

ABSTRACT

The trend of Indonesia's tourism sector foreign exchange earnings from 2022 to the third quarter of 2024 shows a significant increase, marking the recovery of the industry and opportunities in inter-city transportation services. West Java Province is listed as one of the top destinations for domestic tourists, with Bandung City, being the top destination for domestic tourists, driving the growth of travel service providers such as Jackal Holidays Shuttle. However, the 3.8 rating on Google Business Profile indicates customer perception challenges compared to competitors with higher ratings. This study examines the effect of service quality, customer experience, and price on loyalty, with satisfaction as a mediating variable at Jackal Holidays Shuttle in Bandung City.

The research method used is descriptive quantitative with purposive sampling and non-probability sampling techniques. A questionnaire was distributed to 200 respondents who had used Jackal Holidays Shuttle services in Bandung City. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS 4.

The results of the analysis indicate that service quality, customer experience, and price have a positive and significant direct effect on customer loyalty. These three variables also have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. This confirms that customer satisfaction can mediate the effects of service quality, customer experience, and price on customer loyalty toward Jackal Holidays Shuttle in Bandung City. The company is advised to continue maintaining service quality, enhancing customer experience, and implementing appropriate pricing strategies to improve customer satisfaction and strengthen loyalty and competitiveness in an increasingly competitive market.

Keywords: *Service Quality, Customer Experience, Price, Customer Satisfaction, Customer Loyalty.*