

## **ABSTRACT**

### ***The Influence of Product Quality on Natasha Skincare's Brand Image with Customer Satisfaction Mediation***

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*This research provides an explanation of the relationship between product quality and product image that can affect brand image mediated by customer satisfaction. This research is a research with a quantitative approach and uses a survey method. The questionnaire was distributed through a google form to 140 respondents which was then analyzed using SEM (Structural Equation Modeling) which was processed through the AMOS (Analysis of Moment Structure) program. The results of the study have two hypotheses that show a positive and significant effect, namely Product Quality on Customer Satisfaction and Product Quality on Brand Image. The customer satisfaction has no influence on the Brand Image of Natasha Skincare beauty products.*

**Keywords :** *Product Quality, Customer Satisfaction, Brand Image*