

ABSTRACT

In Today's competitive world, the role of the Internet and Brand has entered all through the corner of the life, including in the service of banking finance that used Internet Banking facilities. To be able to provide the good service, win the competition and ultimately seize the customer's loyalty, a Bank must pay attention to Brand Equity and Website Quality.

The aim of this research is to examine the relationships between Brand Equity and the Website Quality towards the customer's loyalty of Banks which provide the Internet Banking service.

Brand Equity was measured through Brand Loyalty, Satisfaction and Reputation. Meanwhile, Website Quality was measured through Web Information Quality component and Web System Quality from Website Internet Banking. To measure those variables, questioners were developed and were sent to the respondents through the online survey website. Using statistical tools, questions were found to be reliable and valid. Non probability sampling, particularly accidental sampling were employed. The total samples of 400 were gained. In addition, the Heteroskedastisity test, the Multicolinearity test, Autokorelation, F test and T test and multiple regression analysis were also carried out.

Using multiple regression analysis, it was found that both Brand Equity and Website Quality were influential significant towards Loyalty of the Internet Banking's user. Likewise together Brand Equity and Website Quality were influential significant towards Loyalty of the Internet Banking's user. The writer suggests that Banks that own of Internet Banking facilities should maintain customer Loyalty of the Internet Banking by paying attention to Brand Equity and Website Quality that Bank.