

ABSTRACT

The Influence of Service Quality, Brand Image, and Price on MRT Jakarta Customer Satisfaction

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This study aims to examine the effect of service quality, brand image, and price on MRT Jakarta customer satisfaction. This study uses a quantitative approach. Data collection was obtained by distributing questionnaires via Google Form to customers. The population in this study is all customers who use the Jakarta MRT mode of transportation in Jakarta, whose number is unknown (unknown population), while the sample used is 116 respondents. The sampling technique used was purposive sampling. The analytical tool used is SPSS version 26 software. Based on the results of the study, it is known that the service quality variable (x_1) has a partial effect on the customer satisfaction variable (y). The brand image variable (x_2) partially has no effect on the customer satisfaction variable. The price variable (x_3) partially has no effect on the customer satisfaction variable.

Keywords: *service quality, brand image, price, and customer satisfaction*