

## **ABSTRACT**

*This study is aimed to analyze the effect of Brand Image, Brand Trust and perceived quality on Customer Loyalty Natasha Skin Care Beauty Clinic services in Yogyakarta.*

*The object of this research is Natasha Beauty Clinic Skin Care, while the subject is the customer of Natasha Skin Care Beauty Clinic in Yogyakarta. The sampling method used in this research is purposive sampling. Respondents in this study were 100 visitor and the user of the Natsha Skin Care product in Yogyakarta. Multiple linear regression analyzes were carried out by SPSS 22 series as a tool of analysis.*

*The results of this study prove that there is no influence of brand images to customer loyalty, then there is the influence of brand trust on customer loyalty and there is influence between perceived quality on customer loyalty of Natasha Skin Care beauty clinic services in Yogyakarta.*

*Keywords : Brand Image, Brand Trust, Perceived Quality, Customer Loyalty*