

ABSTRACT

The competitive conditions in the business world today are getting tougher and inevitable, both in the services, trade and industry sectors. This condition has also been faced by the banking world. The development of the banking industry has reached a stage that forces every bank to be more competitive, complex and dynamic. Therefore, every bank is required to make changes quickly so that it is able to take strategic steps. The purpose of this study was to analyze the effect of brand image on brand loyalty, brand attitude, to analyze the effect of perceived quality on brand attitude, to analyze the effect of perceived quality on brand attitude, to analyze the effect of brand attitude in increasing brand loyalty at BNI Bank Kudus Branch.

A well selected sample will contain most of the information about the parameters of a particular population but the relationship between the sample and the population should be such that it allows correct conclusions about the population from that sample. For SEM analysis the number is between 100-200 respondents. In this study using purposive sampling technique, namely the selection of samples using certain criteria, namely the Bank BNI Kudus branch, a number of 150 respondents who actively transact in the last 12 months.

The conclusion of this study is that brand image has a positive effect on brand attitude. Brand image has a positive effect on brand loyalty. Perceived quality has a positive effect on brand attitude. Perceived quality has a positive effect on brand loyalty. Brand attitude has a positive effect on brand loyalty.

Keywords: Brand attitude, Brand image, Brand loyalty, and Perceived quality.