**PENGARUH KUALITAS PELAYANAN, HARGA DAN *BRAND IMAGE* TERHADAP LOYALITAS KONSUMEN TAKSI *BLUE BIRD* DI KOTA PADANG**

Ubaidillah Zaqi, Yulihar Mukhtar 1, Zeshasina Rosha 1

1 Department of Management, Faculty of Economics, University of Bung Hatta [ubedzacky@gmail.com](mailto:ubedzacky@gmail.com), [Yul\_mukhtar@yahoo.com](mailto:Yul_mukhtar@yahoo.com), [zeshasina@yahoo.com](mailto:zeshasina@yahoo.com)

***Abstract***

*This study aimed to analyze the effect of service quality, price, and brand image on Customer Loyalty Taxi Blue bird in Padang. The population in this study are custumer to used taxi blue bird in Padang. the number of samples in this study using the theory (Sugiono, 2013) where the number of variables multiplied by twenty, then this study the number of respondens is eighty, for superintend of error sampling the researcher take samples of respondents one hundred. The sampling technique used was purposive sampling. The result showed the quality of service and brand image influential positive and significant again customer loyalty and than price not to influential positive and significant again costumer loyalty.*

***Keywords: Service Quality, Price, Brand Image, Customer Loyalty***