

## ABSTRAK

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*This research is about the influence of brand image on consumer perception in fast food restaurants. Brand image is what consumers think and feel when they hear or see a brand and what consumers learn about brands. So it can be concluded that brand image is a set of brand associations that consumers can feel and think about that are created and maintained by marketers to form in the minds of consumers. This study uses descriptive quantitative as the research method with 100 people for samples. With data collection techniques using online questionnaires, frequency distribution to approach and analyzing data using bivariate spearman correlations carried out in fast food restaurants. The author finds that Brand Image in fast food restaurants has a significant effect on Consumer Perception. It can be explained that, if Brand Image of a fast food restaurant develop 1 unit, the fast food restaurant brand image will increases by 0.671% against consumer perception. At the same time, the influence of Brand Image on consumer perceptions in fast food restaurants has a significant influence on variable X and Y, where Variable X (Brand Image) influence Variable Y (Consumer Perception) through the Brand Image component (logo, atmosphere and facilities, product, service, access and location), and components of consumer perception (consumer needs, consumer interests, consumer expectations)*

Keywords : *Brand Image, Consumer Perception, Fast Food Restaurant*