**PENGARUH KUALITAS PELAYANAN, KEPUASAN DAN CITRA PERUSAHAAN TERHADAP LOYALITAS NASABAH BANK BCA CABANG PADANG**

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***ABSTRACT***

*This study aimsto determine the effect of service quality, satisfaction and corporate image on customer loyalty BCA bank branch Padang. This study using purposive sampling technique sample withdrawal. The sample used one hundred respondents. The type of data used are primary data. Data analysis method used is multiple linear regression. Results of the study found that quality of service, satisfaction and corporate image have a significant effect on customer loyalty BCA bank branch Padang. Suggestions of researchers to companies that party companies further improve the quality of service, satisfaction and the image of his company to the BCA bank customers to support customer loyalty.*

*Keywords: Service Quality, Satisfaction, Corporate Image, Customer Loyalty.*