

ABSTRACT

Shuttle Primajasa Batununggal Bandung Indah is one Primajasa shuttle buses that provide transportation services from Bandung to Soekarno Hatta Airport. However, the implementation of consumers shuttle Primajasa Batununggal Bandung Indah feel and discover the existence of inferior services provided by the service provider.

The Purpose of this research was to determine the effect of service quality, customer satisfaction, brand image in the eyes of the respondents Primajasa, the influence of service quality on customer satisfaction and brand image partially and simultaneously, and influence of customer satisfaction on the brand image partially.

The method used is quantitative methods, descriptive and causal analysis. Population in this research is that consumers Shuttle Bus Primajasa Batununggal Indah Bandung in 2014 as many as 628 358 by distributing questionnaires to 100 respondents. Sampling technique used is non-probability sampling. The type of data used in this study are primary data and secondary data. Methods of data processing using path analysis (Path Analysis).

The results from path analysis in this research showed that the variable quality of service (X) significantly affects customer satisfaction (Y_1), with the value of influence is 0,462. In addition to the variable quality of service (X) also influence the brand image (Y_2) with the value of influence is 0,672. Variable customer satisfaction (Y_1) effect on brand image (Y_2) with an effect of 0.844. Service quality and customer satisfaction simultaneously significant effect on brand image (brand image) with a calculated F value of 210.904 and is greater than the F table for $\alpha = 0.05$ at 3,090 with a probability value (sig) = 0.000. Rsquare determinant coefficient = 0.813 = 81.3% and the influence of other variables is 18.7%

Keywords: *Service Quality, Customer Satisfaction, Brand Image*