

ABSTRACT

Competition in the world of land transportation, especially AKAP buses, is very tight, this causes all otobus entrepreneurs to be able to compete and increase ticket sales in order to compet for market share. In the current era of globalization, excellence in a company is needed in order to retain customers by presenting the latest innovations and excellent service. Through excellent service and good price perception, the company is able to attract a customer to continue using the products or services it offers. This study aims to test Brand Image, Service Quality, and Price Perception of Customer Loyalty with Customer Satisfaction as an intervening variable.

The population in this study is people who live in the city of Semarang, either permanently or temporarily who have used the transportation services of PO Rosalia Indah Transport. The number of samples used as many as 182 respondents. The data obtained in the research questionnaire was then analyzed using the AMOS 26.0 data processing program.

The results of this study indicate that the biggest influence on the customer satisfaction variable is the service quality variable and has a significant effect. Brand image variable has the biggest influence on customer loyalty variable.

Keywords : *Brand Image, Service Quality, Price Perception, Customer Satisfaction, and Customer Loyalty*