

## **ABSTRACT**

*The transportation industry is growing rapidly in line with changing lifestyles and increasing public demand for better services. However, amid this growth, bus transportation companies are facing challenges in maintaining customer loyalty due to intense competition, negative reviews, and issues such as accidents that can affect brand image. In this context, this study applies the Theory of Planned Behavior (TPB) as a theoretical approach to understand how service quality, customer experience, and brand image influence customer loyalty, with customer satisfaction as a mediating variable. TPB emphasizes that customer behavior is influenced by attitude, subjective norms, and perceived behavioral control, making these factors crucial in shaping loyalty toward bus transportation services.*

*The population in this study consists of customers who have used PO Bus Rosalia Indah services more than once in the past year in Semarang City. The sample size used in this study is 130 respondents. Data collection was conducted using questionnaires, and the collected data was processed and analyzed using the Structural Equation Modeling (SEM) analysis technique with the AMOS 22 software.*

*The results indicate that service quality, customer experience, and brand image positively influence customer satisfaction. Customer satisfaction also has a positive effect on customer loyalty. Moreover, customer satisfaction is proven to mediate the influence of service quality, customer experience, and brand image on customer loyalty. These findings suggest that to enhance customer loyalty, PO Bus Rosalia Indah should focus on improving service quality, creating a positive customer experience, and strengthening brand image.*

*Keywords: Service quality, brand image, customer loyalty, Theory of Planned Behavior*