

## ABSTRACT

*The research goals is to know and analisis. (1) the influence of brand image toward costumer satisfication, (2) the influence Of perception quality toward costumer satisfiction, and (3)the influence of perception value toward costumer satisfication.*

*The research make use of survey method that consist observation and investigation in a critical manner to obtain the precise explanation concerning a certain problem and object in a certain community area or location which gonna be researched. The sample obtain technique in this research make use of purposive sampling. Which is sample determining technique with certain consideration. Instrument test will be execute with moment product correlation and reliability test using the alpha cronbach. Data analisis technique that will be used is double regression.*

*The research result shows that: (1) brand image has a positive and significant influence toward costumer satisfiction, it is proved by the significance value smaller than 0,05 ( $0,003 < 0,05$ ), and regression coefficient has a positive value as big as 0,211; (2) perception quality has a positive and significant influence toward costumer satisfiction, it is proved by the significance value smaller 0,05 ( $0,000 < 0,05$ ), and regression coefficient has a positive value as big as 0,340; and (3) perception value has a positive and significant influence toward costumer satisfication, its is proved by significance value smaller than 0,05 ( $0,000 < 0,05$ ) and regression coefficient has a positive value as big as 0,212.*

*Keyword: brand image, perception quality, perception value, customer satisfication.*