

ABSTRACT

The purpose of this research is to test the influences of reliability, responsiveness, assurance, empathy, and tangibles on company image to increase customer loyalty.

The samples size of this research is 212 customer of Bank BNI Pekalongan Branches. Using the Structural Equation Modeling (SEM), the results show that the reliability, responsiveness, assurance, empathy, and tangibles on company image to increase customer loyalty.

The effect of reliability on company image is 0,23, the effect of responsiveness on company image is 0,19, the effect of empathy on company image is 0,18, the effect of tangibles on company image is 0,16, the effect of assurance on company image is 0,20 and the effect of company image on customer loyalty is 0,24

Keywords: reliability, responsiveness, assurance, empathy, tangibles, company image and customer loyalty.