

ABSTRACT

Customer loyalty is something that needs to be supported by other factors such as service quality and brand image throughout the company. Likewise, Eiger Bandung needs to improve its service quality and brand image to gain loyalty from its customers because of the many negative reviews about service quality and brand image on social media which results in poor customer loyalty. Seeing this, this study aims to determine the influence of service quality and brand image on Eiger customer loyalty in Bandung City.

This study used quantitative methods and descriptive analysis, with *non-probability sampling* techniques with a total of 300 respondents who were then analyzed by conducting multiple linear regression tests. Then to make it easier for researchers to test and process data using *SPSS Ver 26* software.

The results of the descriptive analysis show a. Service quality falls into the very good category, brand image falls into the excellent category, customer loyalty falls into the good category. Then from the results of hypothesis testing there is no direct effect of service quality on customer loyalty partially, and there is an influence of brand image on customer loyalty partially. Meanwhile, there is simultaneously a significant influence between service quality and brand image on customer loyalty at Eiger Bandung.

Keywords: *Service Quality, Brand Image, Consumer Loyalty*