ABSTRACT

The development of the Islamic banking industry in Indonesia has progressed very well. According to the Financial Services Authority on its website OJK (2020) in 2019 in Indonesia there are 14 Islamic Commercial Banks and 20 Conventional Commercial Banks that have Sharia Sharia Business Units operating to date. Moreover, the significant growth of Islamic Bank assets every year. Sharia banks need an advantage in competitive competition, in strengthening competitive advantage, loyalty is an important thing with the Halal Brand Association (HalBA) factor as an important dimension because it covers all customer memories regarding the Sharia Bank.

The purpose of this study was to analyze the influence of the Halal Brand Association (HalBA) factor on Customer Loyalty at Bank Rakyat Indonesia Syariah Semarang. The data collection method was obtained by taking a questionnaire by accidental sampling. The population of this research is the customers of Bank Rakyat Indonesia Syariah Semarang with a sample of 130 respondents conducted for six months. This study uses multiple linear regression methods and data testing using the SPSS Statistics 22 program.

The results of multiple linear regression analysis and data testing using the SPSS Statistics 22 program show that the Halal Brand Association (halBA) factor has 19 indicators consisting of: aspects of sharia compliance, aspects of reliability, aspects of Corporate Social Responsibility (CSR) and Halal Brand Association, meanwhile 6 indicators on customer loyalty. The results of this study are: there is a positive and significant influence between aspects of sharia compliance on Customer Loyalty, there is a positive and significant influence between aspects of reliability on Customer Loyalty, there is a positive and significant influence between aspects of Corporate Social Responsibility (CSR) on Customer Loyalty, while there is an influence positive and significant between the Halal Brand Association (Halba) simultaneously on customer loyalty.

Keywords: Halal Brand Association (HalBA), Customer Loyalty, Sharia Compliance Aspects, Reliability Aspects, Corporate Social Responsibility (CSR) Aspects, SPSS

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