

The Influence of Credit Interest Rates, Customer Relationship Management, EBanking Service Quality, and Company Image on Customer Loyalty (Case Study at Bank BCA KCP Pahlawan Bandung).

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- **Abstract:** This study aims to examine and analyze the effect of credit interest rates, customer relationship management, e-banking service quality, and corporate image on customer loyalty. The research method uses descriptive and verification, the data source uses primary data. The research sample is 100 customers of Bank BCA KCP Pahlawan Bandung. The results showed that level of credit interest rates have no effect on customer loyalty, while customer relationship management, e-banking service, and corporate image has a significant effect on customer loyalty. Based on the results of the study also obtained that level of credit interest rates, customer relationship management, e-banking service, and company image has a contribution effect on customer loyalty by 51.4%, while the rest is explained by other factors outside the analyzed model.
- **Keywords:** credit interest rates, customer relationship management, e-banking service quality