

## ABSTRACT

**Title** : *Effect of Service Quality, Brand Image, Price Perception on Customer Loyalty Through Customer Satisfaction with Users of Grabbike Online Transportation Services (Study of Grab Customers at Karawaci)*

**Name** : *Ferdi Rizaldi*

**Studi Program** : *Management*

*This study aims to determine the effect of brand image, service quality and price perception on customer loyalty through customer satisfaction, the type of research used is causal associative research with qualitative approaches in quantitative right. The population in this study were all consumers who had purchased or used Grabbike's online transportation services in Karawaci with a sample of 100 respondents, sampling technique using purposive sampling technique. Data analysis used is descriptive analysis, and path analysis.*

*The results showed that brand image has a direct influence on customer loyalty, service quality has a direct effect on customer loyalty and price perception has a direct influence on customer loyalty and brand image has a direct influence on customer loyalty without going through customer satisfaction, service quality has a direct influence on customer loyalty without going through customer satisfaction and price perceptions have a direct influence on customer loyalty without going through customer satisfaction.*

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