

## ABSTRACT

*This study aims to analyze the effect of financial information and ease of procedure on customer loyalty with reputation as intervening variable.*

*The sample in this research is sharia banking customer in Bengkulu. Sampling method in this research is convenience sampling. The data used in this study is the primary data. Respondents in this study as many as 80 customers of sharia banking in Bengkulu. Technical data analysis using classical assumption test: normality test, heteroscedasticity test and multicollinearity test. Hypothesis test using multiple regression analysis.*

*The results of this study indicate that financial information has a significant positive effect on reputation, ease of procedure does not have a significant positive effect on reputation, financial information has no significant positive effect on customer loyalty, ease of procedure has no significant positive effect on customer loyalty and reputation has a significant positive effect on customer loyalty.*

*Keywords: Customer Loyalty, Ease Of Procedure, Financial Information, Reputation*