

ABSTRACT

Blue Bird Taxi is one of the products provided by PT. Blue Bird Tbk, a company whose main business is in the form of transportation services that are spread across several regions in Indonesia. PT. Blue Bird Tbk was founded in Jakarta in 2001. Along with the development of technology and information made the number of online transportation in Indonesia increasing. That can encourage Blue Bird Taxi to improve performance in order to win the competition.

This research is based on business phenomena and the result of pre-survey interviews where a number of complaints when using Blue Bird Taxi's service were found. Based on these problems, this study aimed to analyze the effect of service quality, brand image, price perception, and promotion on customer loyalty through customer satisfaction. The population in this study are Blue Bird taxi users in Semarang. The research method used a non-probability sampling where the samples used were 150 respondents. Data obtained from the questionnaire which are processed and analyzed using Structural Equation Modelling through AMOS program.

The results showed that from the 5 hypotheses proposed, all hypotheses were successfully received positively and significantly. Service quality, brand image, price perception, and promotion have positive and significant effect on customer satisfaction. Then, customer satisfaction has positive and significant effect on customer loyalty.

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