

ABSTRACT

EPPY JUWANTI. *The Influence of Service Quality, Price Perception and Brand Image on Customer Satisfaction (Case Study of Blue Bird Taxi Transport User in West Jakarta Area) (supervised by Endang Ruswanti).*

This study aims to determine the Influence of Service Quality, Price Perception and Brand Image of Customer Satisfaction of Blue Bird Taxi Transportation Services in West Jakarta Area. The independent variable consists of the Influence of Service Quality, Price Perception and Brand Image, while the dependent variable is Customer Satisfaction. The number of samples used in this study as many as 185 respondents. Respondents of this research are Blue Bird minimum taxi users 2 times. The method of analysis used in this study is multiple linear regression.

The results showed that partially Quality of Service, Price Perception and Brand Image Affects Customer Satisfaction. In addition, the results showed simultaneously Quality of Service, Price Perceptions and Brand Image influence on customer satisfaction.

Keywords: *Service Quality, Price Perception, Brand Image, Customer Satisfaction.*