

## ABSTRACT

*The development of the times that advance technological advances has made the lifestyle of the world community change significantly, one of which is in terms of transportation. Transportation is the most common but also the thing most needed by consumers especially the people of Indonesia. Because basically humans travel and mobilize. One important factor for business continuity is having loyal customers. To arrive at the customer loyalty stage, of course there are several factors that influence, including perceived quality, perceived value, and customer satisfaction on a brand. This study aims to determine the perceived quality, perceived value, and customer satisfaction impact on customer loyalty in GrabCar consumers.*

*This research uses a quantitative method and a Likert scale as a measurement. The population in this study is GrabCar users with a sample of 150 respondents GrabCar users who live in Bandung. The data analysis technique used in this study is multiple linear regression analysis and is processed using SPSS 22 for Windows.*

*Based on the hypothesis test that has been done, for the perceived quality variable has a value: 3.096 (to) > 1.65536 (ta), a positive and significant effect on the variable customer loyalty. For the variable perceived value has a value: 2.963 (to) > 1.65536 (ta), a positive and significant effect on the variable customer loyalty. For variable customer satisfaction has a value: 9.335 (to) > 1.65536 (ta), a positive and significant effect on the variable customer loyalty. Indicates that the variable perceived quality, perceived value, and customer satisfaction have a significant positive effect on the variable customer loyalty.*

*It can be concluded that there is a partial effect for the perceived quality variable on the variable customer loyalty of 2.8%. And the effect of perceived value on the variable customer loyalty partially influenced 5.9%, and for variable customer satisfaction partially influenced 37.2%. It can be concluded that customer satisfaction has the most important influence on the creation of customer loyalty for GrabCar consumers. And simultaneously, the variable perceived quality, perceived value, and customer satisfaction have an influence of 45.8%.*

**Keywords :** *Perceived Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*