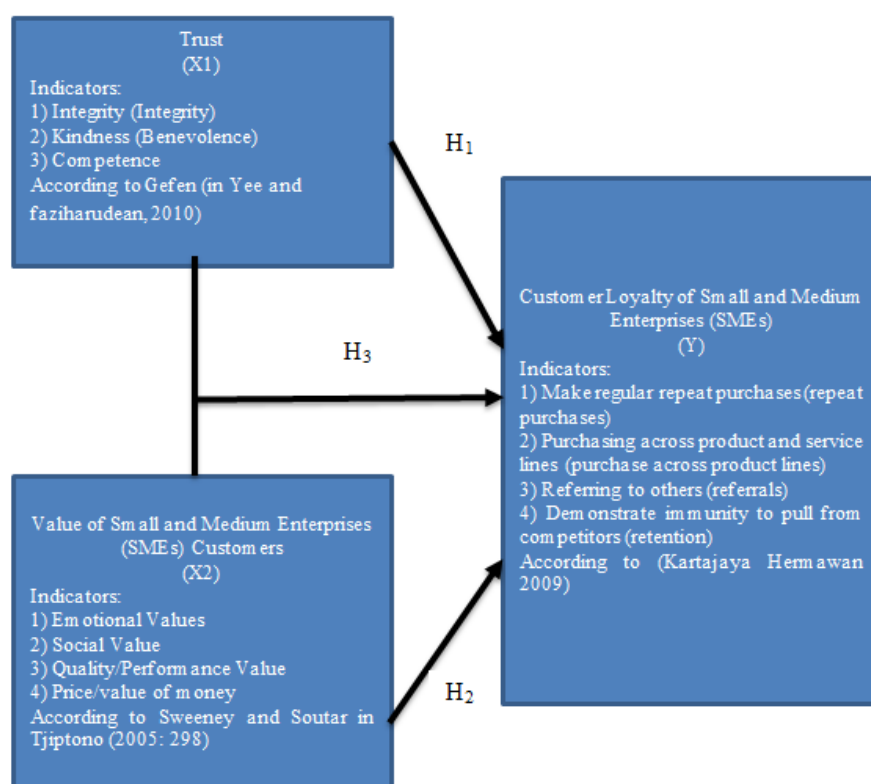
Framework

Figure 1. Research Framework

Hypothesis:

In this study, the hypothesis that the authors put forward are:

> H1 : Customer Trust / Small and Medium Enterprises (SMEs) have a positive and significant effect on Customer Loyalty of Small and Medium Enterprises (SMEs) PT. Bank Rakyat Indonesia Cilegon Branch Office

> H2 : Value of Customers / Customers of Small and Medium Enterprises (SMEs) has a positive and significant effect on Customer Loyalty of Small and Medium Enterprises (SMEs) PT. Bank Rakyat Indonesia Cilegon Branch Office

> H3 : Customer Trust / Small and Medium Enterprises (SMEs) and Customer Value / Small and Medium Enterprises (SMEs) have a positive and significant effect on Customer Loyalty of Small and Medium Enterprises (SMEs) PT. Bank Rakyat Indonesia Cilegon Branch Office

METHOD

Research on the Effect of Customer Trust and Value on Customer Loyalty of Small and Medium Enterprises (SMEs) of PT Bank Rakyat Indonesia Cilegon Branch Office uses the Quantitative method. Quantitative research is a research method in which the data obtained are in the form of numbers and processed using statistical analysis. It is hoped that with this quantitative method the results obtained will be more objective, resulting in accurate research (Creswell, 2017; Sugiyono, 2019).

Place and time of research

The author conducted this research at PT. Bank Rakyat Indonesia Cilegon Branch Office located at Jl. Raya PLTU Cilegon, Cilegon Village, Pulomerak District, Cilegon City, Banten Province. This research starts from the preparation of research proposals to research reports, namely from December 2018 until the completion of the thesis, namely July 2020.

Population and Sample

The population is the entire research subject. In this study, the population is Small and Medium Enterprises (SMEs) PT. Bank Rakyat Indonesian Cilegon Branch Office. With the number of Small and Medium Business Customers (SMEs) in 2019 as many as 89,386 people. The researcher reduced the research object by using the sample in this study based on the Slovin formula with a 90% confidence level (significance level 0.10). From the calculation results, it was found that the sample size was 99.88, then the authors rounded the sample to 100 respondents

Data collection technique

The techniques used to collect data in this study are (1) Questionnaires or questionnaires are data collection techniques carried out by giving a set of questions or written statements to respondents to obtain information, (2) Literature study is a method of collecting data by reading books. -books, literature, journals, references related to this research and previous research related to the research being conducted, (3) Observation is a research method in which the researcher makes direct observations on the research object.

Operational Variable

The variables used in this study consisted of the independent variable (Trust, Customer Value) and the dependent variable (Small and Medium Enterprises (SMEs) Customer Loyalty).

a. Trust
Trust is a descriptive idea that a person has of something (Setiadi, 2019). Indicators of Trust are (1) Integrity, (2) Benevolence, (3) Competence (Yee & Faziharudean, 2010)
b. Customer Value
Customer value is the overall consumer assessment of the quality of a product based on his perception of what is received and what is given (Zeithaml et al., 2018). Customer value indicators (1) Emotional Value, (2) Social Value, (3) Quality/Performance Value, (4) Price/value of money (Sweeney & Soutar, 2001; Tjiptono, 2014).
c. Customer Loyalty of Small and Medium Enterprises (SMEs)
Loyalty is defined as a strongly held commitment to buy or subscribe to certain products or services in the future (Kotler & Keller, 2016). Loyalty indicators for Small and Medium Enterprises (SMEs) are: (1) Make regular repeat purchases, (2) Purchase across product lines and services (purchase across product lines), (3) Refer others (referrals), (4) Demonstrate immunity to pull from competitors (retention) (Kartajaya, 2009).

Data analysis technique

This study uses Multiple Linear Regression analysis tools using the statistical software program SPSS (Statistical package for social science) where those tested and analyzed include Instrument Test , Classical Assumption Test (No Multicollinearity Test , No Heteroscedasticity Test , Normality Test) Linearity Test , Analysis Multiple Linear Regression , Coefficient of Determination , Statistical Test (T-Test, F-Test)

RESULT AND DISCUSSION

1. Instrument Test
   a.   Validity test

Table 1 Recapitulation of Validity Test Results

No	Research Variables	Variable	Validity test R results > R table	Information
1	(X1) Trust	X11	0.406 > 0.135	Valid
2		X12	0.368 > 0.135	Valid
3		X13	0.481 > 0.135	Valid
4		X14	0.509 > 0.135	Valid
5		X15	0.510 > 0.135	Valid
6		X16	0.493 > 0.135	Valid
7	(X2) Value of Small and Medium Enterprises (SMEs) Customers	X21	0.531 > 0.135	Valid
8		X22	0.394 > 0.135	Valid
9		X23	0.464 > 0.135	Valid
10		X24	0.503 > 0.135	Valid
11		X25	0.479 > 0.135	Valid
12		X26	0.589 > 0.135	Valid
13		X27	0.569 > 0.135	Valid
14		X28	0.493 > 0.135	Valid

15	(Y) Customer Loyalty of Small and Medium Enterprises (SMEs)	Y11	0.448 > 0.135	Valid
16		Y12	0.425 > 0.135	Valid
17		Y13	0.394 > 0.135	Valid
18		Y14	0.576 > 0.135	Valid
19		Y15	0.495 > 0.135	Valid
20		Y16	0.350 > 0.135	Valid
21		Y17	0.355 > 0.135	Valid
22		Y18	0.418 > 0.135	Valid

The validity test is a test that relates to the accuracy of the measuring instrument against the concept being measured, so that it really measures what it should measure. In the results of this validity test, it is found that all items of the statement are valid, which means that they are suitable to be used to measure this research. So that further reliability tests can be carried out.

b.   Reliability Test
Reliability test is a test that can show the extent to which a measuring instrument can be trusted or reliable.

Table 2 Reliability Test Results for Variable X1

Reliability Statistics

Cronbach's Alpha	N of Items
.681	6

Source: SPSS Data Processing Results

Information :
Because Cronbach's Alpha (0.681) is positive and > 0.60 then H0 is not rejected, which means that the research questionnaire variable X1 is reliable.

Table 3 Results of the X2. Variable Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.797	8

Source: SPSS Data Processing Results

Information :
Because Cronbach's Alpha (0.797) is positive and > 0.60 then H0 is not rejected, which means that the research questionnaire variable X2 is reliable.

Table 4 Reliability Test Results for Variable Y
Reliability Statistics

Cronbach's Alpha	N of Items
.736	8

Source: SPSS Data Processing Results

Information :
Because Cronbach's Alpha (0.736) is positive and > 0.60 then H0 is not rejected, which means that the research questionnaire variable Y is reliable.

2. Classic assumption test
   a.   No Multicollinearity Test

Table 5 Test Results of No Multicollinearity

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	13.091	2,333		5,611	.000		
X1	.380	.106	.365	3.596	.001	.589	1,698
X2	.336	.099	.344	3.392	.001	.589	1,698

a. Dependent Variable: Y

Source: SPSS Data Processing Results

No. Multicollinearity is met if the value of VIF < 10 and TOL > 0.1. Based on the output results above, it can be concluded that No Multicollinearity is met / there is no relationship between independent variables because TOL (0.589) > 0.1 and VIF value (1.698) < 10.

In a good regression test, one independent variable with other independent variables is not related. The test results above illustrate that there is no relationship between the trust variable (X1) and the customer value variable (X2). So that the variables of customer trust and value can be used as independent variables in this study.
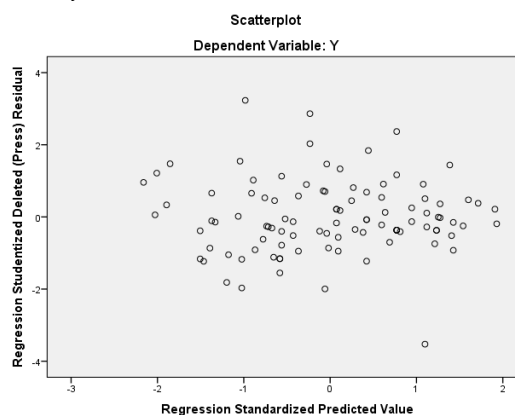
b.   No Heteroscedasticity Test

Figure 2. No Heteroscedasticity Test Results
Source: SPSS Data Processing Results

Based on the output above, it can be seen that the points are spread out and do not form a certain pattern. So because it does not form a certain pattern, then No Heteroscedasticity is fulfilled / the variance of the residuals is constant.

The no heteroscedasticity test is an assumption test to see the stability of the error/error deviation between respondents' answers and the average answers of all respondents. An

error/error deviation is getting better if the deviation is close to 0. So if the points gather around zero, then this indicates that the error is getting smaller. This means that we can draw conclusions correctly.

c. Normality test

Table 6 Normality Test Results

Tests of Normality

	Kolmogorov-Smirnov [a]			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Unstandardized Residual	.073	100	.200 [*]	.976	100	.062

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Source: SPSS Data Processing Results

Information :
Because p-value (0.200) < (0.05) then H0 is not rejected. So it can be concluded that the data is normally distributed.
Based on the above output, because n > 50, the output used is Kolmogorov-Smirnov. The results of the output above, it can be seen that the statistical value is 0.073 and the degree of freedom (df) is 100. While the p-value is 0.200 and based on the results of hypothesis testing above the p-value (0.200) > (0.05) so it can be concluded that the data is normally distributed because H0 is not rejected.
Data that follows a normal distribution means that the distribution of the data is evenly distributed between data that is below the average and data that is above the average. In other words, one respondent's answer to the other respondent's answer spreads normally, evenly (almost the same).
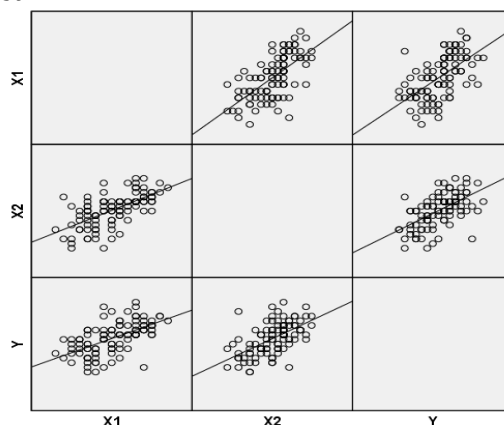
d. Linearity Test

Figure 3 Linearity Test Results

Source: SPSS Data Processing Results

It can be concluded that the variables of customer trust and value can be assumed to linearly affect the loyalty of Small and Medium Enterprises (SMEs) customers. If the level of trust is high, then the loyalty of Small and Medium Enterprises (SMEs) will also

be high and vice versa and if the customer value is fulfilled, the loyalty of Small and Medium Enterprises (SMEs) will also be good and vice versa. This is based on the output result in the form of a scatter plot above, the points are around the line/gathered in clusters around a positive or negative linear line.

3. Multiple Linear Regression Analysis

Table 7 Multiple Linear Regression Analysis Test Results

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	13.091	2,333		5,611	.000
X1	.380	.106	.365	3.596	.001
X2	.336	.099	.344	3.392	.001

a. Dependent Variable: Y

Source: SPSS Data Processing Results

Based on the hypothesis test above, it has been produced that the two significant variables are used in the regression model so that based on the output above, the regression model can be obtained as follows:

Y = 13.091 + 0.380 X1 + 0.336 X2 + e

From the multiple linear regression equation above, a constant value of 13.091 is obtained. That is, if the variable Loyalty of Small and Medium Enterprises (SMEs) (Y) is not influenced by the independent variable (Customer Trust and Value) then the average value of Small and Medium Enterprises (SMEs) Customer Loyalty (Y) is 13,091 percent.

The trust variable has a regression coefficient value of 0.380 which is positive indicating that trust affects the loyalty of Small and Medium Enterprises (SMEs) customers positively, meaning that for every one percent increase in the trust value (X1) it will cause an increase in Small and Medium Business Customer Loyalty. (SMEs) (Y) of 0.380 percent, while the customer value variable has a regression coefficient value of 0.336 which is positive indicating that customer value affects the loyalty of Small and Medium Enterprises (SMEs) customers positively, meaning for every increase in customer value (X2) by one percent it will cause an increase in Customer Loyalty of Small and Medium Enterprises (SMEs) (Y) by 0.336 percent

4. Coefficient of Determination (R^2)

[8] **R2 Test Results**

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 [a]	.412	.400	2.63306

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source: SPSS Data Processing Results

The coefficient of determination is a measure of the closeness of the relationship between the independent variable and the dependent variable. R Square (0.412) is the square of the correlation coefficient

Kd   = R2 x 100%
           = 0.412 x 100%
        = 41.2%

Information :

Kd = Coefficient of Determination

R = Correlation Coefficient

From these results, it can be concluded that 41.2% of existing Small and Medium Enterprises (SMEs) customer loyalty can be explained by customer trust and value. The standard error of estimate is 2.63306 the magnitude of the variation/error of the regression model in predicting it.

5. Statistic test
    a.   T Uji test

Table 9 T. Test Results

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.091	2,333		5,611	.000
X1	.380	.106	.365	3.596	.001
X2	.336	.099	.344	3.392	.001

a. Dependent Variable: Y

Source: SPSS Data Processing Results

Information

Constant variable, because p-value (0.000) < (0.05) or t count (5.611) > t table (1.6607) then H0 is rejected which means that the significant constant variable enters the regression model

Confidence variable, because p-value (0.001) < (0.05) or t count (3.596) > t table (1.6607) then H0 is rejected, which means that the significant confidence variable is included in the regression model.

Customer value variable, because p-value (0.001) < (0.05) or t count (3.392) > t table (1.6607) then H0 is rejected, which means that the customer value variable is significant in the regression model.

This T test is used to test the feasibility of a variable whether the variable is significant or not to enter the regression model. Based on the results of the hypothesis test above, it can be concluded that the constant variable, trust variable and customer value are significant to the regression model.

b.　　　F Uji test

Table 10 F. Test Results

ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1　Regression	471.660	2	235,830	34,016	.000 [b]
Residual	672,500	97	6,933		
Total	1144,160	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Source: SPSS Data Processing Results

Information :

Because p-value (0.000) < (0.05) or F count (34.016) > F table (3.095), H0 is rejected, which means that the regression model is feasible to use.

From the results of the hypothesis above, it is obtained that the probability of 0.000 is less than 0.05 or the calculated F value (34.016) is greater than F table (3.095), so it can be said that the regression model can be used as a predictor of the level of loyalty of Small and Medium Enterprises (SMEs) customers.

The F test is used to test whether the regression model is feasible/significant to be used in a study or not. The test results above explain that the multiple linear regression model is feasible to use in this study.

Discussion

The results of the study concluded that 41.2% of Small and Medium Enterprises (SMEs) Customer Loyalty (Y) was influenced by the Trust factor (X1) and Customer Value (X2) while the remaining 58.8% was influenced by other factors not examined by the author. The validity test shows that the r - count of all variable statements is greater than the r-table which indicates that all indicators are valid. And the reliability test shows that Cronbach's Alpha of each variable is greater than the standard 0.06 which means that the questionnaire which is all indicators of these variables is reliable. The two independent variables tested individually which are dominant in influencing Small and Medium Enterprises (SMEs) Customer Loyalty (Y) are Trust, which can be seen from the recapitulation of respondents' responses with an average value of 423.333

The results of hypothesis testing are explained as follows:

The Effect of Trust (X1) on Customer Loyalty of Small and Medium Enterprises (SMEs) (Y)
The results of testing hypothesis 1 show that the trust variable (X1) has a significant influence on the loyalty of Small and Medium Enterprises (SMEs) Customers (Y). This means that the value of trust given by PT. Bank Rakyat Indonesia Cilegon Branch Office is appropriate and classified as good, according to previous research researched by Azka Al Afifah (2017) that there is a significant influence of the variables of Service Quality, Trust and Satisfaction on Customer Loyalty of Small and Medium Enterprises (SMEs) (PT. Bank Mandiri Simpang Patal Palembang Branch Office).

The Influence of Customer Value (X2) on Customer Loyalty of Small and Medium Enterprises (SMEs) (Y) the results of testing hypothesis 2 indicate that there is a significant influence of the Customer Value variable (X2) on Customer Loyalty of Small and Medium Enterprises (SMEs) (Y). This means that customer value is very influential on the Loyalty of Small and Medium Enterprises (SMEs) customers in PT. Bank Rakyat Indonesia Cilegon Branch Office, in accordance with previous research by Risna Pramudita Willy (2015) that there is a positive and significant influence on service quality, the value of Small and Medium Business Customers (SMEs), and barriers to moving together on the loyalty of Small and Medium Business Customers. (SMEs) PD. BPR Bank Bantul.

The Effect of Trust (X1) and Customer Value (X2) on Customer Loyalty of Small and Medium Enterprises (SMEs) (Y) based on the results of the F test shows that there is a significant effect of all independent variables on customer satisfaction (Y). statistics show the calculated F value = 34.016 > F table = 3.095 with a significance of 0.000 <0.05. This means that together, Customer Trust and Value have a significant influence on Small and Medium Enterprises (SMEs) Customer Loyalty.

Meanwhile, from the calculation of the coefficient of determination (R2), it can be concluded that 41.2% of Small and Medium Enterprises (SMEs) Customer Loyalty (Y) is influenced by the Trust factor (X1) and Customer Value (X2) while the remaining 58.8% is influenced by by other factors not examined by the author including motivation, satisfaction of Small and Medium Enterprises (SMEs) customers, and so on.

CONCLUSION

Based on the results of the discussion, it can be concluded that trust in PT. Bank Rakyat Indonesia Cilegon Branch Office has a regression coefficient of 0.380. This shows that trust has a positive influence on the loyalty of Small and Medium Enterprises (SMEs) customers. When trust increases, the loyalty of Small and Medium Enterprises (SMEs) customers will also increase. Customer value at PT. Bank Rakyat Indonesia Cilegon Branch Office has a regression coefficient value of 0.336. This shows that customer value has a positive influence on the loyalty of Small and Medium Enterprises (SMEs) customers. When customer value increases, the loyalty of Small and Medium Enterprises (SMEs) customers will also increase. In research at PT. Bank Rakyat Indonesia Cilegon Branch Office, it can be seen that the independent and dependent variables have a mutually influencing relationship. The three variables, namely trust, customer value, and loyalty of Small and Medium Enterprises (SMEs) customers have an interrelated relationship. This can be seen from the results of the R Square value of 0.412, which means 41.2% of existing Small and Medium Enterprises (SMEs) customer loyalty, can be explained by the variables of trust and customer value.

Based on the conclusions above, it is suggested several things to be implemented as follows. PT. Bank Rakyat Indonesia Cilegon Branch Office pays attention to the strategy of increasing customer trust and value to increase the loyalty of Small and Medium Enterprises (SMEs) customers with the strategy of establishing good relationships with customers, offering innovative products to customers and providing convenience in customer service. In future research, it is recommended to take a broader object of research and add theoretical studies that become the basis for research so that the indicators that become measurements can be more complex.

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