

## **ABSTRACT**

*This research aimed to analyze the effect of customer loyalty and customer satisfaction as an intervening variable on Piaggio Vespa automatic motorbike users in Semarang City.*

*This research used 150 respondents as Piaggio Vespa automatic motorbike users in Semarang City. The sampling method used a non-probability sampling method with a purposive sampling technique. The Collecting data used quantitativ method with questionnaire as media. This research examines the hypothesis by using Structural Equation Modeling (SEM).*

*The findings show that perceptions of quality, service quality, and brand equity have a positive and significant relation on customer satisfaction (as an intervening variable) and customer satisfaction has a positive and significant effect on customer loyalty.*

*Keywords: Quality Perception, Service Quality, Brand Equity, Customer Satisfaction, Customer Loyalty.*