

ABSTRACT

This study aims to analyze the influence of marketing tactics, service quality, and promotions of the BRImo application on customer loyalty through customer satisfaction as a mediating variable at Bank Rakyat Indonesia (BRI). The research employs a quantitative approach with a descriptive explanatory design, involving 385 respondents selected using Cochran's formula. Data were collected through an online questionnaire using a 7-point Likert scale and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results reveal that marketing tactics, service quality, and promotions significantly impact customer satisfaction. Furthermore, customer satisfaction significantly mediates the relationship between the independent variables (marketing tactics, service quality, and promotions) and customer loyalty. This research provides practical contributions to BRI in developing more effective marketing strategies to enhance customer satisfaction and loyalty.

Keywords: *marketing tactics, service quality, promotions, customer satisfaction, customer loyalty, BRImo.*

