

**ABSTRACT**

Title : *The effect of Brand Image, price, Physical Evidence on customer satisfaction on Lion Air Airlines Route Jakarta - Bali in the City of Tangerang*

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*Lion Air is a brand that is easy to remember and has a good image as a low-cost airline service. This study aims to determine the effect of Brand Image, Price, Physical Evidence on Customer Satisfaction on Lion Air Airlines Route Jakarta - Bali in the City of Tangerang. The population in this study is the general public who live in the City of Tangerang who have used aviation services more than twice as many purchases. The sample in this study used the Non Probability Sampling method by using a Purposive Sampling technique of 170 respondents. The analytical method used in this study used multiple linear regression analysis to determine the direct and indirect effects between variables. The results of this study indicate that the Brand Image variable has a significant and significant effect on Customer Satisfaction, then the other results of this study have a significant and significant effect on Customer Satisfaction, while Physical Evidence has a significant and significant effect on Customer Satisfaction of Lion Air airlines in the Jakarta - Bali route in the City Area Tangerang*

Keywords : *The Effect of Brand Image, Price, Physical Evidence on Customer Satisfaction*