

**Abstract:** *The objective of this study is to determine the effect of product quality, brand perception and innovation to the brand loyalty with brand experience as a variable intervening (studies of the customers blue bird taxi Jakarta). The research model is quantitative approach through a survey of 200 customers blue bird taxi. The sampling method is purposive sampling. Hypothesis test results shows product quality and brand experience have an effect on brand loyalty. While innovation and brand perception do not affect to brand loyalty. The managerial implications should be considered regarding of this study including provided manual book application, provide training to drivers, accentuate the first served first in, utilize social media to socialization newest features of blue bird, engage whole stakeholders to communicate TMR and providing discounted.*

**Keywords:** *product, quality, brand, perception, innovation, experience, loyalty*

**Abstrak:** *penelitian ini bertujuan mengetahui pengaruh kualitas produk, persepsi merek dan inovasi terhadap loyalitas merek dengan pengalaman merek sebagai variabel intervening (studi pelanggan pada taksi blue bird Jakarta). Penelitian menggunakan pendekatan kuantitatif melalui survey kepada 200 responden. Metode pengambilan sampel adalah purposive sampling. Hasil uji hipotesis menunjukkan kualitas produk, pengalaman merek berpengaruh terhadap loyalitas merek. Inovasi dan persepsi merek tidak berpengaruh terhadap loyalitas merek. Implikasi manajerial yang bisa dilakukan adalah menyediakan manual book, memberikan pelatihan kepada driver, mengutamakan first served first in, memanfaatkan jejaring sosial media sosialisasi fitur-fitur terbaru dari blue bird, mengikutsertakan seluruh stakeholder mengkomunikasikan aplikasi TMR serta memberikan potongan harga.*

**Kata kunci:** *kualitas, produk, merek, persepsi, inovasi, pengalaman, loyalitas*