

ABSTRACT

The research was conducted at Bank BJB Branch Office Tamansari located at Tamansari street number 18, Tamansari, village office Tamansari, domain Bandung Wetan, Bandung City, West Java. 40132. This study consists of 3 variables, namely Service Quality X_1 and Company Image X_2 as the independent variable and the dependent variable namely Loyalty Y . This research aims to determine how much the effect of service quality and company image of consumer loyalty on Bank BJB Branch Office Tamansari both partially or simultaneously. The research method used is descriptive and verifikatif with total sample of 97 respondents. Data collection techniques used is observation, interview and questionnaires. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and coefficient of determination.

The results of this study indicate that the variable service quality and variable company image are in the category of less agree, which means that service quality and company image Bank BJB Branch Office Tamansari are not good. While for the variable loyalty is in the category of less agree, which means customer loyalty on bank BJB Branch Office Tamansari less loyal. The results of statistic calculations with multiple linear regression analysis can be show the regression equation is $Y = 2,378 + 0,186X_1 + 0,215X_2 + e$, from the regression equation known that service quality and company image have a positive influence on loyalty. Based on the results of the calculation of the coefficient of determination partially the service quality has a greater influence on loyalty which is equal to 38,4%. Whereas company image has an effect on loyalty which equal to 26,4%. So the results of the calculation of the coefficient of determination simultaneously the influence of service quality and company image on loyalty is 64.8%.

Keywords: Service Quality, Company Image, and Loyalty