

## **ABSTRACT**

*This study aims to explain the effect of Trust and Customer Experience on Customer Engagement and Customer Loyalty for priority customers of Bank Mandiri Kudus with Commitment as an intervening variable. This study use 100 sample of customers who have been Bank Mandiri's priority customers minimum 3 years. Based on a survey conducted by MRI with the headline Satisfaction, Loyalty, and Engagement for three years in a row in 2017, 2018 and 2019 which aims to measure the level of customer engagement with banks, shows that Bank Mandiri is less successful in creating good engagement to its customers, and this was also proven in this study. The results of this study indicate that all variables both Trust, Customer Experience, Commitment have a significant effect on Customer Engagement and Customer Loyalty.*

**Keyword :** *Trust, Customer Experience, Commitment, Customer Engagement, Customer Loyalty.*