

ABSTRACT

The increasingly competitive transportation industry requires companies to be able to face increasingly complex competitive challenges. As one of the brands in the shuttle industry, the company faces various problems, such as late departures, comfort of facilities, and price comparisons with competitors. Customer complaints about services that do not always meet expectations indicate that their loyalty can be influenced by the quality of service, the price offered, and the level of satisfaction they feel.

This study aims to evaluate the effect of service quality and price on customer loyalty with customer satisfaction as an intervening variable, at PT Bhinneka Sangkuriang Transport in Bandung City. The approach used is quantitative descriptive, with data analysis carried out through SmartPLS 4 software to test the influence between variables. Data were obtained by distributing questionnaires in Google Form format to 230 respondents who had used shuttle services in the last six months.

The findings of this study indicate that service quality and price have a positive and significant effect on customer satisfaction. In addition, service quality and price have a positive and significant effect on customer loyalty. Customer satisfaction is proven to have a positive and significant effect on loyalty, and is able to mediate the relationship between service quality and price on customer loyalty. In general, the results of this study indicate that service quality and price contribute positively to customer satisfaction and loyalty. However, aspects of the accuracy of departure schedules and comfort of facilities at PT Bhinneka Sangkuriang Transport in Bandung City still need to be improved to maintain the level of customer satisfaction and loyalty to the services provided.

Keywords: Service quality, price, customer satisfaction, customer loyalty.