

Abstract

This research was conducted at H&M in Bandung. H&M is fashion driven company values customer focused, creative and responsible. For H&M, fashion, fun, and action is essential. "The H&M way" represents the culture, values and guidelines that reflect the heart and soul of H&M. Group H&M started since 1947. This study aims to investigate the influence of brand image on customer satisfaction H&M in Bandung.

Research using quantitative research methods. This study using sampling techniques on non-probability sampling. The sample in this study amounted to 100 respondents. Collecting data in this study conducted by distributing questionnaires distributed to all respondents, namely, consumer H&M in Bandung. Data were analyzed using simple regression analysis and descriptive analysis.

The results showed that the respondents to the brand image in both categories, respondents to the Customer Satisfaction as well in either category Descriptive analysis of this study is the brand image of an effect on customer satisfaction. These results can be interpreted that with the increase of H&M's brand image will influence to improve customer satisfaction.

Keywords: Brand Image, Customer Satisfaction.