

## **ABSTRACT**

*Currently widely companies vying for market share of existing, that is by improving and maintain the quality. This study aimed to determine the effect of product quality, the brand image, the customer relation on costumer loyalty of Yamaha vixion new advance by using customer's satisfaction and trust as this study's mediator variable (intervening).*

*The sample of this study is taken using non probability sampling and this research hypothesis testing using the data of 134 respondents. Data were collected through questionare. This study uses maximum likelihood as an analysis method by using Amos program version 22.0.*

*The analysis results show that the product quality, the brand image, and the customer relation have positive and significant impacts on consumers' satisfaction. The customer's satisfaction and trust have positive and signifikan impact on customer loyalty.*

*Keywords : product quality, brand image, customer relation, consumers satisfaction, trust, customer loyalty.*