

## **ABSTRACT**

*Global markets and trade open opportunities to expand the marketing distribution area both between regions and between countries. In today's business life, business competition is increasing and competing strictly. Society demands the services offered are better and still according to their needs, so that customers are more careful and critical in choosing something according to their needs to meet their needs. One of the determinants of consumer satisfaction from using services, where to obtain customer satisfaction is obtained from service quality and Brand Image (X2) generated from Pos Indonesia, to measure service quality (X1) qualitative measurements can be used, namely: direct evidence (tangibles), reliability, responsiveness, assurance and empathy. This measurement is known as the service quality model. The results of the analysis show that the constant value of customer satisfaction is affected by 0.621 if there are service quality and brand image variables. The results of the simultaneous influence analysis of service quality variables (X1) and brand image (X2) have an effect on customer satisfaction while the partial influence of service quality variables (X1) consisting of tangibles, reliability, responsiveness, assurance and empathy have no effect on customer satisfaction, while the brand image variable (X2) has an influence on customer satisfaction.*

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