

ABSTRACT

Anggi Agustiani, *The Influence of Corporate Image, Service Quality and Customer Satisfaction on Customer Loyalty Case Study At Bank Customer BRI Branch Joglo (guided by Prof. Dr Lia Amalia, SE, MM)*

The purpose of this research is to know the Influence of Corporate Image (X_1), Quality Service (X_2) and Customer Satisfaction (X_3) on Customer Loyalty (Y) at Bank BRI Branch Joglo. Company Image (X_1), Quality Service (X_2) and Customer Satisfaction (X_3) become independent variable while Customer Loyalty (Y) becomes dependent variable.

This research was conducted by spreading questionnaires as many as 115 respondents, respondents who targeted are customers of Bank BRI Branch Joglo. The method of analysis used is the test instrument and hypothesis test (regression).

The results of this study indicate that Corporate Image (X) influence Customer Loyalty (Y), Quality Service (X_2) influence Customer Loyalty (Y) and Customer Satisfaction (X_3) influence to Customer Loyalty (Y).

Keywords: Company Image, Service Quality, Customer Satisfaction and Customer Loyalty.