

This study to (1) Analyze Brand Image Restaurants Gudeg Pawon, (2) Analyze Costumer Satisfaction Restaurant Gudeg Pawon, (3) Analyzing Costumer Loyalty Restaurants Gudeg Pawon, and (4) Analyzing the Effect of Brand Image and Costumer Satisfaction To Loyalty Restaurant costumers on products Gudeg Pawon. Implementation of the Research Methods used are diskriptiv. The sampling method was conducted by respondent Accidental sampling. The method of determining the location using the method purposiv. Kind of data used include the primary data, literature, internet, and literature books. With an average score of score average – average brand image on Restaurant Gudeg Pawon amounted to 32.743 (81,85%), with the average score the highest average is the dimension of tendernees (krecek, tempeh, egg/chicken) in accordance with the expectation of consumers for 4.37 (87,4%), average scores on costumer loyalty Restaurant Gudeg Pawon amounted to 19.62 (78.50), with the average score the highest average is the dimension of Gudeg Pawon recommend to other and make a purchase re Gudeg Pawon of 4.083 (81.66%), score average costumer satisfaction in Restaurant Gudeg Pawon was 15.7 (78.5%), with the highest average score on the dimension is processed spices and other ingredients for 4.05 (81%), constant value (a) obtained at 0,046, which means if the variable of brand image is assumed not to exist, consumer loyalty is formed of 0,046. Regression coefficient brand ideals (b) of 0.379 indicates when there is an increase in brand image will increase consumer loyalty Gudeg Pawon Restaurant. Value of the coefficient of determination (adjusted R 2) obtained is equal to 0.447 which means the contribution brand image variables, is equal to 44.7 % and the balance of 55.3 % explained by other factors outside the model. This means the brand image variable capable of providing considerable influence on the change in consumer loyalty Gudeg Pawon Restauren.

Keywords : Brand Image, Costumer Satisfaction and Costumer Loyalty