**PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PENUMPANG DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING PADA PENUMPANG *TAXI BLUE BIRD* PADANG**

**Oleh :**

**Siska**

**1010011211099**

**ABSTRACT**

*This research aims to determine the effect of service quality to passenger loyalty with satisfaction as an intervening variable in the blue bird taxi passengers. Samples were one hundred respondents. The sampling technique is purposive sampling. The data used are primary data and secondary data. Data analysis method used is a simple linear regression analysis and multilevel regression analysis. The results of this study found that the quality of service and significant positive effect on passenger loyalty, quality of service and significant positive effect on passenger satisfaction, passenger satisfaction is positive and significant effect on the loyalty of passengers, passenger satisfaction meintervening relationship between service quality and passenger loyalty Blue Bird Taxi Padang. Blue Bird Taxi expected to be able to provide service responsiveness, speed of transactions, the existence of service, professional and overall satisfaction with the service.*

***Keywords:Service quality, Passenger loyalty and Passenger satisfaction***