

ABSTRACT

This research is motivated by the increasing of fashion's needs. This happens along with the rapid of era development, so that indirectly affect the consumer's taste in choosing the goods which suitable with their desire and needs. One of the fashion brands that growing fast among the Indonesian society is Zara brand. From the early interview result, Zara is rated well in the costumer's perception because Zara has a famous brand and has a good brand image for costumers and costumers who ever bought Zara feels fully satisfied. Therefore, researcher does the research with aim to know the influence of brand image towards costumer's satisfaction.

Method that used in this research is a quantitative method with descriptive and causal as the research's type. Type of data that needed for this research is primary and secondary data. Sampling that used in this research is non probability sampling. The type of sampling is incidental sampling with total 100 respondents. Afterwards, for analysis data technique used descriptive analysis and simple regression linear analysis.

Based on the data tabulation result from the whole hypothesis test, the brand image has partially significant affect towards costumer's satisfaction to Zara at PVJ Mall Bandung. This is proved with $t_{hitung} > t_{tabel}$, $15,205 > 1,984$. Based on the determination coefficient brand image influenced by 70,22% towards costumer's satisfaction and the rest is 29,78% influenced by another variable which not investigated in this research. Such as brand loyalty, brand awareness and trust in brand which based on the previous research that was influenced towards costumer's satisfaction.

Keywords: brand image, costumer's satisfaction