

ABSTRACT

Speedy is an internet services provider that are owned by PT. Telekomunikasi Indonesia, Tbk. With number of customers reached 3,4 million in Indonesia at the end of 2014, Speedy experienceing intense competition in a internet service provider field. it makes Speedy lost a lot of customers, at least during 2014 in South Jakarta there are 266 customers move to other provider. Speedy realized with a good brand image, is expected to make a become loyal customers. So that goal from this research is to know how big the influence of brand image to the Speedy customer's loyalty in South Jakarta.

The research method using quantitative method with descriptive and causality research type. Sample measurement using the slovin formula many as 100 people. The sampling technique using a non-probability sampling with Accidental Sampling method. The population in this research are 125.000 people.

Based on the results of the F test, brand image simultaneous are significant influence to customer loyalty. however, from the results of t test, the influence of brand image to the customer loyalty in partial only significant influence on sub variable *favorability of brand association* (X_1) and *Uniqueness of brand association* (X_3). Based on the result of the determination test show that brand image are influence to customer loyalty around 13,1%, while the rest of it are influenced by the other variables such as *Customer Relationship Management* (CRM), customer satisfaction, or brand trust.

Key Words: Speedy, Brand Image, Customer Loyalty.