

Abstrack

This study aims to determine the effect of brand awareness, brand positioning, and brand image on loyalty through brand satisfaction as an intervening variable. An online questionnaire was conducted on 120 Chatime consumers in Bandung using accidental sampling technique. This study uses a quantitative approach and Structural Equation Modeling-Partial Least Square (SEM-PLS) in analyzing data. The results showed that brand awareness and brand positioning had a positive but not significant effect on brand satisfaction, while brand image had a positive and significant effect on brand satisfaction. Brand satisfaction had a positive and significant effect on loyalty. Brand satisfaction cannot mediate the relationship between brand awareness and loyalty and brand positioning and loyalty, however it can mediate the relationship between brand image and loyalty.

Keywords: *brand awareness, brand positioning, brand image, brand satisfaction, loyalty*