ABSTRACT

This research try to analyze the effect among variable to answer how the company's image, service quality and customer satisfaction affect customer loyalty. This research gives both theoretical and managerial implications about steps must be taken by the company, in this case is PT Pupuk Kalimantan Timur to increase their customer's loyalty.

This research uses the sensus method, and the overall populations are 102 companies that use PT. Pupuk Kalimantan Timur's fertilizer. The data used in this research is only 100 data, because 2 companies are refuse to fill the questionnaire and didn't want to be interviewed. Data sent by respondent are goodness of fit analyzed using confirmatory factor analysis of structural equation modeling (SEM) to the research model based on theoretical mindset.

Result of the analysis tells that all hypotheses are accepted. Service Quality, Customer Satisfaction and Company's Image are positively affecting the customer loyalty.This research also proved that for now, Service Quality that has been given to PT Pupuk Kalimantan Timur's customer has the biggest contribution to customer loyalty.

Keywords: **PT. Pupuk Kalimantan Timur, Image, Service Quality, Customer Satisfaction**