

ABSTRACT

This research proposes model which analyze competitive advantage through customer loyalty of BRITAMA BRI Kendal branch with testing factors suspected, i.e.: brand reputation, customer satisfaction, and service quality.

This research uses 105 of customers of BRITAMA BRI Kendal branch. Data analysis tools used in this research is Structural Equation Modeling (SEM) under AMOS 4.01.

The result of the data shows that research model has good fit and all the hypotheses can be proved. The conclusions are: brand reputation has positive influence to customer loyalty, customer satisfaction has positive influence to customer loyalty, service quality has positive influence to customer loyalty, service quality has positive influence to customer satisfaction, customer loyalty has positive influence to competitive advantage, and service quality has positive influence to competitive advantage.

Based on the results of the research could be taken theoretical implications that this research gives more justifications for antecedents positively influence customer loyalty, i.e.: brand reputation, customer satisfaction, and service quality. Influence of service quality to customer satisfaction and the direct influence of service quality to competitive advantage. Managerial implications of this research are suggestions to managements of BRITAMA BRI Kendal branch to pay more attention to customer satisfaction because this factor is the most dominant factor to build customer loyalty. Limitation of this research is analyzing only one product of BRI. Further research need to develop the model with add product quality variable (Selnes, 1993), analyzes all product of BRI and more intense in analyzing strategic aspect to build customer loyalty.

Keyword : Brand Reputation, Customer Satisfaction, Sercive Quality, Customer Loyalty, Competitiveve Advantage