

ABSTRACT

This research is motivated their sales decline PO Padang Aran in the period 2013-2015. The decline in sales can be formulated that how consumers are loyal to these services through the satisfaction when using PO Padang Aran phenomenon amid increasingly fierce competition. This study aimed to examine the effect of service quality, price, customer satisfaction to customer loyalty in using buses PO Padang Aran.

The sample in this study of 200 respondents using purposive sampling method. The analytical tool used is multiple linear regression analysis were first tested the validity and reliability.

From the results of regression analysis showed that the variables Quality of Service (X1), Price (X2) jointly influence on Customer Satisfaction (Y1) with the results of multiple linear analysis is $Y1 = 0,494X_1 + 0,340X_2$. And the variable Quality of Service (X1), Price (X2), and Customer Satisfaction (Y1) jointly influence on Customer Loyalty (Y2) with the results of multiple linear analysis is $Y2 = 0,242X_1 + 0,264X_2 + 0,436Y_1$.

Keywords: Quality Service, Price, Customer Satisfaction and Customer Loyalty