

ABSTRACT

The research aimed to analyze influence of brand image and perceived quality toward the satisfaction and customer loyalty. Object of this research is Naavagreen natural skin care in Yogyakarta and the subject is Naavagreen natural skin care customer in Yogyakarta. There are 100 respondents in this research and the method is purposive sampling. Data analyze was finished using multiple linear regression analysis and sobel test. Before analyzing the data, we had to do validity and reliability test.

The result of the research showed that brand image has positive and significant influence toward customer loyalty, perceived quality image has positive and significant influence toward customer loyalty, customer satisfaction has positive and significant influence toward customer loyalty, brand image has positive and significant influence toward customer satisfaction, perceived quality has positive and significant influence toward customer satisfaction, customer satisfaction can be mediated brand image toward customer loyalty and then customer satisfaction can be mediated perceived quality toward customer loyalty .

Keywords: Brand Image, Perceived Quality, Customer Satisfaction, Customer Loyalty.