

## **ABSTRACT**

Customer perception refers to the impression, awareness, and understanding that customers form about a product, service, or brand based on their experiences, beliefs, and emotions. It plays a vital role in shaping consumer behavior, influencing purchasing decisions, brand loyalty, and overall satisfaction. Factors like product quality, customer service, advertising, social media presence, and word-of-mouth significantly affect customer perception. Companies aim to enhance perception through effective marketing strategies, consistent messaging, and exceptional customer experiences to build a positive brand image and foster long-term relationships. This study, using simple random sampling and a questionnaire for data collection, employed regression analysis to evaluate the data. With a sample size of 127, the findings reveal a positive relationship between customer perception and brand loyalty.