

## **ABSTRACT**

*This study aims to analyze and provide empirical evidence of the influence of corporate social responsibility, service quality and reputation towards customer loyalty in Islamic Bank in Sanggau City, West Borneo. The subject in this study is customer of Islamic Bank in Sanggau City, West Borneo. In this study, sample of 169 respondents were selected using non random sampling and convenience sampling. The method of analysis used is the validity , reliability test , goodness of fit using technique confirmatory factor analysis and the estimation structural equation model through full model to seeing how model related causality built in this model .Analysis tool used in this study is the structural equation modelling (SEM) with AMOS 22 program.*

*Based on the analysis that have been the result that the model in specification matrix of kovarian between indicator or observed variable the results good and hypotheses unidimensionalitas the variable to reflect variable latent analyzed can be seen from the size of fit the chi-square (416,561), CFI (0,867), IFI (0,869), PNFI (0,695), RMSEA (0,095), PCFI (0.753) and RMR (0,076). Seen from regression weight between variable that the hypothesis probability all under 0,05 shows that corporate social responsibility, the quality of services, and reputation it has some positive effects significantly to customer loyalty.*

***Keywords: corporate social responsibility, service quality and reputation and customers loyalty.***