

## **ABSTRACT**

*Competition in today's business world is increasingly tight. It is also felt among business people in banking who are required to have a better quality of service.*

*This study aims to research how much influence of the quality product, features product, and design product by BritAma to customer loyalty BRI Pattimura Semarang. The population in this study are BritAma customer of BRI Pattimura Semarang. The sample in this study were randomly conducted using non probability sampling technique and accidental sampling method. The analysis used in this study is multiple linear regression analysis, by using the stage of tes validity, test reliability, and classical assumption tes. And then the hypothesis is evidenced by t test, F test, and coefficient of determination ( $R^2$ ).*

*The result of multiple linear regression analysis that has been done shows that,*

$$Y = 0.306 X_1 + 0.433 X_2 + 0.274 X_3$$

*It means that all independent variables, the quality product, fitur product, and design product have a positive influence on the dependent variable, customer loyalty. The independent variable is the most influential of the dependent variable is the variable fitur product (0,433), followed by quality product (0,306), and then design product (0,274). All variables have significant value  $<0,05$ , means that all significant independent variables on the dependent variable or pass the test t and test F. And the coefficient of determination (adjusted  $R^2$ ) is 0,503. This means that 50,3% customer loyalty is affected by variable quality product, fitur product, and design product. While the remaining 49,7% is influenced by other variables that are not addressed in this study.*

**Key Word : customer loyalty, quality product, features product, design product**