

## ABSTRACT

*This research is very interesting to do given the BCA is a bank that has done Customer Engagement. From the survey data in BCA Customer Engagement Branch Sultan Agung show that the response of customers to the Customer Engagement decreased similarly with the rational customer loyalty which also showed a decrease. Referring to the existing problems, the problem is formulated in this study is a "customer engagement BCA customers in Pekalongan decreased".*

*The findings are encouraging this research to develop a research model with four research variables, namely environmental comfort, service reliability, customer emotional bonding, and customer engagement. The data on these variables was obtained through interviews using a questionnaire. The result of the interviews will be analyzed with the help of program Structural Equation Modeling (SEM).*

*SEM testing results indicate that the environmental comfort and reliability of service is statistically proven significant positive effect on the customer's emotional bond. While customer engagement is statistically proven to be affected by environmental comfort, reliability of service, and the customer's emotional bond.*

***Keywords: environmental comfort, service reliability, customer emotional bonding, customer engagement***