**ABSTRAK**

The study analyzed the effect of brand image, product quality and price on the consumer satisfaction at honda beat in Padang city. Survey conducted with respondents as many as 100 respondents were taken by purposive sampling method. The main purpose of this study was to examine the impact of brand image, product quality and price on consumers satisfaction of honda beat. The data obtained were analyzed with multiple linear regression models and processed with SPSS (Statistical package for social science) Version 15.0. The results showed that there is a positive and significant effect of brand image, product quality and price to customer satisfaction.

**Keyword: *brand image, product quality, price, consumer’s satisfaction***