

## ***ABSTRACT***

*The development of the digital application-based transportation industry in Indonesia has shown significant growth, one of which is marked by the presence of InDrive Car, which is becoming increasingly well-known among urban communities. Amidst increasingly competitive competition among online transportation service providers, efforts to improve customer satisfaction have become a key strategy in maintaining loyalty and expanding market share. This study aims to analyze the influence of brand image, service quality, and price on consumer satisfaction among InDrive Car app users in Bandung City.*

*This study employs a quantitative method with a descriptive approach and a causal research design. The sample consists of 200 respondents who are active users of the InDrive Car app, selected using purposive sampling techniques. Data processing and analysis were conducted using the latest version of SPSS software.*

*The results of the study indicate that brand image and price do not have a positive influence, while service quality has a positive and significant influence on consumer satisfaction, both partially and simultaneously. These findings suggest that to enhance customer satisfaction, the company should focus more on improving brand image and setting prices that align with consumer perceptions, as well as re-establishing brand image strengthening strategies that are relevant to user expectations.*

*Keywords: Brand Image, Service Quality, Price, Consumer Satisfaction*