ABSTRACT

This study aims to determine whether the Image, Perceived Services Quality, and Customer Catisfaction affects Customer Loyalty UGM Yogyakarta branch of Bank BNI. Sample of this study is a customer of Bank BNI branch Yogyakarta by 80 respondents. The results of descriptive analysis showed that 78,75% respondents stated that the image is good, amounting to 81.25% Satisfaction, Perceived Services Quality of 72.50%, and 90% of Loyalty. Analysis tool used is the *Partial Least Square-based Structural Equation Modeling variance.* The results of this study that: (1). **Perceived Services Quality** and **Satisfaction** simultaneous effect on **Loyalty** to the value of $R^2 = 81,20\%$, (2) The **Image** has positive and significant impact on **Perceived Services Quality** of 0,881 ($t_{statistics} = 48.712$), (3) The **Perceived Services Quality** has positive and significant impact on **Satisfaction** of 0,962 ($t_{statistics} = 162.44$), (4) The **Perceived Services Quality** is not proven to affect the **Loyalty** of 0,036 ($t_{Statistics} = 0.260$), (5) **Satisfaction** has positive and significant effect on the **Loyalty** of 0,866 ($t_{statistics} = 6.410$). It should be noted that **Perceived Services Quality** is not affect to the **Loyalty** due to issues current conditions of competition, where customers have many options to make choices that match the quality of service expectations. Therefore, the influence of service quality is largely determined by the strength of existing banking services competition.