ABSTRACT

This research has purpose to analiyze factors that influence customer loyalty. Customer satisfaction to service quality and product quality product are going to influence the survival of service organization in the long term.

This research was observational. The data collected through questionnaire with purposive sampling method was applied to 120 people. Those are clients Toko Bangunan Bangun Rejeki which has shopping morethan twice. The data analysis tool used in the research Structural Equation Modelling (SEM) with AMOS.

The result of model fits with Goodness of Fit Index indeks criteria Chi-square= 68.327; Significance probability = 0,079; RMSEA = 0,075; CMIN/DF = 1.921; TLI = 0,978; CFI = 0,960; GFI = 0,972 dan AGFI = 0,934. . Based on the result that all hypothesis are accepted, can be concluded that the model is acceptable.

Keyword : *Product Quality, Reliability, Responsiveness, Assurance, Emphaty, Tangibles, Customer Satisfaction, and Customer Loyalty.*

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