

ABSTRACT

The purpose of this study is to determine the effect of brand image on customer satisfaction, the influence of customer satisfaction and brand image to customer loyalty and customer satisfaction as mediating the influence of brand image to customer loyalty. The population in this study is XL prepaid card customers in Yogyakarta. Stages of analysis used are analysis of test instruments and data (validity and reliability), descriptive analysis (respondent's characteristics and respondent's assessment on research variables), and simple linear regression analysis.

The result of this research, there is significant influence of brand image to consumer product satisfaction of XL prepaid card. This means the better the brand image the higher the satisfaction felt by consumers. There is a significant influence of brand image on consumer loyalty on XL prepaid card products. This means the better the brand image the higher the loyalty of consumers. There is a significant influence of satisfaction on consumer loyalty on XL prepaid card product. This means the higher the satisfaction the higher the loyalty of consumers.

Keywords: Brand Image, Customer Satisfaction, Customer Loyalt