

ABSTRACT

Along with the population growth which increases every year, this will also lead to an increase in daily needs, one of which is the need for motorized vehicles and the effect of the growth of motorized vehicles, one of which is congestion. Therefore, there must be efforts to overcome the congestion problem, one of which is by providing public transportation services. One of the entrepreneurs who provides this transportation service is PT. Primajasa Perdanaraya Utama, but in the business process there are still some complaints felt by customers.

The purpose of this study is to determine the response of customers to the quality of service provided by PT. Primajasa Perdanaraya Utama which is measured through five dimensions, namely tangible, reliability, responsiveness, assurance, empathy and to find out whether there is an effect of these five dimensions on customer satisfaction.

The method used in this research is quantitative method by collecting data through distributing questionnaires using a Likert scale which was conducted on 385 respondents with the criteria of customers who have used transportation services from PT. Primajasa Perdanaraya Utama. The data obtained was analyzed using Structural Equation Models (SEM) analysis using AMOS 24 software.

Based on the results of the hypothesis analysis, it was found that tangible has a positive effect on customer satisfaction, reliability has a positive effect on customer satisfaction, responsiveness has a positive effect on customer satisfaction, assurance has a positive effect on customer satisfaction and empathy has a positive effect on customer satisfaction, with the highest value in the responsiveness variable with a critical ratio value of 5.354 while for the smallest value it is in the tangible variable with a critical ratio value of 3.227.

The author suggests the company PT. Primajasa Perdanaraya Utama to re-evaluate the services it provides both the appearance and completeness of the existing departure places, the appearance and appropriateness of the fleet it owns and the company needs to improve the ability and understanding of its employees in providing services to its customers, so that it is expected to increase satisfaction again his customers.

Keywords: *Service Quality, Customer Satisfaction, PT. Primajasa Perdanaraya Utama*