

## TESTIFYING COMPANY IMAGE AS MEDIATING VARIABLE ON THE EFFECT OF PUBLIC RELATION AND REPUTATION TO CUSTOMER LOYALTY ON RURAL BANKS IN CENTRAL JAVA, INDONESIA

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### **ABSTRACT**

*The contribution of public relation in developing favorable image and improve customer loyalty was not dubious. Likewise the role of reputation in creating good image and enhancing customer loyalty was consciously understandable. While good image of a company could lead to increase customer loyalty, the position of image as a mediator variable was still in question. The study purported to explore the position of image on the relation of public relation to customer loyalty and the relation of reputation to customer loyalty. A sample which was consisted of 114 respondents, who live at Central Java, was drawn through convenience and judgment technique. Data collected by questionnaires and analyzed by employing Amos 22.0 and SPSS 21.0. The results showed that image was not a mediating variable whether on the effect of public relation to image and customer loyalty or on the effect of reputation to image and customer loyalty.*

**KEYWORDS:** *Public Relation, Reputation, Image, Loyalty*