

## **ABSTRACT**

*This study aims to test the influence of service quality and customer satisfaction on the loyalty of the Mobilku (Wom-Finance) brand in the Tangerang Region, with a sample of 120 respondents who use loan services from Mobilku in the Tangerang region who make transactions at the Mobilku Ciledug branch, data is collected with a questionnaire and then the data is processed by the multiple linear regression method with IBM SPSS 27 software. Based on the results of testing service quality has a positive and significant effect on brand loyalty, customer satisfaction has a positive and significant effect on brand loyalty, service quality and customer satisfaction have an influence of 96.1%.*

**Keywords:** *Service Quality, Customer Satisfaction, Brand Loyalty and Mobilku Brand*