

## **ABSTRACT**

*PT. Jalur Nugraha Ekakurir (JNE) ini Bandung city engaged in delivery services should certainly be able to win the competition increasingly competitive. In the increasingly fierce competition Jalur Nugraha Ekakurir can not simply rely on development to the service itself, but is required to establish good relations with the users of services or customers through improved quality of products and services offered.*

*Population in this research is that consumers JNE Bandung and samples taken by 100 respondents. The aim of this study was to determine the influence of brand image to the customer loyalty. In this research method used is descriptive quantitative analysis method and simple regression analysis.*

*Results of the research that has been done that the response to the brand image respondents on customer loyalty have a significant impact with a strong level. Brand image amount of influence on purchasing decisions by 76,3%, the rest (100% -76,3%) 23.7% influenced by other factors not examined.*

**Keywords: Brand image and Customer loyalty ,JNE Bandung City**