

ABSTRACT

This study aims to analyze the factors that influence customer loyalty to Bank Syariah Indonesia in Central Java Province through a brand image approach. This study uses five independent variables, namely Core Service, Competence, Enterprise, and Shariah Compliance, which are analyzed in relation to Corporate Brand Image and their implications for customer loyalty.

This study is a quantitative study using a questionnaire as the data collection method. Data were collected from 100 respondents who are millennials and Generation Z, have been customers of Bank Syariah Indonesia for at least one year, and reside in Central Java Province. The sampling technique used was purposive sampling. The analysis method employed was Partial Least Square-Structural Equation Modeling (PLS-SEM).

The results of the study indicate that the variables Core Service, Competence, Enterprise, and Shariah Compliance have a significant effect on Corporate Brand Image, and Corporate Brand Image has a positive effect on customer loyalty. This study contributes theoretically to the literature on Islamic marketing and provides practical recommendations for the management of Islamic banking brands in Indonesia.

Keywords: customer loyalty, corporate brand image, core service, competence, shariah compliance, Bank Syariah Indonesia.

