

SUMMARY

The most basic activities for retailers during the exchange happen is communication. Success in selling depends on successful interpersonal communication (Williams and Spiro, 1985). Therefore, it is a good service by doing proper communication process in the delivery of information to customers. According to Harris and Rosenthal (1985) says that first impressions are important influences on interpersonal interactions (in Evans, Kleine, Landry and Crosby 2000). In addition, also see the source credibility of the information submitted by the salesperson. The source credibility is competence, attitude, goals, personality, honesty, dynamism and professionalism salesperson.

Furthermore, satisfaction can describe the different expectations of the customers on the performance of the salesperson. The expectations will lead to feelings of pleasure or disappointment depending on various situations and conditions of the process interactions that have occurred. The impact will affect the confidence of customers. When customers are satisfied and believe, then the salesperson's performance in the process of interaction was good.

This research was conducted in Surabaya precisely in the center of the largest HP sales in Surabaya and East Java, namely in the WTC (World Trade Center) located at Jalan Pemuda No. 27-31 and is adjacent to Plaza Surabaya or better known as the Delta Plaza. WTC can be termed as one-stop shopping area. After selecting the WTC as a research object, the subject of the research is customers who bought HP in counter Apollo WTC Surabaya. Because Apollo is the largest outlet in the WTC and is the official outlet leading HP brand both GSM and CDMA, which provides HP models of various famous brands.

The research problems are (1) Does the salesperson interpersonal process attributes influence on customer satisfaction? (2) Does the source credibility influence on customer satisfaction? (3) Is customer satisfaction influence on customer trust?. Then the goals to be achieved in this research is to (1) Explaining the salesperson interpersonal process attributes influence on customer satisfaction, (2) Explaining the source credibility influence on customer

satisfaction and (3) Explaining the customer satisfaction influence on customer trust.

The method used in this research is quantitative method. The collection of data by distributing questionnaires to 150 respondents or customers who purchase HP in counter HP Apollo WTC Surabaya. This study tested three hypotheses: (1) Salesperson Interpersonal Process Attributes influence on Customer Satisfaction, (2) Source Credibility influence on Customer Satisfaction and (3) Customer Satisfaction influence on Customer Trust. Based on the three hypotheses, testing is done by using SEM (Structural Equation Modelling) with AMOS 18.0. Aims to determine the relationship and influence between variables.

Results from this study indicate that the variable salesperson interpersonal process attributes does not significantly influence customer satisfaction. Researchers drew the conclusion that the service attributes Apollo counter salesperson can not give satisfaction to customers at the counter HP Apollo. While the variable source credibility significantly influence customer satisfaction. Researchers conclude that the source credibility is coming from Apollo counter salesperson can give satisfaction to customers at the counter HP Apollo. Then, variable customer satisfaction significantly influence customer trust. Researchers drew the conclusion that the satisfaction felt by the customer counter Apollo on the communication process and the services provided by the counter salesperson Apollo can lead customer trust counter HP Apollo.