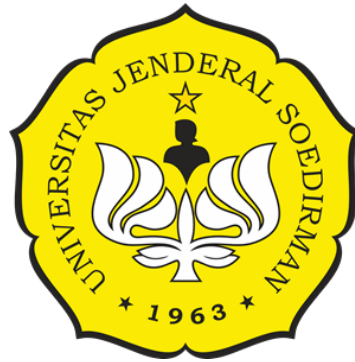


**Crafting Customer Loyalty: A Structural Model of
Experience, Commitment, and Engagement
(Study On Customer of Bank Rakyat Indonesia)**



By:

ALFI BIMATA NURADHI

NIM C1H021032

**MINISTRY OF EDUCATION HIGH, SAINS, AND
TECHNOLOGY**

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

MANAGEMENT DEPARTMENT

2025

Crafting Customer Loyalty: A Structural Model of Experience, Commitment, and Engagement (Study On Customer of Bank Rakyat Indonesia)

Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in
Management at the Faculty of Economics and Business, Universitas Jenderal
Soedirman

By:

ALFI BIMATA NURADHI

NIM C1H021032

**MINISTRY OF EDUCATION HIGH, SAINS, AND
TECHNOLOGY**

**UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
MANAGEMENT DEPARTMENT**

2025