



ANALYSIS OF FACTORS AFFECTING CONSUMER LOYALTY: A STUDY ON CONSUMERS OF MRT JAKARTA PUBLIC TRANSPORTATION SERVICES

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Abstract

This study analyzes the factors that influence consumer loyalty of MRT Jakarta public transportation services. Some variables used to measure consumer loyalty are service quality, price, image of merek, customer satisfaction. In this study, the method used was a survey method with an instrument in the form of a questionnaire. The population in this study is consumers of MRT Jakarta public transportation services domiciled in the DKI Jakarta area. This study used a sample of 400 respondents. The characteristics of this study sample include people in the DKI Jakarta area, adolescents to adults aged 17 years and over, actively using MRT Jakarta public transportation services at least five times in the past week. There are 7 hypotheses; the effect of service quality on consumer satisfaction, the effect of price on consumer satisfaction, the influence of brand image on consumer satisfaction, the influence of service quality on consumer loyalty, Price influence on consumer loyalty, the influence of brand image on consumer loyalty, and the effect of consumer satisfaction on consumer loyalty. There are 7 results from this study, including; Service quality variables have a positive and significant influence on consumer satisfaction, price has a positive and significant influence on consumer satisfaction, brand image has a positive and significant influence on consumer satisfaction, service quality variables have a positive and significant influence on consumer loyalty, price has a positive and significant influence on consumer loyalty, brand image has a positive and significant influence on consumer loyalty, consumer satisfaction has a positive and significant influence on consumer loyalty. Data analysis techniques use SPSS version 24 and AMOS version 24 to process and analyze research data.

Keyword:

Service Quality, Price, Brand Image, Customer Satisfaction, Consumer Loyalty

Abstrak

Penelitian ini menganalisis faktor-faktor yang mempengaruhi loyalitas konsumen layanan transportasi umum MRT Jakarta. Beberapa variabel yang digunakan untuk mengukur loyalitas konsumen adalah kualitas pelayanan, harga, citra merek, kepuasan konsumen. Dalam penelitian ini, metode yang digunakan adalah metode survei dengan instrumen berupa kuesioner. Populasi dalam penelitian ini adalah konsumen layanan transportasi umum MRT Jakarta yang berdomisili di wilayah DKI Jakarta. Penelitian ini menggunakan jumlah sampel sebanyak 400 responden. Karakteristik sampel penelitian ini antara lain masyarakat di wilayah DKI Jakarta, remaja hingga dewasa berusia 17 tahun ke atas, aktif menggunakan layanan transportasi umum MRT Jakarta minimal lima kali dalam satu minggu terakhir. Ada 7 hipotesis; pengaruh kualitas layanan terhadap kepuasan konsumen, pengaruh harga terhadap kepuasan konsumen, pengaruh citra merek terhadap kepuasan konsumen, pengaruh kualitas layanan terhadap loyalitas konsumen, pengaruh harga terhadap loyalitas konsumen, pengaruh citra merek terhadap loyalitas konsumen, dan pengaruh kepuasan konsumen terhadap loyalitas konsumen. Ada 7 hasil dari penelitian ini, diantaranya; variabel kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen, harga memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen, citra merek memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen, variabel kualitas layanan memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen, harga memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen, citra merek memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen, kepuasan konsumen

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memiliki pengaruh positif dan signifikan terhadap loyalitas konsumen. Teknik analisis data menggunakan SPSS versi 24 dan AMOS versi 24 untuk mengolah dan menganalisis data hasil penelitian.

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INTRODUCTION

In the modern era like today, of course, more and more humans are competing to compete creatively and innovatively in overcoming obstacles that exist in society. Indonesia is a densely populated country with the fourth position in the world with a total population of around 269 million Indonesians or 3.49% of the total world population Jayani (2019). This level of density then has an impact on the limited availability of land, with an imbalance of facilities available to the community and still many consequences resulting from rapid population growth in society, especially in Indonesia. DKI Jakarta as the capital of Indonesia is a large urban city with the highest population density which currently reaches 16,704 jiwa/km² Akbar (2020).

With the population density that exists in DKI Jakarta as the capital of Indonesia today, it results in an imbalance in the order of society, especially in large cities such as DKI Jakarta, besides that the limited population results in limited space for people to move in activities, especially in public transportation services. DKI Jakarta is a large urban city with the top 10 congestion levels in the world in 2019 from the results of a Tom Tom Index survey as an institution authorized to monitor traffic from the UK Velarosdela (2021). The problem of density and congestion in DKI Jakarta is a problem that must be considered with long-term planning because the process of overcoming it is not instantaneous must be gradual. There have been many steps taken by the government in overcoming congestion problems that occur in Jakarta, including the implementation of Transjakarta Busway transportation services and the implementation of *three in one* lanes in certain areas, but this has not made congestion in Jakarta drastically reduced, people are still rare and reluctant to switch to using public transportation services, instead preferring to use private vehicles.

Then in 2019 the DKI Jakarta government together provided a solution in overcoming congestion problems that occur in the capital city of Indonesia by carrying out the process of building a mode of transportation that has been running since 2013, namely the Jakarta MRT (*Mass Rapid Transit*) project, which began operating on March 24, 2019 Primadi (2020). MRT (*Mass Rapid Transit*) Jakarta is a high-tech transportation service accompanied by proven sophistication, sophisticated technology can certainly support public transportation services to be easier, more practical and faster. So that the mobility / journey of the community in carrying out activities becomes more effective and efficient. However, there are still many obstacles felt by consumers who use MRT Jakarta public transportation services, there are complaints and disappointments over consumer expectations that do not meet expectations, there are obstacles in the payment system of MRT Jakarta consumer consumers including automatic ticket machines with problems Makki and Lova (2019), electricity disruptions so that MRT Jakarta travel activities stop during operational hours Gayati (2021). In this phenomenon, researchers want to analyze the factors that affect consumer loyalty of MRT Jakarta public transportation services. Some of these factors include service quality, price, brand image and customer satisfaction.

LITERATURE REVIEW

Customer Satisfaction

According to Kotler and Keller (2018) If performance is below expectations, then customers are not satisfied. If the performance is as expected, then the customer is satisfied. If the performance exceeds expectations, then the customer is very satisfied. Factors that affect consumer satisfaction say that consumer satisfaction is very dependent on consumer perceptions and expectations. According to Sunyoto (2012) in Yulita dan Wijaya (2020), consumer satisfaction is the level of a person's feelings after comparing the perceived performance/results then compared to their expectations. According to Daryanto and Setyobudi (2014) in Mekel et al., (2022) stated that consumer satisfaction is defined as an emotional assessment by consumers after trying a product/service, where these expectations and needs have been met. In Tjiptono (2018) there are several factors that can measure the level of consumer satisfaction, namely; *Overall customer satisfaction*, *dimensi customer satisfaction*, *confirmation of expectations*, *repurchase intent*, *willingness to recommend*, *customer dissatisfaction*. With various theories that have been described before, researchers draw conclusions related to the understanding of consumer satisfaction (*Customer Satisfaction*) is an expression of feelings of pleasure or disappointment from consumers towards the use of a service or product that has been provided by a service / product provider, consumers usually compare with expectations that match consumer expectations or not in accordance with expectations that Expected.

Consumer Loyalty

Consumer loyalty in the context of attitude is a condition of how consumer psychology recommends a brand to others, and in the context of behavior shows repetition of buying behavior, and also advises not to switch to another brand has a commitment / loyalty in oneself to reuse a certain brand of choice in the future Jihan and Made (2018). According to Hasan (2014) in Mekel et al., (2022) consumer loyalty is a person who makes transactions regularly and repeatedly in away that continuously comes to the same place to satisfy desires by getting products or services and paying for them. Meanwhile, according to Kotler and Keller (2018) in Sasongko (2021) defines loyalty as a deeply held commitment to resubscribe and support preferred products/services in the future even though situational influences and marketing efforts have the potential to cause customers to switch. Consumers love brands, brands become *top of mind* brands (the first brand to appear) if considering product categories, deep brand commitment forces preferred preferences to make purchases, helping consumers to identify quality differences so that when shopping will be more efficient Ismail (2018). There are indicators of consumer loyalty according to Sangadji and Sopiah (2013) in Putra (2021), namely; repeat purchases, brand consumption habits, great liking for brands, brand determination, belief that a certain brand is the best brand, brand recommendations to others. With various theories that have been described before, researchers conclude that the understanding of consumer loyalty is the formation of an attitude in wanting to commit to making purchases using services and

products and re-subscribing, regarding the expression of feelings of pleasure and satisfaction with expected expectations so that *customers* believe and are loyal to the products / services provided.

Quality of Service

According to Tjiptono (2018) in Afrilliana's research (2020) service quality *is* a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Jang *et al.*, (2016) in research n Jihan and Made (2018), service quality is associated with *profit*, cost savings and high market share. The intended character in service quality is the performance expectations of service providers and facilities provided by service providers. Saidani and Arifin (2012) in Gabrielle and Harjati (2018) service quality is something perceived by consumers, where consumers will judge the quality of service that has been felt based on what consumers describe in their minds.

According to Parasuraman (2016), there are five dimensions of service quality, namely; *Reliability* (reliability / ability to realize promises), *Responsiveness* (*responsiveness* in providing services), *Assurance* (confidence or ability to provide service guarantees), *Empathy* (understanding consumer desires), *Tangibles* (physical appearance of service). With various theories that have been described before, researchers draw conclusions related to the understanding of service quality, namely all business capabilities that have been provided by service providers or services to complete consumer needs that are expected to meet expectations and meet all the needs needed by consumers so that service users feel satisfied and happy with the perceived service.

Price

In Sumarsid and Paryanti's (2022) research, price is a product/service value that will affect producer profits, price can be a consideration for consumers to buy, so it requires special consideration in determining prices. In Fure's research (2013) price is the amount of money exchanged for products and services, is the sum of the total value that consumers exchange in order to have a good and service. In the context of service marketing, price is the amount of money (monetary unit) or other aspects (*non-monetary*) that have certain utilities or uses needed to obtain services, Attributes or factors that have the potential to satisfy certain desires are called Sumarsid and Paryanti utilities (2022). Kotler and Keller (2018) state that price is the amount of money charged for a product/service or the amount of value that customers must pay to get a product/service. According to Fure (2013) the indicators used for prices include; prices that correspond to benefits, price perception and benefits, affordable prices, price competition, price suitability with quality. With various theories that have been described before, researchers draw conclusions related to price *determination*, namely the value of a sum of money exchanged for a service, product or service accompanied by consistency, of course, in accordance with the expectations expected by consumers.

Brand Image

Brand image is a factor that influences consumers' subjective perceptions and behaviors of consequences and is a cue when consumers evaluate a product or service before purchasing. When creating a brand and instilling a good perception to consumers, it will make it easier for companies to attract consumers, therefore companies need to have the right marketing strategy for the products and services produced, this is done by the company so that there is an increase in purchases to consumers and there are various kinds. Similar products/services offered by various companies, the number of consumers when making purchasing decisions if the product/service has a good or well-known brand image so that consumers will be more interested in using the product/service. Kotler and Keller (2018) define brand image as the perception of an impression of a brand as describing brand associations that exist in the minds of consumers, this is shaped by consumer messages and experiences about the brand, thus causing an image in the minds of consumers.

According to Lien (2015) in Shyfa Mourizka Nadia (2020), brand image is a determinant that influences customer subjective perceptions and consequence behavior when consumers evaluate products or services before buying. In Wijaya's research (2013) stated that brand *image* indicators include; brand identity, brand personality, brand association, brand attitude and behavior, benefits and brand benefits. While in the research Wulandari et al., (2017). The factors supporting the formation of brand image are; excellence of brand association (favorability of brand association), strength of brand association (strength of brand association), uniqueness of brand association (*uniqueness of brand association*) With various theories that have been described before, researchers draw conclusions related to the understanding of brand image (*brand image*) is a perception that sticks in the minds of consumers on a service or UK product used, is an experience *that* has been felt by the *customer* has its own impression in the memory of consumers and becomes its own characteristic felt by consumers towards the products and services provided by service providers.

THEORITICAL FRAMEWORK

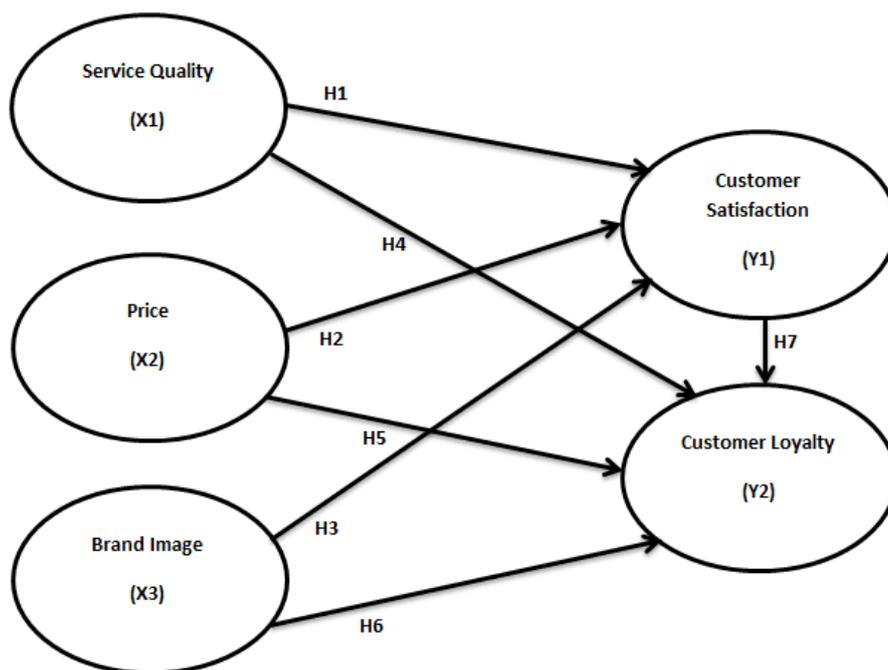


Figure 1. Research Model
Source: Data processed by Researchers (2022)

HYPOTHESIS

The hypotheses proposed by this study include:

- H₁**: There is an influence of service quality on customer satisfaction of MRT Jakarta public transportation services.
- H₂**: There is an effect of price on customer satisfaction of MRT Jakarta public transportation services.
- H₃**: There is an influence of brand image on customer satisfaction of MRT Jakarta public transportation services.
- H₄**: There is an influence of service quality on customer loyalty of MRT Jakarta public transportation services.
- H₅**: There is an effect of price on consumer loyalty of MRT Jakarta public transportation services.
- H₆**: There is a brand image influence on the loyalty of consumers of MRT Jakarta public transportation services.
- H₇**: There is an influence of customer satisfaction on consumer loyalty of MRT Jakarta public transportation services.

RESEARCH METHODS

Respondents

The sample in this study was obtained from the results of a survey that made a questionnaire instrument in the form of a *google form* then distributed online through social media platforms such as whatsapp, line, instagram etc. From the results of the questionnaire, 400 respondents were obtained as a research sample, the respondents received were respondents domiciled in the DKI Jakarta area, adolescents to adults aged 17 years and over, actively use MRT Jakarta public transportation services (at least five times in the last week).

Measurement

In this study, the measurement scale used by researchers was the *Likert Type* scale with an even scale of six points ranging from "strongly disagree" to "strongly agree". In this study, the type of data used is primary data. The data collection technique that the researchers chose was a questionnaire. The questionnaire, which the researchers manage, consists of three parts. The first part is the *screening test*, used to select whether respondents fit the criteria for research. The second part is respondents' thoughts on five variables that will be studied: service quality, price, brand image, customer satisfaction, consumer loyalty. The third part of information about the identity of the respondent contains gender, domicile, age, occupation, income, expenses.

Analysis

Researchers use *Structural Equation Model (SEM)* software to select programs. Researchers used AMOS version 24, to process the questionnaire data obtained and SPSS version 24 to test bag validity and reliability. In this study, researchers used several data analyses, namely: 1) Descriptive analysis was used to provide an overview or summary of data. 2) Validity test is used to measure the accuracy of data taken from keusioner in measuring the validity of this study using *Exploratory Factor Analysis (EFA)* and *Confirmatory Factor Analysis (CFA)*. 3) The reliability test seeks to assess the level of consistency of variables in the reliability test used is the *Cronbach Alpha* method. 4) Analysis in the fit test through a review of various parameters of *goodness of fit indices* Hair (2014).

Table 1. Goodness of Fit Indices

<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>
<i>Chi-Square</i>	Smaller is better
Probability	≥ 0.05
GFI	≥ 0.90
RMSEA	≤ 0.08
CMIN/DF	≤ 3.00
NFI	Close to 1
TLI	≥ 0.95
CFI	≥ 0.90
AGFI	≥ 0.90

Source: Hair (2014)

Descriptive Analysis

Descriptive analysis of service quality variables (X 1) had an average percentage of 0.0% at the point of strongly disagree, 3.0% at the point of disagree, 6.1% at the point of disagree, 15.2% at the point of disagree, 43.2% at the point of agreeing, and 32.5% at the point of strongly agreeing. From the overall number of respondents' answers, it can be concluded that respondents tend to give positive answers to statements on service quality variables.

The descriptive analysis of price variables (X 2) had an average percentage of 0.0% at the strongly disagree point, 1.7% at the disagree point, 4.8% at the disagree point, 17.2% at the disagree point, 48.9% at the agree point, and 27.4% at the strongly agree point. From the overall results of respondents' answers, it can be concluded that respondents tend to give positive answers to statements on price variables.

Descriptive analysis of brand image variables (X 3) had an average percentage of 0.0% at the strongly disagree point, 2.6% at the disagree point, 7.1% at the less disagree point, 17.3% at the disagree point, 49.1% at the agree point, and 23.9% at the strongly agree point. From the overall results of respondents' answers, it can be concluded that respondents tend to give positive answers to statements on variables citra brand

Descriptive analysis of consumer satisfaction variables (Y 1) had an average percentage of 0.1% at the strongly disagree point, 2.5% at the disagree point, 4.3% at the disagree point, 18.2% at the disagree point, 49.4% at the u point and 25.6% at the strongly agree point. From the overall results of respondents' answers, it can be concluded that respondents tend to give positive answers to statements on consumer satisfaction variables.

. The descriptive analysis of consumer loyalty variables (Y 2) had an average percentage of 0.2% at the strongly disagree point, 2.8% at the disagree point, 6.0% at the disagree point, 20.8% at the disagree point, 46.7% at the agree point, and 23.6% at the strongly agree point. From the results of all respondents' answers, it can be concluded that respondents tend to give positive answers to statements on consumer loyalty variables.

Exploratory Factor Analysis

Here are the validity and reliability test results for each of the variables tested:

Table 2. Exploratory Factor Analysis

Variable	Items	Statement	Factor Loadings	Cronbach's Alpha
	SQ1	Service Quality MRT Jakarta is able to respond to consumer demand	0.711	
	SQ2	MRT Jakarta Departure Schedule is always on time	0.778	
Quality of Service	SQ3	MRT Jakarta Service Quality provides a sense of security when traveling	0.771	0.816
	SQ4	MRT Jakarta Service Quality has an appeal to the latest modern facilities	0.779	
	SQ5	MRT Jakarta Service Quality pays attention to what consumers want	0.760	
	P1	Pricing of MRT Jakarta prices in accordance with the benefits expected by consumers.	0.792	
	P2	MRT Jakarta price rates are affordable and comparable to the benefits felt by MRT Jakarta consumers	0.822	
Price	P3	MRT Jakarta sets affordable rates	0.867	0.821
	P4	There is competition for MRT Jakarta price rates between similar competitors	0.712	
	P5	The price set by MRT Jakarta is in accordance with the quality of service provided to consumers	0.634	
	BI1	MRT Jakarta services have a good impression attached to the minds of consumers	0.716	
	BI2	MRT Jakarta services have a character that is easily remembered by consumers	0.874	
Image Brand	BI3	MRT Jakarta services have an identity as a characteristic that distinguishes them from similar services	0.879	0.860

	BI4	MRT Jakarta provides good service to consumer needs	0.803	
	BI5	MRT Jakarta services have advantages that make consumers feel the benefits of the service	0.733	
	CS1	Consumers rely heavily on MRT Jakarta services every day	0.711	
	CS2	Consumers always use MRT Jakarta services in the minds of consumers	0.685	
Satisfaction User	CS3	Consumers are willing to recommend MRT Jakarta services to others	0.854	0.835
	CS4	Consumers are satisfied with the overall service of MRT Jakarta	0.762	
	CS5	MRT Jakarta services rarely experience problems	0.873	
	CL1	Services provided by MRT Jakarta are punctual	0.726	
	CL2	Consumers are committed to using MRT Jakarta services	0.884	
Satisfaction User	CL3	MRT Jakarta consumers do not switch to using similar competitor services	0.767	0.895
	CL4	Consumers are willing to recommend MRT Jakarta services to others	0.765	
	CL5	Consumers feel the ease of service provided by MRT Jakarta	0.873	
	CL6	Consumers make transactions again to use the services provided by MRT Jakarta	0.851	

Source: Data processed by Researchers (2022)

Based on the table above, there are no indicators that need to be eliminated. This is because the value of factor loadings owned by all variable indicators > 0.5 So it can be concluded that all indicators are declared valid. It can also be expressed as a of all reliable variables and can be used for further testing because it has a *Cronbach's Alpha* value of > 0.6 .

Structural Equation Model

The *Structural Equation Model (SEM)* is formed from five variables with a discussion of each indicator. The purpose of this model is to analyze the relationship between each variable and find out whether all the variables involved in a study have met the suitability requirements or not. The condition is that the model must meet the criteria of a *goodness of fit indices*. The results of the tests conducted show that the model has not been said to be suitable because the index does not meet the requirements. Therefore, adjustments are made to obtain the appropriate results.

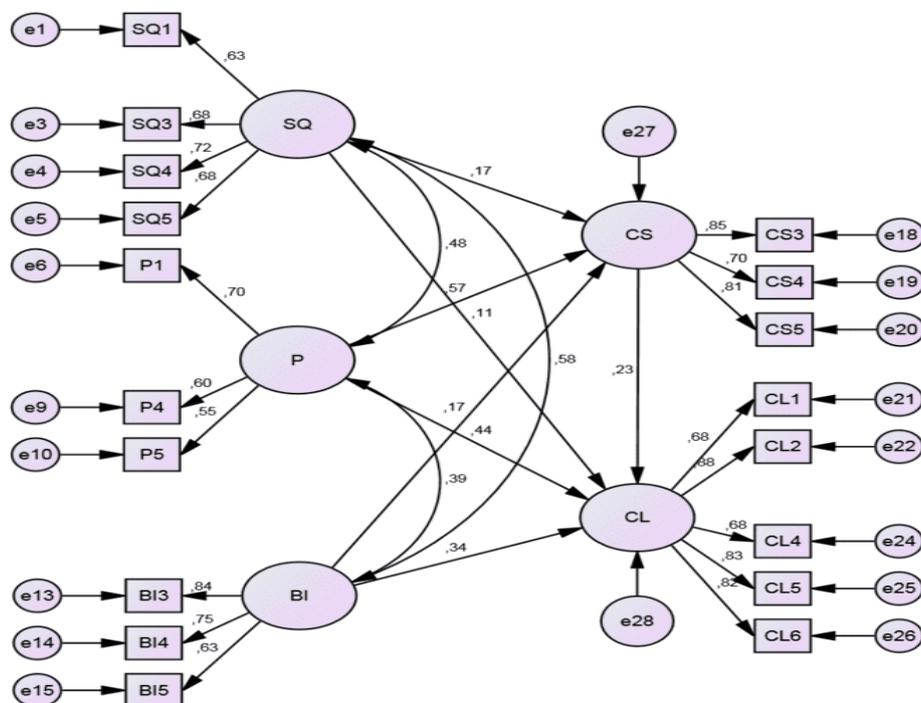


Figure 2. Structural Equation Model *Fit* Model
Source: Data processed by Researchers (2022)

Table 3. Structural Equation Model *Fit* Model

<i>Items</i>	<i>Value</i>	<i>Information</i>
Chi-Square	140.606	Fit
Probability	0.146	Fit
GFI	0.962	Fit
RMSEA	0.018	Fit
CMIN/DF	1.134	Fit
NFI	0.959	Fit
TLI	0.994	Fit
CFI	0.995	Fit
AGFI	0.948	Fit

Source: Data processed by Researchers (2022)

In the *SEM full* model test, the service quality variable has five indicators after modification, there are four indicators, which are omitted are SQ2 so that the model meets the conformity requirements. In the price variable has five indicators after modification, there are three indicators, which are omitted are P2, P3 to meet the suitability requirements. Then the brand image variable has five indicators after modification, there are three indicators, which are eliminated are BI1, BI2 so that the model meets the requirements of conformity. In the consumer satisfaction variable has five indicators after modification, there are three indicators, which are omitted are CS1, CS2 so that the tested model meets the suitability requirements. While the consumer loyalty variable has an enam indicator after modification, there are five indicators that are omitted are CL3 to meet the suitability requirements. From these results, it can be said that the research model is appropriate/*fit*.

Test the hypothesis

Here are the results of the hypothesis test:

Table 4. Test the hypothesis

Hypothesis	Independent Variables		Dependent Variables	Estimate	S.E	C.R	P	Conclusion
H1	Quality of Service	→	Customer Satisfaction	0.234	0.102	2.285	0.022	Accepted
H2	Price	→	Customer Satisfaction	0.797	0.111	7.162	****	Accepted
H3	Brand Image	→	Customer Satisfaction	0.187	0.072	2.608	0.009	Accepted
H4	Quality of Service	→	Consumer Loyalty	0.125	0.061	2.063	0.039	Accepted
H5	Price	→	Consumer Loyalty	0.492	0.094	5.214	****	Accepted
H6	Brand Image	→	Consumer Loyalty	0.293	0.047	6.173	****	Accepted
H7	Customer Satisfaction	→	Consumer Loyalty	0.183	0.059	3.126	0.002	Accepted

Source: Data processed by Researchers (2022)

From table 4 it can be explained that the H1 hypothesis statement **accepted** service quality variables have a positive and significant influence on customer satisfaction. This can be seen from the C.R (*critical ratio*) value of $2.285 > 1.96$ at a significance of $0.022 < 0.05$. The statement of the H2 hypothesis **accepted** by variables mustnot have a positive and significant influence on consumer satisfaction. This can be seen from the C.R value (*critical ratio*) of $7.162 > 1.96$ at the significance $*** < 0.05$. The accepted H3 hypothesis statement of brand image variables has a positive and significant influence on consumer satisfaction. This can be seen from the C.R (*critical ratio*) value of $2.608 > 1.96$ at a significance of $0.009 < 0.05$. The H4 hypothesis statement **accepted** the variable of service quality has a positive and significant influence on consumer loyalty. This can be seen from the C.R (*critical ratio*) value of $2.063 > 1.96$ at a significance of $0.039 < 0.05$. The statement of the H5 hypothesis **accepted** by price variables has a positive and significant influence on consumer quality. This can be seen from the C.R (*critical ratio*) value of $5.214 > 1.96$ at the significance of $*** < 0.05$. The accepted H6 hypothesis statement of brand image variables has a positive and significant influence on consumer loyalty. This can be seen from the C.R value (*critical ratio*) of $6.173 > 1.96$ at the significance of $*** < 0.05$. The statement of the H7 hypothesis **accepted** consumer satisfaction variable has a positive and significant influence on consumer loyalty. This can be seen from the value of C.R (*critical ratio*) of $3.126 > 1.96$ at a significance of $0.022 < 0.05$.

Discussion

With the testing that has been done, the results of this research can be analyzed on the statement that service quality will affect customer satisfaction, it concludes that the quality of service affects customer satisfaction. Through these results, it can be proven that the better and more adequate the quality of service provided by MRT Jakarta public transportation services to consumers, it will affect the level of satisfaction of MRT Jakarta consumers. In the statement that price will affect consumer satisfaction, it is concluded that price affects consumer satisfaction. Through these results, it can be proven that the price rates provided by MRT Jakarta public transportation services are affordable and in accordance with the benefits that consumers expect, consumers will affect the level of satisfaction of MRT Jakarta consumers. On the statement that brand image will affect consumer satisfaction, it is concluded that brand image affects consumer satisfaction. Through these results, it can be proven that a good brand image has been successfully formed through the marketing strategy used by the company to make excellence, so consumers will influence the level of satisfaction of MRT Jakarta consumers.

In the statement that service quality will affect customer loyalty, it is concluded that the quality of service affects customer loyalty. Through these results, it can be proven that the better and more adequate the quality of services provided by MRT Jakarta public transportation services to consumers, it will affect the commitment / loyalty of MRT Jakarta consumers to make transactions again in using available services. On the statement that price will affect consumer loyalty, it is concluded that price affects consumer

loyalty. Through these results, it can be proven that the price rates provided by MRT Jakarta public transportation services are affordable and in accordance with the benefits that consumers expect, consumers will influence the level of loyalty of MRT Jakarta consumers. On the statement that brand image will affect consumer loyalty, it is concluded that brand image affects consumer loyalty. Through these results, it can be proven that a good brand image has been successfully formed through the marketing strategy used by the company to make excellence, consumers will influence the level of consistency / loyalty of MRT Jakarta consumers. In the statement that consumer satisfaction will affect consumer loyalty, it is concluded that consumer satisfaction affects consumer loyalty. Through these results, it can be proven that the satisfaction felt for the overall service of MRT Jakarta in accordance with consumer expectations / expectations will affect consumer commitment / loyalty to choose to use MRT Jakarta services as a mode of public transportation that has been provided in meeting the mobility needs of the community.

CONCLUSION

With the research that has been done, it can be concluded that service quality variables affect consumer satisfaction, price variables affect consumer satisfaction, brand image variables affect consumer satisfaction, service quality variables affect consumer loyalty, price variables affect consumer loyalty, brand image variables affect consumer loyalty, and consumer satisfaction variables affect consumer loyalty.

SUGGESTION

From the results of the research conducted, it is known that all variables studied in this study are in good condition. This can be seen from the results of the questionnaire, where respondents have a tendency to give positive responses to statements on all variables. To increase consumer loyalty of MRT Jakarta public transportation service users, several things that need to be considered are good and adequate service quality so that consumers feel comfortable when using services, besides that affordable / effective prices according to the benefits felt by consumers when using services so that it will cause an impression / *brand image* which is good in the minds of consumers, then consumers will feel happy and satisfied with the services provided so that consumers can commit to re-subscribe to the services provided by MRT Jakarta public transportation services.

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