

ABSTRACT

Primajasa Bus Shuttle is the transportation model which provide bus shuttle from Bandung to Soekarno Hatta Airport. This research is a case study on Primajasa Shuttle Bus Company heading for Bandung - Soekarno Hatta. In this research are studied and analyzed the factors that impact customer satisfaction which includes customer expectations, quality service, brand image and perception of the price. The method used is descriptive analysis, quantitative methods and causal. The cornerstone of the theory of customer satisfaction using the model of the ACSI (American Customer Satisfaction Index) sampling method in this research done by Accidental sampling is part of the technique of nonprobability sampling. The sample in this research are consumer of Primajasa Shuttle Bus Batununggal Bandung in 2016 by way of spreading the detailed questionnaire to 150 respondents. The type of data used in this research is the primary data and secondary data. Analysis of the data in this study using several tests, namely This included: validity and reliability, the classic assumption test, multiple regression analysis, hypothesis testing through t test and f test, as well as the coefficient of determination (R²) application that is used is SPSS.

The Result shows that 62.2% of the variation of customer satisfaction can be explained by four independent variables in a multiple regression equation. While the remaining 37.8% is explained by other variables outside the four variables

Keyword: customer expectations, service quality, brand image, customer satisfaction