

**ABSTRACT**

***THE INFLUENCE OF OMNICHANNEL MARKETING AND CONSUMER TRUST ON CUSTOMER LOYALTY***

*(Survey on Shellco Hijab Official Tasikmalaya Consumers)*

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*The purpose of this study was to determine and analyze the effect of omnichannel marketing and consumer trust on customer loyalty at Shellco Hijab Official Tasikmalaya. This research was designed as a type of survey method by distributing questionnaires to 400 respondents who are Shellco Hijab Official Tasikmalaya consumers who have purchased Shellco Hijab products, and are 18 years old, using a purposive sampling technique. The analytical tool used in this research is Path Analysis. The results of the study prove that omnichannel marketing has an influence on customer loyalty and consumer trust is proven to have an influence on customer loyalty. Then omnichannel marketing and consumer trust have a simultaneous influence on customer loyalty.*

***Keywords: Omnichannel Marketing, Consumer Trust, Customer Loyalty***