

Abstract

This study aims to determine the effect of service quality and brand image on customer loyalty at PT. Bank BJB KCP Kosambi Bandung both simultaneously and partially. This study uses descriptive and verification methods. Data analysis method used is the test of validity and reliability, multiple linear regression analysis, multiple correlation analysis and analysis of the coefficient of determination. Submitting this hypothesis through F test for simultaneous and partial t test using IBM SPSS V.23 for windows program. The results showed that simultaneously Service Quality and Brand Image had a positive and significant effect on Customer Loyalty.

The results of this study simultaneously show that the variable service quality and brand image are positive and significant towards customer loyalty to the bank Bjb KCP Kosambi Bandung. The results of the analysis of the coefficient of determination (R²) is that there is an influence of service quality and brand image so that both variables have a contribution of 71.5% to customer loyalty at PT. Bjb KCP examined in this study.

Keywords: Effect of Service Quality and Brand Image on Customer Loyalty