***ABSTRACT***

*Yohanna Purba / 22140622 / 2019 / The Influence of Brand Image and Customer Satisfaction on ASO Customer Loyalty Honda Motor Cibubur / Advisor: Prof. Dr. Husein Umar, S.E., MBA., M.M.*

*The Indonesian automotive industry continues to stretch and shows positive conditions amid the domestic economy which has slowed this year. This is indicated by the continued increase in the quantity of vehicles owned by the community at this time, especially the motorcycle industry which is very visible, motorbikes are born with various brands, models, types, colors and other specifications. the number of motorcycle sales in Indonesia has exceeded 5 million. With the largest motorcycle sales still held by Astra Honda Motor (AHM), which scored the highest sales in the country of 74.51%. With the development of the business world that is growing very rapidly, resulting in the marketing concept also developed. In general, every business aims to make a profit, and this can not be separated from marketing activities. Therefore, researchers are interested in conducting research entitled The Effect of Brand Image and Customer Satisfaction on ASO Honda Motor Cibubur customer loyalty.*

*The theory used to support this research is the definition along with indicators of brand image, customer satisfaction, and customer loyalty.*

*The objects of this study are Brand Image, Customer Satisfaction, and Customer Loyalty. ASO Honda Motor Cibubur. The method of data collection in this study uses communication methods and sampling using non probability sampling with judgment sampling technique. Therefore, questionnaires were distributed directly to respondents at ASO Honda Motor Cibubur as many as 70 respondents who used to do service regularly at ASO Honda Motor Cibubur. The procedure used for model testing and data processing is to use the SPSS 20 application.*

*The output produced by SPSS 20 shows that brand image and customer satisfaction have a positive and significant effect on customer loyalty ASO Honda Motor Cibubur.*

*The conclusion of this study is that the brand image is proven to have a positive and significant effect on customer loyalty and customer satisfaction is proven to have a positive and significant effect on customer loyalty.*

*Keywords: Brand Image, Customer Satisfaction, Customer Loyalty*