

## **ABSTRACT**

*The West Java and Banten Regional Development Banks are owned by the West Java Provincial Government and the Banten Provincial Government together with the government which is now increasingly developing into a large bank like other government banks.*

*The research used was by distributing questionnaires to 99 respondents from 1,739 participants' income at the bank bjb Katapang Sub-Branch Office. Based on data analysis methods used are validity and reliability, multiple linear regression analysis, multiple comparison analysis and coefficient of determination analysis, simultaneous hypothesis testing and partial hypothesis testing, obtained results of simultaneous research showing service quality and corporate image prove positive and significant towards income loyalty of 21.4%. The partial amount of Service Quality is 10.3% and Corporate Image is 11.1%.*

*Keywords: Service Quality, Company Image and Loyalty*