

ABSTRACT

This study discusses the effect of service quality towards customer loyalty which is mediated by the price and brand image offered by Citilink in Yogyakarta. In this study there are four variables, namely: Service Quality, Price, Brand Image, and Consumer Loyalty. The sample in this study released 100 respondents who had or had used Citilink change. Sampling technique with convenience sampling and data collected by questionnaire. The data obtained is then analyzed using PLS tools. The results of the study show differences in service quality towards customer loyalty mediated by prices and a positively supported brand image.

Keywords: Brand Image, Loyalty, Price, SERVQUAL.