

## ABSTRACT

*This study aims to determine how quality of service, price perception, and brand image of the purchase consumer satisfaction to transport service users of TransJogja Bus in Yogyakarta city. And this research also aims to analyze the most dominant factors that influence on purchase consumer satisfaction to transport service users of TransJogja Bus in Yogyakarta city.*

*This research was conducted with questionnaire method to 100 respondents service users of Transjogja Bus obtained using the technique non-probability sampling with approximations accidental sampling and population that used in this study is consumer who ever use transjogja bus. Analytical methods used were quantitative analysis of multiple regression analysis. This analysis includes : validity and reliability, the classic assumption test, multiple regression analysis, hypothesis testing by *t* tes and *F* test, and analysis of determination coefficient ( $R^2$ ).*

*From tihs analysis of the regression equation was obtained as follows,*

$$Y = 0,407 X1 + 0,267 X2 + 0,235 X3$$

*The quality of service variable have the most impact on purchasing consumer satisfaction for 0,407, then followed by price perception variable equals 0,267, and the most recent low is brand image variable equals 0,235. Hypothesis testing used *t* test to showing that the three variables are quality of service (*X1*), price perception (*X2*), and brand image (*X3*), which studied positively and significantly affect the dependent variable is consumer satisfaction (*Y*). Then the *f* test can be seen that the variable of quality of service, price perception and brand image eligible to test the dependent purchasing consumer satisfaction. Adjusted *R* square show that 72,3% of consumer satisfaction variation can be explained by the three independent variables in multiple regression equations. While the rest of 27,7% was explained by other variable outside of the three variables used in this study.*

*Keywords : Quality of service, price perception, brand image and consumer satisfaction.*