

## **ABSTRACT**

*The Internet is the development of technology that is very useful in everything that smells with telecommunications and information, a technology that can be said as a necessity at this time that almost every human population is its use. With the existence of a perceived need by internet users is necessary, making many companies associated with internet network that stands today called ISP (Internet Service Provider), especially in Indonesia in the competition to get as many customers, the war service must be happen. This study aims to determine how the quality of brand image and loyalty on Triple Play services by First Media and how much influence the quality of brand image to customer loyalty on the use of Triple Play services owned First Media partially and Simultaneously. This research was conducted on Triple Play service owned by First Media using brand image as independent variable divided into five sub-variables namely *Mysteri*, *Sensuality*, and *Intimacy*. Then for the dependent variable in this study is loyalty customer. This study is a quantitative study involving 100 respondents as a sample. How to collect data is done by distributing questionnaires using five likert-scale points. The technique of stastical analysis is descriptive analysis and multiple linear regression analysis for hypothesis testing using SPSS for windows v.23 for data processing.*

*The result is that simultaneously brand image has a significant positive effect on customer loyalty. Three sub-variables that affect brand image that is *mysteri*, *sensuality*, and *intimacy*. While sub variable *think* does not have significant influence to consumer loyalty. Adjusted R Square value of 0.612 which means that 61.2% Firstmedia consumer loyalty can be explained by brand image variables.*

*Based on the research results, Triple Play service on First Media should improve the quality on *Mysteri*, *Sensuality*, and *Intimacy*.***Keywords: Brand Image, Customer Loyalty, Triple Play, First Media**