

ABSTRACT

**THE INFLUENCE OF SERVICE DIFFERENTIATION, FACILITIES AND
CONVENIENCE ON PASSENGER SATISFACTION PT. PRIMAJASA
PERDANARAYA UTAMA IN TASIKMALAYA**

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The purpose of this study was to determine the effect of service differentiation, facilities and convenience on passenger satisfaction of PT. Primajasa Perdanaraya Utama In Tasikmalaya either partially or simultaneously. The research method used is a survey method. The analytical tool used is path analysis. Data collection was obtained through questionnaires and library research. The results showed that service differentiation, facilities, convenience and customer satisfaction were included in the good category. Service differentiation, facilities, convenience partially positive effect on passenger satisfaction of PT. Primajasa Perdanaraya Utama in Tasikmalaya. Then the differentiation of services, facilities and comfort have a simultaneous effect on passenger satisfaction of PT. Primajasa Perdanaraya Utama in Tasikmalaya.

Keywords: Service Differentiation, Facilities, Convenience, Customer Satisfaction

ABSTRAK

PENGARUH DIFERENSIASI LAYANAN, FASILITAS DAN KENYAMANAN TERHADAP KEPUASAN PENUMPANG PT. PRIMAJASA PERDANARAYA UTAMA DI TASIKMALAYA

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Tujuan penelitian ini adalah untuk mengetahui pengaruh diferensiasi layanan, fasilitas dan kenyamanan terhadap kepuasan penumpang PT. Primajasa Perdanaraya Utama Di Tasikmalaya baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah metode survei. Alat analisis yang digunakan yaitu analisis jalur. Pengumpulan data diperoleh melalui kuesioner dan penelitian kepustakaan. Hasil penelitian menunjukkan bahwa diferensiasi layanan, fasilitas, kenyamanan dan kepuasan pelanggan termasuk ke dalam kategori baik. Diferensiasi layanan, fasilitas, kenyamanan berpengaruh positif secara parsial terhadap kepuasan penumpang PT. Primajasa Perdanaraya Utama di Tasikmalaya. Kemudian diferensiasi layanan, fasilitas dan kenyamanan berpengaruh secara simultan terhadap kepuasan penumpang PT. Primajasa Perdanaraya Utama di Tasikmalaya.

Kata Kunci: Diferensiasi Layanan, Fasilitas, Kenyamanan, Kepuasan Pelanggan