

## **ABSTRACT**

*This research is used to find out and analyze service attributes that must be a priority to be considered by PTrans, know and analyze service attributes that must be a priority to be maintained by PTrans, know and analyze service attributes that must be prioritized by PTrans.*

*This research was conducted using quantitative methods and descriptive studies through questionnaire media from the PTrans passenger population with a sample of 100 respondents. The questionnaire distributed to respondents used the Likert measurement scale which was equipped with various data collection techniques. Whereas, in terms of testing this study used the validity test and reliability test with the method used, namely the canoe model.*

*Based on the research that has been done, the results show that there are two service attributes that fall into the Must Be category, nineteen service attributes that fall into the One Dimensional category, and two service attributes that fall into the Attractive category.*

**Keywords:** *Service Quality, Kano Model*