

ABSTRACT

Taxy is one of public transportation in the city which is serving in higher standard for privation, flexibility and luxury. Bandung is one of big city in Indonesia which is having many taxi customer. PT. Tara Megah Muliatama is one of private company in public transportation service in terms of Taxy service in Bandung, West Java. At this point there are some problem such as empathy and responsiveness as part of service quality.

The purpose of this research is to know the effect of service quality toward customer loyalty with satisfaction as the intervening variable in scope of PT. Tara Megah Muliatama (Gemah Ripah Taxi) customer in Bandung city.

The research is descriptively using causal approach with incidental sampling as its method in Non-probability sampling. It takes 100 customer of Gemah Ripah Taxi as the respondent. Technique of data analysis using the method of path analysis.

The result from descriptive analysis shows that 70.6% goes to service quality, 71.1% to customer satisfaction, and 68.7% to loyalty customer. This outcome shows that service quality, customer satisfaction and customer loyalty are in good category. Based on the path analysis test, it shows that service quality Is affecting the customer satisfaction with 72.7%, and the remaining of 27.3% is coming from other variable. Customer satisfaction is having some affection in 54%, while the rest of 46% is coming from other variable. The service quality is affecting customer loyalty in 62.6% (mediated from customer satisfaction), and the remaining of 37.6% is affected by other variable that are not in scope of this research.

Keywords : *Service Quality, Customer Satisfaction, Customer Loyalty.*