

## **ABSTRACT**

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**The description of X Cafe brand image based on consumer satisfaction (P. Tommy Y. S. Suyasa, M.Si., Psi.); Psychology Undergraduate Study Program, University of Tarumanagara.**

The purpose of this research is to describe the brand image and consumer satisfaction of X Cafe. In addition, this research also describes the difference brand image perceived by satisfied customers and unsatisfied customers. Subject of this research contained 100 persons which included male and female. The data was analyzed using multivariate method with support from SPSS. The result of this research shows that the average score of X Cafe customer satisfaction is under satisfied score due to some unfulfilled hopes toward X Cafe. The brand images perceived by X Café customers who feel satisfied are quiet ambience, good quality drinks, and relaxing place. On the contrary, the brand images perceived by unsatisfied customers are crowded ambience, expensive, and place for reading free newspaper and magazine.