

ABSTRACT

This reserch is motivated by problems related service quality, price, customer satisfaction and loyalty at the Grab-Bike Bandung. Bases on the YLKI and Alvara Reserch survey result, Grab-Bike has lower service quality, price, customer satisfaction and loyalty compared to competitors in 6 major cities except Bandung. The reserch aims to determine the effect of service quality, price on customer loyalty through customer satisfaction variables on ojek online Grab-Bike

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non-probability sampling type Purposive Sampling, with the number of respondents as many as 100 people. The data analysis technique uses descriptive analysis and path analysis.

Based on the results of descriptive analysis of service quality, price, customer satisfaction and loyalty as a whole are in a good category. The results of the path analysis technique show that simultaneously and significantly the service quality and price variables together have an effect on the customer satisfaction variable and partially the service quality and price variables have a significant effect on the customer satisfaction variable. Service quality, price, customer satisfaction variables jointly influence the loyalty variable simultaneously and significantly, and partially service quality, price, customer satisfaction significantly influence loyalty.

Keywords : service quality, price, customer satisfaction, loyalty