

## ABSTRACT

*The large number of internet service providers in Indonesia caused by the large number of internet service users makes competition increasingly fierce in this type of business. Various ISPs (Internet Service Providers) in Indonesia, including Indihome, have their own way of dealing with competition so that they can always be the choice of consumers and cause satisfaction for customers who use them. Customer satisfaction can be influenced by several variables such as brand image and service quality. This study aims to determine the influence of brand image on customer satisfaction with service quality as an intervening variable at Indihome in Medan City.*

*This research uses quantitative methods with a descriptive type of research. Sampling was carried out using the purposive sampling method, with a total of 400 respondents. The distribution of questionnaires to Indihome customers in Medan City was carried out for data collection in this study. The analysis method used is descriptive and causal analysis using SEM-PLS with SmartPLS software used for data processing.*

*This study shows the results that brand image has a positive and significant effect on service quality, brand image has a positive and significant effect on customer satisfaction variables, service quality has a positive and significant effect on customer satisfaction variables, and brand image has a positive and significant effect on customer satisfaction with service quality as an intervening variable.*

**Keywords** : *Brand Image, Customer Satisfaction, dan Service Quality*