

***The Influence of Service Quality, Promotion, and Price on Customer Loyalty of PT Blue Bird Tbk***

**By Lady Fortuna Al-jannah**

***Abstract***

*This study aims to examine the influence of service quality, promotion, and price on customer loyalty of PT Blue Bird Tbk amidst increasing competition in the transportation industry driven by digitalization and emerging low-cost competitors. Issues circulating on social media regarding service quality and driver behavior have also affected customer perceptions and raised concerns about the sustainability of customer loyalty. This research employs a quantitative approach using 100 respondents who have used Blue Bird services at least three times within the past six months. Data were collected through a structured questionnaire measured using a Likert scale and analyzed using multiple linear regression with SPSS 29. The results show that service quality, promotion, and price each have a positive and significant effect on customer loyalty. These findings suggest that maintaining service consistency, strengthening promotional strategies, and offering competitive pricing are essential for Blue Bird to retain loyal customers and remain competitive in today's increasingly dynamic transportation market.*

***Keywords:*** *Blue Bird, customer loyalty, promotion, price, service quality.*

# **Pengaruh Kualitas Pelayanan, Promosi, dan Harga terhadap Loyalitas Pelanggan PT Blue Bird Tbk**

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## **Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, promosi, dan harga terhadap loyalitas pelanggan PT Blue Bird Tbk di tengah persaingan industri transportasi yang semakin kompetitif akibat digitalisasi dan munculnya kompetitor dengan tarif lebih rendah. Berbagai isu mengenai kualitas pelayanan dan perilaku pengemudi yang tersebar di media sosial turut memengaruhi persepsi publik serta menurunkan potensi loyalitas pelanggan. Penelitian ini menggunakan metode kuantitatif dengan melibatkan 100 responden yang telah menggunakan layanan Blue Bird minimal tiga kali dalam enam bulan terakhir. Pengumpulan data dilakukan melalui kuesioner berskala Likert dan dianalisis menggunakan regresi linear berganda dengan SPSS 29. Hasil penelitian menunjukkan bahwa kualitas pelayanan, promosi, dan harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan ini menegaskan bahwa peningkatan kualitas layanan, penawaran promosi yang menarik, serta penerapan harga yang kompetitif merupakan strategi penting bagi PT Blue Bird Tbk untuk mempertahankan loyalitas pelanggan di tengah dinamika industri transportasi.

**Kata kunci:** Blue Bird, harga, kualitas pelayanan, loyalitas pelanggan, promosi.