# ABSTRACT

*This study aims to explore the agent's motivation to become a BRILink Agent in the North Jakarta Administrative City and the level of customer trust (Customer Trust) on the BRILink Agent in the North Jakarta Administrative City. The population in this study were BRILink Agents located in North Jakarta Administrative City as many as ten people, micro product marketing officers at BRI Pertamina Sindang Unit, BRILink Agent Officers at BRI Branch Office Jakarta Tanjung Priok, Managers in the BRI Division of BRI Head Office and customers of BRILink Agents. The number of samples collected is 14 samples. This study uses a qualitative method using observations, surveys and interviews as well as random questionnaires to 177 BRILink agents located in North Jakarta Administrative City. Data obtained from observations, surveys and interviews were conducted directly to the participants. Meanwhile, data were obtained through questionnaires distributed to BRILink agents which were processed using the SPSS application. According to this study, the agent motivation (agent motivation) of BRILink agents in this case is to provide convenience, namely more services for banking products while also increasing turnover can be closely related to the business concerned to create customer trust by providing good service in the event of a complaint so that the customer become loyal and continue to transact with the BRILink Agent with the end of the BRILink Agent being able to improve its performance, it will most likely also improve the company's performance (company performance) in this case BRI Bank because of the quality and quantity achieved by the BRILink Agent because the two have a close relationship.*

***Keywords:*** *agent motivation, customer trust,and performance*